

INDIA EDITION ESTETICA HAIR



COVER STORY

Luca Piattelli Salon
Launches in India

EVENT

Professional
Beauty India



STYLE WATCH

Catwalk Hair Looks
Men's Grooming Trends

SAY GOODBYE TO SPLIT ENDS AND FLYAWAY HAIR!



If split ends have you worried, we have a solution on hand. The Alan Truman NMSE (No More Split Ends) is a perfect solution to excessive split ends and flyaway hair. With a one-time investment and a few occasional trims, you can save yourself a lot of travelling and waiting time at the salon, plus a lot of money.



Scan the QR Code
for more details

What is it actually?

It is a trimmer that chops off split ends and fly-away hair which could potentially become split ends. It does not affect your hair length as it only captures the split ends.

What is it not?

It is not a hair straightener or a hair trimmer. It simply and precisely trims off the split ends and excessive flyaway.

Can it be used on all hair types?

The trimmer is made to work on straight or slightly wavy hair. Results may vary in curly or very curly hair.

Does it reduce your hair length?

No, it just trims off a few millimetres of split ends and flyaway hair.

**For best results:**

This device works like a hair trimmer, so it needs hair to be clean and in a natural state to cut off the split ends properly. Natural hair oils make hair stick to each other, preventing the device from capturing and cutting off the split ends and flyaway hair.

Functionality:

1. The Alan Truman NMSE is a chargeable device and pairs with any compatible charger. A charge of 3 hours allows a run-time of approximate 2-2.5 hours under normal conditions. Overcharging the device will reduce the life of the battery and affect its overall performance.
2. A red light indicates an empty battery and a green light indicates a full charge.
3. A flashing light indicates that the battery is down to 10% and needs to be recharged.
4. The device has a cutting roller which moves in either direction. There are two arrow buttons to indicate the direction. Remember to always move the trimmer towards the floor and not away from it. The two-direction function is provided for ease and convenience of use with the right or left hand on either side of the hair.






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Radiant Beginnings: Estetica Magazine Arrives on India's Beauty Scene

Welcome to the dazzling debut of Estetica magazine in India. Prepare to immerse yourselves in a world where beauty reigns supreme and style knows no bounds.

Published in over 60 countries and 22 editions worldwide, the magazine has established itself as the most authoritative voice in hairdressing. It offers previews of new products, information on international trade fairs, techniques, in-depth inquiries, and insights into the latest hair trends and fashion ideas.

Yet, our ethos extends beyond the stardust of glamour. **Estetica endeavours to honour the diverse facets of beauty in all its magnificence.** From pioneering make-up trends to invaluable hair and skincare insights, think of us as your ultimate glam squad, here to infuse a touch of radiance into your life.

In this edition, I'm particularly excited about our feature on the iconic Dolly Parton, whose sensational style has inspired generations. We shine the light on the latest **catwalk looks** and show you ways to enhance your grey.

We extend our sincere gratitude to our readers, contributors and partners whose unwavering support has brought Estetica India to fruition. So, seize your favourite beauty essentials, strike a pose, and **unleash your inner allure**—an exceptional journey awaits.



Shubhra Krishan
Editor-in-Chief

Shubhra

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autumn
winter
23/24

Laura Castelli

Dolce & Gabbana

CATWALKS PHOTOS: ©LAUNCHMETRICS/SPOTLIGHT



FORGET THE AGE OF POWER SUITS, THE OFFICE MAKES A FASHION STATEMENT. BLACK TIE AND WAISTCOATS ARE REINVENTED AND SHOULDER PADS MAKE A COMEBACK. TIME TO MAKE YOUR MARK!



Discover the girl power with Saint Laurent!

VIDEO

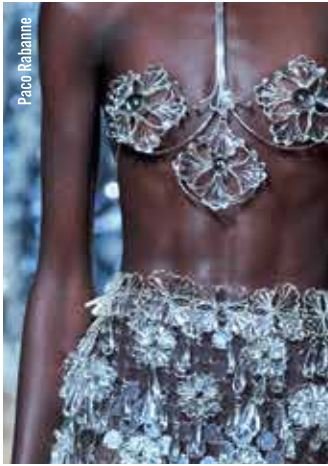
VIDEO

B O U D O I R

autumn
winter
23/24



Andres Sarda



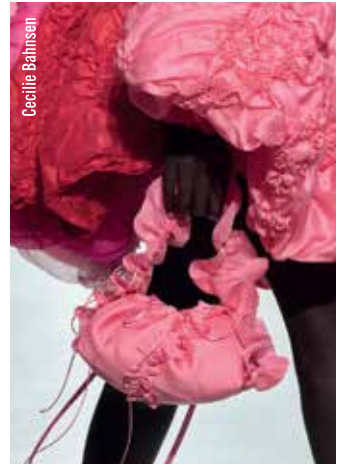
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THE DAY, INCLUDING CURLERS! NO
POINT DRESSING UP TO GO OUT -
JUST FEEL GOOD AS YOU ARE.



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Alessandra Rich

*Sparkling-effect lingerie
from the Dolce & Gabbana
catwalk shows.*



VIDEO

VIDEO

Creative Direction and Hair: Dana Caschetta and Omar Ahmed @Eufora / Photo: Ron Upp, Freshly Cut Film

GROOMING GROOVE

SHOWCASING
GLOBAL
INTERPRETATIONS
OF MEN'S COLOUR,
STYLE AND FINISHING
TECHNIQUES,
OUR GROOMING
GROVE COLLECTION
INCORPORATES
LOOKS FROM THE UK,
THE USA & ASIA.

Gary Kelly & Marie Scarano

■ **STREETWISE STRONG.** “Even short men’s cuts can offer flexibility if you know how to craft a smart cut so that the wearer has multiple style options. To create this confident and modern take on the Caesar, HERO Firm Hold Gel was worked through clean, dry hair, then combed through to shape and define the waves, providing super shine without crunch.”
Dana Caschetta (USA)

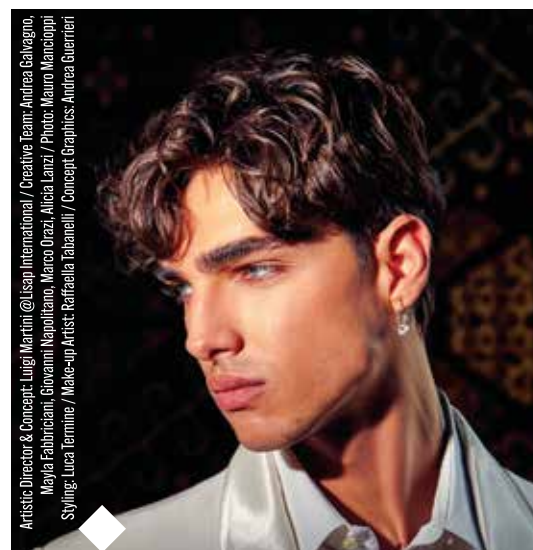
▲ **CLASSIC MODERN.** “This image is timeless, representing a trend that never goes out of style - the ‘buzz cut’- but this time with a twist. Opting for an all over cut, my vision was to create something a little more unique, adding a slight lift at the front section, which recalls a vision of a ‘ledge’. This slight addition gives the hair so much more depth and allows the individual to bring their classic look into the modern day, with something a little different.” **Tracey Ann Smith (UK)**

◆ **WET LOOK.** “The wet look is still in for both men and women. These looks may appear wash and wear but require some specific products to achieve, such as Pomades, gels and light hold sprays.”
Luigi Martini (USA)

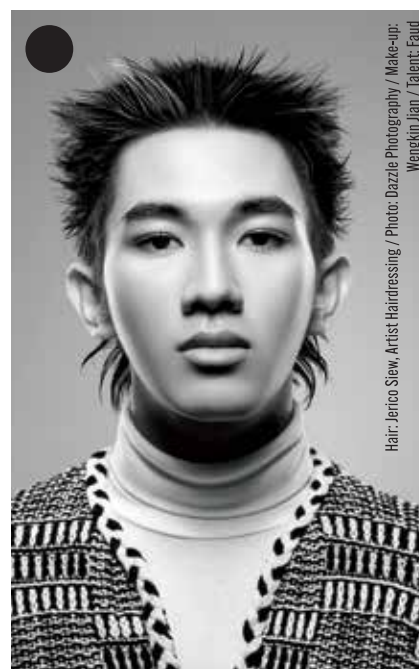
● **SPIKY SHAPE.** “We need to look at the world in another way and have more patience and understanding. I am often inspired by my godson Kingneth, who is an autistic child. From one side, autistic children can get angry because their emotions are more sensitive than ours. They can cry and break down, but this is a form of instinctive protection. From the other side, they are kind and gentle; they will instinctively protect themselves like hedgehogs – hence my spiky shape portrayed here.” **Thiam Kui Siew (Malaysia)**



