

# Our QUARTERLY NEWSLETTER



## WE DIDN'T JUST GROW AS A FAMILY BUT PUSHED OUR LIMITS THIS QUARTER

This quarter was transformative for Esskay Beauty Resources, as it was marked by innovation, expansion, and deepening our connection with the beauty community. We made a significant impact at the **Professional Beauty Expo Mumbai**, unveiling **Skinora 2.0** and announcing the opening of our second **Esskay Hairdressing School facility in Mumbai**. Our commitment to education shone through **Hairverse 2025**, a partnership with Italian brand RICA that united over **250 hair artists across Delhi and Mumbai**, and the launch of our **3-Day Trilogy Masterclass**. We also worked on **Sapno Ka Aaina**, a CSR initiative offering free hairdressing education to passionate individuals, and started the **Esskay Hairdressing Community**, a dedicated WhatsApp platform for sharing tips, tricks, and industry insights. The quarter concluded with Diwali celebrations, reminding us that beyond business milestones, we're a family united by our passion for beauty and commitment to each other's success. All in all, a quarter well spent!

# 2025

August, September,  
& October



# Chapter 1

# HAIRVERSE

A UNIVERSE OF HAIR EDUCATION  
(DELHI & MUMBAI)

*"The students from India that I work with have something unique: they combine technical ability with cultural depth that sets them apart. This is what excites me most about Hairverse : where the event revolves around helping you unlock your potential and turn your passion into mastery."*

DOBRAWA PIEKOS-SZYMANSKA

## HAIRVERSE TOOK HAIRDRESSERS BY STORM

*Our Commitment to Education stood strong at  
Hairverse 2025*

We marked a significant milestone in our commitment to education as we successfully hosted **Hairverse 2025** in partnership with the globally renowned Italian brand **RICA**.

This immersive experience brought together over **250 visionary hair artists, salon entrepreneurs, and emerging professionals across Delhi and Mumbai**, creating a vibrant platform for learning and innovation.

The event showcased live demonstrations by **RICA Global Ambassador Dobrawa Piekos-Szymanska**, alongside interactive technical workshops and masterclasses covering advanced color care techniques, vegan formulations, and clean beauty practices.

Hairverse 2025 wasn't just an event; it was a celebration of the passion and dedication that drives our industry forward. It saw veterans of the industry coming together & cheering for the initiative, largely conceptualized to benefit the industry as a whole. The event also witnessed our directors, Ankit Virmani & Subham Virmani, offering treasured insights into the world of hairdressing & empowering the attendees with valuable takeaways.

### WHAT CONSUMERS DEMAND

#### Innovation & Quality

State-of-the-art formulations with flawless performance

#### Guaranteed Results

Proven, reliable performance - efficacy is baseline

#### Conscious Choices

Authentic environmental and social responsibility

# Testimonials

# HAIRVERSE

A UNIVERSE OF HAIR EDUCATION  
(DELHI & MUMBAI)



YOUR APPRECIATION IS A TESTAMENT TO OUR PROMISE OF UPSKILLING THE FELLOW ARTISTS & ASPIRANTS

# LAUNCH OF SKINORA 2.0 AT PBI MUMBAI



## WHILE THE WORLD IS FIGHTING CHEMICAL OR NATURAL, WE LAUNCHED ELEMENTAL

*The New Beauty Revolution for your skin, fused with the power of 4 elements*

October saw us participating in the **Professional Beauty Expo in Mumbai**, like never before, where we unveiled Skinora 2.0, a comprehensive transformation that goes far beyond a traditional relaunch. With our innovative "**Elemental Beauty**" philosophy inspired by **Fire, Earth, Water, and Air**, we introduced a new range of French-formulated, 100% vegan skincare that balances conscious choices with exceptional performance. From advanced nano-encapsulation technology to hygiene-focused mono-dose packaging and a thoughtful fusion of Indian and international ingredients, every detail has been carefully crafted. The launch was much more than just repackaging, strengthening our promise of clean beauty.



FIRE

the glow of beauty.



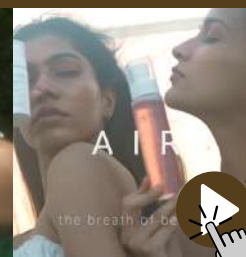
EARTH

the glow of beauty.



WATER

the soul of beauty.



AIR

the breath of beauty.



WATCH NOW



EVERY  
**SUCCESS STORY**  
WAS ONCE  
JUST A DREAM



## EHS NOW REACHES MUMBAI

*You demanded quality education & we provided*

October's achievements reached new heights with the opening of our second **Esskay Hairdressing School in Mumbai on October 8th**. Following the successful launch of our Gurgaon facility, the new academy at *Tantia Jogani Estate, Mahalaxmi* brings world-class hair education to a broader community of professionals across India. Whether serving aspiring students or experienced stylists seeking advanced training, EHS Mumbai offers a comprehensive platform where technical skills meet business acumen.

