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Welcome to the Middle East!

As a team of passionate hair and beauty professionals, we've always believed that hair is more than just hair; it's a canvas, a statement, and a true form of self-expression. Here in the Middle East, our creativity has been a hidden gem for far too long. That's why we're incredibly excited to announce that ESTETICA is making its return to our region!

ESTETICA isn't just a magazine; it's a movement. It represents the celebration and elevation of the immense talent found among hair and beauty professionals. We believe that community is the heart and soul of this industry.

Since 1946, ESTETICA has served as a global platform for innovation and inspiration, and now it's our turn to take the spotlight. It's time to showcase the incredible skill and creativity of the Middle East's hair experts—many of whom we've had the privilege of working with and supporting on their journeys.

As a team that has grown with this community, we've seen firsthand the passion and talent that thrives in the Middle East. This experience drives our commitment to shining a global spotlight on the brilliance of these professionals.

We're especially thrilled to introduce the new Pro Podcast category to our edition. This exciting roundtable discussion will bring together industry leaders—people we've admired and collaborated with—to share their stories, insights, and experiences.

Join us in celebrating the past, present, and future of hair excellence in the Middle East. Together, we'll show the world the incredible things our community can achieve!

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ESTETICA
THE HAIR MAGAZINE
esteticamagazine.com

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Cover Image

Hair: Younes Eid
Make-up: Elie Stephan
Photo: Hicham Eid
Location: Younes Eid Beirut



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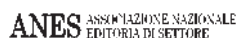
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COVER STORY

RESILIENCE AND ARTISTRY: THE JOURNEY OF YOUNES EID

In a world often marked by chaos, a Lebanese hairdresser stands as a testament to resilience, reopening his salon time and again in the aftermath of conflict. Each transformation of hair becomes more than just a service; it's a celebration of creativity and an assertion of beauty amid adversity. Hair and politics? What connection could unite them but a strand of hair? This narrative intertwines the art of hairstyling with the realities of life in a turbulent landscape, illustrating how passion and innovation thrive despite the odds.

For Estetica Middle East's inaugural issue, a conversation of generations was essential—an intimate one, nonetheless. We explore the remarkable journey of Younes Eid, founder of Younes Eid Beirut, as he sits for a candid interview conducted by his son and fellow hairstylist, Hicham Eid. Together, they revisit the pivotal moments of Younes's career, reflecting the profound connection between hair and the world that surrounds it—a story of hope and artistry.



Hair: Younes Eid
Make-up: Elie Stephan
Photo: Hicham Eid
Location: Younes Eid Beirut





Hicham begins the conversation by asking his father how he would define himself. With a thoughtful pause, Younes replies simply, “A coiffeur.” Yet, this humble label scarcely captures the essence of who he is. Younes Eid has always been more than just a hairstylist; he is an artist and a visionary. Over the past five decades, he has navigated a path laden with uncertainties—both personal and those dictated by the tumultuous world around him.

Twenty years ago, he was awarded the ESTETICA Salon Award for his modest Beirut salon, and he has since been nominated for the award once again. Through every accolade, Younes has remained grounded, never forgetting his humble beginnings.

“It was a stroke of chance that I became a coiffeur, because I was a failure in school,” he shares. As he recounts his early teens, Younes reveals a series of attempts at various crafts that left him feeling bitter—until he fell in love with hairstyling. His family wasn’t supportive of his decision. “They weren’t convinced; they asked me to look for something else. But I was certain I had found my place from the moment I stepped into this craft,” he says.

His first job was at a neighboring salon. After many rejections, fourteen-year-old Younes finally landed an opportunity to self-train and work at a nearby salon,

paying the owner for the space he occupied. Observing his surroundings and following his instincts allowed him to become more comfortable and develop his own style. A new phase of Younes’s life began, and he felt its impact.

“That salon I entered; I loved the idea, and I loved the craft, but it wasn’t enough even back then. It wasn’t up to the level I had in mind. I thought being a hairdresser was something else—a whole other world,” he reflects. Though he was unsure of it at the time, he was right.

A pleasant encounter with a client who requested a simple chignon for a wedding she was attending proved Younes was different from his fellow salon workers. The salon owner’s wife took notice, even though the client had her hair done elsewhere, as it was noticeably different from what the salon’s staff usually offered. For Younes, the client’s pleased reaction motivated him to take the next step.

Younes decided to move to Paris in pursuit of his passion. It was 1977, and he hadn’t turned fifteen yet. “My parents wondered how I was traveling to Paris. I told them I was going to work and had a job secured, but reality couldn’t be more different. All I really had was my friend’s address.”

Despite the language barrier, Younes found his way to that address. “I landed in Paris on a Saturday night, and when I stood outside the airport, I didn’t know where to go. I avoided all taxi drivers who seemed French. When I found an Arab driver, I got into his cab and spoke to him in Arabic, asking him to take me to an affordable hotel. He was baffled,” Younes recalls. “He helped me, took me to a hotel, and booked me a room. The next day, I walked across Paris, marking the buildings so I could find my way back.”

It wasn’t until Tuesday, that Younes’s long-awaited reunion with his friend occurred. Thanks to him, Younes secured his first job outside his hometown. “I knew the salon owner only took pity on me, because I was young. He gave me the job, and I was extremely happy,” Younes says.

This is when Younes’s love for hair artistry began to flourish. He would spend nights at the salon, observing how artisanal haircuts were made. Gradually, he became an artisan himself. “I was lucky. They brought in someone from London, from Vidal Sassoon’s salon—his name was Anestis Cobella. Today he’s one of the very famous ones,” Younes remembers. “He trained the staff to do haircuts. There were just over ten people who were supposed to do the haircuts after the salon closed. Not many stayed late to help them set up, so I offered, and I was very happy to be there.”

While the senior staff learned geometric cuts, Younes meticulously observed. “The spoken language was a barrier, but the body language and the way the hands moved—I understood that,” he says. “The hands taught me how to do it. I grasped everything and learned just like the other guys there.”

What Younes recalls as the language of scissors taught him more than he could have ever imagined at such a young age. Humorously, he compares himself at that point in time to Doueik, a Lebanese television character from the seventies who portrays a villager embarking on a journey to the city. “His story resembled mine,” he says. “Doueik used to say: ‘Bonjour, our dame, Beirut!’ as he walked with his vegetable basket among the city’s cars, and on my journey, I would say: ‘Bonjour, our dame, Paris!’”

Not long after, Younes’s path led him back to Lebanon, where he initially didn’t intend to stay long. An accidental leg injury forced him to. His absence for eight months caused him to lose his French work permit. Uncertain about what to do next, especially given the circumstances in his home country at the time, Younes found himself amid the chaos of war. The Eids, who once opposed their son’s decision to pursue a career in hairstyling, decided to open a salon for him. Instantly, Younes put the skills he had brought back with him into practice, and soon after, his reputation grew.



“It was a twist of fate that I opened my own salon; that wasn’t even my plan. It just so happened that my parents were financially able to support me in taking this step,” he says. “I gained much popularity, especially with haircuts. I used to spend at least an hour to an hour and a quarter on each haircut, taking my time and caring deeply. It was like sculpting to me.”

The “revolution” that geometric haircuts created at the time, transcended through Younes’s work when he successfully introduced them to his humble clientele back home. “I had no idea I was going to gain so much popularity,” he admits.

This only fueled Younes’s thirst for knowledge. He was adamant about attending every seminar and festival that offered him the opportunity to learn about the latest trends in hair and beauty. Thus, he traveled again to Paris, London, New York, and Italy.

This naturally raises the question of whether talent trumps education in this field, or vice versa. For Younes, the answer is clear: “Talent, then talent, then talent again,” he says. “If talent is there, and you add education to that, you have a revolution. But if talent is absent, education alone may only take you so far.”

Perhaps this is what distinguishes a hairstylist from a true hair artist. As Younes explains, if your primary goal is to earn money, you can certainly achieve financial success in this industry—but you will never reach the level of an artist. However, when you find joy in your craft without focusing on monetary reward, your talent can create a life far richer than you ever imagined.

“I called it the profession of the unsuccessful, even though it truly isn’t that. But failure can occur at some stage in a person’s life, leading them into a profession they aren’t passionate about. They may earn a good income, but that alone is not enough,” he explains. “Earning a good income, opening your own salon, or buying a home—none of these are enough to truly fulfill your life. You may make a lot of money through it as a business, but you will never be an artist.”

In a world of creation and innovation, the secret to becoming an artist, according to Younes, is constantly honing your skills. “You must look at the hair, speak to it. You must feel it. You must observe and respond to what the hair wants,” he passionately explains. “For me, hair is a feeling.



“However, when you find joy in your craft without focusing on monetary reward, your talent can create a life far richer than you ever imagined.”



RESILIENCE
AND ARTISTRY



Sometimes, the hair might feel stubborn to me, and that's because it's not what it wants. You might be surprised by what I'm saying, but this is how I feel—that this is not what the hair truly desires. I don't know if I'm the only one who feels this way, or if others share the same sentiment. There must be others among hairstylists who understand what I'm talking about."

The connection that this artist shares with the object of his work deeply influences his perception of beauty. He believes that "a natural look" represents a classic style that will never fade. "When you work as a hairstylist, you must focus on femininity. Your goal is to help women showcase their femininity. There is a powerful femininity within every woman, but she may not always know how to reveal it. If you can bring it out, then hats off to you!" he asserts.

The tools he employs are equally crucial in achieving this timeless masterpiece, as Younes sees it. "A pair of scissors that isn't of the highest quality will never yield a beautiful haircut, no matter how skilled you are as an artist. Everything you use—even a comb—must be appropriate for the hair; otherwise, the hair will suffer. The importance lies in the craftsmanship and material. Everything in your profession must be of the highest quality. Above all, you must be generous in your craft," he concludes.

Younes Eid's attention to detail and the values he brings to his work reflect the core principles he lives by on a personal level. He credits much of his journey to his wife, who sacrificed her university education for his career. Ever grateful, he recalls, "She was one of the first people to stand by me. She learned how to do makeup and supported me throughout my career, serving as a huge motivation along the way."

As their family grew, Younes and his wife decided to open a larger salon, a pivotal step that led to his establishment in the capital, Beirut. "I worked really hard to get to where I was. I always felt I deserved a place in Beirut, just like every hairstylist I knew," Younes reflects.

“Our life changed forever,” he states. This move marked a cornerstone in Younes Eid’s career, launching him onto the international stage and opening doors worldwide. Over time, his 350-square-meter salon earned him an Estetica Salon Award in early 2005.

