



TONI & GUY
essentials
HAIRDRESSING

THE HISTORY OF...



ESSENSUALS has evolved immensely since the company began in 1997 when Toni, Sacha and Christian Mascolo First Recognised a gap in the market for a 'Diffusion line' of TONI&GUY.

The idea behind a second Mascolo hair-salon group was the belief that a proportion of clients (especially the younger ones) can be 'transient' and visit the competition so why not be the competition?

Originally targeting a younger market, it's price point is markedly less than TONI&GUY. ESSENSUALS salons aim to provide excellence in hairdressing, in a fun, relaxed and fuss-free environment.

Providing great client care, offering a full range of hair services and Professional Beauty Services, will ensure the group stays ahead of the game! ESSENSUALS is proud of its heritage and success. The brand's foundations and educational systems are comfortably and firmly entrenched within TONI&GUY and with firm UK and International expansion plans in place, the road ahead is bright and very clearly planned!



Paulsons is the company that aims at representing fashion and lifestyle at global standards. With a rich experience in the field of education, the trust has promoted a number of educational institutions in and around Pondicherry.

In 2010, Toni&Guy – the world's #1 hairdressing brand was launched in Chennai by the Paulsons Group. The group also owns the master franchisee for Essensuals – a diffusion brand from Toni&Guy. The company's association with premium brands was strengthened by the inclusion of Häagen-Dazs franchise and over a period of a few years, the group also launched homegrown brands like Chakra Urban Spa, Jonah's Bistro, Slam Lifestyle and Fitness Studio, Provoke Lifestyle Magazine – TV & Radio, Sulthan's Biryani, Big Scoop, PLAY and the group's first foray into the world of online games – Kalutai.

The group also runs a chain of hotels called Anbu Park Group of Hotels in Villupuram, Tiruchirapalli and Pondicherry (all in Tamil Nadu, India) and a brand new Ginger property in liaison with the Taj Group of Hotels.

The Paulsons Group constantly looks for means to reinvent themselves and set fresh standards of quality and this belief is what has led the company to its consistent growth and stability.



STYLING

HAIRCUT

MEN'S CUT & STYLING

Style Director (*Selective Outlets)	999
Creative Director	750
Top Stylist	599
Senior Stylist	450
Stylist (*Selective Outlets)	300
Kids Haircut	270
Deep Conditioning	350

WOMEN'S CUT & BLOW DRY

Style Director (*Selective Outlets)	1400
Creative Director	1000
Top Stylist	800
Senior Stylist	650
Stylist (*Selective Outlets)	450
Kids Haircut	350
Fringe Cut	250
Deep Conditioning	700

BLOW DRY

Wash and Blast Dry (Men)	280
Straight Blow Dry	520
In Curl/Out Curl	660
Extra long	800

SHAVE

Zero Trim	50
Regular Shave	140
Beard Design	250
Head Shave	350
Royal Shave	750

COLOR SERVICES

TINT RE-GROWTH	1300 onwards
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GLOBAL COLOR

Men	1000 onwards
Women	1700 onwards

MEN'S CAP HIGHLIGHTS	1300 onwards
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HIGHLIGHTS FULL HEAD	3000 onwards
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HIGHLIGHTS HALF HEAD	2100 onwards
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T-SECTION	1300 onwards
Hairline highlights	

PER STREAK	250 onwards
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MOUSTACHE COLOR	100
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BEARD COLOR	250
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COLOR CHANGE/ CORRECTION	2999 onwards
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PRE LIGHT / TONER

Ultimate blonde ambition

PRICE ON CONSULTATION

ADVANCE COLOR	2999 onwards
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TECHNIQUE

Balayage, Ombre, Lumi-Ombre

*Government taxes are applicable



STYLE CHECK

IRONING

Temporary Straightening

Shoulder Length	600
Below Shoulder	800
Extra Long	999

SCRUNCHING

500 onwards

Enhancing your natural Curl pattern

MEN'S STYLING

350

TONGING

Temporary Shapes of Curls and Waves

Shoulder Length	600
Below Shoulder	800
Extra Long	999

PERMING

Permanent curl service

Shoulder Length	4500 onwards
Below Shoulder	5200 onwards

HAIR TREATMENT

STRAIGHTENING/ SMOOTHENING/ REBONDING

Permanent solution for frizz free treatment

Fringe	800 onwards
Crown Area	1700 onwards
Up to Neck	2500 onwards
Shoulder Length	3999 onwards
Below Shoulder	5499 onwards
Up to Waist	6999 onwards

BOTOX

Copacabana Tanino Botox Leaves You With Smooth Silky Hair Without Any Damage.

