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MAKE YOUR MARK

HAIR AND BEAUTY ACADEMY BOOK

presented by

SALONTM
INTERNATIONAL

MAKE YOUR MARK

HAIR AND BEAUTY ACADEMY BOOK

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PREFACE



Education in any line is of paramount importance. Without it, you will only flounder and eventually sink. The relevance of training and skill development cannot be emphasised more, especially when you are launching your own salon or spa. You need to have a team in mind first, as the right team can help in generating profits. While interviewing, look for smiling faces, as a smile reflects a person's attitude. Training such a person is not difficult. You may need to set clear expectations from team members. Be clear in what you would like them to do. For instance, 'I expect you to come in at a certain time, look a certain way and act a certain way and for that I will pay you, train you and help to motivate'. It should be explained at the interview stage that their wage will be based on their performance. What I am hearing is that a few hairdressers are demanding a certain wage even before they join. That does not really work until they have proven that the amount of money they are demanding is performance-related to the money they bring into the business. Put the new people on a probation for three months in order to measure their performance and whether there is a balance between what they are asking and receiving. The probation period also helps the hair dresser to assess if they like the place where they are working and for the owner to see if they match the team. Hence, their performance-related responsibilities and salaries have to be explained clearly. You will be required to set a career path out for them - where they start, how will they evolve and where they will and can reach ultimately. Simultaneously, you would be looking for the right sort of place, location and property.

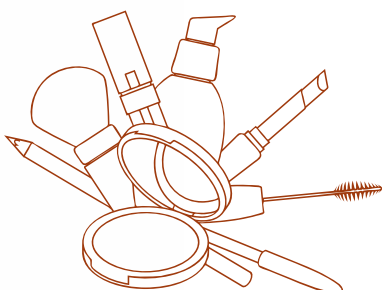
Opportunities to get trained should not be given, they should be earned. The training should be valued. Hair dressers who do not get trained, as they proceed in their career path, are not investing in themselves. Eventually they will start going down. So investment in training is crucial for a successful business.

Staff training is essential for a salon to be successful and therefore, all aspects should be considered. If the owner feels that a person is not very confident about colouring, he or she should rightaway conduct in-salon training before organising outside training. In-house resources should be utilised. The owner could also have a team member who is excellent at hair colouring tutor the other one. In this manner, a salon can become really strong, as the team is close and shares techniques and methods with each other. The owner needs to carefully examine the career path of each team member so that they don't end up leaving when someone says to them 'I'll pay you double if you come to me'. No business can just pay and not have the right money coming in. The correct way to do it would be to say 'So this year, I will look at your work in the first three months, train you and if you are good, I will work more on your colour, or your management skills'.

This kind of personalised handholding will make a happy team, a happy customer and a happy salon or spa owner.

JULIE ELDRETT

Passionate about Customer Care and being totally customer focused, Julie Eldrett is a customer care consultant with over 35 years experience in the hair and beauty industry. Julie, who had previously owned a successful salon business, now delivers seminars to the hair and beauty industry and beyond.



FOREWORD

About two decades ago, the beauty and wellness industry of India was a neophyte, with zilch vision. The few 'beauty parlours' that offered scattered beauty services, were mostly confined to residences or at best one saw them at local shopping areas. Of course, five-star hotels always had them, but again, apart from bridal makeovers that topped their menu cards, there wasn't much else. At this point, an astute group of people got thinking and begun to see immense potential in the business of beauty and wellness. This defining moment, saw the birth of mega brands and stalwarts like Shahnaz Husain, Dr Blossom Kochhar, Vandana Luthra, Nalini Naegamvala, CK Kumarvel, Vikram Bhatt, amongst others. They took a hard look at the business angle and decided to go at it with all that they had.



Today, the beauty and wellness industry has undergone a sea change! Consumers are aware about what they want from a salon or spa. Global travel and education, high paying jobs and easy accessibility to foreign brands has fueled the desire to put the best face forward – always. The consumer expects a salon or spa professional to be a tank of knowledge, advising them on the latest therapies, trends and on top of it, excel at their job. But, how many consumers go back home satisfied with the services received?

