

heading east

These beauty mavens of Indian origin have found the right balance between Eastern and Western philosophies and turned their brands into cult buys, says PEARL SHAH

Who: Dr Nina Naidu

Founder, Anokha

What: Inspired by her patients, New York-based plastic surgeon Dr Nina Naidu set about developing her own skincare range, Anokha. "I was frustrated that I had trouble finding products that were safe for pregnant women and also gentle enough for those with sensitive skin," she says. "There have been a number of studies, in both Western and Indian scientific literature, which support the use of ingredients such as turmeric, neem and amla for skin. I worked very hard to add a scent that was natural and mild. The products are quite different from traditional Indian beauty products, as the scents and textures are much lighter," she explains.



Star Buys: Anokha's most popular buys are the Jasmine Serum, the Amla Skin Brightening Lotion and the Red Sandalwood and Neem Clarifying Masque.

Expert Tip: "My recommendation is to keep your skin in balance as we transition across the seasons. In the spring and summer, skin becomes more oily, so it's important to keep the extra-oily areas in check with a good cleanser and toner, concentrating on the forehead, nose and chin. It's very important to keep Indian skin clear of blemishes, because we tend to hyperpigment so easily from even minor breakouts. The Amla Brightening Lotion was created to address this specific problem."

Buy It: Anokha is available online at www.anokhaskincare.com.



Who: Nish Joshi

Founder of Joshi's Holistic Clinic and Skincare

What: A proponent of holistic healthcare in the UK, Nish Joshi has devised a 21-day detox programme based on the principles of Ayurveda and has a loyal fan following that includes Hollywood stars Gwyneth Paltrow and Sadie Frost. "We blend Ayurvedic methods with a combination of high-tech treatments.

For example, endermologie to aid in eliminating toxins, which also has the added benefit of helping reduce the appearance of cellulite. Personal trainers in the clinic's private studio gym use the latest machines alongside allergy testing, acupuncture, meditation, hypnotherapy and reflexology." To go along with his detox programme, he's also created a paraben-free range of natural skincare.

Star Products: The Intensive Hand Treatment with wheat protein and shea butter is well known for its ability to revitalise the easily aged skin on your hands. The Face and Neck Serum with rosewater and extracts of konjac, a plant from South East Asia, is a light anti-wrinkle gel that glides over skin to firm, tone and lift the face and neck.

Expert Tip: "By turning your routine from a chore into a ritual, you can make it into a mini-meditation session and lower your stress levels while making yourself look gorgeous! Be aware of each step of the process. Tell yourself: 'Right now I am cleansing my face' (or whatever it is you're doing). Feel the touch of your fingers, feel how your face responds. Be aware of every move you make. You can also use the power of visualisation—imagine yourself becoming more and more beautiful with every stroke of your fingertips. Use the gentlest of touches when you work on your skin."

Buy it: The skincare line is available online for the UK and EU countries at www.joshiskincare.com. They plan to set up shop in India by early 2010. ■

Who: Shalini Vadhera

The founder and CEO of Global Goddess Beauty

What: The brainchild of celebrity make-up artist and second-generation Indian-American Shalini Vadhera, Global Goddess is a make-up and skincare line that celebrates multicultural beauty. "All of our products are inspired by a destination and a beauty secret revealed. We're not trendy—we're global and we appeal to women across the board," she says. Vadhera has also given the Bollywood make-up trend its newest incarnation by partnering with the Pussycat Dolls and Desihits at VH1's Fashion Rocks, giving them a complete Indi-chic makeover for the performance.

Star Products: The Coconut and Amla Revitalizing Hair Treatment is a big hit. It's based on Indian home remedies and has a



super-nourishing blend of coconut, amla, neem, henna, grapeseed and avocado oils. The Upgrade Complexion Primer uses licorice, a Russian folk secret that has a special purple tint which helps brighten up Indian skin tones. The best-selling Cairo Eyes Eyeliner comes in deepest black and has its roots in Cleopatra's Egypt.

Expert Tip: "I recommend starting with face primer as a base for make-up. The Global Goddess face primer gives skin a pearlescent glow."

Buy it: You can buy it online in the US at www.globalgoddessbeauty.com. The brand will also launch in Bangalore towards the end of 2009.