“L’Oréal held a competition at the time and asked if they could feature my salon in a shoot. I agreed, of course. They came and filmed while I resumed my work without much thought. I was surprised later when L’Oréal contacted me to join them in Cannes, as my salon had been chosen among the nine best salons in the world,” he remembers. “We built our salon with passion and dedication, and it earned us a prestigious award, placing us in the top three globally. I received the award in Cannes.”

Younes was celebrating both personally and professionally. He began to see his country’s success reflected in his own, and vice versa, as Lebanon regained its status on the international stage after years of turmoil. “Before the war, there were big salons, which I was too young to remember. I used to hear about them,” he recalls. “It was a golden age for Lebanon. I remember being in Paris with a famous hairdresser who said, ‘I learned how to do a chignon in Beirut,’ even though he was an international figure.”

Despite his gratitude for international recognition, Younes remained grounded, particularly after receiving the award.

“We didn’t give the award its due recognition, as I’ve never been fond of the media. I preferred to work quietly. Silence has always been fundamental to my life, so perhaps we didn’t fully honor the award, even though it represented successful work that was globally appreciated.”

However, Younes’s aspirations and achievements in the heart of Beirut were soon overshadowed by the resurgence of conflict. On February 2005, 14, downtown Beirut became the site of the assassination of Lebanese politician and former Prime Minister Rafic Hariri. The explosion that took his life also wreaked havoc on Younes Eid’s brand-new salon. “We weren’t far from the explosion, and the salon was destroyed,” he recounts.

Although Younes and his team quickly regrouped, the following years proved challenging. “We’ve been in business for around 20 years, and we’ve experienced three explosions,” he states. “The second explosion was about 20 meters away from the salon, and it completely obliterated it. It was massive, but banks were able to provide funds for repairs. We could fix the glass and everything within a week,” he notes, referring to the financial crisis that imposed severe withdrawal restrictions, pushing Lebanon’s banking system to the brink of collapse in late 2019, less than a year before the explosion that devastated the country physically, economically, and emotionally.





“we will rise each time we fall.”

“It was then that the salon was completely destroyed. If it weren’t for the tempered glass in place, when we had over 60 clients at our salon, it would have been an even more horrific situation,” he says. “I will never forget that day as long as I live. People were like zombies on the streets. When I reached the salon, I couldn’t believe it. I was thankful for the safety of my clients, my wife, and my son, who were all inside.”

It was then that Younes faced the painful decision to close his establishment for good. Three explosions weighed heavily on his heart. “That night, I lay down and couldn’t stop thinking about my decision. I felt it was a defeat, and I wasn’t used to being defeated,” he recalls. “I had accounting offices on the tenth floor of the same building. I decided to open a small temporary salon there, with the great help of my wife and son, who gathered the remnants of the old salon and reopened within a week.”

Despite the pain and limited resources, Younes Eid and his team overcame this hardship, welcoming clients again within days. Sharing in the suffering, Younes’s son, Hicham, asks his father if these harsh experiences had positively influenced his journey. Younes’s response encapsulated resilience: “There comes a time when circumstances can weaken your resolve. When you’re at your peak, focused on your goals, and something disrupts you, it can be disheartening. However, over time, you calm down and return to a positive mindset, telling yourself, ‘I want to keep going; I can’t stop.’ These are the realities of our country, and since childhood, we’ve grown accustomed to this way of life. Without a doubt, we will rise each time we fall.”



This mindset has been what sustained Younes Eid year after year. “You have to keep going; you can’t stop, or it’ll be the end of you,” he asserts. “I didn’t want this to be the end of me. I keep feeling like I have more to give.” In pursuit of creativity, he has recently embraced painting as another form of art. Instead of retreating, last year Younes celebrated the opening of his new salon, its walls adorned with his artwork—a personal haven where his comb and paintbrush coexist.

“I was drawing and felt happy, but something inside me insisted that I return,” he tells Hicham. “You suggested we open a salon together in Dubai, and for a while, I agreed, but something within me kept urging me to return to Beirut because Beirut is my passion. Beirut is the foundation, the dream. She’s everything.”

As another war engulfs his beloved Beirut, leaving him in yet another limbo, Younes sits in his salon—his sanctuary amid chaos—and discusses how turmoil can inspire innovation and shape life. His belief that there’s always light at the end of the tunnel resonates with his son, particularly when they discuss seemingly minor issues that nonetheless impact the business, like social media marketing. “Social media has become a significant part of life. I might have discovered it late, but I’m approaching it simply,” Younes says, to which Hicham replies, “I think you’re doing it the Younes Eid way.”

This seamless connection between father and son opens the door to discussions of legacy.

Hicham asks: Is this craft hereditary? Will the sons carry on their father’s legacy? In true ‘Younes Eid way,’ the father responds: “I would have preferred for my children to pursue different paths. I wasn’t sure if they shared the same passion to continue the journey just for the sake of the name. I always encouraged them to get an education and explore other directions.” Younes continues, “As fate would have it, my eldest insisted on becoming a hairdresser. He studied business but felt drawn to hairdressing. Later on, he decided to open a business that complemented his hairdressing career.” He pauses, reflecting. “Then there’s you—you left for Canada, earned a degree in 3D animation and film production, and after several years, you eventually expressed a desire to become a hairdresser, which I initially resisted because I wanted you to stick with the fields you studied.”

Clearly, neither Hicham nor his brother Haysam could distance themselves from the craft their father passionately pursued.

Years spent in the salon shaped their futures and solidified their father’s legacy. Younes hadn’t considered what his legacy might be in the years to come, but he arrives at a realization: “I let go and pursued what I loved. I did what I could with it. I would love for the name to continue. If you and your brother could carry it on in your own way, that would mean everything to me.” He concludes, “I believe that names that make a difference never fade. They endure, no matter what.”





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The Farmen factory and offices in Settimo Torinese, Italy.

1964

The company started in 1964, with the first gas-free lacquer: 'Here you breathe clean air' was the slogan the company proudly claimed. Not polluted by propellant gases and toxic solvents, a lacquer different not only in its commercial formula, but as a product definition, to satisfy a need felt by many.

1980'S

At the end of the 1980s, the company was bought by the current owners and began the journey that is still growing today. The partners are present within the company in key functions: in addition to top positions, they hold the strategic roles of Research and Development and Sales Management. Farmen in these years presents itself at Cosmoprof and begins the production of its first colour line, choosing to also produce trichological products for the professional sector. At the same time the company brand Vitality's was born, with the colouring cream with an innovative formulation low in ammonia content: a soft colouring in to-



tal protection of the hair. A bright and uniform colour that always guarantees the final result and ensures total coverage of grey hair.

1990'S

In the 1990s Farmen began its internationalisation with its entry into the French market, today its second largest market after Italy. Progressively, commercial agreements were concluded with local distributors in more than 60 countries, allowing the Vitality's brand to be present on five continents. The company's growth required an adaptation of its production structure, so a new factory was purchased, which is now the company's headquarters.

2000'S

Marketing activities began in the 2000s with the launch of the Art line, an innovative colouring line with a mixture of conditioning oils to be added when mixing the colour. A product with an avant-garde packaging for the sector, more similar to the case of a perfume than a tube of colour. The Intensive line was launched on the market, a wellness programme for the skin and hair, created thanks to serious and demanding labora-

tory studies conducted directly by the company. The philosophy of the line is to propose delicate formulations, using non-aggressive surfactants, to gently cleanse and nourish different types of hair. The textures of the latest generation of the Intensive line are the result of the combination of natural elements such as myrtle, juniper, marine oligo-elements and fruit acids with technological active ingredients. In 2004, after the launch of the innovative colour and treatment lines, styling was also renewed with the We-Ho line. Smooth or curly, lovers of volume or soft shapes, We-Ho gives everyone a unique style. A high-impact line, which stands out for its colourful and attractive packaging.

FARMEN TODAY

Farmen's most important value continues to be the quality of its products,

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which travels hand in hand with sustainability, a path to achieve an evolved concept of beauty, a balance between man and the ecosystem, to support a development that takes the environment into consideration without compromising the future of new generations. A company that believes in people, in respect, in responsibility, in everyone's future. In 2018, Farmen collaborated with a major communication agency: Armando Testa, which revisited the Vitality's logo to make it more current and in line with new forms of communication. Subsequently, the restyling of the different product lines began. The lines on the market today have been formulated to meet the new needs of a third millennium consumer. Zero Vegan, an ammonia-free vegan colouring; Heart, the colouring with a technological heart; the Care&Style and Care&Scalp lines for the care area and a renewed We-Ho line.

THE WORLD

Farmen currently exports its products to more than 70 countries, on 5 different continents. The merit for this success is the high quality that characterises each

PAST, PRESENT AND FUTURE

60 years ago, in 1964, the mother company, Farmen, was founded by two pioneers Gian Piero Manzetti and Maria Rosa Ceccon. In 1991, the Vitality's brand was created under the watchful eye of the second generation of entrepreneurs, consisting of Guido Bassignana, Gianni Manzetti and Alberto Manzetti, opening up to the international market and giving the necessary impetus to grow towards a global and structured beauty concept. Today, the third generation is preparing to contribute to this reality, with cutting-edge chemical research and a watchful eye on the rapid evolution of fashions and trends.

cosmetic and the constant attention that is paid to customer needs. Every day, every effort is made to get products to distributors on time, manage marketing campaigns and promote training activities in various countries. To be present at trade fairs and conferences all over the world and much more. It is a difficult and exciting challenge that Farmen has always tackled with passion. Because at stake is not only its success, but also the good name of 'Made in Italy', in a sector in which our country is appreciated and recognised globally.