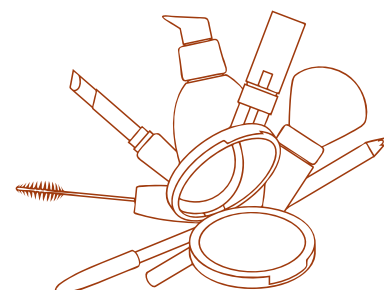
National Skill Development Corporation (NSDC) India says that by 2022, the industry will need about 14 million skilled people. Dilip Chenoy, Managing Director and CEO, NSDC agrees that Indians are now willing to pay a premium for a beauty and wellness 'experience' and it is no longer a luxury. Hence, there is a strong need for a skilled workforce. There are huge entrepreneurial opportunities that may attract today's youth to explore fascinating employment avenues.

I think, the efforts being made by the members of the beauty and wellness industry are commendable. NSDC is doing great work and so is the VLCC Founder Vandana Luthra, who has announced skilling initiatives to train 10,000 students at the 14th Annual Convocation held in Delhi. However, at this juncture, we are being faced with a dichotomy – while salons and spas across the country are doing brisk business, it may be fair to say that finding professionals and training them as per international standards, has lagged behind. The need of the hour is to attract aspirants with a keen interest in hair, make-up and spas and offer them intensive training at focused and strong academies that are well-equipped with A class faculty members and courseware. When prosperity beckons like a beacon, who will refuse the opportunity?

With an aim to facilitate sharing of knowledge, the 'Make Your Mark Hair and Beauty Academy Book' was born. Meant not only for the gen X, but also for professionals who want to enhance their skill sets, there are extensive analyses and insightful notes from industry pundits. The idea is to look at the beauty and wellness industry as a wonderfully empowering and lucrative career option and take it up in all earnestness.

A handwritten signature in black ink, appearing to read 'Amitabh Taneja'.

AMITABH TANEJA
CMD AND EDITOR IN CHIEF
IMAGES GROUP



FOCUS

As per industry research, the hair and beauty industry of India is witnessing a per capita annual spend of \$1.2 which is expected to grow to \$ 6.2 by 2015; the spa and body treatment segment is estimated to touch about \$772 million over the next five to eight years. Therefore, when the opportunity ahead is brimming with potential, aspirants who want to make a mark in this line, need to tread carefully and comprehend that enrolling, alone, into an academy will not make you a top-rated professional. The industry demands gruelling hours of back-breaking work, a strong will to stay dedicated and committed and an almost child-like enthusiasm to learn everyday. Hair dressing, make-up artistry and wellness are vocational skills, yet they require a sound educational background. Knowledge of mathematics and chemistry helps a technician to improve his skills, as without scientific knowledge, a skill will remain half-baked.

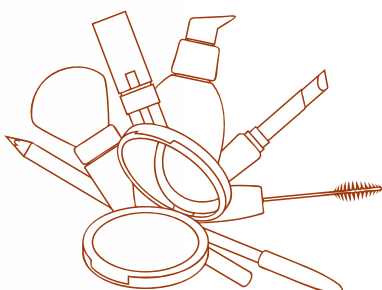
The aim of an academy is to deliver premium educational content, which lends artistic and technical advancement to aspiring stylists or make-up artists through their internationally affiliated and certified courses. Usually these courses are flexible in terms of duration and classes are counted on an hourly basis. Besides offering professional courses, academies also offer real time training from experienced and knowledgeable faculty members.

While today hair dressing is considered to be a well-paying career option with a glamorous accent, it hasn't always been so. Reveals Kohinoor Mandal, Master Franchisee, Jawed Habib Salons in West Bengal and Jharkhand, "The Jawed Habib Academy was launched in Kolkata in 2005 and was the second such academy after Delhi. The biggest challenge, at that time, was to convince the students that they have a great future, if they become good hair dressers. People were not convinced that it could be taught, as it was meant for barbers and wasn't seen in good light."

