

MEN NOW OPEN to various aspects of grooming



According to a survey, men are now looking for advice and spending quite a lot on grooming services other than haircuts

Groomed bodies to coiffed hair, smooth chests to manicured hands and beards, men are increasingly opening up to the various aspects of grooming from skin care, facial styling and body-grooming, reveals a survey.

According to Philips India's annual Stylescape survey, men are getting inquisitive about grooming. This was the fifth annual survey conducted to study about male grooming preferences in India. They interviewed 300 males and 250 females in the age group 20-30 years in key metros, read a statement.

Out of various grooming habits like skincare, facial styling, shaving, hairstyling and body-grooming, the majority of women wanted their significant others to start taking care of their skin. And 74 per cent women take note of the skin quality when they notice men. Skin care is increasingly climbing the priority list for men as well with 29 per cent

stating that they consider skin care an important aspect of their grooming routine. What's more? 79 per cent men admit to being open about trying skin care regimens at home.

Facial styling is the most sought after form of grooming. And when it comes to facial styling, shaving remains the first and foremost form of grooming 62 per cent men start with, followed by trimming as a second. When it comes to the fairer sex, 83 per cent women understand that men's grooming consists of more than just shaving. To add to it, 73 per cent women

mentioned an increase in the number of men they see during their visit to the salon. With 29 per cent men considering skin care an important aspect of their grooming routine, 61 per cent admitted to visiting a salon monthly.

Men are increasingly spending more on their grooming, with 39 per cent visiting the salon more than once a month, 20 per cent men spending over Rs 1,000 on services other than haircuts.

The increasing trend of body-grooming stems from 55 per cent men wanting to take care of their bodies and main-

tain hygiene. As many as 73 per cent women admitted to having an aversion to men's body hair.

Most women admitted to sharing their grooming products with a male family member or friend. When asked, 41 per cent women said they had shared skin care products like facial scrubs, cleanser brushes and 26 per cent women shared grooming products like depilation creams.

When it comes to discussing body-grooming with their partners, 69 per cent women indulge in such discussion. While men are taking control of their grooming rituals and choices, 73 per cent men admitted that they look at getting inputs and advice from people or turned towards men's magazines, mobile apps, men's blogs and brand websites for answers. Interestingly, the women too are taking charge while 84 per cent women said they would like to talk to their partners about body grooming, 69 per cent stated they already do.



Celebrating five years of special DIM SUMS

OUR CORRESPONDENT

Yauatcha, the dim sum teahouse from London, has unveiled a new menu across all locations in India to celebrate its 5th anniversary this October. They have launched the new dishes for their guests from October 15.

The refreshed menu has been designed specifically to be enjoyed with family and friends amidst the beautiful interiors of the restaurant and includes an extensive selection of exciting new dishes that are featured alongside the signature specials at Yauatcha.

New dim sums featured in the 'a la carte' menu include Mandarin dumpling, Mushroom spring roll with black truffle, Radish puff, Spicy pork wonton in Szechuan sauce, Spicy har-gau amongst many more. Some latest additions of wok dishes consist of Spicy aubergine, French bean and okra, Lotus leaf wrapped fried rice with shitake mushrooms and edamame, Pork belly yellow bean sauce with mantou and Sichuan style lobster with vermicelli. To complete the menu, Yauatcha is introducing new desserts like the eggless Chocolate pebble and Blueberry pistachio amongst others.

With more than 15 years of experience in crafting dim sum, Chef Wang Yixuan commemorates the occasion with dishes that showcase Chinese tradition with a modern twist.

Chef Wang says, "Drawing inspiration from ingredients and balancing them to create signatures at Yauatcha has been an intensive process. I am looking forward to serving guests the



DAY IN DAY OUT

What's on Around Town

CELEBRATING CUISINES

Come and enjoy specially curated dishes by the chef that transport you to the most popular and highly celebrated food joints of Banarasi. The lip-smacking dishes are specially prepared by incorporating authentic influences and divine flavours from the city. The food festival celebrates cuisines across the NH1 (Grand Trunk Road) in India bringing the food enthusiasts most popular, delectable and authentic dishes from each city.



