

CIDESCO LINK



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Message from the President

Let's talk Client Service...



by
Helene Weber Bramwell

As CIDESCO members we are in the privileged position to be part of the stratospheric boom that the skincare, health, wellness and spa industry is experiencing globally.

Treatments that might have been regarded as outlandish,

out of the ordinary or technologically fantastic, a few years ago, are now commonplace and in demand, as our clients continue the trend of seeking new and improved ways of keeping well, looking good and pampering themselves.

However, as the global economy advances and products and services become more commoditized - more available, more easily, and with less distinguishable characteristics - business become tougher for all of us. As the competition increases, so does the pressure on us to perform. Eventually we find ourselves at a loss for ways of differentiating our business from our competitors down the street or around the corner. One of the reasons why it is so very important to attend CIDESCO World Congresses & Exhibitions, an ideal opportunity to search and discover new therapies which are not common-place in your own clinic, crossing cultural expertise with ones own.

The good news is that in this search for the holy grail of business success, we might well be overlooking something that is right under our noses and relatively easily addressed - our relationships with people, our clients, suppliers and

staff. For while I might be talking about client service specifically in this article, I truly believe that the service chain is inextricably linked by the people who form part of it - the client right at the end of the value chain merely reaps the result of what has come before.

And while I don't want to oversimplify and moralize, I do believe that we need to be mindful of basic relationship and inter-personal skills, as this could be the key to what sets the way you do business apart from others. Generally, people prefer to do business with people they like and who treat them well. The same goes for employers and employees. When faced with a choice, it's a "no brainer" that people prefer working for people who treat them well and most sensible managers realize that invariably you get better results from staff who are happy, motivated and secure. It goes without saying that we should treat our clients well - I'm certain none of us would be in business if we didn't acknowledge and act on this most of the time. And chances are if we have a great relationship with our suppliers and an even better one with our colleagues and staff, our clients will experience the result.

Yet, why is it that customer service gurus still find it necessary to write more books and present more courses to ever-increasing audiences of people who need to be taught how to deal with their customers and others in the service chain? In my opinion, it's because while often things might be simple, doing them is not always easy because so many factors and variables come into play

to be continued.....

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About the Global Spa Summit



Far left: CIDESCO President Helene Bramwell and CIDESCO Board Member for Public Relations Dianne Miles with Japanese delegation at the Global Summit

Left: Dianne Miles CIDESCO Board Member for Public Relations with Susie Ellis, SPA Finder Magazine and Kirsten Florian, Sweden at Global SPA summit

Global Spa Summit is an international organization dedicated to bringing together leaders and visionaries to shape the future of the global spa and wellness industry.

Founded in 2005, the organization hosted the first-ever Global Spa Summit in New York City in May 2007, where top industry executives gathered to exchange ideas and advance industry goals, such as establishing a common language and understanding across regions and continents and creating uniform performance benchmarks for spas worldwide.

Leading executives from the global spa, hospitality, travel, and wellness sectors came together to chart the future of the booming \$40 billion spa industry at the first-ever Global Spa Summit from May 20 - 22 in New York City. The three-day gathering, was held at the Waldorf-Astoria Hotel in New York City, and featured keynote addresses by two of the leading visionaries in the wellness lifestyle industry: Steve Case, the founder of Revolution LLC and AOL, and Kevin Kelly, the president of Canyon Ranch.

The Global Spa Summit also showcased presentations and panels led by leading industry investors, analysts, researchers, and executives, including Steiner Leisure Limited CEO Leonard Fluxman; Stephen Purdew, owner of Britain's Champney's Health Resorts; Italian spa magnate Leandro Gualtieri; YBP&R's Peter Yesawich; PhoCusWright's Philip Wolf; and Smith Travel Research's Jan D. Frietag.

In all, the summit was attended by 150 delegates from around the world, including the Caribbean, Japan, China, Sweden, Austria, Philippines, Australia, Bali, Germany, UK, Dubai, Thailand, the Himalayas, Hong Kong, Canada, Switzerland, and Mexico.

Spa Finder, Inc., the world's leading spa marketing and media company, collaborated with a team of international advisors to assemble the summit, which was the first-ever of its kind. Spa Finder's founding in 1986 was described by the New York Times as a milestone in the growth of the worldwide spa industry. "The spa industry has grown 40 percent over the last three years and it shows no sign of slowing down anytime soon," said Spa Finder CEO Pete Ellis. "We've all seen in other industries, however, that rapid growth can sometimes create fragmentation and impede innovation. Our goal is to both foster a healthy exchange of ideas and information and to lay the foundation for a global network that can lead the industry forward."

Presentations included industry forecasts, market research analyses, and in-depth reports on the Asian, European, Middle Eastern, U.S. and Canadian spa markets, as well as special reports on Japan and China. Breakout sessions allowed delegates to debate a wide range of industry challenges and opportunities - including ownership and management arrangements for hotel spas; spa design; sustainability; labor shortage challenges; industry investment opportunities; and the creation of universal industry performance benchmarks.

Report by Dianne Miles

Industry Awards

Judy West

The Association of Beauty Therapists Contribution to the Industry Award this year honours Judy West. It was an immensely popular decision that recognises an industry leader who has tirelessly dedicated time and effort supporting the Beauty Therapy Industry.

Judy trained as a Beauty Therapist and Thermologist with Joyce and Neil Blok in the 1970's following a career as a theatre nurse assisting in surgical work. After gaining her diploma, she spent seven years working in the Joyce and Neil Blok houses of skin care before becoming Registrar of the Joyce Blok training school in Henderson.

Current an International Examiner for CIDESCO, Judy is also responsible for Education on the CIDESCO New Zealand Section Board. Together with Jaye Clard, she established the Beauty Practioners Training Council and has worked on the NZQA Unit standards for the profession.