The hairdressing industry in India is considered as one of the fastest growing in the world and BBLUNT Academy claims to be at the cutting edge. Over the past decade, the academy has definitely raised the standard of Indian hairdressing – training those with zero prior knowledge of the industry and those who want to hit new heights in their career. Shares Adhuna Bhabani Akhtar, Director, BBLUNT Academy, "Education is the only way forward as when the learning stops, the growing does too."

Ojas Rajani, Celebrity Make-up Artist, feels that the make-up academies in India, do not have a variety in the courses that they are offering. "As the students usually come from middle-class families, we as experts in the line, need to be more proactive. Ideally sponsors must be there and more buzz should be created about the offerings. Top faculty members from abroad must be called in to teach us the latest different techniques."

In India, the hair, beauty and wellness business is booming. It is the perfect time for aspirants to be a part of it and immerse themselves in education, as it is the only prerequisite, apart from unwavering passion for the craft, that will take your career to great heights.



ARADHANA V BHATNAGAR
EDITOR, SALON INTERNATIONAL



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WORDS OF WISDOM



- Darren Fowler
International Creative
Director and Owner
Clipso Salon

Education is big and something I feel very strongly about it. I am very focused on education. I first started out doing law and sociology. I realised I wanted a career in hairdressing and my own salon one day. After signing myself up for as many interviews as possible in London, I went to a private hair school and apprenticed at Clipso which helped fast track my career. Since being in the hairdressing industry, I've undertaken many courses, creative, business and even international ones.



- Brent Barber
Celebrity Hairstylist

I attended a barber school in Texas and got my cosmetology license in 1991, followed by a year-long apprenticeship at the Zan Ray Salon in Austin, Texas, which helped hone my hairdressing skills and sharpen my business acumen. Get the best foundation and training you can and then get a job at the best salon.

Looking back on the 100 years of family tradition at Coiffeurs, it was an easy decision for me. So I started a hairdresser formation, made my associating check and my mastership examination in Berlin. Later I continued with my education at the L'Oréal Academy.



- André Märtens
Ambassador L'Oréal
Professionnel

To overcome all the challenges of the beauty and wellness industry, at the crux of the matter lies education. Technical training is a must for the business to grow and for all concerned, be it the salon owner or therapist to prosper.



- Dr Blossom Kochhar
Founder, Blossom Kocchar
College of Creative Arts
and Design



- Angelo Seminara
Winner BHA British
Hairdresser

India's hair and beauty industry has developed at such a pace over the past years that I can only see it going from strength to strength in the future. So all very positive and good in my eyes. Watch the great masters at work; absorb what they do and how they do it. Then trust in your abilities and practice, practice, practice. Master the rules so you have the confidence to break them and let your creativity fly. And never compromise or settle for second best. Seek perfection – always.



- Damien Carney
Celebrity Hairstylist

Go for it, you can be what you want to be. You control your destination. You are the one driving your career. You have to love what you do because you will be spending a lot of hours in your life working. Hairdressing has so much to offer. Salon, celebrities, movies, photo shoots products..... You can feed your heart, mind and soul and earn a fabulous living.

Never shout too loud, your work will be heard when it is ready to be heard, just keep going and never give up.



- Sally Brooks
Artistic Director &
Co-owner Brooks +
Brooks Salon

Education never ends. I believe in continuous education and never miss an opportunity to update my knowledge. I constantly work on developing thoughts and concepts related to the spa and wellness field.



- Rekha Chaudhari
Spa and Wellness Expert

LEARNING FOR A LIFETIME

From the moment we are born, we are on a learning journey that does not stop until we die. In fact, some people believe that it continues after that, as well. Like children, even adults have a certain hunger for knowledge. For centuries people have been exploring the planet, the ocean, the skies and space all around to learn and explore. It is not a new concept, however, at times we forget to keep our educational needs in order.

