

Press Release

Streak Professional Announces the Winners of #Styleproawards

15 winners take home cash prizes ranging from INR 75,000 to INR 1.5 Lakhs in five categories

Mumbai, September 22, 2021: Streak Professional, the professional range for hair care, colour, and style, specially crafted for salon professionals and technicians, has announced the winners of #StyleProAwards, a competition for hairstylists to demonstrate their creativity and skills and turn their passion into recognition.

Stylists from every corner of the country participated in this online competition. The competition was judged by an international jury comprising industry veterans, such as **Yolly ten Koppel**, *Global Artistic Director of Pivot Point International*, **Joakim Roose**, *a global educator and a member of the education team for Intercoiffure Mondiale* and **Nayana Karunaratne**, *President – Asia Zone – Organization Mondiale Coiffure, Founder President, and Trustee- Sri Lanka Association of Hairdressers & Beauticians and Chairperson- Board of Governors – Institute of Hairdressers & Beauticians* who evaluated the stylists for their output, technique, and finish.

The Winners:

- **Category 1: Ladies Hair Cut & Colour - Commercial:** Mr. Devendra Yadav, Techniart Unisex Salon from Ghaziabad, Uttar Pradesh
- **Category 2: Creative Colour:** Mr. Mohsin Shaikh, Kayomi Unisex Salon, Ahmedabad, Gujarat
- **Category 3: Commercial Evening Upstyle:** Ms. Sanjukta Chakraborty, Mirror Aroma Herbal Beauty Parlour, Kolkata, West Bengal
- **Category 4: Up-styling Gala:** Mrs. Somwati Bhalla, Som Bhalla Makeup Studio, Delhi
- **Category 5: Gents Hair Cut and Colour –**Mr. Shivam Gill, Noble Touch Unisex Salon, New Delhi

The competition comprised of 5 winners per category, where the top 3 winners received cash prize and the 4th & 5th received product hampers. The winners won INR 1.51 lakhs each, while the 1st runner-up took home a cash prize of INR 1 Lakh each

Mrs. Rochelle Chhabra, Head - Professional Division, Hygienic Research Institute, said, *"Streak Professional is committed to inspire and empower hair experts and consumers with innovation, style and glamour. We introduced #StreakProAwards as an initiative to recognise and reward talent in the hairstyling industry. I congratulate the winners and the participants for their creative brilliance and outstanding work."*

The initiative has been appreciated and applauded by the industry experts as it came at the time when the salon fraternity was deeply impacted by the Covid-19 crisis. The competition provided the stylists a platform to work on their craft, demonstrate their talent and win cash prizes.

Mr. Joakim Roose, said, *"#StyleProAwards is an incredible platform by Streak Professional. We were amazed to see so many wonderful entries and had a tough time choosing the winners."*

Yolly ten Koppel, added, *"I want to compliment Streak Professional for coming up with this interesting competition that brought together technicians from across the country."*

Nayana Karunaratne said, *"I congratulate Streak Professional for providing an opportunity to recognise and encourage the industry professionals during the pandemic."*

Please more details, please check [#StyleProAwards](#).

About StreaX Professional

StreaX Professional, a brand strongly associated with style and glamour in the salon business, was launched in 2004 by the Hygiene Research Institute. StreaX Professional is a smart choice for smart Indian stylists and consumers and guarantees value for money. Launching innovative products, with well-researched formulations, especially suited to Indian hair types, StreaX Professional is the forerunner in the professional segment with the widest distribution network. StreaX Professional is on a continuous growth path and has a partnership with over 25000 salons in India and abroad. StreaX Professional was named one of the Best Brands by The Economic Times Best Brands Award 2019.

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