Fringe	1700 onwards
Crown	3000 onwards
Up to Neck	4500 onwards
Shoulder Length	7500 onwards
Below Shoulder	8500 onwards
Up to waist	11000 onwards

CYSTEINE/KERATIN

Curl Softening Treatment effectively works on all types of hair

Fringe	1300 onwards
Crown Area	2200 onwards
Up-to Neck	3499 onwards
Shoulder Length	4500 onwards
Below Shoulder	6500 onwards
Up to Waist	7999 onwards

BOTOLISS

the ultimate solution for achieving sleek, straight, and frizz-free locks without the need for daily styling.

Fringe	2600 onwards
Crown	4400 onwards
Up to Neck	5500 onwards
Shoulder Length	8500 onwards
Below Shoulder	9000 onwards
Up to Waist	12000 onwards

*Government taxes are applicable

PROFESSIONAL HAIR SPA

SHEA HAIR RETENTION TREATMENT

Nourishes and Moisturizes Your Hair & Scalp

Men's Hair Spa	1 100 onwards
Women's Shoulder Length Hair	1 600 onwards
Women's Extra Long Hair	1 999 onwards

SHEA HAIR CURL TREATMENT

All Time fav for Dry or Damaged Curls

Men's Hair Spa	1 200 onwards
Women's Shoulder Length Hair	1 600 onwards
Women's Extra Long Hair	1 999 onwards

RE-BORN TREATMENT

Anti-Hair Fall / Anti-Dandruff / Hydrating / Color Protection / Frizz Control

Men's Hair Spa	1 200 onwards
Women's Shoulder Length Hair	1 500 onwards
Women's Extra Long Hair	1 999 onwards

SEBASTIAN PROFESSIONAL TREATMENT

Intense Hair Conditioning and Nourishing Treatment

Men's Hair Spa	1 200 onwards
Women's Shoulder Length Hair	1 500 onwards
Women's Extra Long Hair	2 000 onwards

WELLAPLEX

Transform Damaged Hair To Stronger Hair

WELLAPLEX CARE SPA	1 199 onwards
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*Government taxes are applicable



BRIDAL

PRE BRIDEGROOM PACKAGE - PREMIUM

4500

Lotus DermaSage/Brillare Facial
Regular Shave / Beard Shape Up
Deluxe Pedicure
Deluxe Manicure
Body Spa (60 Mins)
Global Color/Hair Spa (30 Mins)
Senior Stylist Haircut & Styling

PRE BRIDEGROOM PACKAGE - LUXURY

6000

Jeannot Ceuticals Facial
Shave/Beard Design
Luxury Pedicure
Luxury Manicure
Body Spa/Protein Treatment
Global Color/Hair Spa (30 Mins)
Top Stylist Haircut & Styling

BRIDAL MAKEUP & HAIR STYLING

Men's Styling	220
Simple Hairdo	1100
Advanced Hairdo	1650
Eye Makeup	660
Mini Makeup	1650
Simple Makeup	3000

BRIDESMAIDS

Saree Draping	550
Hair & Makeup	4950

PRE BRIDAL PACKAGE - PREMIUM

6000

Lotus DermaSage/Brillare Facial
Full Body Waxing (Regular)
Eyebrows & Upper Lip Threading
Deluxe Manicure
Deluxe Pedicure
Body Spa/Hair Spa (30 Mins)
Senior Stylist Haircut & Blow dry

PRE BRIDAL PACKAGE - LUXURY

7000

Jeannot Ceuticals Facial
Full Body Waxing (Premium)
Threading
Luxury Pedicure
Luxury manicure
Body Spa/Hair Spa (30 Mins)
Top Stylist Haircut & Blow dry

BRIDAL (HAIR, MAKEUP & SAREE DRAPING)

Elegant Bride	8000
Gorgeous Bride	10000
High-Definition	12500
Airbrush	16500

GROOM (HAIR & MAKEUP)

Normal	3500
High Definition	4500
Airbrush	5500

OUTDOOR

Within City	2000
Out Of Station	5000

HAIR EXTENSIONS

By Consultation

*Government taxes are applicable

A FRANCHISEE OF TONI&GUY OWNED AND OPERATED UNDER
LICENSE BY PAULSONS BEAUTY AND FASHION PRIVATE LIMITED.

All stylists are trained and certified by Toni&Guy.

Toni&Guy is a registered brand from UK.

All haircuts are inclusive of consultation, hair wash and blow dry/styling.

Kids haircut is only applicable for children aged 9 and below.

For hygiene reasons, we avoid hair services when any lice or nits are found.

Patch test is recommended for first time color users.



2024