There comes a time when we become confident about what we are doing, the other times, we tend to become complacent and do not search for newer, smarter and better ways to do what we do. We are in an era, when the pace of work and knowledge is becoming faster day-by-day, and hence, our input of knowledge needs to be way ahead of our output.

When people ask me 'Do I know everything?', the simple answer is 'Not yet!' However, when interviewing professionals, I'm told all the time 'I know everything!' This is not confidence, but complacency and this kind of a thought process is not supporting growth in this industry.

Hairdressing in India has not touched 10 per cent of its potential. Whilst we have large chains that are doing well, as leaders, we have to encourage and nurture the talent pool, so that tomorrow, we may have a better skill set of people and the industry can develop. Over the years, I have been told by many mentors that one has to be on a constant search for something new and fresh. In this day and age, it has become so much easier, what with easy access to the internet and magazines. We believe that we are special and when we look at the skills we possess, we have to be able to have an 'Ace card' and this is not taught at school or college, it is learnt from life.

Hairdressing has to be a personal interaction between two people that connect in dialogue from the moment they meet, have a steady flow of information with a clear vision and confidence to get the work done. If you are not working on your people skills, then it is about time you invested into it, as this is the major chunk of development that needs to take place in order for us to align to an international level.



Rod Anker
Celebrity Hairstylist. Views expressed are personal.

I would never assume I am right unless I have walked in the shoes of my team. Once I have and I know the right way, then and only then, would I be able to share the information.

If you are a trainer, salon owner, stylist or manager, I suggest you set aside time to honestly assess what you can and cannot do, write them down and find a way to learn that is effective. It may mean a trip to a conference in another country, then plan it and make the effort to develop your skills today, so that tomorrow you are in a better shape.

Honesty with yourself is the only way you will move from where you are to where you want to be. This can be hard, as we all have variant ways of judging our skills, yet the way to get what you want is by knowing this truth.

SHAHNAZ HUSAIN INTERNATIONAL BEAUTY ACADEMY

BE A PART OF THE BEAUTY REVOLUTION



How do you capture the essence of a woman who has been painted by M.F. Husain, honoured by President Kalam with the Padma Shri, been a confidante to India's most charismatic woman Prime Minister, presented the International Star Award in Paris; walked the red carpet at Cannes; rubbed shoulders with world celebrities including Princess Diana, interviewed by Goldie Hawn, launched by Barbara Cartland at the Galleries Lafayette in Paris and Harrods in London, spoken at House of Lords and House of Commons at the British Parliament, honoured by Princess Grace of Monaco, celebrated by Deepak Chopra, awarded World Medal of Freedom at Annual World Forum, Washington DC, lectured at MIT, Harvard, Oxford and London School of Economics, recognised by President Obama, honoured by Hillary Clinton, offered the role of Empress Nur Jehan by a Hollywood film director, *Woman of Substance*, a film on her amazing life, by Beverly Hills Film Production, selected as the United Nations Woman of the Decade, elected Chairman, CIDESCO, World Beauty Congress, New York, received 'Woman of the Millenium Award' from Global Indian Congress USA, awarded the World's Greatest Woman Entrepreneur by the US-

based Success Magazine as the first woman in 109 years, selected Forbes Woman of the Year and also represented India at Forbes World Congress in Australia, received Woman of the Year Award from the Governor of California USA..... and made not just an entire nation, but people across the globe wake up to India's ancient Vedic system of herbal healing? Shahnaz Husain... a legend in her own lifetime!

Shahnaz Husain is the pioneer and leader of professional beauty training in India. She started her beauty training school, previously known as Woman's World International, nearly four decades ago, at a time when only apprenticeship training was available. By now the academy and its branches have trained thousands of students. Shahnaz realised the need for a comprehensive professional training programme, comprising of both theory and practice. The vision of providing quality education across the globe has seen the Beauty Academy expanding to nearly 75 beauty training schools in India and abroad. Since the Shahnaz Husain brand is globally recognised, students have been coming from abroad to study and acquire the valued Shahnaz Husain Diploma.