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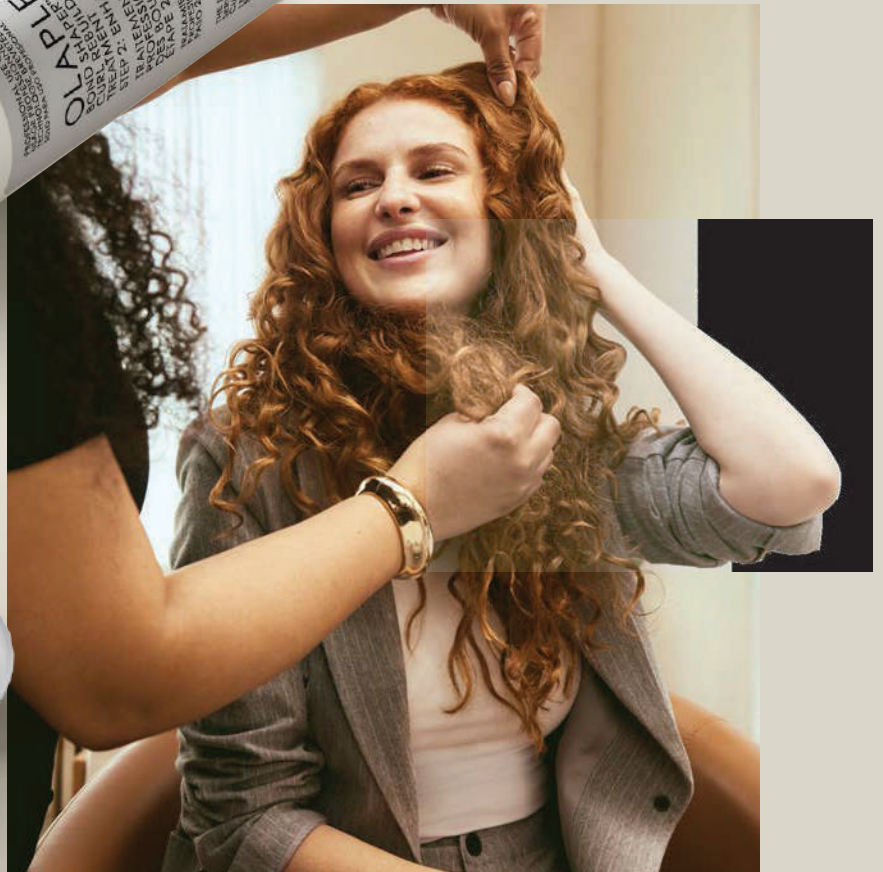
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Men's Guide to Fall Grooming

Men's Guide to Fall Grooming by Chaps & Co's Issy Hickman

A spiked mohawk, a crew cut or a classic pompadour? You may be wondering what the season's biggest trends in men grooming are, or how to perfect them for that matter.

Well, seasons are shifting, and temperatures are dropping; so, it's the ideal time for men to reassess their grooming routines. Of course, in a world where hair trends evolve as quickly as the weather, finding the right barber can make all the difference. At Chaps & Co salon in Dubai, Issy Hickman, a senior barber, is redefining male grooming. With her extensive background in the hair industry, Issy brings a unique perspective to the art of barbering.

Issy's transition from starting as a hair model for prestigious brands like L'Oreal and Toni & Guy to becoming a senior barber began when she was 23. It was then that she filled a receptionist position at her friend's barbershop. Despite her colleagues prompting her to pick up the scissors and learn the craft, it took years before she was sold on it.

Eventually, it was the precision of barbering that captured her heart. "The sort of laddy experience and hustle and bustle of the barbershop is very different from a female salon, and I just sort of fell in love with the techniques and yeah, the precision of barbering," she says.

Years of study and practice have made her the go-to person for tips that cater to diverse hair types and styles. As we dive into fall grooming tips, Issy emphasizes that seasonal transitions often come with specific challenges. With humidity dropping and air conditioning drying out hair and skin, it's essential to adapt grooming routines accordingly. Let's explore her expert advice for keeping your look fresh this season.



WHAT TRENDS ARE YOU SEEING FOR FALL?

Mullets are definitely coming into Dubai for the season. I think that the party season is just about to begin, everyone's coming back from the summer, and I think that there are some really big events coming back, sort of like Rugby Sevens, so the mullet is definitely taking over a little bit -which is a really fun, versatile haircut that is different to what everyone's been having before. Obviously, the skin fade has been popular for forever, but I think the skin fade is on its way out and people are transferring it more into like taper fades and mullets.

WHAT'S A GENERAL LOOK YOU EXPECT MEN TO ADAPT?

I think that men are going to be growing their hair a little bit, because normally men go short during the summer, because it's too hot, especially if they're here or traveling a lot. They can't stick to the same barber, because they're traveling around, whereas now they're coming back for the season, they're going to be consistently getting their hair tidied up, so I think men are going to be growing out their hair and going for the longer styles during the season.



HOW CAN MEN REFRESH THEIR LOOKS THIS SEASON?

Go for long nice scissor cuts, with a sharp tapered neckline, but keeping it quite edgy with moustaches. Moustaches are really coming into fashion at the moment. I think if you can grow it properly, then yes, go for the moustache. It gives a quirky modern edge.

WHAT'S YOUR PERSONAL APPROACH WITH CLIENTS, TO MAINTAINING A WELL-GROOMED BEARD OR FACIAL HAIR?

Regularly brushing and oiling it. Daily. Using a good face cleanser – I wouldn't be using soap or shampoo on a beard, because your face skin is more sensitive than your scalp's. I would be using a face cleanser to clean it, because if your skin is dry, a shampoo or a bar of soap wouldn't help. The step after, is brushing it and using unperfumed beard oil. A natural one, like coconut oil or even olive oil.

WHAT ARE THE PRODUCTS YOU RECOMMEND FOR DIFFERENT HAIR TYPES?

Any pre-styling agent before men dry their hair, is an absolute essential. It will literally change your life.

Using a hair cream in longer hair, scissor cuts, curly hair – it will define your curls. For a scissor cut, it will define the scissor cut so that it won't look too rigid when it's dry. All these pre-styling agents you can leave in your hair to dry naturally, because obviously men don't tend to blow dry their hair in the morning, so a hair cream. Also, a sea salt spray for these mullets that are coming into fashion, or the more beachy longer care-free kind of styles.

ARE THERE SPECIFIC BRANDS YOU RECOMMEND USING?

My favorite sea salt spray is from Evo, which is an Australian brand. It uses all natural products, it's got no paraben or sulphates in. the spray is called Salty Dog, and it's phenomenal. As for my favorite hair cream, It's Pomp and Co. Their hair cream is phenomenal, because it's got keratin in it – which is really conditioning in hard environments, the water, the AC, the pollution in the air, the sand and dust that cause your hair to be very dry and brittle. Also, you always need a really good conditioner.



WHAT'S ONE SHAMPOO OR CONDITIONER THAT WOULD SUIT ALL SORTS OF HAIR TYPES?

It's Evo. We have three different types of the Evo one – we have 'The Therapist' for damaged hair, 'Gluttony' for volumizing, and then 'Normal Persons' which is obviously your standard, normal hair shampoo and conditioner. They are so good, so conditioning, without looking greasy. They are the best brand for shampoos and conditioners for men, I would say.



WHAT COMMON MISTAKES DO YOU SEE MEN MAKE?

I think that men need to adjust to their hair type. One major mistake is that men often try to replicate styles they see on others without considering their own hair texture. It's important to listen to your barber's advice and understand what styles will actually work for you. The consultation process is vital—don't be afraid to ask questions, and always listen to your barber.

HOW IMPORTANT IS SKIN CARE IN A MAN'S GROOMING ROUTINE?

It's essential. Many men suffer from dry skin or irritation without realizing it. The surrounding environment can be harsh at times, so using a proper face cleanser and beard oil can help maintain a healthy look, and keep your beard fresh and your scalp fresh. Moisturizing daily can make a significant difference, especially as we head into drier months. Simple steps can lead to remarkable results.



BEAUTY MEETS LUXURY

TIPS AND TOES' NEWEST UAE BRANCH

In a stunning addition to the beauty landscape, Tips and Toes has launched its most luxurious branch yet in Abu Dhabi's Al Shamkhah, marking a new benchmark for elegance and innovation in the region. As their 43rd location, this opulent three-story villa is designed to be a true sanctuary for women seeking an escape from the everyday hustle.

AN OASIS OF LUXURY

Nestled in the heart of Al Shamkhah, the new Tips and Toes promises an extraordinary experience from the moment you step inside. The meticulously crafted interiors draw inspiration from the serene beauty of Bali, seamlessly merging modern aesthetics with tranquil elements. Every detail, from the soothing color palette to the plush furnishings, is designed to evoke a sense of peace and pampering.

INDULGENT AMENITIES AWAIT

At Tips and Toes Al Shamkhah, luxury knows no bounds. The exclusive VIP Treatment section invites guests to unwind in style, offering an array of sumptuous amenities including an Ice Plunge, Sauna, Salt Room, and Ice Fountain. For those seeking ultimate relaxation, private Jacuzzis and rainfall showers await, ensuring a rejuvenating experience that makes every visit feel like a retreat.

SPACE TO BREATHE AND RELAX

This branch stands as the largest in the Tips and Toes family, boasting an expansive layout filled with plush mani-pedi chairs, state-of-the-art treatment rooms, and a spacious hair section. Thoughtfully designed relaxation areas offer serene retreats, allowing you to immerse yourself in self-care.



IN-HOUSE CAFÉ LOUNGE

To complement the beauty experience, the new branch features an in-house café lounge, where clients can unwind with bespoke refreshments or catch up with friends, adding a touch of sophistication to their visit.

COMMUNITY COMMITMENT

Tips and Toes remains dedicated to engaging with the local community, launching initiatives and events aimed at enhancing the well-being of women in Al Shamkhah and surrounding areas.

CELEBRATING EXCELLENCE

Adding to the excitement, Tips and Toes was recently nominated for the prestigious ESTETICA Best Salon Award – What's up in Paris 2024. This nomination is a testament to their relentless pursuit of excellence in beauty services.

JOIN THE EXPERIENCE

With its grand opening on May 24, 2024, Tips and Toes Al Shamkhah invites you to discover a beauty journey unlike any other. Whether you're in need of a quick touch-up or a full day of indulgence, this luxurious sanctuary awaits you.

CONTACT INFO

600 586 848

367 Sector - Villa No - Al 'Ayid St - Al Shamkhah
Abu Dhabi, UAE

Instagram: @tipsandtoesme

Website: www.tipsandtoes.com

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AUTUMN TRENDS >>>

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Le meilleur des tendances coiffure internationales

Die Top internationalen Hair Looks

Lo mejor de la modacabello internacional

أفضل تسريحات الشعر العالمية



AMBER, RUSSET, ORANGE & GOLD: the shades of Autumn. It's the season which reminds us how beautiful it can be to let things go. It therefore conveys a sense not of finality, but of renewal; new styles, being tempted by new hair colours and their promise of a new beginning.

AMBRA, RUGGINE, ARANCIONE E ORO: sfumature d'autunno. È la stagione che ci ricorda quanto possa essere bello lasciare andare le cose. Trasmette un senso non di fine, ma di rinnovamento; nuovi stili e colori da cui farsi tentare, con la promessa di un nuovo inizio...

AMBRE, ROUX, ORANGE & DORÉ : les nuances de l'automne. Cette saison nous rappelle combien il est beau de laisser aller les choses. Elle transmet une sensation non pas de finalité, mais de renouveau en termes de styles et de couleurs. La promesse d'un nouveau départ.

BERNSTEIN, TIEFROT, ORANGE & GOLD: Farben des Herbstes. Es ist die Jahreszeit, die uns daran erinnert, wie schön es sein kann, Dinge loszulassen. Erneuerung statt Endgültigkeit. Ein neuer Look entsteht, wenn man der Versuchung einer neuen Haarfarbe nachgibt.

