

HBS 2019

STYLESPEAK ANTI-AGEING CONFERENCE 2019

Advance Programme

Introduction to the conference: Anti-aging is one of the major concerns of clients' today, both male and female. It can be a big money spinner for salons. But most don't offer any specific anti-ageing treatments or programmes for their clients on their menu.

This conference will focus on top anti-ageing concerns of clients along with some key **MUST HAVE** anti-ageing treatments on your menu. Illustrious speakers and industry leaders will share their knowledge to help you understand your client needs and how to meet them.

DAY I: 8th April, Monday

10.00 am. Welcome

10.15 am. Introduction

10.30 - 11.15 am. TOPIC 1: "Understanding the changes in your skin - Dermal and Epidermal Ageing." **Avni Amlani, International Skin Expert & Aesthetician, UK** Is skin ageing inevitable or preventable?

Learn how to recognize premature aging and ways you can help your clients slow down it down. Ageing is natural and skin's physiology changes at different stages of life. Epidermal and dermal aging are mainly responsible for premature facial aging and understanding different factors influencing it will help your client stay younger, longer.

11.20 - 11.55 am. TOPIC 2: Keynote: "Overview of Global Trends on Aging Treatments" **Dr. Rashmi Shetty, Celebrity Dermatologist, Founder RA Clinic** The anti-ageing industry is rapidly evolving and new discoveries are made every single day! Come, check out what is in and what is not in the world of Anti-Ageing.

Newer and newer products, treatments and machines being launched every day to help both men and women slow down the ageing process and age more gracefully. This interactive and informative session will help you learn the latest trends and developments in this field.

TEA

12.00 - 1.00 pm. TOPIC 3: "Age Defying Facial Massages that Work!": Treatment DEMO Turn the clock back with these 3 unique anti-ageing facials which address hyper-pigmentation, wrinkles and dehydration.

Treat hyper-pigmentation, wrinkles, dehydration and the loss of the essential lipid barrier to reduce the effect of ageing. Learn the most effective techniques to give your clients the best results. Understand the facial massage procedures for aging, acne and sensitive skin. You will learn proper facial massage movements, facial physiology and tools for these massage techniques.

1.05 - 1.40 pm. TOPIC 4: "Who are your clients and what are they looking for?"
MINTEL* The new Indian consumer is smart savvy and knows what he wants.

This presentation will help you understand the most popular beauty needs of Indian male and female customers which will help you plan a suitable treatment programme for them.

1.40 – 2.10 pm LUNCH BREAK

2.15 - 3.00 pm. TOPIC 5: "Rejuvenate your Hands" SPA Treatment DEMO Hands don't lie! In fact, they give away your age even if the face doesn't and that's a fact!

Learn how to treat crepey hands, spots, fine lines and wrinkles to get soft pretty hands that attract attention!

3.05 - 4.00 pm. TOPIC 6: GROUP DISCUSSION: "How to build a strong profitable Anti-Ageing Programme for your salon or spa."

Chair: Nalini Kalra; Avni Amlani

Mentors : Disha Meherr - Head Training, Urban Clap

Poonam Sharma – Owner Head to Toe Salon, Pune,

Lalita Mangallampalli - National Trainer, Christine Valmy India,

Rukshmani Thakkar - Head Skin, Enrich Salon,

Hinaa Khan - Educational Head, Dermalogica India

Sukirti Patnaik - Owner Indulge Salon, Bhvaneshwar

4.00 - 4.30 pm. Presentation by the Mentors

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DAY II: 9th April, Tuesday

9.30 - 10.00 am. TOPIC 7: BREAKFAST SESSION – "Recognise these important 'must have' anti-ageing ingredients in your treatment products." **Dr. Renuka Thergaonkar**
Hon. Secy. ISCC, Dir. R&D Global Consultants Learn about powerful anti-ageing ingredients that will transform the skin of every client who walks into your salon or spa.

Every aesthetician needs these sophisticated and powerful ingredients for aging, acne, pigmentation and sensitive/rosacea skins in the products they are using. Learn how they impact the dermal layer of the skin, stimulate cellular turnover without over-exfoliating, provide lightening properties and anti-bacterial support.

10.05 - 10.45 am. TOPIC 8: "Essential Oils for amazing Anti-ageing body treatments."
- **SPA Treatment DEMO** Slow down the body clock with these amazingly effective essential oil treatments for the body.

Learn how to choose the right oil for the right result for your client, whether it is tightening and lifting, scar repair, deep relaxation, anti-pollution etc. along with different massage techniques for the most effective results.

TEA

10.50 - 11.20 am. TOPIC 9: "How are online influencers shaping the beauty industry."
Reena Chhabra, CEO FSN Brands Bloggers, Vloggers, Celebs influence your clients and help them make beauty choices too!

See how the products, make-up and treatments they blog about become a huge trend! And how you can plan your salon or spa menu by observing these trends.

11.25 - 12.00 pm. TOPIC 10: "Skin ageing in men - How to tackle it" Dr. Chytra Anand, Celebrity Cosmetic Dermatologist, Founder Kosmoderma

12.05 - 1.05 pm. TOPIC 11: "Neck & décolleté need special care!" - SPA Treatment DEMO Nalini Kalra, G.M. Christine Valmy School of Beauty & Education Loss of texture and firmness in just one symptom of an ageing décolleté, dehydration is another common symptom too.

This treatment protocol will help your client re-gain her confidence to wear scooped necklines again.

1.15 – 1.45 pm LUNCH BREAK

1.50 - 2.55 pm. TOPIC 12: PANEL DISCUSSION - Make beauty treatments a money spinner for your salon

Panelists : **Vaijayanti Bhalachandra, Co-Founder, YLG Salons**
Samir Srivastav, CEO, JCB Salons
Pushkaraj Shenai, CEO, Lakme Lever

2.55 - 3.30 pm. Presentation by the Mentors

3.35 - 4.30 pm. TOPIC 13: "Ageing Well Make-up" DEMO 'Mirror, mirror on the wall, who's the prettiest of us all?' **Cherag Bambboat, Celebrity MUA, Founder Magical Makeovers**

So many factors affect the way our clients feel when they look in the mirror, no matter their age. As a beauty expert it is important that we support them through each stage of life.

This lecture-demo will really help you understand the underlying factors such as bone structure, skin tone changes etc. that influence the aging process and how we need to change our makeup

techniques accordingly. Makeup colors and formulas may need to be altered so your client can look his or her best in whatever season of life they are in.

4.35 pm. END: Vote of Thanks

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**TBC*