LOOKS SCHOOL OF HAIR AND BEAUTY

LOVE YOUR LOOKS ALWAYS

Taking our commitment to the next level, LOOKS SALON now ventures and looks to ground its roots deeper through education. We are proud to launch our first-ever Academy for Hair and Beauty; LOOKS SCHOOL OF HAIR & BEAUTY. The primary objective is to spread knowledge, educate youngsters and in the end, churn out polished professionals who are ready to meet today's challenges and tomorrow's opportunities.

The range of courses offered by the academy are tailored to meet specific requirements and time constraints. We have affiliated with L'Oréal Professionnel to provide the Beginners Diploma in Hairdressing. The ARTH courses enable fresh talent to nurture their creativity and make a strong foot-hold in the industry. We believe education is the only way to success, therefore, we are also introducing a wide curriculum with courses in advanced education. There are courses that range from Foundation Courses to short two-day courses

on specific subjects. The academy trains on various aspects of Hair and Beauty, with the aim of meeting individual requirements and inspiring creativity.

Looks School of Hair and Beauty is working to ensure that every individual who enrolls, graduates feeling anew. Our courses are developed and designed to be contemporary, relevant, updated with the latest trends and forward thinking that is derived from passion, commitment and technical excellence. We are on the verge of completing the fifth batch of students.

Nikhil Sachdeva spearheads the academy and he stands for fashion and hair trendsetting since 2005. With his strong foundation in teaching, he has become a creative force in hair education and is recognised for his innovative and advanced cutting and colouring techniques.

He says, "It is very important to consult professionals for your colour service as they

will guide you and only after a thorough consultation, suggest you the right shades to go for. It is very important to know how to style your hair and what product to use to get same look at home."

Nikhil is passionate about teaching and has conducted several hair shows, workshops and seminars detailing the nuances of modern hairstyling techniques. His creativity and desire to learn more, not only makes him strive to do better himself, but also inspires students to push their own boundaries. His work, while fashionable and stylish, is also wearable on a daily basis and easy to maintain. While keeping the focus on quality, he ensures that it is available to everyone who is looking for a good hairstyle.

LOOKS SCHOOL

Call: +91 9810024765

Visit: www.lookssalon.in

EDUCATION ON SALON MANAGEMENT

The Indian salon and spa industry has grown at a rapid pace over the last decade and in tandem with it, there has been a growth of technician's training programmes, too. However, there is a lack of a programme related to salon management training. In fact, to say there is hardly any such training programme, is an overstatement. For the industry to grow from its current level, it needs efficient and trained managers. At present, there are only two sets of crucial work force – the entrepreneur, who has set up the unit and the technicians. Both are extremely important for the smooth functioning of the unit, but neither of them can be a manager and there are several reasons behind it.

It is generally perceived that the entrepreneur is the manager, but that's not the case. These are two different terms and their roles are different, too. An entrepreneur starts a venture because he believes that it is a profit-oriented operation. So, he puts in his capital, experience and passion and stays committed to the cause of running the venture. Under his leadership, the venture will succeed by way of generating positive feedback from clients and return on investment. However, it will be incorrect to conclude that this success will make him a good manager, as well. Entrepreneurs must be conscious of their roles, too. Setting up a successful enterprise does not equal to managing the enterprise properly.

Here lies the importance of a manager, who should be equally committed to the venture, but be dispassionate as compared to the entrepreneur. The manager may not have any financial risk involved, but his professionalism is at stake. The manager supervises and implements the ideas devised by the entrepreneur, sets the routine and ensures that it is followed. The manager cracks the whip whenever necessary. Similarly, they recognise and reward the deserving. The manager, if needed, even warns and guides the entrepreneur on the future possibilities. The entrepreneur may be the owner of the house, but the manager is the one who keeps it in order.