ÁMBAR, ROJIZO, NARANJA Y DORADO: los tonos del otoño. Es la estación que nos recuerda lo hermoso que puede ser dejar ir las cosas. Transmite una sensación de renovación; nuevos estilos, dejarse tentar por nuevos colores de cabello y por un nuevo comienzo.

العنبر، البني المحمر، البرتقالي والذهبي: ألوان الخريف. إنه الفصل الذي يذكرنا بمدى جمال التخلي عن الأشياء. فهو لا ينقل شعورًا بالنهاية، بل بالتجديد؛ أساليب جديدة، وتجربة ألوان شعر جديدة تحمل وعدًا ببداية جديدة.







Hair: Malvina Saiu
Coach: Laetitia Guenaou
Photo: Maciej Świstek
Make-up: Karolina Supernak
Styling: Weronika Wysoczyńska

HAIR trends



Hair: Giovanni Iovino@Medavita
Photo: Kamil Strudziński
Make-up: Mary Cesardi
Styling: Marzia Fossati

Hair & Products: Great Lengths



Hair: Sam James@SJ Establishment
Photo: Andrew O'Toole
Make-up: Janice Wu
Styling: Catherine V styling



Hair: Shogo Ideguchi
Winner 2024 ABS Global Image Awards
Haircutting





Hair & Styling: Anne Veck
Photo: Des Murray
Make-up: Scarlet Cedano
Images: FPA



Hair: Academia Premium
by Lidia Casanova
Coach: Xeska Forné
Photo: Esteban Roca
Make-up: Anna Ruiz Pi
Products: Dousse by Tassel





THE FABULOUS END OF FABLE COLLECTION

With its roots in 70s Rock & New Wave, the AW24/25 collection by Nook is also inspired by 80s Disco Pop.

Con le sue radici nel Rock e nella New Wave degli anni '70, la collezione AW24/25 di Nook si ispira anche alla Disco-Pop degli Eighties.

En plus du rock 70's et de la new wave, la collection AW24/25 de Nook s'inspire aussi du disco pop des 80's.

Die HW 24/25 Kollektion von Nook hat ihren Ursprung im Rock & New Wave der 70er sowie im Disco-Pop der 80er.

La colección AW24/25 de Nook se inspira en el rock y el New Wave de los 70, y el Disco Pop de los 80.

مجموعة ٢٥/AW٢٤ من Nook مستوحاة من موسيقى الروك في السبعينيات والديسكو بوب في الثمانينيات.

Hair & Colour: Nook Education Team

Photo: Riccardo Carraro

Make-up: Rossano Fasano

Styling Erika Guerrisi



NOOK



Hand-crafted to achieve a perfect finish.
Realizzato a mano per ottenere un finish perfetto.
Fabriqué à la main pour une finition parfaite.
Handgefertigt für ein perfektes Finish.
Hecho a mano para un acabado perfecto.
مصنوع يدويًا لتحقيق لمسة نهائية مثالية.





Hair: Sam James@SJ Establishment
Photo: Andrew O'Toole
Make-up: Janice Wu
Styling: Catherine V styling



Creative Direction:
Eric Zemmour@Shampoo Expert
Photo: Maciej Świsiek
Make-up: Dominika Malisz
Styling: Zuzanna Włodarz

Hair, Grooming & Make-up: JJ Savani
Photo: Liam Oakes
Products: Balmain Paris





Hair & Styling: Anne Veck
Photo: Des Murray
Make-up: Scarlet Cedano
Images: FPA



<>
Hair: Louise Vlaar@Pro Solo
Photo: Studio IvodeKok
Make-up: Angelique Stapelbroek
Styling: Ed Noijons



HAIR trends



Art Direction, Hair & Photo:
Tom Connell for Davines
Colour: Ashleigh Hodges
Make-up: Michelle Guandalini



Creative Direction:
Eric Zemmour@Pascal Coste
Photo: Maciej Świstek
Make-up: Dominika Malisz
Styling: Zuzanna Włodarz

HAIR trends



Hair: Lucca Estatoff
@Maison de Beauté Estatoff
Photo: Bruno Estatoff
Make-up: Yulia Bariak



Creative Direction: Cyril Morgan
Photo: Jamie Moore
Make-up: Blaitthin Griffin
Video: Wojciech Kwiatkowski



Organically futuristic craftsmanship.
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Artisanat futuriste et organique.
Organisch-futuristische Handwerkskunst.
Artesanía orgánicamente futurista.
حرفية مستقبلية بشكل عضوي.

Hair: Danilo Giangreco
Photo: Kevin Mackintosh
Make-up: Renee Dewit
Styling: Alex Bickerdike

Art Direction, Hair & Photo:
Tom Connell for Davines
Colour: Ashleigh Hodges
Make-up: Michelle Guandalini





Hair: Giovanni Iovino@Medavita
Photo: Kamil Strudziński
Make-up: Mary Cesardi
Styling: Marzia Fossati



Hair: Mark van Westerop
@Pro Solo
Photo: Studio IvodeKok
Make-up: Angelique Stapelbroek
Styling: Ed Noijons

Hair: Danilo Giangreco
Photo: Kevin Mackintosh
Make-up: Renee Dewit
Styling: Alex Bickerdike





<>
Hair: Mark van Westerop@Pro Solo
Photo: Studio IvodeKok
Make-up: Angelique Stapelbroek
Styling: Ed Noijons







WALK ON THE BRIGHT SIDE COLLECTION

A sophisticated collection with shimmering
nuances for the freedom to express individuality.

Una collezione sofisticata con sfumature scintillanti per
esprimere in libertà la propria individualità.

Une collection sophistiquée aux nuances chatoyantes pour
la liberté d'exprimer son individualité.

Eine raffinierte Kollektion mit schimmernden Nuancen für
die Freiheit, Individualität zu zeigen.

Una colección sofisticada con matices brillantes para
expresar la individualidad libremente.

مجموعة راقية بتدرجات لامعة تمنحك
الحرية للتعبير عن الفردية.

Global Creative Direction & Hair: Rudy Mostarda

Make-up: Maurizio Calabrò

Styling: Simone Guidarelli

Products: Alfaparf Milano Professional & Semi di Lino



ALFAPARF MILANO PROFESSIONAL







<>
Hair: Italian Style International
@Framesi
Photo: Karel Losenicky
Make-up: Giuseppe Giarratana





<>

Art Direction & Hair: Claude Tarantino

Photo: Jules Egger

Model: Sophie Kern

Products & Tools: Schwarzkopf

Professional, Mizutani



New dimensions in creative styling.

Nuove dimensioni dello stile creativo.

De nouvelles dimensions dans le styling.

Neue Dimensionen des kreativen Stylings.

Nuevas dimensiones en estilismo creativo.

أبعاد جديدة في تصفيف الشعر الإبداعي.



Art Direction: Christophe Gaillet
@Haute Coiffure Française
Hair: Pierre Ginsburg
Photo: Weronika Kosinska
Make-up: Anna Sokolowska



Hair & Photo: Bill Tsiknaris
@Tsiknaris Hair
Colourist: Chris Tsiknaris
Make-up: Brooke Stanley
Styling: Domi Novella



Hair: Louise Vlaar@Pro Solo
Photo: Studio IvodeKok
Make-up: Angeliqne Stapelbroek
Styling: Ed Noijons

Hair & Styling: Javier Ventoso
Photo: Esteban Roca
Make-up: Bea Torres



Art Direction: Patrick Lagré
@Couleurs Gaïa
Photo: Jules Egger



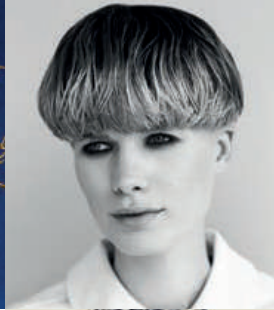
HAIR trends



Hair: Felicitas Hair
Photo: Esteban Roca
Make-up: Kuki Giménez Agency
Styling: Visori FashionArt
Products: Revlon Professional



Hair, Grooming & Make-up: JJ Savani
Photo: Liam Oakes
Products: Balmain Paris



DISCOVER MORE...
IN OUR HAIR GALLERY

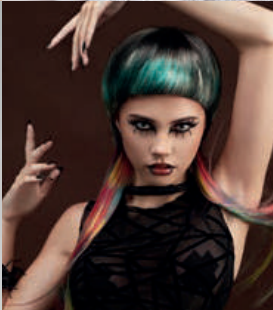
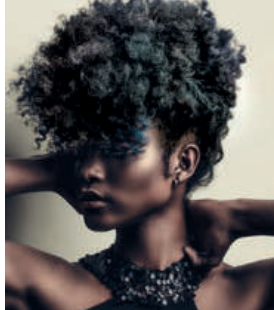
ESTETICA CONTINUA!
GUARDA L'HAIRGALLERY

ESTETICA HAIR, ENCORE PLUS
AVEC SA GALERIE D'IMAGES


ENTDECKE MEHR...
IN UNSERER HAARGALERIE

DESCUBRE MÁS...
EN NUESTRA HAIR GALLERY

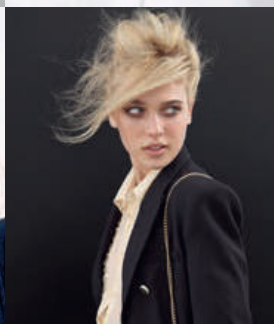
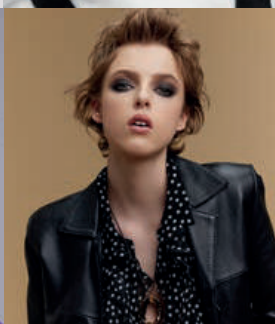
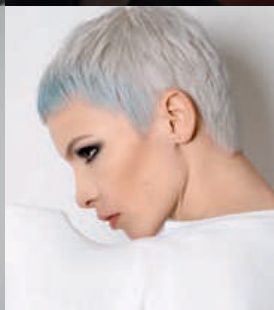
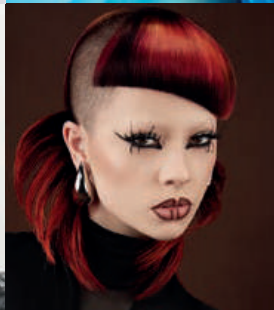
اكتشف المزيد في معرض تسريحات الشعر



VIDEO



VIDEO



FOR HAIRDRESSING
PROFESSIONALS
HANDCRAFTED
IN **JAPAN**



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THE ROUNDTABLE

Lessons Learnt From Creating a Successful Salon with Dubai's Leading Women Entrepreneurs

Welcome to “The Roundtable”—a series of industry discussions that brings together professional, influential, and innovative voices in the hair and beauty sphere, offering a raw and authentic look into what it takes to thrive in today's competitive beauty landscape.