Hair: Tracey Ann Smith / Salon: French & Ivi

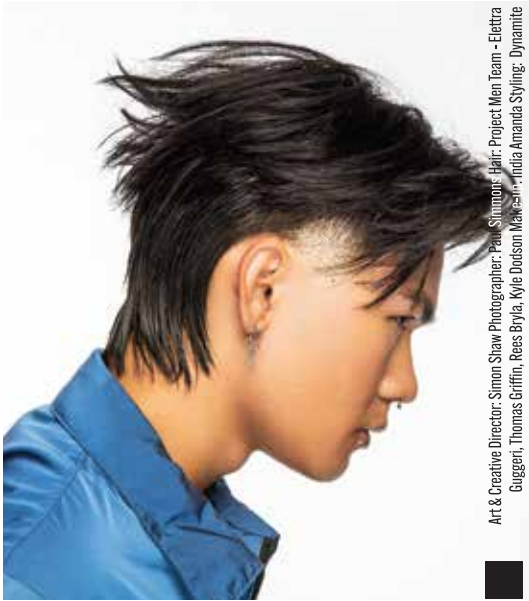


Artistic Director & Concept: Luigi Martini @Lisap International / Creative Team: Andrea Galvagno, Mayla Fabriciani, Giovanni Napolitano, Marco Orzi, Alicia Lanzi / Photos: Mauro Mancopipi
Styling: Luca Termini / Make-up Artist: Raffaella Talamelli / Concept Graphics: Andrea Guernieri



Hair: Jerico Siew, Artist Hairdressing / Photo: Dazzle Photography / Make-up: Wengkin Jian / Talent: Faud

HAIRdirection



Art & Creative Director: Simon Shaw Photographer: Paul Simmons Hair: Project Men Team - Elettra Guggeri, Thomas Griffin, Rees Bryd, Kyle Douison Make-up: Indira Ananda Styling: Dynamite



Hair: Charles Rose / Photo: Christoph Schaller



Artistic Director: Cherry Petenbrink @Olivia Garten / Hair Team: Ricardo Santiago & Debra Smith / Photo: Roberto Ligresti / Make-up: Nikki La Rose / Styling: Isabelle Sabat / Assistant: Ibtisama Isshac

■ **EXPERIMENTAL TEXTURE.** “We are very fortunate to be in an era where the male grooming market is progressing at such an exceptional rate, trends are continuously being unveiled and clients are becoming much more experimental. This image created by the 2023 Project Men team is a true representation of the market currently. Whilst different textures, lengths and volumes are becoming much more on trend, the classic barbering techniques are still very much present. This image showcases the partnership of old and new – the close head shave and blend, with the longer length and texture used throughout.” **Simon Shaw (UK)**

▲ **CURL ENHANCEMENT.** “I went for a very low taper keeping the length in the rest of the hair so I could really use product to enhance the curls. My inspiration for this look was having a strong shape. Making a shape in a hairstyle by keeping the hair long and tapered in the edges. I love this image because of the way the hair sits around the head in perfect fashion.” **Charles Rose (UK)**

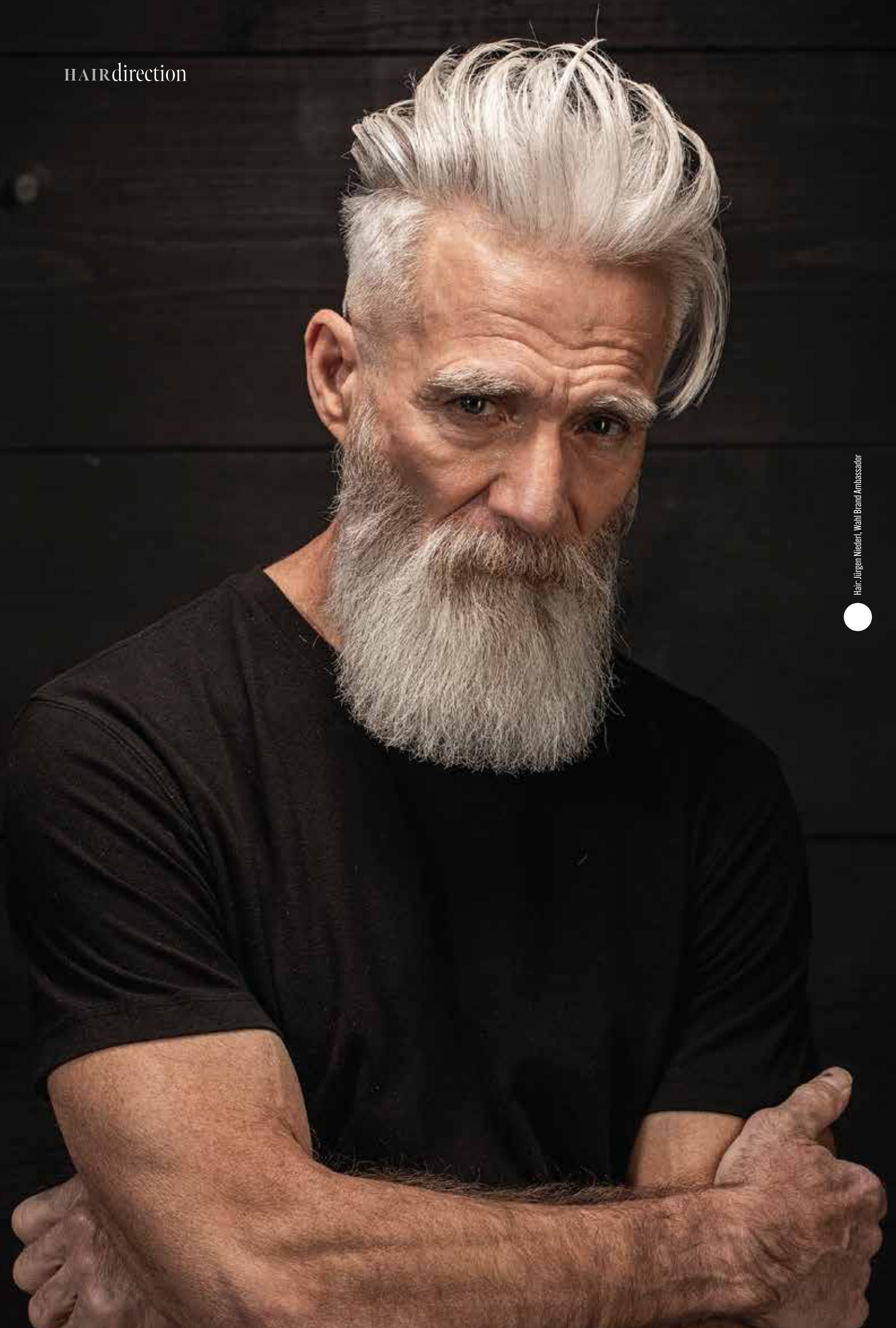
◆ **STYLE CONTRASTS.** “Contrasting lengths and textures make this look perfect for any occasion, from casual to black tie. Easy to maintain for guys with curly hair. Why fight it when it can look so good?” **Cherry Petenbrink (USA)**

● **STATEMENT LOOK.** “This image was part of our Lustre collection, inspired by 70s disco vibes! We wanted to showcase a variety of creative hair looks, using materials and wigs that would create incredibly unique, statement hair looks. This men’s look was created using a wig made from rubber. I spray painted it with silver paint and then by stretching it, created a really distressed effect and the illusion of textures and tones.” **Suzie McGill, Rainbow Room International Artistic Team (UK)**



Hair: Rainbow Room International / Artistic Team / Photo: Chris Bulczuk / Makeup: Madeline Austin / Stylist: Kim Howells

HAIRdirection



Hair: Jürgen Niebert, Wahl Brand Ambassador

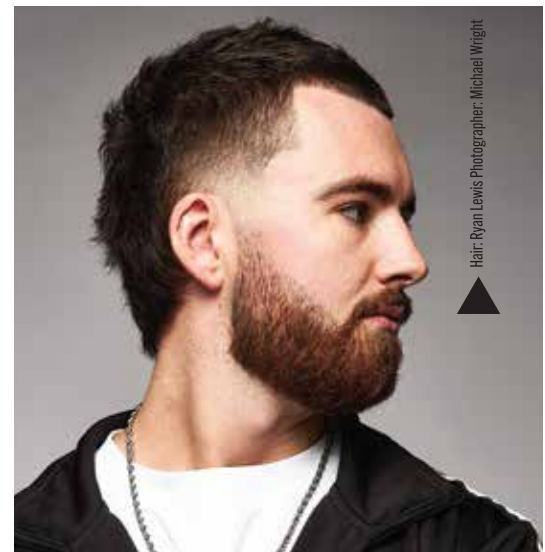
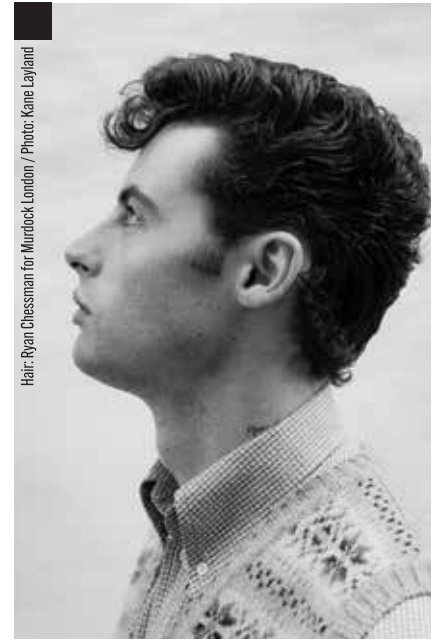


● **SKINFADED QUIFF.** “The skinfaded quiff is a combination of two classic elements: the fade, where the back of the head and sides are cut extremely short or shaved. The characteristic quiff on top instead consists of longer hair styled boldly.” **Jürgen Niederl (USA)**

■ **ROCKABILLY TED.** “I love my take on the Rockabilly haircut. I was inspired by a mix of the New Romantics and the Teddy Boys. Guys during both eras took pride in the way they dressed and would take a lot of time and effort to make their hair follow suit. Bauhaus and The Stray Cats were also an inspiration for this haircut. I wanted to embrace that classic ‘elephant trunk’ styling, leaving a slight disconnection through the top and sides to keep it modern with a retrospective twist.” **Ryan Chessman (UK)**

▲ **SKULLET/MULLET HYBRID.** “This image shows my skillset of razor work, precision cutting, point cutting, fade work and even a little pattern work. My model Luke was the inspiration for this cut. I have been cutting his hair for a number of years now, so I am very aware that his poker straight hair makes shorted styles difficult to style, so because of this he’s sported a buzz cut for most of that time. But he wanted to try something new that would give him something to play about with and the skullet/mullet hybrid was the perfect style!” **Ryan Lewis (UK)**

◆ **ZEITGEIST.** “This look is a celebration of modernity because it captures the zeitgeist – individuals that are never afraid to be who they are and never follow the crowd.” **Mike Taylor (USA)**



DOLLY: BEHIND THE SEAMS

Gary Kelly

THE SKY-HIGH HEELS, FAMOUS WIGS, BOLD MAKEUP, EYE-CATCHING STAGE CLOTHES, DOLLY PARTON SHARES THEM ALL IN 'BEHIND THE SEAMS: MY LIFE IN RHINESTONES.'