WHERE: October 14 - 29
WHERE: The Ixela Ambience Convention Hotel
TIMINGS: 7:30 PM - 11:30 PM

MODERNIZING RAMJILA
Shriram Bharatiya Kala Kendra presents the 60th Diamond Jubilee edition of the compelling 'Sampoorna Ramjila', with the unfolding of the messages of Ram's enunciations on the wheel of karma. Produced and Directed by Shobha Deepak Singh, Padmasri awardee, entry tickets of the show are available at the venue.

WHERE: October 1 - 28
WHERE: Kendra Lawns, 1, Copernicus Marg

TIMINGS: 6:30 PM - 9:15 PM

STREET FOOD FIESTA
India is home to one of the largest street food culture in the world. Street food is an integral part of the Indian culture and is a way of life. This October, Plaza Premium Lounge has brought street food into the airport for all travellers to enjoy and get a bite of the delicious dishes. How much more exciting can this get? Getting a bite of street food while travelling is every traveller's dream. One can look forward to get a bite of the ever popular Samosas, Pav Bhaji, Gol Gappes, Dahi Vada, Bara Vada, Aloo Tikki Pao and much more.

WHERE: On till November 6
WHERE: Plaza Premium Lounge, Domestic Departures at Delhi

TIMINGS: All day long

ORIENTAL BONANZA FESTIVAL
Oriental Pavilion features a unique menu recreated for a tempting, scrumptious meal offering Japanese, Chinese, Thai, Indonesian cuisine. They are offering an unlimited serving @ Rs 599/- at such a location which is exclusive and is a beautiful place to enjoy a quiet, refreshingly appetizing, exotic meal.

WHERE: On till November 12
WHERE: The Oriental Pavilion, Fortune Select Excelbair Hotel

TIMINGS: 7 PM - 11 PM

Being the catalyst for change

ANKITA CHAKRAVARTI

CELEBRATING A SUCCESSFUL journey, which spread across two decades, the Indian Direct Selling Association (IDSA) commemorated a gala event in the national Capital, on recently in which Pawan Kumar Agarwal, CEO, Food Safety and Standards Authority (FSSAI) of India was the Guest of Honour.

Secretary General, Confederation of All India Traders (CAIT), Praveen Khandelwal and renowned Consumer Policy Expert, Bijon Misra were the other eminent dignitaries who had attended the event as special guests.

Speaking on the success of IDSA, Amit Chhabra, Secretary General, IDSA said, "An association, having only a few members to start with in 1996, IDSA worked credibly in the coming years with a significant increase in its membership base. What stood out for IDSA is the fact that it provided a platform to raise voices and concerns which not only benefited the members, in turn also benefited the industry at large. By playing the role of facilitator, IDSA also assisted its members to contribute to the industry and to improve their own business performance."

The Direct Selling Industry is perfectly



aligned to the vision of Prime Minister Narendra Modi, as it is contributing in a big way by significantly enhancing skills, especially of women, and by promoting MSME sector," Chhabra added.

Renowned actor and VI, Suchitra Pillai

hosted the event. The evening was graced by various dance performances showcasing the traditional dance forms of all the states of India, followed by an entertaining performance by the differently abled children of Deepalaya foundation.



Choosing smaller portions of food does not hamper the enjoyment of eating, finds a study.

"In fact, focusing on the pleasure of eating, rather than value for money, health, or hunger, makes people happier to pay more for less food," said Pierre Chandon, the École HEC Professor of Marketing, Innovation and Creativity at INSEAD Business School for the World, in France.

In their article, published in the Journal of Marketing Research, the researchers said the findings showed that people will choose smaller portions of chocolate cake when they are asked to vividly imagine the multisensory pleasure (taste, smell, texture) of similar desserts.

The researchers showed that unlike health warnings, this multisensory imagery does not reduce expected eating enjoyment or willingness to pay for the food.

They conducted five different experiments where 42 schoolchildren were asked to imagine - incorporating their five senses - the pleasure of eating, familiar desserts and then were asked to choose portions of brownies.

They naturally chose portions of

PLEASURE OF EATING makes people choose smaller portions: Study



the calorie and fat content of each cake portion. This nutrition information also led people to choose a smaller portion. However, it reduced the amount that people were willing to pay for the cake compared to the multisensory condition.

A third study showed that people underestimated how much they will



encourage customers to use their senses can lead to positive outcomes for consumer satisfaction and health, but also for profits. This could make for a more sustainable food industry, which struggles to grow in the face of today's obesity epidemic," said Yann Cornil, Assistant Professor at the University of British Columbia, Canada.

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