We kick off the series with three of Dubai's leading women entrepreneurs and salon owners: **Maria Dowling**, founder of Mariadowling Salon; **Ruksher Malik**, co-founder of Pastels Salon; and **Kelly Cyndrowski**, co-founder of Salon Ink. They dive headfirst into the heart of business, starting their roundtable with the ultimate question: What's the one thing about running a salon that no one warned you about?

“I think the one thing for me was that you have to work really hard. I think people think when they have their own business, that it's going to be easier, when actually it's not,” answers Maria. “It's 24/7, where you think you're going to be taking holidays, and you're going to be doing all the different things. Like, that's fantasy world.”

For Ruksher, it was the financial aspect. “I never worked with a team, I had no idea about numbers, or, you know, I had a money sense, but for me, the most important thing was that it's not just about being behind the chair... It's actually knowing about the numbers, the data, there are so many things that, oh god, like 20 years, I've learned just so much,” she reflects.

The conversation flows effortlessly as they each start sharing their own take; Kelly, speaks about realizing the burdens of management. “I would say the biggest challenge being a business owner is the staffing aspect and handling the staff and dealing with the staff,” she says.

As they open up to the various struggles of starting a business within the industry, Maria points to a fact: “If you remember years ago when we were working in salons, the busiest hairdresser became the manager. Now when you think of that, that's crazy, right? If you're a busy hairdresser, how can you possibly manage? I mean, we've totally changed our idea of that.”

Being in the game for years, Maria, Ruksher, and Kelly have changed their ideas about many things. Kelly has had 33 years in the industry, 18 of them at her salon, while Maria has been in the business for 28 years, and Ruksher has had a total of 40 years of industry experience, between India and the UAE. Between pressure, finances, and staff - the first lesson they all learnt is that it wasn't as easy as it seemed opening a salon.

So why does it seem like everyone's doing it nowadays?— “Were we winging it,” they wonder.

“I was absolutely winging it. People were winging it. Because I just thought, cutting hair, and you do beautiful hair, and clients will keep coming, and that's it,” says Ruksher.



“Did we really know the figures?” Asks Maria. Kelly weighs in: “I have a business partner and I think we’re very different personalities. So we’re both amazing at what we do, what we do creatively, but from a business perspective, that’s very different. And I think a lot of really great hairdressers can sit back and go, I’m so good at what I do. I’m going to open my own salon. But I think at the end of the day, they don’t realize that as creatives, we’re not necessarily geared to having a great business mind. And I think if you learn early to balance the creative and the business, I think you’re going to be in a safe space as a business owner.” She resumes: “But if you’re geared so much into the creative and thinking that that’s going to unfold a successful salon or a successful business, I think sometimes it’s quite a naive piece to sit in, because there has to be that balance. Because at the end of the day, you’ve got a budget.”

It’s not just about the skill set these days - they all agree. In an industry that can often be perceived as glamorous from the outside, this is the less glamorous side of running a salon.

“It’s one of those things where you just learn, grow, evolve. It’s like... To date, I make mistakes, learn from trial and error. To date, I’m learning constantly. I mean, it’s like almost daily. I’m at the moment doing a marketing course,” says Ruksher. “Because marketing is driving me up a wall. If you don’t understand it, you need to understand what your marketing team is talking about.”

Navigating such modern day business needs, could be a challenge. Maria seems to have found the right formula.

“I found the good thing that helped me was to have good people around me. Like to have a good accountant, let’s say to start with, but people who are good on reception, people who are able to manage different areas. I’m still able to work on the floor because I’ve got that support around me,” she says.

Being surrounded by the right team, is an essential element to success, as Kelly also asserts. “It took us 12, I think almost 12 years before we decided actually to take on a manager. So Sharon and myself were navigating everything to do with the business and it was when we moved into our second location where we increased our space, increased the amount of chairs that we had and we were like, we can’t do this,” she recalls. “We had a massive wait list. We were like every single day, all day, every day, fully booked and we were like, we can’t do this anymore. We really need to think about getting a manager and it took us 12 years to get to that point.”

Unrealistic standards that were set in the past is what Maria thinks made the job harder back then. “People were expected to manage. It’s just not possible,” she says. But it’s not only the business expectations, but also, management in its standard sense, that has changed as a concept since. “I feel like now between social media, between managing people and their emotions —because it’s a totally different concept now. Like before, if someone said they were tired, you’d say, Oh, just have a good night’s sleep, you’ll be fine tomorrow. Now you’ve got to look into it and say: How are you feeling? How’s your health? —I mean, everything’s changed.”

PRO podcast

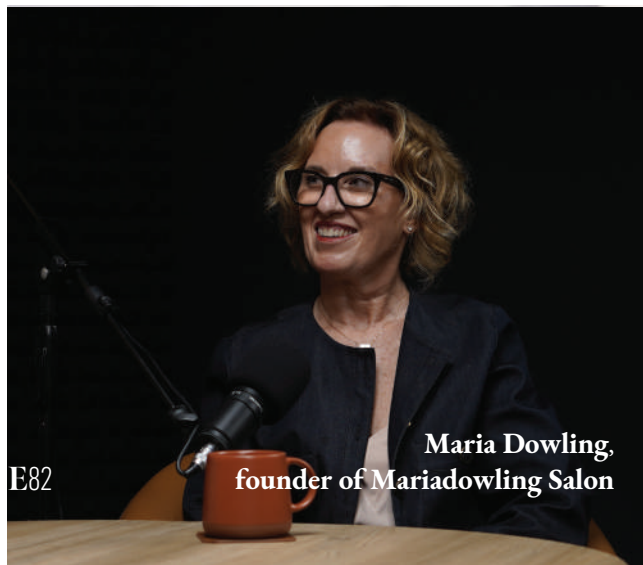
That's why Kelly has immersed herself in learning; so she can adapt to constant change in the industry, and constantly grow as a manager. "I've done emotional intelligence courses, emotional psychology courses. I've now done a human design course. So I can literally sit back and navigate that employee, how am I going to get the best out of that person now emotionally? Because the world has changed, especially with, you know, what we've all gone through with Covid," she says.

Mentioning Covid automatically brings up the aspect of pivotal moments that challenged, and sometimes rocked the business to its core. As they delve into the obstacles faced during the pandemic, Kelly, Ruksher and Maria reflect on the challenges they were faced with along the way in their own journeys.

Kelly for instant, recalls a time when she came close to losing her business. "We had gone through quite a horrific situation. Was it three years before? When was Covid? 2020? Yeah. So we came out, in 2016 when we had our salon fire, and that was a really difficult space for us as a business. So if we talk about one of the biggest pinnacle points of us as a business, that was huge," she says.

Although Kelly recalls the financial difficulties she went through and the emotional toll the ordeal took on her, the business emerged from the crisis, with a lesson her and her team learnt. "You can be as prepared as you want. You can be as resilient as you think that you can be. But when something like that happens, it's interesting to see how that plays out and how you manage that," she says.

"And how you as a business owner, how as an individual, how much you've grown, how much you've learned, you know?" Ruksher says back. She knows all too well what Kelly is talking about, because she also had a fire incident. "The first salon that we set up. It was like five... Was it? No, it was nine months into the business. I get a call in the middle of the night; the Oasis Mall is on fire. I said, what? And you won't believe it; our salon space was the only space that didn't get the fire," she recalls.



E82

Maria Dowling,
founder of Mariadowling Salon



Kelly Cyndrowski,
co-founder of Salon Ink

"Then I had to operate out of Stephen's because Stephen was still at the beach club those days, the Jumeirah Beach Club. I literally had to split my staff between two salons, thinking what should I do now? But I was so determined to reopen."

These obstacles faced open the door yet again to the conversation of staff, and how significant the communication with the team is. Maria chimes in: "I mean, that's the beautiful thing, isn't it? About having your own business when you have a team. I don't have movement in my team, a little bit after Covid because people reassessed their lives and decided maybe they want to go back to England. That's when I had a bit of a shuffle. But other than that, I tend not to," she says. "But it is great when you've got support of your staff so you don't feel like you're on your own. Because it takes time to get to that, to get to the point."

"People are what makes the salons," they all agree. Ruksher then adds: "It's happy team, happy clients. If they're happy with what they're doing, your clients are happy."

Maintaining a good connection with the clients through all the ups and downs, is another business aspect these professionals had to make sure they did.

"I think that's where it's back to the family thing. If we're like a family, then we tend to, they become like... I know with my clients, I'm on third generation with some of my clients I've had for 25 years. Actually, I had someone pass away recently who had been with me 25 years," Maria shares.

"Some clients, they refuse to go to anybody else. That's why by force I have to do it," jokes Ruksher. "Since they were 16 years old, and now they are moms and I've done their children and the children have been married. It's amazing, and it's, it's crazy. It's like for almost 40 years I've been doing their hair."



Ruksher Malik,
co-founder of Pastels Salon

Kelly breaks down this salon owner/ client experience they all share with their own clients; “I would just say old— I’m just going to be bold and say this, but old fashioned values in our industry,” she says. “We were raised in a hair dressing culture that was so different to today, and I feel like it’s very much geared on skill set, which I think, is imperative.” She then continues: “But if I think about business model, I think 50 percent is great hairdressing, 50 percent is client journey and that experience with that client in the chair; how we’re communicating with clients. I know that’s something that Sharon and I have spent a lot of time developing with our team; is how are you speaking to your clients? How are you addressing them? What’s your consultation like? Because I feel like a lot of hairdressing these days is not that. It’s about a hairdresser behind the chair being really great at what they do, and that’s all that matters. Zero connection.”

As they spend more time passionately discussing business values, clients and staff, later in the discussion, they’re asked to define their ‘I’ve finally made it’ moment. Maria, Kelly and Ruksher all had a lot to say. “We literally had our final loan repayment for a fire that we never caused come out of our account this morning. So I guess that’s definitely a pinnacle, pinnacle point for us as a business,” Kelly shares. “I guess I wouldn’t say we’ve finally made it. I think that’s such an interesting piece, because I think the type of women that we are, the type of businesses that we have, I think we’re always going to be very ever evolving individuals. How do you say “I finally made it?”

They all agree to Kelly’s point. “I think when you win an award, that’s a great day, you know? When you’re appreciated and also by the industry,” argues Maria.

“I think it could be broken into two sort of facets, because if we think about how we started in the industry as creatives, right?