SINGER-SONGWRITER, musician, actress, philanthropist and businesswoman, Dolly Parton achieves iconic status and a level of total excellence in every field in which she chooses to operate. Dolly has just published a book called 'Behind the Seams: My Life in Rhinestones,' where she shares the full story behind yet another aspect of her uniquely sensational existence - her lifelong passion for fashion. That unmistakable Dolly Style has served her well through decades at the top of her game - whichever one she chooses to participate in! Hundreds of photographic images also offer the largest reveal of her private costume archive from the 1960s until now.

1977



1989



1978



2023





Scan here to hear an audio recording of Dolly reading an excerpt from Behind the Seams: My Life in Rhinestones.



Photos: Getty Images

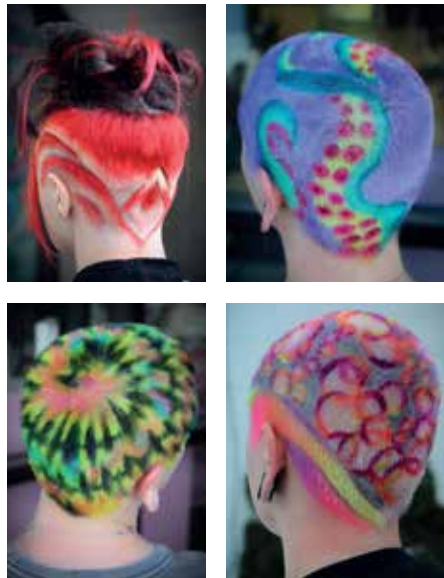
Dolly Parton performs onstage during the 37th Annual Rock & Roll Hall of Fame Induction Ceremony at Microsoft Theater on November 05, 2022 in Los Angeles, California.

TERRIFIC TATTOOS

Marie Scarano

WHEN A CLIENT IS LOOKING FOR AN OUTSTANDING PERSONALIZED LOOK, HIS OR HER HEAD BECOMES THE HAIRDRESSER'S BLANK CANVAS. CREATIVITY IS UNLEASHED AND THE RESULTS ARE ALWAYS SPLENDIFEROUS.

THEY MAY NOT BE FOR EVERYONE. But they never fail to grab our attention on Instagram or other social. And not every hairdresser is so-inclined. That's why Estetica went to Whitney Fisher for the skinny on her spectacular hair tattoos. "Clients who request hair tattoos are typically alternative individuals who value personal style, self-expression, and art. They are willing to invest in their appearance. They trust me to create something beautiful and unique for them," observes Whitney. What can clients expect when the design grows out? "Typically, after 4 to 8 weeks, the client is usually ready for a new design or color. I probably wouldn't be interested in doing the same design, even if they asked for it. So the best part is that you'll have a new hairstyle every few weeks, like a Chia Pet!"



The shape of the human head inspires flow and coherence in a multitude of palettes.



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ERAYBA: PIONEERING SUSTAINABLE HAIR CARE

Erayba, a trailblazer in sustainable hair care, originated in **Spain in 1983 with a vision to redefine beauty standards worldwide.** Since its inception, the brand has been committed to crafting products that are not only effective but also ethical and environmentally conscious.

Scan the QR Code to
learn more about Erayba



Erayba's journey to India in November 2022

marked a significant milestone in its mission to revolutionise the hair care industry. Led by Directors Rakshhaa Karwa and Anand Jethwani, Erayba India introduced 100% vegan and cruelty-free alternatives, free from harmful chemicals like formaldehyde. Each product is meticulously formulated with rich plant-based ingredients, ensuring efficacy without compromising on ethics or sustainability. Being a successful educator isn't just about having great hairdressing skills, it's also about helping others find their own way of learning through great presentations.

Erayba India's diverse product range caters to all age groups, transcending conventional beauty norms. Whether it's the vegan Always Beautiful Hair range of restorative masks and shampoos, the holistic Biome revitalizing solutions, or the strengthening Eplex formula, Erayba products are designed to deliver top-quality hair-care. Our standout product is BIOsmooth, a hair-smoothing treatment, which is not only safe for pregnant women and breastfeeding mothers but also offers unparalleled results without exposing users to harmful chemicals. This unique offering reflects Erayba's commitment to inclusivity and safety across all demographics.

With a strong presence in Western and North India, Erayba India is poised for rapid geographic expansion, driven by its unwavering dedication to innovation, sustainability, and ethical practices. In 2023, Erayba India showcased its pioneering products and commitment to sustainability at the Probeauty event, solidifying its position as a leader in the industry.

Erayba's journey from Spain to India epitomises its dedication to pioneering sustainable hair care solutions that prioritise efficacy, ethics, and inclusivity. As it continues to innovate and expand its reach, Erayba remains at the forefront of shaping the future of the hair care industry.

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HAIR TRENDS >>>

The best of international hair looks

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Le meilleur des tendances coiffure internationales

Die Top internationalen Hair Looks

Lo mejor de la modacabello internacional

> > > DOPAMINE is the molecule that fuels that 'feel good' factor. How better to raise its levels, than to immerse yourself in beautiful hair imagery & experience life smiling back at you! Here's our selection of this season's top international collections. Sit back & enjoy the ride...

DOPAMINA: la molecola che alimenta il fattore "benessere". Niente di meglio, per aumentarne i livelli, che immergersi nell'energia benefica di splendide immagini moda! Ecco la nostra selezione delle migliori collezioni internazionali di questa stagione. Siediti e goditi il viaggio...

DOPAMINE. La molécule du bien-être. Rien de mieux pour doper son moral que de plonger dans cet univers de mode à l'énergie contagieuse. Notre sélection des plus belles collections internationales de cette saison. Une balade pour les sens.

DOPAMIN ist das Molekül, das den „Wohlfühlfaktor“ auslöst. Wie könnte man seine Ausschüttung besser steigern, als in wunderschöne Look-bilder einzutauchen! Hier ist unsere Auswahl der besten internationalen Kollektionen dieser Saison. Genießen Sie diese Sinnesreise....

LA DOPAMINA es la molécula que alimenta ese factor de "sentirse bien". ¡Qué mejor forma de elevar tus niveles que sumergirte en hermosas imágenes de cabello! Aquí está nuestra selección de las mejores colecciones internacionales de esta temporada. Siéntate y disfruta del viaje...



HAIR trends



Hair: Lisa Vann
Photo: John Rawson
Make-up: Orlando Marin
Styling: Deyonté Weather

Hair: Pauline McCabe
Colour: Jasmin Kidd Montau't
Photo: Andrew O'Toole
Make-up: Kylie O'Toole
Styling: Rochelle Renwick





Hair: Victoriya Vradii
Photo: Desmond Murray
Make-up: Lauren Mathis
Styling: Jamie Russell
Products: Davines

Hair: Lindsay Guzman of Elle.b Savvy
Photo: John Rawson & Paul Gill
Make-up: Melissa Narro
Styling: Lisa Hunt

