

StyleSpeakTM

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FACE 2 FACE

Meet acclaimed Bollywood make-up artist Namrata Soni

Look Forward

A glance at what is trending now in the world of beauty

SS SHOOT

CARNIVAL COLOURS by Jos Brands and Elton Steve Vessaoker

Spruce 'em up

Get yourself stocked up with the best of make-up products

Ahead in line

The latest innovations in the cosmetic world

MTV Video Music Awards Looks decoded!

Ojas Rajani decodes some of the best looks at the MTV VMA awards



the
MAKE-UP
issue



AHEAD IN LINE

"The most beautiful makeup of a woman is passion. But cosmetics are easier to buy."
 - Yves Saint Laurent, fashion designer.

Words | Bindu Gopal Rao

Cosmetics are certainly a woman's best friend and when it's in vogue it becomes even more attractive. The cosmetic industry is growing by leaps and bounds as more people realize the importance of grooming. Currently valued at around \$ 4.6 billion, according to the Confederation of Indian Industries (CII), the beauty and cosmetic industry is projected to grow between 18-20 per cent per annum in the next couple of years.

CHANGING VISTAS

Naturally the only constant in the cosmetic sphere is change. Opines Riya Vashist, stylist, make-up artist and owner, The **Riya Vashist** Salon says, "There are two types of innovations

taking place in the industry. One revolves strongly around technology and includes new products that check and detect moisture, are related to hair removal, light therapy and the like. The other is upgrades to products we use, and though they seem minor in comparison to the cutting edge technological advancements, they have the element of daily usage."

"Recently at the New York Fashion Week, there were two products that won me over. The first was a simple yet efficient **Double Down Brush Set** by Sephora's



HCT – it is a patented 2-in-1 brush where the small brush fits inside the larger one. Since the small brush is invariably used for the eyes, this provides protection from dirt, grime and contamination and is convenient to carry. Then there was also the **Gel to Pencil Eyeliner** which



brought together the comfort and style of a liquid liner and the application format of an easy to use pencil; and once the eyeliner is applied – which it can be both inside and outside the eye – it dries instantly and is waterproof." Another product which is reasonable and efficient is **Revlon's 6 layer nail file** which costs only a couple of hundred bucks and you can be sure that the buffer will not let you down when your nails need some pampering, because it's got 6 strips and



each can be peeled off once unusable. "I also like the improvement in communications and its impact on the cosmetic and make-up industry – live twitter chat on trends; the availability of Google glasses allowing make-up artists to show their work step-by-step in real-time; introduction of apps that guide and advise based on skin types or simply take you step-by-step on makeup application. All this demystifies the world of cosmetics encouraging



more people to experiment, get involved and ultimately purchase" adds Vashist. **Ishika Taneja**, makeup maestro and Executive Director of Alps Group explains, **Titanium Micro-**

needle Nano-therapy that involves engraving micro-holes on the patients' scalp/skin – followed by nano-serum application helps treat various hair and skin issues in just few sittings. The **Intense Pulsed Light (IPL) Therapy** too is a revolutionary Italian technology that is the safest and effective measure for permanent hair-removal and has no side effects too. It can be used over sensitive areas like underarms and bikini region too to attain freedom from unwanted hair."

MAKEUP MANTRAS

Lash-fibers that are volume and length boosting eye-lash enhancers instantly double-up the intensity of eye-lashes sans any mascara. These get fixed over the lashes and are safe bet for brides with light-lashes. "**Lip-venom** that has both lip-coloring and plumping properties is best for busy ladies who don't want to invest their time in using lip-plumper before applying lip-sticks. It instantly magnifies the lip – and turns it into a luscious pout! **Flawless Face Cream** is another alphabetical sequence to modern-age creams and is an amalgamation of a foundation,



cream and serum. Therefore, it has both – color-correcting, makeup and skin-nourishing benefits for a skin that is fuss-free. Likewise **Light Diffusing Pens** are a superb makeup-quick fix for dark-circles woes. They have proven as a miracle for people with dark-circles, filling-in the sunken eyes and reflecting the light for brighter looking eyes in a jiffy. Also interesting are **Gel Eye-shadows** that are easy to apply and blend. These new-age shadows come in a wide range of



colors to add some sass to one's avatar. They have a hydrating effect on the skin too, besides being long-lasting and smudge proof," says Taneja.