So I think if I were to measure that, I would probably measure that with being a highly demanded hairdresser with a wait list and producing really great figures for the business. I think that’s a really great pinnacle point,” Kelly responds. “Then if you move that further into the career of, you know, colleagues around you and you then start educating those colleagues and teaching them and showing them your skillset, that’s probably one kind of factor of ‘I finally made it creatively’, but then as business owners, Is it winning Salon of the Year? Is it winning Business Director of the Year? Like, do we measure or quantify our success based on an award or?”

Ruksher chimes in: “It was lovely to win the award, I have to say. We won that and we won the salon, we won the manager. It was lovely to win the awards. For us, I feel, yes, in a sense, moved on, because we don’t really enter the awards anymore. But I find that for me, the team, like, the team always calls me the roadrunner. So I don’t have that ‘finally made it’ moment.”

At this point, it’s clear to everyone around the table that opening your own business is not as glamorous as you may think. But it certainly is rewarding in more ways than one would expect. To these women, it has given them their friendship; a camaraderie and mutual respect that shone through, highlighting the power of women supporting women.

“I’m happy that, you know, I’ve navigated my 18 years alongside both of you. So thank you for the time you’ve given me and all the knowledge and experience. I appreciate it,” Kelly sums it up.

As the three women reflect on their experiences and the lessons they’ve learnt, it becomes clear that their journeys are intertwined. They share not only the challenges of the hair industry but also a commitment to empowering one another and the next generation of stylists, all while facing adversity together, navigating the digital landscape, and dealing with generational differences by always going back to the values they share. In a world where competition can often overshadow collaboration, Ruksher, Maria, and Kelly exemplify the power of community.

Listen to their full roundtable discussion, by following the QR code below:



From Motor Oil to Hair Oil:

How Hair Garage Came to Be

The presence of great barbers is often synonymous with great establishments that nurture their skills and foster a culture of creativity. In this case, it's a vibrant space where the lines between grooming, artistry, and personal passion blur seamlessly. This is Hair Garage, a salon founded by **Celal Giriskan**, a man whose journey reflects not just a career, but a lifelong dream realized.

For Celal, the road wasn't always lined with roses –and certainly, not with the scent of them. “The first place I ever worked at was an actual garage. I was eleven, and I was on a school break, so I used to go there to learn and to make money,” he says.

So what brought him from a garage into a hair salon? “Trauma,” he remarks with a giggle. “You don't want to see your nails covered in oil and grease. I also always loved to repair stuff, but I wanted to work at a place where I can repair, I can create and build, but a place where it was clean and smelled nice.”

See, Celal doesn't mind getting his hands dirty, ever since he replaced motor oil with hair oils and clean dyes. As for the scent, it has since been replaced with the crisp aroma of shampoo, with a hint of freshly ground coffee beans, coming from the main coffee corner welcoming clients into his salon.

“When I was a kid, my dad said I could either work or study. I said I wanted to work at a salon, and he let me. I started working morning to evening, sweeping the floor and making coffee,” he says.

“In Turkey, the women consume a lot of coffee while having their haircuts and their coloring for a couple of hours. I used to make a lot of coffee every day, and my Turkish coffee – which my mother taught me to make, earned me more tips than my colleagues.”

Celal's inspiration for his salon stems from a childhood marked by these memories. After years of honing his craft in various salons, Celal took the leap and opened the first Hair Garage in 2016.



The concept was simple: a salon that embodies the aesthetic of a garage but with an inviting, creative twist. Celal wanted a space where clients could feel at home, enjoy quality coffee, and indulge in the art of grooming without the overpowering odors typically associated with traditional barbershops. “I used to work at a place where I couldn’t wait for the clients to come inside so I can serve them. I wanted to create something from scratch, combine my hobbies, my lifestyle, and place my personal equipment on a wall, surrounded by a team who shares my passion. I always wanted that. The ‘Garage’ concept comes from there, I guess,” he fondly explains, gesturing around the salon filled with eclectic decor, and vintage motorcycle memorabilia.

Beyond aesthetics, what sets Hair Garage apart from other salons is its inclusive atmosphere. Celal emphasizes that while the salon has a masculine vibe, it is designed to be welcoming for everyone. “We don’t target just one gender. Everyone deserves to feel good about themselves,” he asserts. “Ladies love coming here because it’s not the typical pink, frilly salon. They enjoy the relaxed environment, much like being in a coffee shop.”

Celal explains how his previous experience was always in women’s salons, but when he made the decision to open his own place, he didn’t have enough money to do so.



“But I had the budget to open a barbershop,” he says. “I wanted to be in the same industry, but start with a smaller investment, so that’s how Hair Garage started; it was only a barbershop, then it turned into a ladies and gents salon.”

As we delve deeper into Celal’s philosophy, it becomes clear that his commitment to quality extends beyond aesthetics. He has cultivated a team that embodies the same passion and dedication he holds dear. “I care deeply about my team,” he shares. “Their personal lives matter. Since I was young, I have wanted my boss to be understanding when I was going through something bad. I wanted to share when I was experiencing a good situation. So here, I want my team to know that I care. I know their families, and they perceive me as a brother too. They are valued and we are all in this together. This isn’t just a job; it’s a family that I care about.”

Training is another cornerstone of Hair Garage’s ethos. Celal believes in empowering his team with the skills and knowledge necessary to excel in the competitive Dubai market. “Many barbers go to work and do basic cuts and fades, from morning to evening” he notes. “At Hair Garage, we train our team to handle everything from color to intricate styles, ensuring they can cater to the diverse needs of both male and female clients. I don’t want them to be standard. I want them to be well-rounded, capable of delivering exceptional service.”

His passion for education is evident in the way he speaks about his team's growth. "We specialize in long hair, curly hair, and everything in between. It's not just about haircuts; it's about understanding hair in its entirety. We want our clients to walk out feeling transformed, not just groomed."

The choice of products is equally vital to Celal's mission. He emphasizes the importance of using high-quality, sustainable brands that align with his values. "I love nature, I love freedom, and I love living," he says. "We work with Davines and Ayunche, both of which prioritize sustainability and quality. They are recyclable and environmentally friendly. I want the products we use to reflect our commitment to the environment while also delivering exceptional results for our clients with different types of hair."

When asked about the trends he finds compelling, Celal shares his admiration for the resurgence of classic styles, particularly the lower mullet. "I feel like it can change a person's look fully. It's all about how you carry it," he explains, referencing the ability of a well-executed cut to enhance a person's individuality. He also mentions that he has always been a fan of the vibrant styles of the seventies and the eighties, which he finds timeless.



"As for women, I think the bob cut is my favorite; when I first started cutting women's hair, it was the most challenging cut to master. One small mistake can ruin it. That was my most challenging cut, and so until now it brings me joy to do it," he says.

As we conclude our conversation, Celal's vision for Hair Garage's future comes to light. He reveals plans to expand the brand beyond its current location, aiming to bring the unique Hair Garage experience to even more clients. "We are working on finding our next location, and I'm also excited to explore different concepts," he shares. "Every community deserves a space where they can feel good, connect, and enjoy quality grooming."



OLAPLEX's Latest Innovation: Bond Shaper



*OLAPLEX Repairs, Rebuilds & Redefines Curls
in Its Newest Product Launch*

As the world embraces diverse hair textures, the demand for specialized curl care solutions has never been higher. Recent studies reveal that between 60 - 70 % of the global population has some form of textured hair, with curly and coil styles leading the charge. Not only do these consumers invest significantly in salon services, but they also seek effective solutions to maintain and enhance their natural curl patterns. Enter OLAPLEX's latest innovation: Bond Shaper, a revolutionary product designed specifically for curly hair.

At a recent masterclass held at the EIDEAL Hair Academy in Dubai, Mark Coates, the International Director of Education for OLAPLEX, shared his insights on this groundbreaking treatment – designed to elevate curly hair experience.

INNOVATIVE TECHNOLOGY FOR CURLY HAIR

“The Bond Shaper is all about addressing the unique needs of curly hair. It repairs, strengthens, and delivers exceptional conditioning and shine,” Mark explains, setting the stage for a deeper understanding of this innovative product.

What sets Bond Shaper apart from traditional hair care products is its unique technology. While it incorporates OLAPLEX's renowned bond-building technology, it also features proprietary Bond Shaping Technology. This advanced formulation not only repairs disulfide bonds but also invigorates them, creating a multi-point repair system that works in three dimensions. According to Coates, “Curly hair has more disulfide bonds than straight hair, which is why our new technology targets these bonds effectively, helping to spring curls back to life.”



The treatment consists of three essential steps: **Repair, Enhance, and Define**. The first step focuses on strengthening the hair's structure, using a patented formula designed to penetrate deep within the cortex. This is followed by a lightweight enhancer that boosts the efficacy of the treatment, and finally, a hydrating gelee that locks in moisture and defines curls. Together, these steps promise to not only improve curl retention but also control frizz, providing a smoother, shinier finish.

ADDRESSING UNIQUE CURL CHALLENGES

Curly hair care often presents distinct challenges. Many consumers struggle with frizz, lack of definition, and moisture retention. Coates emphasized that Bond Shaper directly



addresses these issues, stating, “This treatment is tailored for those with damaged and undefined waves, curls, and coils. It simplifies the styling process, giving clients the ability to embrace their natural hair with confidence.”

The results are almost immediate. The brand shared feedback from stylists and clients alike, with %99 of stylists agreeing that the treatment revived and defined curls, while %96 of clients reported healthier, more hydrated hair post-treatment. “The transformative power of Bond Shaper allows clients to see and feel a difference right away,” Coates noted, highlighting the product’s impressive efficacy.



EMPOWERING SALON PROFESSIONALS AND CLIENTS

Bond Shaper is designed exclusively for salon use, empowering professionals to provide a high-quality service that enhances their clients’ natural beauty. Coates pointed out that by incorporating this treatment into their offerings, stylists can significantly elevate the client experience. “Clients leave the salon with not only beautiful curls but also the knowledge and confidence to maintain their look at home,” he said.

For ongoing care, Coates recommends clients use Olaplex’s No. 10, a leave-in treatment that complements the Bond Shaper service. Additionally, the classic No. 3 treatment is suggested for regular use to maintain hair health between salon visits. “It’s all about creating a complete regime that supports healthy curls,” he added.

LOOKING AHEAD: A NEW ERA FOR CURLY HAIR CARE

As the beauty industry continues to evolve, products like Bond Shaper represent a shift towards inclusivity and understanding of diverse hair types.



Coates is optimistic about the future: “With innovations like Bond Shaper, we are not just repairing hair; we are redefining how clients approach their natural curls. This treatment offers a pathway for clients to embrace their texture, feel empowered, and express themselves authentically.”