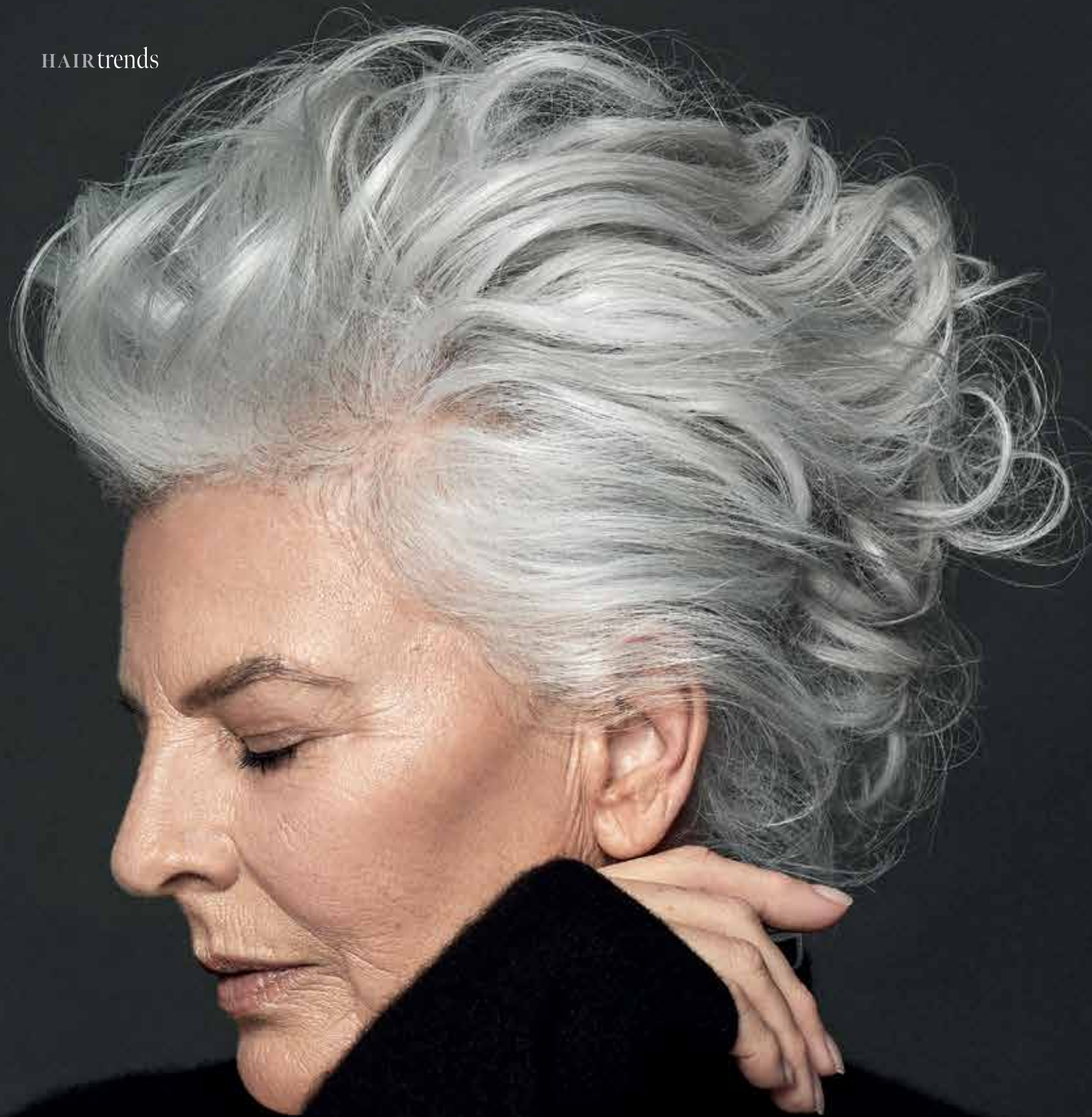




Hair & Colour: Dani Blakeley
@Yoshiko Hair
Photo: Peter Rosetzky
Make-up: Lou McLaren
Styling: David Blakeley

Hair: Safy Burton
Photo: Kai Wan Photographer
Make-up: Abbie Beautement





Hair: Martin Dürrenmatt
@MD Hair Atelier
Photo: Sabine Liewald
Styling: Alessandra Frank



Hair: Jude McEwen
@Toni & Guy Perth Central
Photo: Andrew O'Toole
Make-up: Kylie O'Toole
Styling: Ella Murphy

Go beyond conventional perceptions!

Supera le sensazioni di sempre!

Au-delà des perceptions conventionnelles!

Überwinden des Konventionellen!

Supera las percepciones convencionales!



Art Direction: Mauro Galzignato@Kemon
Hair: Kemon Crew
Photo: Rosdiana Ciaravolo
Make-up & Styling: Bookin' Agency





Hair: Jude McEwen
@Toni & Guy Perth Central
Photo: Andrew O'Toole
Make-up: Kylie O'Toole
Styling: Ella Murphy

HAIR trends



<>
Hair: Shayna & Florian Knittel
Photo: Oliver Rust@Ko Photography
Make-up: Nicola Fischer
Styling: Jimovir Domoustchiev





Hair & Styling: Andrew Smith
Photo: Richard Miles
Make-up: Louise Lerego



Hair: Daniele de Angelis
@Toni & Guy London
Colour: Stuart Matuska
Photo: Kevin Luchmun
Make-up: Kelly Mendiola
Styling: Borna Prikaski





TEMPRA DANCE CLASS

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Hair Team: M. Bianchini, M. Ostanello, C. Russo

Photo: Andrea Guizzardi, Fabio Salmoirago

Make-up: Vincenzo Zaccariello

Styling: Veronica Sala





Art Direction: J. L. Soria Gomez@Dousse
Photo: M. de Brito, V. Milani
Make-up: S. Arrú, A. Ureña
Styling: Eulalie Martine Estilista
Products: Dousse, Industrias Oriol



Hair: Ivonne Martens Opdam
Photo: Ivo de Kok

HAIRtrends



*Celebrate your exclusivity, authenticity & style.
Celebra la tua unicità, autenticità e stile.*

*Célébrer son unicité, authenticité et style.
Feiern Sie Einzigartigkeit und Stil.*

Celebra tu exclusividad, autenticidad y estilo.



Global Creative Director: Rudy Mostarda
@Alfaparf Milano Professional
Photo: Glauber Bassi



Hair & Photo: Bill Tsiknaris
Colour: Chris Tsiknaris
Make-up: Brooke Stanley

Art Direction: Adrian Paoluccio
Photo: Chris Bulezuik
Make-up: S. Kille, E. Wasiak, T. Quinn
Images: FPA





<>

Art Direction: Jo Capelli & A. Galetti

@Art Hair Studios

Photo: A. Buga & F. Condo

Make-up: M. De Marco,

R. Pastore & C. Olmedi

Styling: Eleonora Papetti

Products: Wella Professionals







<>

Art Direction: Claude Tarantino

Photo: Jules Egger

Products: Schwarzkopf Professional & Mizutani



Hair: Aline Legoupil@Salon SoHo
Photo: Thibault Leneveu
Make-up: Marine Duranton



Hair & Styling: Alfredo Valero
@Blades Hair Studio
Photo: David Arnal
Make-up: Blades Hair Studio Team

HAIR trends

<>
Hair: Marcus Giamattei
@Marc Antoni
Photo: Jamie Blanshard
Make-up: Katie Moore
Styling: Ellen Spiller





HAIR trends



Never underestimate the power of a glance!
Mai sottovalutare il potere di uno sguardo!
Ne pas sous évaluer le pouvoir d'un regard!
Unterschätzen Sie nie die Kraft eines Blicks!
¡Nunca subestimes el poder de una mirada!





<>

Hair & Concept: Mimmo Laserra

@Mimmo Laserra Academy

Make-up: Davide Maisano

Products: Alfaparf Milano Professional

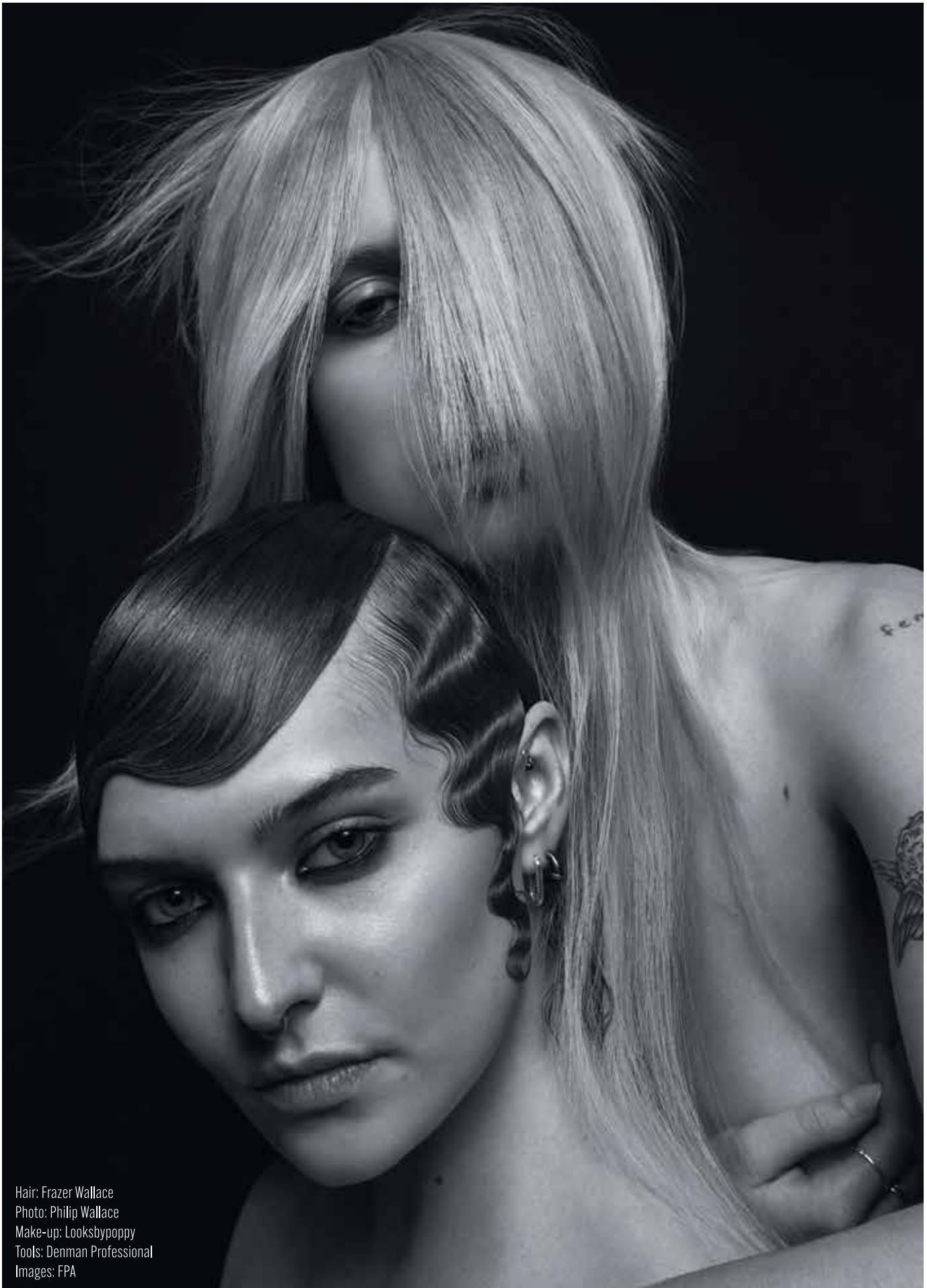
HAIRtrends



Hair: Kristie Kesic@cobellecreative
Photo: Georgia Wallace
Make up: Gemma Elaine
Styling: Tamzen Holland