Unfortunately, in India, we have a dearth of good salon managers. We have either entrepreneurs functioning as managers or technicians, who are pushed to perform the role of managers. There are only a few cases where technicians have graduated to become successful salon or spa managers. The probable reason might be the low education level of the technicians and to become a good manager, it is mandatory that they know the basic management theories. Moreover, once a technician starts receiving accolades from their patrons, they start loving their job. Hence, it becomes difficult for them to quit their technical job and take up a managerial role. There are several cases where one graduates from a technician to an entrepreneur and creates his own enterprise, becomes an employer from an employee, but hardly succeeds to become a manager.



Kohinoor Mandal

Master Franchisee, Jawed Habib Salons, West Bengal and Jharkhand. Views expressed are personal.

Hence, there is a sense of vacuum. Several organisations have tried to rope in professionals from sections of the hospitality industry, but I strongly feel that the salon and spa sector is different. Leading educational organisations, B-schools and the government must look into this aspect. Even those who are offering technical education for the salon and spa sector, must prepare a course curriculum only for the managers. Without good managers, the growth of this industry will become stunted, thereby impairing the individual growth of the units.

A N JOHN ACADEMY



- ▶ **Address:** Elgin Chambers, 3rd Floor, 1A, Ashutosh Mukherjee Road, Kolkata
- ▶ **Telephone:** +91 33 40032636, 9748750644
- ▶ **Website:** www.anjohn.in/info_academy@anjohn.in
- ▶ **Owner:** Raman Bhardwaj
- ▶ **Year of establishment:** 2013
- ▶ **Size of academy:** 1,300 sq ft

A N John Academy located at one of the busiest streets in Kolkata, aims to equip students with the finer nuances of hairstyling and hair care. The brand has constantly reinvented itself to changing times by keeping abreast with latest trends in hairdressing and has been growing considerably over the past years. Today, they have five world-class salons as well as a state-of-the-art hairdressing academy. The academy firmly believes in structuring the courses to stimulate and enhance the hairdresser's skills and techniques. The courses are constantly upgraded to bring out the best in hairdressing education. Students are encouraged to develop their own style and creative ideas backed by sound knowledge committed to maintaining a high standard of service quality. The aim of the academy is to motivate and inspire students to reach their full potential in sharing the knowledge that has made A N John a successful salon brand.

Courses:

They are currently the only academy in Kolkata to offer the L'Oréal Professionnel Absolute Route to Hairdressing (ARTH) Beginners Diploma. In addition they also offer a range of courses for all levels of experience and are relevant to the demands of salon business. With relatively low students to teacher ratio, there is an emphasis on individual training within structured courses. Moreover, the students are encouraged to come up with innovative hairstyling.

Courses offered:

Classic Cut and Colour Course

Duration: 5 days
Description: Classic layering and graduation techniques, strong foundation in fundamental elements of foiling, sectioning and methodology and practical workshop and demonstration.

Men's Hairdressing Course

Duration: 5 days
Description: Fundamental techniques including scissor over-comb, clipper and precision cutting.

L'Oréal Professionnel Absolute Route to Hairdressing (ARTH) Beginners Diploma

Duration: 100 days/ 3.5 months
Description: The Absolute Route to Hairdressing (ARTH) course is the ultimate introduction to hairdressing. The course has been created by L'Oréal Professionnel in collaboration with some of the world's best hairdressers and teaches you the latest cutting, colouring and styling techniques and includes in-salon experience. The course also lays equal emphasis on hair science, communication and retail skills to make you a well-rounded professional.

Certification:

The courses are devised to meet international standard and are accredited by ITEC and CIBTAC.

Fee:

On request.



Raman Bhardwaj
Owner

“THE A N JOHN ACADEMY IS READY TO PREPARE THEIR NEXT SET OF FRESH HAIRDRESSERS. WE WANT TO SEE YOUNG AND TALENTED STYLISTS TO BE THE BEST STYLE ICONS ACROSS THE GLOBE.”