The launch of Bond Shaper marks a significant milestone for OLAPLEX, reinforcing its commitment to hair health and innovation. As consumers increasingly seek effective curl care solutions, this revolutionary treatment stands poised to reshape the landscape of textured hair care, ensuring that every curl is celebrated and cared for with the utmost precision.

FW FW 2024

A Recap of **2024** **Fashion Weeks'**

Most Iconic Beauty Looks

Most Iconic Beauty Looks

Saudi-Moroccan makeup artist Aya Tariq started doing makeup almost 10 years ago, initially focusing on the commercial side before stepping into the fashion world around 2018 by assisting renowned artists. She worked on makeup guru Pat McGrath's team, assisting backstage at shows like Valentino and Marc Jacobs. Building her assisting roster slowly led Aya to gain her own clients.

During Paris Fashion Week SS25, Aya didn't work on any shows but was present to give fashion show attendees flying in from all over the world distinctive makeup looks. American model and actress Meadow Walker was one of her clients there, and Aya kept the look natural. She did the same with social media icon Nojoud Al Rumaihi. "I think the clean skin look's always going to be a staple in the fashion industry," she says. "I think I learnt that being backstage,

that really nice skin that has a nice glow to it is one thing that would never go out of style."

And it wasn't just any 'backstage' that Aya was referring to; it was the legendary McGrath's. "My experience with her backstage was always about good skin. You must have good skin, even in the men's fashion shows. Like we did Valentino; the men must have perfect skin," she says. "Even the lashes, I remember the first time I worked with her, one of her assistants came up to me and said: when you curl the lash, you have to go through it with your finger before you put mascara on, and make sure that you caught all the lashes."



Aya's training gave her an eye for details, so specific makeup looks stood out for her this season.

But what stood out the most were the looks crafted by global makeup artist Yadim for different fashion houses during Paris, Milan, and New York Fashion Weeks. "What he did for fashion weeks I think was iconic," she says. "We've all been craving makeup moments, and that's what he gave us. It was playful."

Yadim—who gave Rihanna her bold and radiant look on the cover of Perfect Magazine just a couple of months ago—managed to turn all eyes toward eyebrows across fashion weeks, as he artfully obliterated the brows for Maison Valentino's SS25 Paris show, then dramatically sculpted them for Luar's New York show. Also in New York Fashion Week, Yadim managed to revive the spirit of the nineties in the makeup he did for AREA.

The '90s made a comeback in Kim Shui's show as well, while there was a modern take on the '50s looks on Alice + Olivia's runway.

Another distinct trend from the season's fashion weeks focused on the eyes. Dries Van Noten's and Ganni's collections revealed in Paris featured luxuriously long, colored eyelashes. For Ganni, the eyelashes featured a playful, bold effect, possibly accentuated with mascara that added volume and definition, perfectly complementing the brand's vibrant aesthetic. In contrast, Dries Van Noten's show showcased more artistic flair, with lashes that were either softly defined for an ethereal look or layered to create a striking contrast against the rich, textured makeup, contributing to an overall sense of sophistication and creativity.

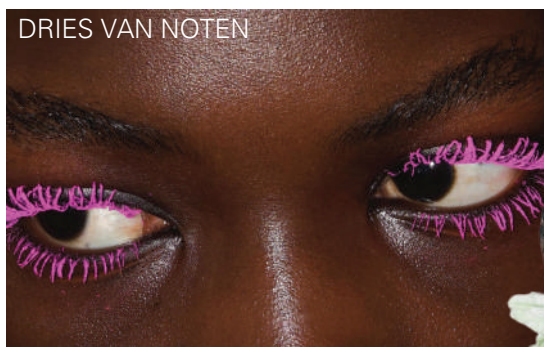


But would such looks make it from the runway onto the streets? “I could definitely see it,” says Aya. “I think it depends on how bold you want to be. I’m always trying to push people to be more fun, and it’s all about the character you want to project into the world.”

To achieve such looks, Aya recommends Christian Dior Makeup’s colored mascaras—which she believes Peter Philips, the brand’s Creative and Image Director, always makes the most of in creating bold eye looks. Philips’ long eyeliner at Dior’s Milan Fashion Week show was certainly as bold as it gets. “I think it’s part of really extending the eyes, playing with the shape of the eye rather than keeping it right by the lash line. It just makes it more fierce and powerful in my opinion,” says Aya. “It reminds me of the moment (Alexander) McQueen had back in the fall of 1997 at his ‘It’s a Jungle Out There’ show, where he extended the eyeliner all the way to the inner corner of the eye, and then pulled it all the way out. I don’t think that’s what Philips did, but he did work with McQueen, and I can feel a reference here.”

From bold eyebrows, eyelashes, and eyeliners to dropping the eye makeup altogether and using hair as a prop to cover the eyes—that’s what Mugler showcased in Milan, in a brilliant collaboration between makeup artist Lucy Bridge and hair artist Zhou Xue Ming.

“The trend is:
You do what
you want to do”



“I love it. I’m a person who loves a story, so if the hair is taking over, then let it be,” Aya observes. “If it helps with the storytelling; if the makeup needs to take a step back, then so be it. It’s still an iconic moment.”

Less makeup was certainly the way to go on Erdem’s runway in London, just like the faces in Salvatore Ferragamo’s Milan show leaned towards fresh, glowing skin. “Sometimes it makes more sense to give the models a natural look, from a time consumption perspective. Other times, it’s to keep the focus on the pieces on display. But to me, bare faces that show healthy skin are always a good choice,” says Aya.

At the end of the season—makeup or no makeup—the verdict’s out. “I feel like it’s not about the trends anymore; it’s about hyper-individuality. The trend is: You do what you want to do,” Aya concludes.

REBECCA TRESTON

REVOLUTIONIZING THE FUTURE OF
LASER AESTHETICS. HERE'S HOW...

Rebecca Treston is not just a name; she's a **movement** in the world of aesthetics. With nearly 30 years at the forefront of skincare, she has transformed the landscape of beauty in Dubai and beyond.

Long gone are the days when clear skin and a radiant complexion were the privilege of runways and celebrities. They are now accessible to everyone, thanks to beauty therapists utilizing cutting-edge technology to transform the perception of skincare.

Rebecca's pioneering work with advanced laser technologies has set new standards, making her a go-to expert for those seeking innovative skincare solutions.

What sets Rebecca apart is her holistic approach to beauty—fusing unconventional technology with personalized care to empower her clients. This commitment to excellence has garnered her a dedicated following, including industry leaders and celebrities alike.

Recently honored at Emirates Woman's 'Woman of the Year' Awards 2024, with The Tech Issue award, Rebecca reflects a blend of expertise, passion, and a deep commitment to uplifting women in the beauty industry.

In this interview, she shares her expert insights into the world of laser treatments, exploring their effectiveness, the diverse options available, and what clients can expect from their experience.

Recently honored at
Emirates Woman's
'Woman of the Year'
Awards 2024, with The
Tech Issue award





Congratulations on your recent award, Rebecca! Could you walk us through your journey into aesthetics and how you've utilized technology to achieve brilliant results in skincare?

My journey into aesthetics began nearly 30 years ago when I developed a passion for skin treatment and helping individuals feel confident in their skin. I started by studying various beauty therapy modalities and gradually transitioned into laser treatments as technology advanced. By staying at the forefront of innovations in the field, I've been able to harness cutting-edge technologies to offer my clients exceptional results, tailoring treatments to their individual needs and ensuring they achieve their skincare goals.

What kind of training and certification did you have to go through to become a trailblazer in this field?

I have pursued extensive training and certifications from reputable institutions in aesthetics and laser technology. This diverse educational background, combined with hands-on experience, has equipped me with the knowledge and skills necessary to excel in this dynamic field. Continuous education is crucial, and I regularly attend workshops and conferences to stay updated on the latest advancements.

Do non-invasive procedures give more effective results than surgical ones?

Non-invasive procedures can offer significant results with less downtime and risk compared to surgical options. However, the effectiveness largely depends on the individual's specific conditions and goals. In many cases, non-invasive treatments can provide substantial improvements without the need for surgery, making them an attractive option for many clients. Laser and EBD are a fantastic way to improve skin health and maintain structure; however, surgical procedures will always be more effective for certain indications, and doing lasers will only amplify the results.

What are the treatments you provide to deal with different skin problems like acne, pigmentation, or skin damage?

I offer a variety of treatments tailored to address various skin concerns, including Aviclear to permanently address acne and a broad range of laser therapy for acne scars, pigmentation correction, and skin rejuvenation. This includes the latest Ultraclear device, which harnesses unrivaled results with less pain and downtime, as well as Sciton BBL plus Moxi, Fotona Dynamis Pro, Picogenesis, and Sofwave. Other options include chemical peels, Morpheus 8 microneedling, and advanced light therapies, all designed to promote healing and enhance the overall appearance of the skin.

Is Morpheus8 for everybody?

Morpheus8 is suitable for a wide range of skin types and concerns but may not be ideal for individuals with certain skin conditions or those on specific medications. A thorough consultation helps determine whether this treatment is right for each client. The treatment is considered very safe when performed by qualified practitioners. The controversy surrounding it, particularly regarding facial fat destruction, often stems from mishandling by those who may not be properly trained in using the device. When utilized correctly, this treatment can deliver remarkable results for the skin because of its versatility in depth and power.

How does BBL work on pigmentation, and how is it different from Moxi?

BBL (Broadband Light) targets pigmentation by delivering specific wavelengths of light to break down melanin in the skin. Moxi, on the other hand, is a fractional laser that promotes skin rejuvenation by creating controlled micro-injuries. While both treatments target pigmentation, they employ different technologies and approaches.

What is the 3D Miracle Ultraclear laser?

The 3D Miracle Ultraclear laser is just one of the many procedures that can be done with this versatile laser. We realize that to have healthy skin, we need the dead skin to be exfoliated regularly for proper function. The 3D Miracle is a procedure that will do this to ensure long-term skin health in a 15-minute lunchtime procedure. It works to enhance skin texture, reduce pigmentation, and promote collagen production, resulting in a more youthful and radiant appearance.

How about the Sofwave technology—described as the 'next generation face and neck treatment'? What does it help achieve?

Sofwave technology uses new non-invasive ultrasound energy to stimulate collagen production in the skin. This non-invasive treatment helps tighten and lift the face and neck, improving skin elasticity and reducing the appearance of fine lines and wrinkles. Its exceptional safety profile allows for epidermal cooling while treating all skin types, with no damage to underlying structures and preservation of the fat structure of the skin.

Is it a painful procedure?

Most clients report minimal to moderate discomfort during laser treatments. Comfort levels can vary based on the individual and the specific procedure, but topical numbing agents and cooling techniques are often used to enhance the experience.

What's the downtime for recovery when a laser treatment is at play?