Hair: Bernadette Beswick
Colour: Stevie English
Photo: Andrew O'Toole
Make up: Chereine Waddell
Styling: Jessica Jade



Hair: Frazer Wallace
Photo: Philip Wallace
Make-up: Looksbypoppy
Tools: Denman Professional
Images: FPA

Hair: Jose García Peluqueros
Photo: David Arnal
Make-up: Isabel García
Styling: Fco. Javier Moral
Products: Schwarzkopf Professional
Video: Bukara Films



VIDEO



VIDEO



Hair: Pauline McCabe
Colour: Jasmin Kidd Montau't
Photo: Andrew O'Toole
Make-up: Kylie O'Toole
Styling: Rochelle Renwick

Hair: Javier Ventoso
Photo: Esteban Roca
Make-up: Bea Torres & Odu Martinez
Styling: Julia Asensio & Javier Ventoso







EDONESCA COLLECTION 2024

Glamour, glitz and that perfect Ibiza moment! It's time to shine - and dance the night away...

Glamour, mondanità e quel perfetto momento Ibiza!
È tempo di brillare - e ballare tutta la notte...

Glamour et mondanité. Un moment parfait à Ibiza.
Il est temps de briller et de danser toute la nuit.

Glamour, Glanz und der perfekte Ibiza-Moment!
Zeit zu strahlen - und die Nacht durchzutanzten ...

¡Glamour, ostentación y ese momento perfecto en Ibiza!
Es hora de brillar y bailar toda la noche...

Art Direction: Genny D'Auria@Farmaca International

Hair: Genny D'Auria Team

Photo: Mauro Mancioffi

Make-up: Eva Vecchione

Styling: Luca Termine

Products: Farmaca International



GENNY D'AURIA



HAIRtrends



**DISCOVER MORE...
IN OUR HAIR GALLERY**

**ESTETICA CONTINUA!
GUARDA L' HAIRGALLERY**

**ESTETICA HAIR, ENCORE PLUS
AVEC SA GALERIE D' IMAGES**

**ENTDECKE MEHR...
IN UNSERER HAARGALERIE**

**DESCUBRE MÁS...
EN NUESTRA HAIR GALLERY**



VIDEO



VIDEO



AMBER

COSMETOLOGY

By Dr. Naznin Holia

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Need a relaxing Lymphatic Massage? Try Ballancer Pro at our clinic.

Soften those lines instantly with amazing Cosmetic Fillers!

Get rid of Melasma, Skin Lifting, Redness, Acne Scars through the best Microneedling machine in the world - the Sylfirm X.

Soften those wrinkles and look younger with our Botox injectables.

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by Candela Gentle Yag
Hollywood laser peel

CHEMICAL PEELS

- Cosmelan
- Party Peel

ANTI AGING

- Sylfirm X
- HIFU Ultraformer 3

BEAUTY & WELLNESS

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- Fire & Ice Facial

INJECTABLES

- Botox
- Derma Fillers
- Platelet Rich Plasma
- Micro Needling
- Mesotherapy

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SATVA LIVINGDESIGNS

STEP INTO AN OPULENT WORLD IN THE HEART OF
NEW DELHI WITH LUCA PIATTELLI SALON

Immerse yourself in contemporary elegance and timeless sophistication at the luxury Italian salon, where every element boasts the finest craftsmanship and style. Designed by Satva Living Designs, the salon is a creative vision of budding **Interior Designer, Yamini Kothari**.

From the Italy-made salon furniture to the custom-crafted lighting, every detail is designed to create an ambience that whispers luxury. The colour palette, a symphony of muted tones and rich accents, evokes a sense of tranquillity and indulgence. Fire-blown glass bowl chandeliers, customised LED mirrors, and finesse in every intricate detail elevate the space to refined extravagance.



Yamini Kothari
Founder : Satva Living Designs

Right from our reception and waiting area, the graceful curves of the glass facade and staircase extend a warm invitation to visitors. Every detail in this space is thoughtfully designed with curves in mind, creating a harmonious atmosphere. A sleek café area seamlessly complements the overall ambience.

"From the initial brief provided by Luca and our esteemed associates, I was inspired to envision the precise colour palette and shapes to bring their vision to life. With creativity as my guide, I transformed imagination into reality, crafting a space that creates an environment where pampering meets innovation," says Yamini.



Scan the QR Code for more details



Transforming Beauty and Wellness

The Esskay Beauty Success Story

In the bustling landscape of beauty and wellness, Esskay Beauty Resources Pvt. Ltd. has emerged as a beacon of comprehensive solutions and unwavering quality. Spearheaded by the visionary director, Mr. Shubham Virmani, Esskay Beauty has redefined the industry, offering a plethora of services under one roof. As Mr. Virmani aptly puts it, "Today Esskay Beauty stands for multiple solutions under one roof. Our USP as a company is that as a salon partner you get multiple solutions under one roof."

EMPOWERING SALONS WITH COMPREHENSIVE SOLUTIONS

With a commitment to excellence, Esskay Beauty caters to a vast network of premium salons and spas nationwide. Their diverse range of products and services encompasses beauty essentials, salon furnishings, advanced tools and equipment, ensuring that every aspect of beauty and wellness is addressed with utmost precision.

Esskay Beauty proudly holds exclusive rights to import and distribute renowned international brands across India. From the luxurious skincare range of Casmara from Spain to the professional waxing system of Rica Wax from Italy, and from the revitalising hair rituals of Naturica to the innovative hair tools of Olivia Garden from the USA, Esskay Beauty brings global excellence to the Indian market.

CURATING GLOBAL EXCELLENCE, EDUCATING LOCAL EXPERTISE

In addition to curating international brands, Esskay Beauty has also developed in-house labels to meet the evolving demands of the beauty industry. Skinora offers innovative professional skincare solutions, while Ola! Candy adds a touch of whimsy with contemporary nail paints and eyelashes. Mr. Barber presents an exclusive range of hair tools and accessories from Korea, while Waxxo Beauty caters to waxing products and equipment needs.



**Scan the QR Code
to learn more about
Esskay Beauty**

Yet, Esskay Beauty is more than just a distributor; they are educators at heart. Their academy, led by qualified beauty and wellness experts, provides comprehensive training to personnel at partner spas, salons, and wellness centers across the nation. Through seminars, workshops and training events, Esskay Beauty ensures that their partners harness the full potential of their portfolio to enhance customer satisfaction and drive business growth.

Operating with a multinational network of manufacturers and suppliers, Esskay Beauty remains steadfast in its mission to elevate businesses by offering premium, quality products from around the world. Their relentless dedication to excellence has positioned them as leaders in the beauty and wellness industry, setting new standards of innovation and service excellence.



SKINORA- NEW LAUNCH CALMING RANGE

Esskay Beauty Resources Pvt. Ltd. continues to pave the way for transformative beauty and wellness experiences, empowering businesses to thrive and flourish in an ever-evolving landscape.



NATURICA REPAIRING DEEP SHAMPOO



OLA CANDY NAIL POLISHES AND EYE LASHES



NATURA'RT



CASMARA SHINE STOP HYDRO SEBO-REGULATING GEL-CREAM 50ML 2023



CASMARA EYE PERFECTION



CASMARA CLARIFYING CREAM WITH SPF 50

COSMOPROF WORLDWIDE BOLOGNA

COSMOPROF WORLDWIDE BOLOGNA 2024

HAS COME TO AN END
WITH 2,48,500
ATTENDEES FROM 150
COUNTRIES

The next
not-to-be-missed
appointment for the
Cosmoprof Worldwide
Bologna community is
for next March, from
20 to 23, 2025

March 25th, 2024 – The 55th edition of Cosmoprof Worldwide Bologna closed with excellent results.

3,012 exhibitors from 69 countries attended the exhibition : +4% compared to 2023. 2,48,500 operators arrived in Bologna from 150 countries. The presence of international stakeholders has registered a significant growth, with an increase of up to 9% compared to last year. The Italian Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency provided impactful support to achieve these results. Cosmoprof Worldwide Bologna is a unique platform for the sector and an incomparable development driver for an industry which, according to market analysis by EUROMONITOR INTERNATIONAL, will exceed a value of 670 billion dollars on a global level by the end of the year, with an average annual growth of 9% expected for the next 4 years.