TRAINING ON SPA THERAPIES

Most working individuals try to seek an easy solution for beating stress and the easiest available is a spa holiday. The spa industry is booming worldwide and across India. It is a proven fact that more and more people are realising the value for quality rest and relaxation. Kerala has capitalised on the Ayurvedic wellness holiday concept and we will have to thank the qualified spa therapists who are trained extensively on Ayurveda treatments.

Right training is a solid investment, which leads to increase in profitability. Empower your staff professionally and ensure qualification with deep insight and knowledge. A qualified staff always delivers the best results, which should transform satisfied clients. In a spa environment, you have to commit to a safe, effective and holistic approach. There are few institutes in India that offer exceptional internationally recognised certificate courses, like CIDESCO, which is recognised in over 33 countries and includes aesthetics treatments, body treatment; Post Graduation CIDESCO in Spa and Aroma Therapy to ensure the spa staff to be internationally qualified; courses includes anatomy and physiology; examination and diagnosis; hygiene, sanitation, safety, first-aid; chemistry; equipment, usage and instructions; treatment procedures; nutrition and diet; ethics; public relations and business concepts.

Considering the number of spas, the spa in recent times has been projected in many avatars, difficult to differentiate between the various types of spas that exist today, from day spas to destination spas to medical spas and even dental spas covering a wide range of treatments and services. Day spas, like the name suggests, provides spa services for a few hours in a single day. One can usually indulge in a wide range of spa services like facials, massages, foot rubs, body wraps, and water or heat therapies. A medical spa is supervised by a licensed healthcare professional that specialises in comprehensive preventative medical care and wellness. Medical spas focus on diagnosing and treating your health issues using a combination of traditional and alternative medical practices. There are also cosmetic medical spas that offer a variety of beauty enhancement services, such as Botox, laser hair removal or micro dermabrasion. Destination spa, allows you to stay overnight, or for a week, or even longer. These spas primarily focus on specialised spa treatments and activities. Most destination spa programmes are set for a seven-day stay and are usually located in peaceful and scenic destinations.



Maya Paranjapye
MD, Butic College of Beauty
Therapy & Hair Dressing. Views
expressed are personal.

Therefore, the growth of this industry and the quality of treatments and services expected by the clientele, spa owners need to give top priority to employing professionally qualified spa operators and managers and providing them continuous refresher training. To do so, they need to hire outsourced faculty who can impart professional training to their spa staff at regular intervals, add new dynamics of upgrading their skills with latest therapies and services offered internationally.

Spa therapies do not work only on the body but it is also effective for the mind and soul, this provides peace and energy within. A happy state of mind is a healthy body.

NURTURING THE FOUNDATION

The industry has pretty much exploded in the last decade. According to the statistics, it is growing at over 30 per cent per annum. Spalon India Pvt Ltd feels fortunate since they operate in the beauty, wellness and the education segments of this booming industry. This gives us access to a wide range of clientele and since we operate under four distinct brands, we are able to cater to a vast demographic.

When we started Bounce in 2004, we were one of the first high fashion unisex salons in Chennai and Bangalore. Today there are so many brands and so much competition that it amazes me. The same goes with the day spa business, there is a salon and a spa on almost every street. I think, this is great because it constantly keeps you on your feet and makes you want to do better. It also expands the market and educates the client base, which is great for everybody.

Today's customer knows exactly what they want and you have the choice to position yourself in which ever segment you want to cater to. If you are good and committed, rest assured, you will do well! The next 10 to 12 years are going to be the most exciting and the industry is going to evolve to greater heights. Constant education, brand building and customer service will be the key.

The responsibility is a huge and it is most important to not take anything for granted. As a second generation in an industry that is constantly growing, evolution and introspection is key. My mother had built an amazing foundation from which I could take the business to other directions. 10 years ago when I joined her she was running an extremely successful chain of beauty salons for women, Kanya, It was this foundation that helped me start our unisex brands and also our spa business and most importantly our academies.