INNOVATION MATTERS

Fermented skin care is the rage now in the Far East and is fast finding space in cosmetics all around the world. "Pioneered by Japanese in skin care products such as **SKII** that uses 'Pitera' made from fermented sake. Other fermented agents making way into cosmetics are lactobacillus extracts, yeast extract, green tea, black tea,



ginseng, fruit extracts and many more. Fermented products promote the growth of good bacteria. The good bacteria feed on the sugar and starch and in the process releases vitamins and important enzymes. The yeast in the fermented products helps to break down the active ingredient so it can penetrate and work better. These fermented products also are rich in antioxidants which can reverse free radical damage occurring in the skin. These fermented actives are thought to be better for problematic skin, acne etc," says **Dr. Shuba Dharmana**, Cosmetic Dermatologist, Hair Transplant Surgeon and Founder, LeJeune Medspas. Restylane Vital or a mesotherapy range in **fillers containing hyaluronic acid** that helps to restore and increase hydration is also popular. "It helps to plump, hydrate skin, lift scars and improve the appearance of lines



and wrinkles. 3 sessions per year of tiny mesotherapy like injections helps to restore glow on the face for the entire year. The treatment can also be used on 'decolletage' and aging hands. Also in the new is the **Infra-red hair dryer** that halves the drying time and heats hair strands from the core gently so that hair is left feeling shiny and smooth. There is less damage to the hair because it cuts down the time of drying." **Dry Shampoo** is another trend. Ever wondered how you can refresh your tresses when they felt like they needed a wash but you haven't the time to wash and style? Dry shampoos help you to buy a day or two without having to wash. You apply the

product in a powder form or spray on, let the product absorb the excess oils from the scalp and the hair immediately feels lifted so you can then style as you like.

NOW TRENDING

Metallic shades are back with a bang and you can actually opt for highlights that give your hair a pretty metallic sheen. Likewise **Multi-functional compacts** that come bundled with SPF, coverage and skincare benefits and an application sponge to give you a flawless coverage is in. Again as far as sun protection factor (SPF) is concerned, new technologies are making rapid inroads. Cosmetics that combine SPF, antioxidants that buffer free radicals and DNA Enzymes help skin's natural repair system are trending. And the age old Indian remedy - oil is being seen in a new light. **Oils** are set to make a fresh transition to colour cosmetics especially in tinted lip oils. According to a report "Color Cosmetics Market by Target Market (Prestige products and Mass products), the color cosmetics market is worth 77.7 Billion USD by 2020. **Sunscreen pills** are

getting very popular since they were made available on the market.

"Most sunscreen tablets contain agents like PolypodiumLeucotomus or astaxanthin, a strong antioxidant found naturally in certain algae. Whilst they may have a role in people that have light sensitive reactions and rashes, more studies are needed to know long term side effects. **Astaxanthin supplement** being promoted as natural sunscreen agent as well as antioxidant is looking interesting because of its numerous



other benefits on tendons, heart etc and helps in endurance in sports people and athletes," says Dr. Shuba. Remember if you want a lighter coverage to cover blemishes yet moisturize and protect, then use a BB cream. Most BB creams have SPF protection. If you want something slightly heavier then use a CC cream. This is good for ageing skin with lines and wrinkles. It is used mainly for colour correction, to even skin tone but they also provide greater sun protection.

IN VOGUE

Technology is a big area of advancements in things like stem cell research, or superoxide dismutase (which speeds up chemical reactions in our body) is also bound to have an impact on cosmetics and usage pattern. "Imagine a lipstick that causes



a corresponding hyper-reaction on the cheek, or a shampoo-conditioner that encourages root-based hair growth for people with illnesses or people who've lost their hair due to chemotherapies (beyond the superficial advertising by shampoo brands)," asks Vashist. **Going green** is becoming big in the west – producing the same product with minimum testing on the environment, reducing carbon footprints and accepting energy efficient ways of producing existing or similar products. It's a large industry and the more green our environment, the better our skin to accept treatments. Remember, a damaged environment with damaging sun rays will not respond to treatment on a long term basis, eventually having a negative effect on the cosmetic industry. "**Ingredient isolation** is another thing – sometimes, some make up causes allergy and reactions; it's not always inferior quality products that do it, just our skin's sensitivity to certain ingredients. With technology allowing



isolation, we'll be able to identify what we react to, why, and thereafter, adopt brands which suit us ensuring longer customer loyalty in the future," says Vashist.

So stay in tune with the times and remember the words of Francois Nars, creator of NARS cosmetics, "treat your makeup like jewelry for the face." **SS**