"It was an extremely positive edition, confirming the effervescence of the market, and above all the strategic importance of Cosmoprof for international operators," declared Gianpiero Calzolari, President of BolognaFiere. "We are also very grateful for the support and presence of the institutions and numerous representatives of the Italian Government. The support of ITA – Italian Trade Agency has been particularly strategic: for this edition ITA involved over 70 offices to invite delegations from the main markets. Thanks to synergies with institutions we hosted top buyers from 113 countries. An extraordinary result that responds to the needs of an industry that is one of the flagships of Made in Italy, and which deserves proper recognition."

"More than 15 billion euros in turnover, exports at record levels which grew by over 20% in one year, a trade balance of more than 4 billion: the Italian cosmetics industry presented itself with these numbers at Cosmoprof Worldwide Bologna, highlighting its importance for Made in Italy to the international attendees of the fair," commented **Benedetto Lavino, President of Cosmetica Italia - Italian association of cosmetic companies.** "In these four intense days of the event, working side by side with the partners of BolognaFiere Cosmoprof, we were able to talk about the excellence expressed by our industry: in addition to the economic evidence, the event made it possible to highlight the great importance that the sector has also from an employment point of view with more than 3,90,000 workers along the supply chain. Dialogue with representatives of the institutions attending the fair allowed us to directly show the value of our companies and to think about their specific needs, creating great synergy for us to face the challenges of the future."

The new opening dates were particularly appreciated by exhibitors: the opening of all pavilions from Thursday encouraged incoming and networking with international professionals for all sectors. "The response from our community to the revised opening dates was very positive: from Thursday onwards, high profile visitors were able to interact with our exhibitors to explore new business opportunities, and this is an excellent result for us," highlighted Enrico Zannini, General Manager of BolognaFiere Cosmoprof.

"The Cosmoprof format has once again demonstrated that it can adapt to the needs of companies and operators for the development of the sector. After the great results of this edition, we are preparing to organise the next events of the international network with optimism and confidence. In the coming months Cosmoprof will be in Bangkok, Las Vegas, Hong Kong, Mumbai and Miami. Looking forward to returning to Bologna again for the next edition of **Cosmoprof Worldwide Bologna 2025, from 20 to 23 March.**"



To review the highlights of **Cosmoprof Worldwide Bologna 2024**, visit: www.cosmoprof.com

PROFESSIONAL BEAUTY BENGALURU 2024

At the 2024 edition of Professional Beauty India, Bengaluru, one of India's hippest cities bustling with beauty enthusiasts, socialites, and influential personalities, witnessed a plethora of new launches, live demos, sessions, and much more.

The brands brought cutting-edge technology and state-of-the-art formulations to the fore.

Professional Beauty is one of the leading beauty trade show organisers in the world with 13 shows in 7 countries, featuring some of the best known hair, skin, make-up, nail, spa and furniture brands from around the globe.

We are a trade expo that enables professionals from across the beauty industry to meet the right people, discover latest innovations and get updates on the forthcoming trends - all in one place. At Professional Beauty, our philosophy is simple: Where Beauty and Spa Meet Business.

Organised by The Ideas Exchange, Professional Beauty has brought over 65,000 buyers in contact with over 900 brands, making it the most successful beauty trade show organiser in South Asia.

A solid representation of brands and products exhibit at our shows, giving professionals an opportunity to test out a vast array of products that best suit their requirements.

NOTEWORTHY LAUNCHES

Skincare brand Ozone launched the Ozone D-Tan Facial Kit for tan-free, bright skin. Ozone also launched Ozone Power Vitamin C Facial Kit for a bright, spot-free complexion.

Europe Girl launched its second skincare revelation for 2024 – Moisturising Primer Cream.

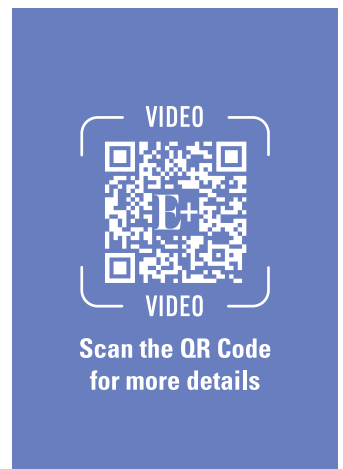
Glam launched a next-generation LED lamp 7.0.

3TenX, a new haircare brand, launched its range of salon and retail haircare products.



LIVE DEMO STAGE

AS ALWAYS, THE SHOW ALSO HAD HAIR AND BEAUTY DEMO STAGES WHERE THE AUDIENCE WAS THRILLED WITH SEVERAL INSIGHTFUL LIVE DEMOS AND INFORMATIVE SESSIONS. THE INDUSTRY EXPERTS WHO CONDUCTED THESE SESSIONS OPENED FLOODGATES OF TECHNIQUES, TIPS AND TRICKS FOR THE ATTENDEES.



MANTRA

AUTHENTIC AYURVEDA

Discover the
Ancient Wisdom of
Bhringraj for Stronger,
Healthier Hair

Ayurveda

Ayurveda is one of the world's oldest medical systems. This ancient practice encompasses not just physical health, but also mental, emotional, and spiritual harmony, aligning perfectly with the contemporary quest for comprehensive wellness. It adheres to the science behind the 3 Doshas - Vata, Pitta and Kapha that govern our body.

Ayurveda, Bhringraj & Haircare

Bhringraj (Eclipta Alba) has been a key component of Ayurvedic medicine for centuries. It is known for its hair-nourishing properties, is an active hair growth booster, possesses a host of bioactive compounds including flavonoids, that prevent hairfall and help retain natural hair colour. Bhringraj provides relaxation from stress, headaches and improves sleep quality too.

About Mantra Herbal

Mantra is an initiative of the Baidyanath Group, a name synonymous with Ayurveda since 1917. The Baidyanath Group produces the largest range of Ayurvedic products in the world through its WHO-GMP certified manufacturing plants. Mantra is a restorative skincare & haircare brand that embodies the teachings of Ayurveda, and believes in curating simple and natural products that are rejuvenating and empowering.



Bhringraj & Hibiscus Nourishing Hair Oil:

This miraculous healing potion contains the roots of Bhringraj plant and Hibiscus flower. This hair oil nurtures your tresses, strengthens the hair follicles and drastically reduces hairfall.



Shikakai & Bhringraj Mild Hair Cleanser:

Shikakai's natural cleansing properties, combined with hair volume-enhancing qualities of Bhringraj, makes this sulphate-free hair cleanser a wonderful shampoo for everyday use.



Bhringraj & Hibiscus Anti-hairfall Conditioner:

A luxuriously creamy-textured conditioner with the goodness of Bhringraj & Hibiscus, revives dry and damaged hair follicles. It adds lustre and shine to your stressed locks.



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(DUBAI)



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By Chance

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SANDRA HUMPHRIES

THIS COLORFUL STAR KEEPS ON SHINING

Often teaching can be a sort of stage performance.

Goldwell's Sandra Humphries understands perfectly well how to both entertain and educate, conveying a passion for the craft.

Vice President, Talent Development, Talent Development and Customer Engagement, Kao Salon Division Sandra Humphries has had a colorful and varied career. We asked her more about her life path with a view to inspiring other young people starting out in the beauty industry.

How does one start in theater only to embark on a career in business?

Acting, singing, and playing instruments was a joy for me. I competed in state and regional competitions with some success, but I knew that many performers were waiting tables while waiting for auditions and that big break. I thought being a

stylist would be more fun and creative, so during college I enrolled in cosmetology school at night. I seemed to have a knack for hairdressing and never looked back.



Scan the QR Code to read our full interview with Sandra Humphries



How did you enter Goldwell?

I have worked in and managed salons, taught and managed a beauty school, and worked for manufacturers in education, sales, sales administration, training, and content development. My love of education and development finally brought me to Goldwell and the Kao Salon Division. From my role as Director of Education to VP of Education for the US, I moved to serving as Division VP of Talent and Development for the region covering Australia, Canada, Mexico, New Zealand, and the US.

What were the biggest challenges?

Staying motivated when I was building my clientele and finding the best training to refine my skills was sometimes difficult. I also worked such long hours to make money that my personal life suffered. I learned eventually to work smarter by taking business classes and learning better systems.

What skills learned have come in handy where you are now?

I have been fortunate to work alongside marketing and finance experts in my career, and that has helped build my understanding of our business. If every stylist could attend the marketing or finance classes available in our industry, it would round out their command of our craft.

I'm also still learning. I continue to take courses and watch not only what instructors are teaching, but also how they are teaching. Being a successful educator isn't just about having great hairdressing skills, it's also about helping others find their own way of learning through great presentations.



How have things changed in the hairdressing industry over the years?

The short answer is that technology has changed almost everything, from inventory management to communication and booking clients. The long answer is that while our technical skills and personal relationships with clients remain at the heart of the profession, digital development has changed how we learn, what we are exposed to, and how we communicate to find clients. Our attention span is very different, and that's a game-changer for better or for worse.



What makes a good educator or mentor?

A great educator talks less and asks questions more. They determine what the participant wants as a successful outcome from the session. They are entertaining and engaging without being the center of attention. If a student gives them time out of their day, they had better deliver an "ah-ha" moment.

What would you say to young people seeking a career in hairdressing?

