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January 2024 ₹150

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The
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Issue

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Natural Oils for health and well-being

The use of natural oils in spas and salons is ensuring that guests can make the most of their numerous benefits

Words | Bindu Gopal Rao

Embarking on a sensory journey, spas harness the therapeutic prowess of natural oils to redefine relaxation and rejuvenation. These elixirs, extracted from botanical wonders, have become integral to the spa experience, transcending the boundaries of conventional pampering. As seekers of tranquillity embrace holistic wellness, the infusion of natural oils elevates spa rituals into transformative escapes, blending the soothing touch of nature with the art of indulgence. Join us on a voyage into the realm where aromatic essences converge, unlocking the secrets to a profound sense of calm and renewal.

Myriad Uses

While every natural, organic and plant-based product has health benefits that we know of, there are other uses and benefits beyond what we know. The most commonly used natural oils like coconut oil, olive oil, and rosemary oil are popular choices for massage, providing both lubrication and aromatherapy benefits. Castor oil is often used for hair treatments due to its nourishing properties, while coconut oil is a favourite for conditioning treatments. Neem oil, known for its antibacterial and anti-inflammatory properties, may be used in facial treatments to address skin concerns.



Ratna Kulkarni, Profitability Coach for Salon, and Spa Owners, says, "Natural oils and essentials are the basis of Aromatherapy. Each essential oil extracted from plants has different properties and is used to keep the client relaxed and healthy. For example, pure Lavender essential oil is used in perfumes, creams, and blended for massages. Its smell is very relaxing and soothing. Lemongrass soothes joint pain and promotes emotional balance."

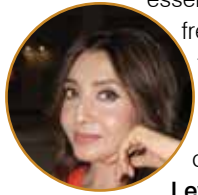


The Safety Perspective

Ridhima Kansal, Director, Rosemoore, says, "Do patch tests before applying any oil to ensure there are no allergic reactions. Do educate clients on the benefits and proper usage of the oils. Do use high-quality, pure oils to ensure maximum benefits and customize treatments based on individual needs and preferences. Do not use oils that clients are allergic to, safety first. Do not overdo it, a little oil goes a long way. Mix only a few oils; simplicity is key. Do not skip the client consultation, understanding their needs is crucial."

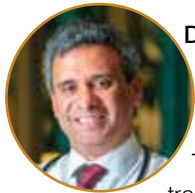
At Levo Spalon for instance, the journey begins with a ritual of aroma oil inhalation, allowing you to connect with the essence of nature.

"These oils, cold-pressed and meticulously blended with pure essential oils, hold the therapeutic secrets of botanicals, free from perfumes and artificial colours. We harness the healing power of honey, soothing irritated skin and promoting cellular renewal. Avocado, nature's ultimate nurturer, pampers your skin with its deep-conditioning magic," says **Aarti Gomes Vaid, Sr. VP Levo Spalon**.



The Advantage

Pure natural oils derived from plants, seeds, and nuts, boast therapeutic properties that enhance both the physical and mental well-being of clients.



Dr. Narendra Shetty, Chief Wellness Officer, Kshemavana says, "In massage therapy, natural oils provide a smooth glide, reducing friction between the therapist's hands and the client's skin. This enhances relaxation and promotes a sense of tranquillity. Aromatherapy, another popular application, involves diffusing essential oils to create a calming ambiance

or address specific concerns such as stress or insomnia. Natural oils are also integrated into skincare and hair care routines. They serve as excellent moisturizers, nourishing the skin and hair with essential nutrients. Additionally, some oils have anti-inflammatory and anti-aging properties, making them valuable assets in beauty treatments."

Trend Check

A rising trend in the spa and salon industry involves creating custom blends of oils tailored to individual preferences and needs, providing clients with a truly personalized and unique spa experience. "These blends are made to match what you like and what your skin or hair needs. It is like having a unique spa treatment that feels extra special. People also want oils that come from places that are leaning towards sustainability, and eco-friendliness and treat workers well. Many spas and salons are opting for locally sourced oils, promoting both community support and reduced carbon footprints. Also, these natural oils are now a big part of beauty routines like face massages and scalp treatments," says Kansal.

Spa oils enhance experience

Spas and salons can enhance customer experiences by providing information on the benefits of specific natural oils, explaining the origins of the oils used, offering recommendations for at-home care. "This not only empowers clients to make informed choices but also fosters a sense of trust in the spa or salon. Moreover, staying updated on industry research and advancements in natural oil applications can contribute to the continued success of spas and salons. As new oils and formulations emerge, incorporating them into treatments can set establishments apart and attract clients seeking innovative and effective wellness solutions," concludes Shetty.

The aroma of these natural oils adds to the spa and salon experience, enhancing relaxation and well-being. **SS**

Almond oil



Argan Oil



Coconut Oil



Rosehip Oil



Sesame Oil



tea tree essential oil