

## **Streak Professional Transforms Mumbai's Beauty Scene with Innovative & Global Trends at Professional Beauty India 2024**

**Mumbai, October 3rd, 2024** – Streak Professional, known for its innovation and leadership in the salon products industry, successfully concluded its participation at Professional Beauty India 2024. Held on 30th September and 1st Oct 2024 at the Bombay Exhibition Centre, Nesco, Goregaon East, the event marked a significant platform for industry professionals, brands, and enthusiasts to explore the latest trends and innovations in beauty.

During Professional Beauty India 2024, Streak Professional reaffirmed its position as a frontrunner in the haircare sector by unveiling its latest product innovations such as Streak Professional Huemagic No-Ammonia Hair Colour and Argan Secrets High Lift shades.

**Rochelle Chhabra, Head - Streak Professional** shared, *“At PBI, Streak Professional truly captivated the audience with an immersive experience that included engaging booths, dynamic live demonstrations, and stunning ramp shows taking inspiration from our IP the MEGA SHOW – SPECTRUM COLLECTION 2024. The response from beauty professionals and enthusiasts was incredible, as they explored our wide range of products and learned about the latest trends and techniques. We are excited to introduce Huemagic, a breakthrough no-ammonia hair colour that meets the demands of both stylists and clients.”*

**Priyanka Puri, Senior Vice President Marketing at Streak Professional** expressed, *“Streak Professional stands as a trendsetter in the industry, consistently harnessing the latest international styles while leveraging our deep understanding of Indian hair. Our bespoke collections are meticulously crafted for our salon community and consumers, showcasing our adaptability and exceptional quality. Building on the strong foundation of our showcase in Delhi, we are excited to expand our success in Mumbai, empowering salon professionals to enhance their clients' experiences and meet the evolving demands of today's discerning Indian consumers. Witnessing the enthusiastic reception from the industry is incredibly fulfilling.”*

In conclusion, **Shirin Merchant – Technical Ambassador, Streak Professional** said *“Our presence at Professional Beauty India 2024 highlights our commitment to bringing global haircare trends to India and adapting them to meet the unique needs of the Indian salon industry. By bridging international innovations with local expertise, we aim to inspire and elevate the standards of haircare and styling across the country.”*

### Key Highlights:

- **Interactive Professional Booth:** Streak Professional engaged attendees with an interactive booth offering comprehensive product information and personalized consultations. Visitors enjoyed experiential styling sessions and participated in a fun fortune wheel activity, winning exciting product giveaways.
- **Colour Pod:** Exclusively dedicated to hair colouring, the Colour Pod featured live demonstrations and educational sessions, showcasing Streak Professional's diverse range of hair colourants and techniques. Highlights included the newly launched Streak Professional Argan Secrets High-lift shades and Huemagic No Ammonia Hair Colour.
- **Live Haircut & Hairstyle Show on the Ramp:** The packed arena was treated to innovative techniques and stylish looks. Live haircut and styling sessions by our Technical Ambassador Shirin Merchant and Deputy General Manager of Technical Education Heena Dalvi, showcased international innovations with local expertise. In hair styling, attendees were impressed by the Vintage Wave up style and Cornrow with Hollywood waves.
- **Ramp Hairstyles:** Models presented a variety of stunning hairstyles, such as beachy waves, glamorous high ponytails, smoothened waves, high-volume blown hair, and textured styles, highlighting the versatility and creativity of Streak Professional products.

\*\*\* End of press release \*\*\*

### About Streak Professional

Streak Professional – a brand closely associated with style and glamour in the salon business- was launched in 2004 by Hygienic Research Institute. Streak Professional is the smart choice for smart Indian stylists and consumers. Launching innovative products with well-researched formulations, especially suited to Indian hair types, Streak Professional is the forerunner in the professional segment with the widest distribution network. Streak Professional Hair colourant range (Colour, Developer and Ultralights) is on a continuous growth path and has a partnership with over 40000 salons in India and abroad.

## **About Hygienic Research Institute**

Hygienic Research Institute Private Limited (HRIPL) is a prominent Indian leader in beauty and personal care products, specializing in hair care, skin care, and salon services. With over 60 years of legacy since 1957, HRIPL has grown from a single-brand promoter-owned entity to a multi-brand, multi-category organization backed by private equity and is known for brands like Vasmol, Streak, and Streak Professional, along with Florozone in skin care. Committed to quality, innovation, and customer satisfaction, HRIPL operates with a vision to offer excellent products and services globally while fostering growth and spreading happiness. The company boasts a robust manufacturing legacy across six locations, adhering to international quality standards. HRIPL is honored with accolades such as Great Place to Work, Best Workplace for Innovation, and recognition in the FMCG sector, underscoring its commitment to excellence in workplace culture and innovation.