If you are drawn to the beauty industry, just jump in. I have met so many people who did something else first only to eventually become hairdressers, and they are now very happy and fulfilled. That's what everyone longs for, isn't it?

"We must find ways to help the next generation of stylists build their skills..."

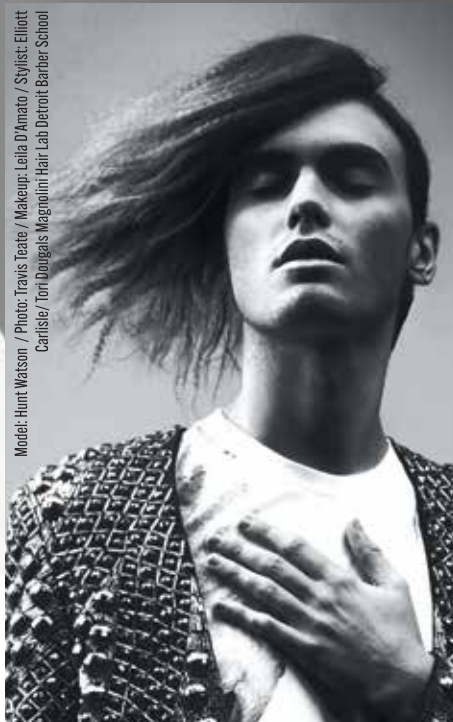
FADING IN OR OUT?

Marie Scarano

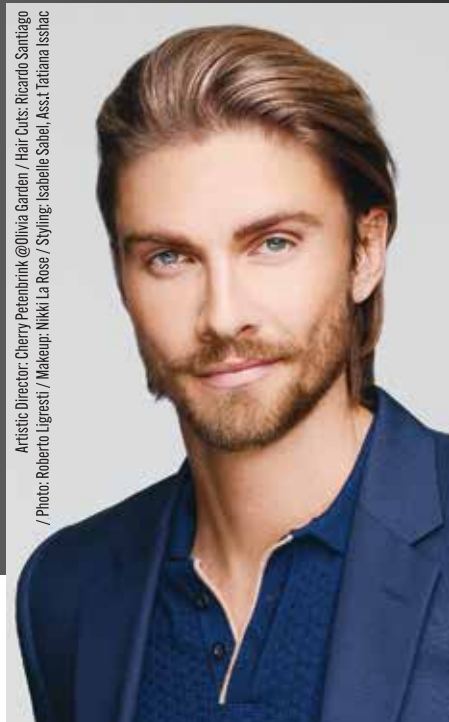
The amazing images on these pages speak volumes for themselves. They tell the tales of men coming into their own in terms of fashion, character, and personal lifestyles. What is changing in the wide world of barbering and men's grooming trends?

At the risk of revealing my age, I can still remember when we were kids and my father would bring us with him to the local barber shop downtown once a month or so. He would always sit my younger brother in the chair and tell the owner's son (it was a family business, of course) to give him a "regular boy's haircut". My brother confided in me that he hated those words and that cut, but dared not to confront our father. I can still recall the scandal in our home when the Beatles made their television debut on the Ed Sullivan Show and how my parents ranted about their "long hair". Today, decades later, times have changed considerably and the male of the species can walk into a barber shop or even a hair salon and get his "usual" or opt to venture into the jungle

of fades, quiffs, pomps, crops, mullets, and more. There's a whole lingo to be learned. And we haven't even touched upon color yet! Because yes! – More men are imbibing in color services as well! Many want to cover grey or enhance it, but others are also dabbling in color changes and highlighting and lowlighting to add interest. The latest rage is of course the "fade," as sported by the Farouk System's model on the facing page. This is where my quest started. Is it here to stay or will it go the way of the "man bun"? We asked our experts and most of them concur. Everything will come, evolve, go, and come back. Heck! Even the mullet did! Because only the "regular boy's haircut" has become a thing of the past. The rest is here to stay!



Model: Hunt Watson / Photo: Travis Teate / Makeup: Leila D'Amato / Stylist: Elliott Carlisle / Tori Douglis Magnolini Hair Lab Detroit Barber School



Artistic Director: Cherry Petenbrink @Olivia Barden / Hair Cuts: Ricardo Santiago / Photo: Roberto Ligresti / Makeup: Nikki La Rose / Styling: Isabelle Sabel, Ass.T Tatiana Issiac

"I see men's hair gradually getting longer, more lived in looks. Natural curls, waves or texture will be big. These looks may appear wash&wear, but they require some specific products to achieve."

-Cherry Petenbrink

Changes in attitudes

The Eufora Men's Team claims that today men's grooming is all about individuality, personality, mood, or lifestyle. Moreover, a great stylist can combat a guy's style fatigue by recommending statement making styling shifts. "If you want to build in versatility so that your guy can create different shapes and styles, then there is no such thing as a 'basic fade'." It is always custom, and product choices are key in creating the final looks," says Eufora Trainer, Dana Caschetta. Nieves Almaraz's handle @ howtofadehair says it all! "The fade is a timeless haircut and you need the correct tools, like the Wahl Hi Viz Trimmer to get those perfectly crisp lines.

Turn to our album section to see two looks from Mike Taylor's "Geek or Chic" collection for Denman Professional. "From polished pomps to tight crops and from airy afros to the modern mullet, these cuts are about finding expression in personal style," he explains. Sam Villa, Co-founder and Chief Creative Officer of Sam Villa and Global Artistic Ambassador for Redken says, "Everything from clean buzz cuts that are easy to maintain, to longer hair that needs to be a bit coiffed is on the table." Matt @ hopthebarber for Cricket Co. is seeing a shift towards maintaining length on top with a loose or messy style." And both are seeing either cropped or shaggy mullets. Steve Vilot, founder of Barber Authority in Lynchburg, TN, says the only problem with a longer cut is that men don't realize the effort required to style it daily to keep it looking good. They may want the latest trend, but don't want the bother or expense of using specific products to maintain it. "It's the same situation for beards," Steve declares. "Men wash their faces under the shower and don't think that a beard also requires hydration and protection with products like beard oil." Cherry agrees, "Men's grooming is going next level with beard products to sanitize and tame coarse beard hair." Matt and his colleagues at Hops Barber Shop (@hopbarbershop) give daily advice on best practices for growing a beard and maintaining healthy skin through the process.

Beards and sideburns can also play a role in balancing out shapes and volumes when designed and trimmed precisely.



Hair: Nieves Almaraz / Photo: John Gress / Nails: Cristina Almaraz / Photo: John Gress / Photo: John Gress / Photo: John Gress

Creative Direction and Hair: Dana Caschetta and Omar Ahmed / Photo: Ron Ulip, Freshly Cut Film

Model: Francois Wright Jr. / Photo: Travis Teate / Makeup: Lella D'Amato / Stylist: Elliott Canise / Tori Dougals Magnolini Hair Lab Detroit Barber School

“The key is to embrace the evolving landscape of men’s hairstyles with enthusiasm and a sense of personal style”

– Rodrick Samuels

EVOLVING TRENDS

Rodrick Samuels, Director at Hair Lab Detroit Barber School, gave us his take on Fading and forthcoming trends, saying, “Trends often evolve rather than disappear completely. The fade may undergo variations or be combined with other elements to create new styles. [...] As we move forward, we should expect the resurgence of classic styles, the emergence of innovative variations, and the influence of cultural and individual factors shaping the next wave of men’s hairstyles. Whether you choose to stick with the fade or embark on a new grooming adventure, the key is to embrace the evolving landscape of men’s hairstyles with enthusiasm and a sense of personal style. After all, the journey of self-expression is as unique as the individual who walks the path.”

Model: Ryan McCarron / Photo: Travis Teate / Makeup: Lella D'Amato / Stylist: Leslie Ann Pulling Hair Lab Detroit Barber School





Enhancing your
#GREY

Goldwell's new "Grey Has Never Looked This Gorgeous Campaign" showcases a variety of options from coverage to beautification.

Today's clients are either embracing their greys or wishing them away. Then there are those who want to change from colored to grey. Those with salt&pepper are considering enhancing their look for a fashion update. Blondes, for example, also present a unique challenge, as their greys may be less noticeable but their overall color may become muted and dull. Sometimes aging hair is less S&P and more Cruella DeVil, with concentrations of grey around the face or elsewhere. It's up to the **expert colorist** to take any and all these situations in hand and find the best solution. It's not only about enhancing the grey. It's also about enhancing the individual in your chair, of any demographic, and making them feel good about themselves.

GREY IS THE NEW BLACK

In any case, now your skills, paired with a choice of products like Goldwell's range of high-quality and technologically advanced products, can meet all of your clients' needs. The time has come to either celebrate or cover grey hair. But the rule is to do it only with incredibly natural-looking color because – **"Grey Has Never Looked This Gorgeous"**.

Marie Scarano

Goldwell and other manufacturers have constantly adapted their portfolio and services for grey hair to keep up with all the latest trends.

For example, with this new campaign Goldwell is putting focus on grey again and showcasing **a variety of options from coverage to beautification**.

After all, each and every client deserves bespoke yet natural-looking grey results. The depth and wide range of the Goldwell color portfolio, from TopChic to Elumen to Colorance, were developed to empower stylists and clients to cover, blend, or simply beautify grey hair.



Photos courtesy of Goldwell

Every client will present a different starting point and desires: overall coverage, blending with high- and low-lights, or even just enhancing the existing contrasts of color.