According to our director, Mr. Subham Virmani, we're cultivating a skilled, confident community of salon professionals prepared to elevate industry standards. With India experiencing a significant shortage of trained hairdressers, our academy addresses this critical gap through hands-on training, business operations knowledge, and unwavering dedication to professional excellence.

This expansion represents another meaningful step toward empowering the next generation of hair artists.



## WE CONTINUED TO SHINE AT PB MUMBAI

*Keeping Our Pinky Promise of 42% More Salon Profits*

We arrived at PB Expo Mumbai with a commitment of 42% more profit for our salon partners. Our presence reinforced our dedication to being authentic salon growth partners, offering strategic support that extends well beyond product distribution.

From ingredient literacy to preventive care strategies, we're committed to empowering salons to stay ahead of evolving consumer preferences. The expo reaffirmed our purpose, to transform salon experiences and champion profitability through innovation and partnership.





Our Directors, **Ankit & Subham Virmani**, also moderated an insightful panel discussion on **"The Future of Skin: Clean-ical Beauty & the Conscious Client,"** exploring emerging trends that are reshaping the industry landscape. Joining them the insightful panel included **Qurat Syed** (Co-Founder, Lemon Salon), **Dr. Rinky Kapoor** (Founder & Director, The Esthetic Clinics), **Sneh Kotecha** (CEO, JCB Salon), and **Dr. Vinaya Bhagve** (Head of Beauty, Enrich).



Aapke  
**SAPNO KA AAINA**  
kaisa dikhta hai?



**AB WAQT HAI, TOOTE SAPNO KI NAYI UDAAN KA!**  
Presenting the proud winners of Sapno Ka Aaina

## EHS LAUNCHED SAPNO KA AAINA, A CSR INITIATIVE

Touching the hearts of  
hairdressers across the  
country

We launched **Sapno Ka Aaina**, a CSR initiative by Esskay Hairdressing School, with a heartfelt mission to offer free hairdressing education to passionate young individuals who deserve an opportunity to build their future. This program reflects our commitment to empowerment, inclusivity, and giving back to the community while strengthening the foundation of our industry.

The response was overwhelming. We received numerous entries from across the country, where aspiring hairdressers shared their stories of struggle, passion, and determination. After careful consideration, we selected a group of talented individuals to receive **exclusive training in cutting, coloring, and styling** at our EHS academy in Gurgaon.

The training did more than upskill these winners; it gave them the confidence to step back into the world and claim their place through passion and artistry. With Sapno Ka Aaina, we're not just nurturing talent; we're creating pathways for dreams to take flight. It's a milestone we all celebrated together as part of the Esskay family.

## 200+ STYLISTS IN 3-DAY TRILOGY MASTERCLASS

Our popular city-wise initiative, the 3-Day Trilogy Masterclass, brought together over **200 ambitious hairstylists** through both Zoom and in-person sessions for a comprehensive deep-dive into cutting, coloring, and styling techniques for short, medium, and long hair.

Under the expert guidance of our Creative Director, Mr. Rajesh Lakher, participants refreshed their fundamentals and learned advanced techniques through interactive live demonstrations, real-time feedback, and engaging peer Q&A sessions. The focus remained firmly on practical application—hands-on exercises and troubleshooting real-world client challenges helped stylists gain the confidence to deliver salon-ready results, upsell premium services effectively, and increase their average ticket value.

Each attendee left certified and equipped with actionable skills to exceed client expectations and take their craft to the next level.





# CELEBRATING DIWALI, THE ESSKAY WAY

*Sparkles & Smiles Shining Together*

This Diwali, Esskay lit up with more than just diyas, we celebrated with vibrant energy, delicious desi chaat, and a whirlwind of fun that brought the whole team together. From soulful melodies by our in-house singers to laugh-out-loud stand-up acts, our talent hunt showcased remarkable performances, beautiful rangolis and some truly unforgettable dance moves. The festival was a perfect blend of food, laughter, and camaraderie, proving once again that togetherness is at the heart of every Esskay celebration.



# Partners who began their journey with us



TRUEFITT & HILL  
EST. 1805 • ST. JAMES'S • LONDON



JAWED HABIB

HAIR RAISERZ

ACCESSIBLE SALON FOR EVERYONE



EDONA

JEAN-CLAUDE  
BIGUINE

PARIS

SALON & SPA

## Using Rica? Here's your chance to grab the limelight

(3 easy steps - Use Rica products, create a look, tag us)

A page dedicated to give our hair artists a chance to grab the spotlight & feature as the artist of the month.



## Lets Grow Together, Join Our Community

(Stay Connected, Stay Inspired)



### What You'll Get:

Expert Tips & Tricks from industry professionals

Latest Trends and techniques in hairdressing and styling

Exclusive Updates on upcoming workshops, masterclasses, and events

Industry Insights to help you stay ahead of the curve

Networking Opportunities with like-minded professionals across India