Although initially my role in the company was primarily that of a hairstylist, the focus was on training our teams and creating our brand identity.

I feel that over the last few years my focus in the business has been on expansion, brand building and creating a more robust business with integration of IT and effective management systems. In other words, spending less time with the scissor and more in our head office.



Vikram Mohan

Owner, Bounce Style Academy.
Views expressed are personal.

Opportunities are very exciting. I feel all our three brands are very distinct, unique and cater to a multiple audience. This means we can be competitive because we have a format for everyone. The biggest opportunity I think is that the industry is growing which means that the potential for growth is immense and also since the market base is expanding, we have new customers coming in constantly. It helps us innovate and take the business to the next level.

The greatest challenge is to take forward to the best of my abilities a business that was started in a 120 sq ft store 33 years ago by a very ambitious home-maker and today is a business that employs over 500 employees with over 25 stores in two cities, to the next level. I guess the idea is to always bring something new and fresh to the table, but keep intact the foundations and the principles on which the business is based. We are just beginning to understand it. The future is in our hands.

BALI INTERNATIONAL SPA ACADEMY



► **Address:** Jalan Sekuta, No. 57A, Sanur, Bali, Indonesia ► **Telephone:** +62 361281289 ► **Website:** www.balibisa.com
► **Owner:** Penny Ellis ► **Year of establishment:** 2006 ► **Number of years in industry:** 10 years ► **Size of academy:** 7,000 sq ft

Courses:

Students have a choice of undertaking Bali BISA's own syllabus that covers over 30 spa modalities, 28 CIBTAC accredited courses in the most popular spa modalities, or a combination of the two paths. For people looking to just experience a touch of authentic Balinese treatments, there are one to four day fun courses. All students follow a comprehensive curriculum with detailed manuals and optional DVDs for many topics. The academy offers 33 courses: Five- to 10-day courses based on Bali BISA custom designed curriculums and syllabus. Topics include basic spa therapies, holistic modalities, health and wellness, aesthetics, Ayurvedic and maternity. The courses are further combined into longer programmes and comprehensive therapist training programmes. The academy also offers spa management courses. All courses operate from 9 am to 5 pm, Monday to Friday (special arrangements can be made for weekend hours) with a one-hour lunch break and 15 minute afternoon break.

Eligibility:

Very few of the courses have pre-requisites. The spa management courses require several years as a spa therapist. The CIBTAC-endorsed programme requires the formal education of anatomy and physiology, but students can take this at Bali BISA along with their course at a discounted rate. Otherwise, the academy accepts students with the desire and enthusiasm, from novice to professionals.

Fee range:

The basic Bali BISA five-day courses: US\$540 to US\$ 570; CIBTAC QCF 10-day programmes start at US\$1,300; 40-day programmes: US\$ 3,000.

Certification:

CIBTAC.



Penny Ellis
Owner

The Bali International Spa Academy, known as BISA, Founded in 2006 it has lived up to its mission of "excellence through professionalism" and is now widely regarded as one of Asia's leading spa, massage, aesthetics and wellness training schools. It is a CIBTAC accredited school and was the CIBTAC Centre of the Year in 2015 and a Finalist in 2014. Additionally their students were acknowledged as CIBTAC Student of the Year in 2014 and 2015 and their Senior CIBTAC Trainer was a finalist as CIBTAC Tutor of the Year in 2015.

Bali BISA was the first school to offer CIBTAC Endorsed courses such as Balinese Massage, Lomi Lomi Massage, Maternity Program, Thai program, Ayurvedic program, Spice Islands program, Shiatsu program and Slimming program. (details at <http://www.balibisa.com/cibtac-endorsed/>)

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DON'T
FIT IN.

For those who love to experiment,
pick, mix and play with Bed Head's
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