WELCOME TO ESTHETICA WHERE FORM MEETS FUNCTION, AND LUXURY IS A STANDARD.

Established in 2011, Esthetica takes pride in being a distinguished manufacturer of premium spa and wellness furniture.

Our commitment to excellence has made us a trusted choice for distributors, spa management companies and spa consultants worldwide, with our products being loved, used, and recommended on a global scale.

At the heart of our success is a state-of-the-art manufacturing facility spanning 34,000 square feet, equipped with cutting-edge technology and operated by a skilled team of more than 100 dedicated professionals.

We prioritise using the finest raw materials and adhering to the best manufacturing practices, ensuring that each product not only meets but exceeds industry standards.

Every design is a thoughtful blend of aesthetics and practicality, resulting in furniture that elevates guest experience.

Esthetica remains dedicated to pushing the boundaries of what is possible in spa and healthcare furniture. We invite you to explore our range of meticulously crafted products and join us in the pursuit of creating spaces that redefine comfort, style, and sophistication.



PRODUCT RANGE



ANAGH PEDICURE CHAIR: KEY FEATURES

Anagh Pedicure Chair is an exquisitely designed luxury pedicure spa chair, meticulously crafted from natural wood. This pipeless pedicure station promotes spa hygiene by creating whirlpool jets in the water without the use of internal pipes. To elevate the foot spa experience and provide the perfect wellness experience, it comes with built-in chromotherapy, an electronically controlled backrest and seat adjustment, a detachable manicure bowl, an iPad holder and a service tray holder. Choose from a variety of wood finishes and upholstery colours to integrate this luxury pedicure station into your salon or spa's aesthetic.

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- Equipment and accessories



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STYLE

&

SERVICE

Annastasia Salon started out with only 3 stylists in 2006. Today there are 3 different locations, and this one is functional and the design is both contemporary and timeless.

Marie Scarano

When we think of capitals of fashion and design, Portland, Oregon doesn't immediately come to mind. Yet this is where **Annastasia Salon** has not one, but three locations! – all of them equally successful. President, Luke Huffstutter, hails from Portland and four generations of hairdressers. Indeed, it started with great-grandma

doing hair during the Great Depression. Since then, times certainly have changed and even salon owners and managers now need to be business-savvy. How to grow your business? How big do you want to get? When do you know it's time to expand or open a branch? We asked Luke about his expansion plans for Annastasia.



"We start by tracking the number of shifts that are filled," replied Luke. "When we hit 80% capacity, we start looking for another location. We always want to be mindful of our projected staff additions when looking for another location. We also have a training program, so we can predict when we will be at 100%. The objective is never to hit 100%. So this indicates how much time we have to acquire another location. We've used this system for the last 2 salons acquisitions and it has worked well."

GETTING DOWN TO THE NITTY-GRITTY

When opening a salon, like any business, it's always about location-location-location. "Ideally, we are looking for a space near an **anchor tenant or destination**," explains Luke. "As a small business we don't have the funds to pay for a market analysis. So we let the big companies do it for us. We specifically track Starbucks locations as a key indicator of a location." There are different options also when it comes to the design, depending of course on your budget and business plan in general. Luke informed us that they worked with **Millard Kwon Design** for their 3 salons. "We wanted to work with an experienced salon designer who will adjust to our budget for the current location. We prefer to save for a remodel rather than take out loans, as this can extend timelines. Millard Kwon has been wonderfully flexible in our long-term thinking. They understand more than our budget. They know our focus on **sustainability** and have found ways to bring that to life in our designs."

A neutral color palette, industrial-style wood floors and cutting edge lighting make Anastasia Salon both efficient and stylish - where clients can enjoy professional care and service.

IT'S ALL IN THE DETAILS

When it came down to choosing the style, deciding on a floorplan, outfitting and lighting, once again Anastasia Salon relied on the experts. "I am grateful to Millard Kwon for having a system to bring this to life," observes Luke. "I am not a designer and would not make a good one. They take the time to build a likes file for me and use that as the foundation for the designs they build. It's actually a cool process to bring out what I love and turn it into a salon." Teresa Millard, founder and owner of Millard Collection, a luxury salon fixturing company, and partner in Millard Kwon, came up with the many ideal solutions shown in these images. For **Anastasia Salon**, Luke is also a believer in the **L'Oréal**



Professionnel Sustainable Salon Emotion program. This means that all Anastasia Salon locations work on being as sustainable as possible in the present, but also continue to establish new objectives for the future. Luke firmly believes in the power, prosperity and autonomy the salon business can bring to his employees and even to local communities, by getting involved through business associations, or putting together a fundraiser for a nearby non-profit or participating in local events.



SHIRODARA



HEAVEN



Disruptive Experience

Heaven is an horizontal wash unit combining the most modern medical-anatomical studies with **Shirodara treatments** principles.



Maletti, a private Italian company, is a world leader in the design and supply of furniture for hairdressing salons and the beauty sector. It was founded in 1936 on the initiative of the Maletti family who still successfully manages the company with Danilo and Guido Maletti, president and vice-president of the organisation.

In over 85 years of presence on the market, Maletti has been able to deeply innovate hairdressing salon furniture throughout the world, becoming the point of reference for the entire sector. In recognition of the excellence that Maletti represents, in 2022 the brand formally received the historic certificate of 'Made in Italy' brand from the Italian government.

The Maletti group has its headquarters in Scandiano, in the province of Reggio Emilia where you can also visit our showroom spread over nearly 3000 sqm of space. Our head offices, with their own local showrooms, are located in Germany and Spain. Maletti works in over 108 countries around the world through a network of consolidated partners spanning years of relationship, thanks to which the constant presence of the corporate is also guaranteed.

Since its origin, Maletti has put customers at the centre, anticipating their needs and those of the market itself, with advanced-technology products such as the steam system working on the entire range of Maletti wash units. The system has been designed and tested in collaboration with prestigious universities. Studies on the use of steam have demonstrated its benefits for both hair and scalp.

Since 2023 the steam system has also been applied to barber treatments. Our revolutionary product Steamoon moisturises and detoxifies beards, offering an unparalleled shaving experience. In March 2024, Maletti Group launched the Heaven wash unit featuring an exclusive igloo with an integrated waterfall. Heaven is a horizontal wash unit combining the most modern medical-anatomical studies with Shirodara treatment principles; a disruptive solution for the worldwide market.

The Maletti portfolio includes prestigious collections born from its collaboration with the most established designers such as Philippe Starck, Claudio Silvestrin, Borek Sipek, Ross Lovegrove, Didier Gomez, Christophe Pillet, Matta & Varaschin and Giovannoni Design.



Maletti's most recent collections have been designed with a view to environmental sustainability, which represents one of the founding values of the group's policies. For some years now, Maletti has been making its products using ecological Skai and FSC certified woods which guarantee attention to the environment and future generations along the entire production chain.

Innovations in **treatments, styling products, and tools** make your work easier and keep your clients happy.

1. CHI

The CHI Lava 1 1/2" Hairstyling Iron Holiday Special Edition provides consistent and efficient heat for flawless styling. The sleek and ergonomic build ensures comfort, control, and a seamless styling experience

2. LISAP

Dandy Strong Hold Gel is the perfect multipurpose styling product. With restorative and antioxidant properties of Hyaluronic Acid, it gives hair strength and a dash of personality.

3. ANDIS



The Galaxy Collection includes the cord/cordless Slimline Pro Trimmer and the Envy Li Adjustable Blade Clipper. Your faves, better than ever!

4. LISAP

Dandy Beard Wax is formulated for modelling and defining all types of beards. Men's grooming is going next level with beard products to sanitize and tame even the coarsest beard hair.

5. KERATIN COMPLEX

The KC IRON Professional Smoothing & Straightening Iron has longer plates to simplify the styling process for stylists, enabling you to work through wider hair sections and deliver the perfect look your clients desire, any day of the week.

6. GA.MA

The GA.MA third-generation iQ3 hair dryer offers 'Smart Performance', is as light as a smartphone, compact, has incredible power, includes an intelligent operating system, and is energy efficient.

7. DENMAN

The Jack Dean by Denman D25 Fantail Comb is the perfect wide-tooth comb for wet and dry detangling. It's also ideal for sectioning hair and creating volume and definition.

8. EUFORA

HERO Styling Mud provides re-workable flexibility to guys with tons of texture while providing medium shine. It's also important to know that all HERO grooming products are crafted with lightweight, water-soluble formulas, making them easy to wash from hands and hair.

9. OLIVIA GARDEN

The PerfectBlend Thinner Shears feature an ergonomic handle and an easy-to-adjust ball-bearing pivot mechanism. Both blades cut to create soft texture without leaving a visible line.

10. BABYLISS PRO



The new FXONE System is a versatile and efficient one-battery system that can be used with 3 distinct collections: LoPRO, Gold, and Black.

11. WAHL

This 5 Star Cordless Barber Combo™ pairs Wahl's best-selling professional cordless clipper and trimmer in one convenient package. With an upgraded motor on the clipper, DLC blades, and a sleek design, this duo is set to optimize every barber's workspace.

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Brand Concept & Values

At the core of our philosophy lies the belief that skincare is not a one-size-fits-all solution—it's an art form, a science, and a deeply personal journey. Leveraging our decades of experience and expertise, we have developed a comprehensive range of products, treatments, and routines meticulously tailored to address a myriad of skin concerns, ensuring that everyone can enjoy personalised skincare solutions that meet their specific needs.

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