Downtime varies depending on the type of laser treatment. Some may require only minimal downtime, while others may involve redness or swelling for a few days. I always provide my clients with detailed aftercare instructions to ensure a smooth recovery.

Do these treatments eliminate the need for Botox and fillers?

While these treatments can enhance the skin's appearance and texture, they don't completely replace Botox and fillers. Each has its unique benefits, and many clients choose to incorporate both for a comprehensive approach to facial rejuvenation.



Do these treatments work on hair follicle growth, or are they strictly for skincare rejuvenation?

Most of the treatments I offer primarily focus on skin rejuvenation. However, certain laser technologies can also be used for hair removal, targeting hair follicles to inhibit future growth.

Are laser treatments reserved for those who suffer from a skin condition, or can they be an ideal solution for better skin generally?

Laser treatments are not just for those with skin conditions; they can also be an excellent option for individuals looking to enhance their skin's overall appearance. Many clients choose laser treatments for maintenance, rejuvenation, and to achieve a more youthful, radiant complexion.

How many sessions does it usually take for such treatments to show effective results?

The number of sessions required varies based on the treatment type and the individual's skin condition. Typically, clients may see noticeable results after just one session, while optimal results often require multiple treatments spaced out over several weeks.

Are there any specific skin conditions that are untreatable via laser technologies?

While laser technologies are effective for many skin conditions, some deeper or more complex issues may not respond well to lasers, and this must be discussed with a dermatologist.



How do you envision the future of technology-assisted skincare treatments?

I envision a future where technology continues to evolve, offering even more innovative solutions for skin health and rejuvenation. With advancements in artificial intelligence and personalized treatment plans, clients will have access to highly effective and customized skincare experiences.

What's your ultimate advice to your clients when it comes to skincare?

My ultimate advice is to prioritize skin health over perfection. Consistency in a personalized skincare routine, combined with professional treatments, can lead to beautiful, healthy skin. It's important to listen to your skin's needs and consult with a professional to make informed decisions.

Why do you tend to apply many of those treatments to yourself before offering them to your patients? How does that help in building trust between you and them?

I believe in leading by example. By undergoing the treatments myself, I can personally attest to their efficacy and share my experiences with my clients. This transparency fosters trust and confidence in my recommendations, making clients feel more comfortable and informed about the procedures they consider.

What's your clients' most go-to treatment?

My clients often gravitate towards non-invasive laser treatments for their versatility and effectiveness in addressing a range of skin concerns. They appreciate the rejuvenation and improvement in skin texture that these treatments provide.

How do you determine which treatment is best for each patient coming to see you, when many people want to achieve a certain look—usually based on social media beauty standards, regardless of what it takes to get there?

I prioritize a personalized approach, taking the time to understand each client's unique skin type, concerns, and goals. While social media can influence beauty trends, I focus on what is realistic and achievable for each individual, ensuring they receive the safest and most effective treatment tailored to their needs.



A Legacy of Innovation

How **EIDEAL** is Transforming the Hair Industry:

Haysam Eid is reshaping the hair care industry with EIDEAL, a brand that's quickly gained recognition across the GCC region. With a focus on innovation and quality, EIDEAL began as a provider of premium hair tools and has evolved into a comprehensive brand that encompasses acclaimed haircare and skincare products. Haysam's journey reflects not just personal ambition but a commitment to excellence, as he strives to elevate the standards of hairstyling for professionals and consumers alike. In this interview, he shares the vision behind EIDEAL, its growth trajectory, and the exciting partnerships that are propelling the brand forward.

What is EIDEAL?

EIDEAL is one of the leading providers of premium hair tools and products across the GCC region. EIDEAL's initial aim was to



revolutionize the concept of hairstyling, whether you were a salon professional or a hair-loving consumer. This meant that, in addition to offering an eponymous range of hair tools, I decided to open the distribution arm of the EIDEAL company so that I could also offer acclaimed haircare brands to my salon partners, which would complement and enhance the results gained from using EIDEAL's hair tools. Now, as EIDEAL has grown exponentially, we have expanded to include skincare products in our portfolio, which has enabled us to secure partnerships with not just the region's best salons but also spas.

What brought you to the idea of establishing EIDEAL back in 2008?

As a former hairstylist, I noticed first-hand there was a gap in the market for high-quality hair tools that delivered professional salon-worthy results.

I was determined to create a range of products that would redefine the industry standard and achieve a cult-like status for their unrivalled brilliance. EIDEAL has always followed the same guideline: combining creativity with advanced technology to create beautiful and contemporary tools. Thanks to this ethos, the brand has produced a range that has fast become a whirlwind sensation with both consumers and professionals alike.

How did you gradually move from releasing your own hair tools, to collaborating with other brands to launch their products in the market?

When I established EIDEAL, I really wanted to shake up the industry and be seen as a disruptor brand that forced the industry to rethink, reassess, and ultimately redefine its standards so the entire industry would reach new heights of brilliance. As hair professionals began to discover EIDEAL's tools and I shared my vision with them, a cascading effect took place, attracting an increasing number of both industry insiders and consumers who sought something different from the usual offerings. They started to invest not just in EIDEAL's hair tools but also in its fresh vision. This enabled and stimulated EIDEAL's growth and success, which in turn provided me with a launchpad to open negotiations for collaborations with like-minded brands.

How did e-commerce help?

E-commerce allowed the EIDEAL vision to be shared with a wider network of consumers and clients, not just locally or regionally, but internationally. As sales increased and we started to develop and later refine the customer journey through our e-commerce platform, we had a proven template to generate e-commerce sales, which was attractive to brands looking to achieve success in the fast-growing MENA region.

What has changed in the market since you started?

The industry has undoubtedly evolved since EIDEAL was established. One of the main contributors to this evolution is definitely, social media. Now, thanks to society's reliance on smartphones, brands can not only connect with consumers but encourage them to purchase in just a few clicks. Salons and industry professionals are constantly on the hunt for new products which they see on social media feeds but also use to create engaging content for their own followers. In addition, salon standards in the region have improved as new talent comes into the market, and salons invest in staff training. This has meant that the customer journey has been enhanced.

EIDEAL includes its own hair academy—tell us more about that.

At our academy, we offer comprehensive training programs to our salon and spa partners. The training programs are developed by our team of educators and may focus on new products or new services associated with our brands.

But they also include training in cutting and coloring techniques for stylists so that they can improve their skill set and achieve better results for their clients.

As EIDEAL, what has been your greatest achievement?

When it comes to EIDEAL's hair tools range, the highlight is definitely the fact that the brand has been used internationally by the world's best hairstylists, including Jen Atkin, Joey George, and Sarah Angius, to name a few. This is a reassurance that the quality of our tools is paramount. In terms of EIDEAL as a business entity, I am proud that I have been able to put together a multi-national team of very talented individuals and together create a family-like, fun working environment in which my team can thrive.

What are your goals and aspirations in the next year?

We have plans to launch new headquarters for EIDEAL, in tandem with this, we want to continue to grow our team with brilliant, high-performing individuals, fostering a collaborative and innovative work environment. We will also continue to help our existing team develop professionally so they can achieve their ambitions and long-term goals. This includes strengthening our mentoring program where younger colleagues and team members are mentored by more experienced staff. On a personal level, I will continue my commitment to showjumping, with the aim of participating in the Asian Games 2026 in Japan.

EIDEAL X AMAZON KERATIN

Hair smoothing and strengthening treatments are hugely popular in the hair industry. This is especially true in the Middle East, given the hair challenges we experience due to the desert climate, and its heat and humidity. I wanted to select the best treatment offering, and with its intelligent ingredients and innovative formulations, Amazon Keratin was the market leader in the genre.



EIDEAL X DAVINES

We started distributing Davines back in 2015. I liked the fact that they are still family-owned, like EIDEAL is. Salons are now becoming more planet-friendly and are taking conscious decisions to switch to sustainable products that, at the same time, satisfy their clients' needs, which further allows them to deliver better results. Davines' engagement in sustainability was ahead of competitors and of the market in general. In 2023, the brand had a global turnover of over €260 million (+14% vs 2022), and growth in the Middle East was 24.1% in the last year.



EIDEAL X KASHO

KASHO is a premium Japanese scissor brand renowned for its precision, craftsmanship, and innovation in hairdressing tools, so there is great synergy with EIDEAL. This synergy is evident in their shared commitment to quality, as both brands prioritize high-end, professional-grade products for the hair industry. Their product lines are complementary; while KASHO specializes in scissors, EIDEAL offers a range of other hairstyling tools and products, creating a comprehensive toolkit for stylists. The two brands align in their target market, catering to professional hairstylists and salons that demand top-tier tools. By associating with KASHO, EIDEAL can strengthen its position in the premium hairdressing tool market, enhancing its market presence and appeal to discerning professionals in the industry.



EIDEAL X COMFORT ZONE

EIDEAL's partnership with Comfort Zone, the skincare brand from Davines, was a natural extension of their existing relationship. Already distributing Davines products, EIDEAL recognized the potential in expanding their offering to include high-quality skincare. This strategic move allowed EIDEAL to provide a more comprehensive beauty solution to their clients, combining hair care and skincare under one distribution network. The partnership leveraged the trust and familiarity already established with Davines, ensuring a smooth integration of Comfort Zone into EIDEAL's portfolio. By adding Comfort Zone to their lineup, EIDEAL responded to the growing demand for premium skincare products in their market, potentially securing exclusive distribution rights. This collaboration not only broadened EIDEAL's product range but also strengthened their position in the beauty industry, offering clients a holistic approach to personal care. The shared values of quality, innovation, and possibly sustainability between EIDEAL.



EIDEAL X OLAPLEX

When I first heard about OLAPLEX's story - how they started in a garage in the US and grew to become the first and only patented bond-building brand - it really resonated with me. You see, EIDEAL had similarly humble beginnings. Back when I started, I was just one person who saw a need in the market for quality hair tools. I wasn't operating out of a garage, but the principle was the same - identifying a gap in the market and working hard to fill it. What drew me to OLAPLEX wasn't just their impressive growth or innovative technology, though those certainly played a part. It was more about the shared spirit of entrepreneurship and the drive to solve real problems for hair professionals and their clients. OLAPLEX's commitment to being a salon-first brand also aligned perfectly with our values at EIDEAL. We've always prioritized the needs of hair care professionals, and partnering with a brand that shares this focus felt natural. At our core, we're still driven by the same passion that started us on this journey - to provide solutions that make a real difference in the beauty industry. Partnering with OLAPLEX isn't about two brands coming together. It's about two companies that haven't forgotten their roots or their original mission. Together, we hope to continue innovating and serving the needs of hair care professionals and their clients, just like we set out to do from the very beginning.



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