Over the past 22 years Judy has trained thousands of students and remains the principal tutor of body therapy at the CIDESCO School Ellerslie campus of the Elite colleges. Hugely respected within the industry, there was no shortage of genuine words to be found about Judy.



Giselle Trezevant presented Judy West with her Contribution to the Industry Award.



**BEST NEW ZEALAND THERAPIST OF THE YEAR:
Jennifer Savannah,
Savannah's Body & Soul,
Warkworth with Donna
Smith from Environ**

CIDESCO Award Recipients 2007



**DR. ROCHY LEIBOWITZ,
AUSTRALIA, MEDAILLE
D'ESTHETIQUE
for Educational Services to
CIDESCO**



**MARTHA PETERS, AUSTRIA,
awarded the MEDAILLE
D'ESTHETIQUE for
Educational Services**



**THEA DE RUYTER,
NETHERLANDS, awarded
the MEDAILLE D'OR for Loyal
Service and Outstanding
Dedication to CIDESCO
and the Beauty Therapy
Profession**



**ISABEL CARSENS- ROOS,
SOUTH AFRICA,
MEDAILLE DU MERITE
for Professional Standards
& Status**



**DR. ROCHY LEIBOWITZ with
members of CIDESCO Schools
Australia at her celebration
dinner**



**All Past Presidents and the Present President of Section
Iceland with CIDESCO Secretary General, Ronelle Iten**

The Icelandic Section invited Ronelle Iten to present a lecture at an exhibition organised by the chamber of industry. Skincare therapists, hairdressers, photographers, goldsmiths and tailors participated. Competitions were arranged for all professions which were open to the public to promote the different services and trades.

The CIDESCO Section Iceland arranged the competition with great enthusiasm and perfection. At the gala dinner the winners were presented with awards - a grande finale after a successful event.

championship with a *happy face*



by **Marina Semenova,**
President CIDESCO Section Russia

In everyday services championships have a long history and tradition. First of all it began with such occupations as a hairdresser. Considerable experience is demonstrated by manicure and make-up artists.

Organization of championships on aesthetic cosmetology is quite a new event and there are certain reasons for this.

First of all, a beauty therapist is less public than a hairdresser or a stylist. Secondly, aesthetics business has experienced a lot of changes in last few decades, beauty therapists had to learn new skills. New conceptions have appeared, such as 'professional cosmetic products', 'electrical equipment', 'body treatments' and 'specialized beauty salons treatments' and etc. Nowadays aestheticians need to be informed and be constantly ready to adopt new information and skills.

To organize beauty therapy competitions among professionals it isn't enough to be familiar with every detail of this profession, but to set out goals and standards to work with.

In one of my previous articles I wrote about an absence of unified standards in such occupation as a beauty therapist. There is a question – how to organize a professional championship?

Recipe for success of International Beauty Therapy and Aesthetics Competition is an

international standards application and a comprehension that the main goal of the competition is publicity of this occupation to increase its credibility. IV International Beauty Therapy and Aesthetics which was held on February 2006 in St. Petersburg is organized by CIDESCO Section Russia.

Main regulations have been worked out regarding international standards existed in aesthetics cosmetology. There are three nominations:

- Face and neck treatment,
- Body treatment and
- Electrical equipment.

Every contestant may choose not only one nomination, but all of them. It is crucial that students and young specialist with working experience less than 1 year are at the same stage with the professionals. Sometimes during the competition employees choose one of the competitors to work in a beauty or spa-salon.

Taking part in the competition makes contestants more confident and increases their skill level. Practically all competitors attend additional trainings. Trainings are held by professionals, CIDESCO Diploma Holders, who are familiar with competition requirements and can give advice how to succeed in the competition.

Every competition held on the open air is a very spectacular event. To put it as television



people say general impression from the event depends from quality of the 'picture'. That is why contestant's appearance, arrangement of working places and jury's appearance compose the championship's aesthetics and in its turn this means publicity of this occupation.

It looks like as if only this year at the International Competition we made sure that the competitors have begun to understand the importance of their image. International Competition is widely covered by mass media – professional women's magazines, web-sites and television.

All competitors become laureates, receive diplomas and prizes. CIDESCO Section Russia awards the contestants with special merits. Such kind of publicity attracts clients and evokes their admiration. Spa-salons and beauty salons directors are especially interested in the competition.

I would like to point out the ethical side of the competition. I believe that there is no surprise that such prestigious event may become a temptation amongst jury. What should be done to make judgment maximum fair? Only in this case aestheticians would take part in it.

First of all, there should be accurate regulations for jury as well as for contestants. They can be accurate and unbiased only if based on standards.

In this case we rely upon international standards of the most exclusive world organization on beauty therapy and aesthetics – CIDESCO.

At the International Competition CIDESCO representatives from other countries are invited who would react immediately if any breach

emerged. The competition is an open event, jury can be observed by everyone.

Results are hung out on the wall after every selective stage, thus objectivity of jury is not only declared but proved.

Once world-known magnate said: 'Everything can be purchased except reputation'. CIDESCO reputation throughout 60 years since its foundation is the most precious asset of this non-profit organization.

Despite all hardships and hidden agendas, despite all nerves and stress, this kind of championships leaves best memories. I would never forget faces of the contestants of the International Beauty Therapy and Aesthetics Competition which took place in St Petersburg, their faces were absolutely happy!

Warmest greetings from CIDESCO Section Russia!

On behalf of CIDESCO Section Russia, I am sincerely inviting you, your section members/ students and friends to attend the 6th International Beauty Therapy and Aesthetics Competition which is to be held on 20-23 February 2008 in Saint-Petersburg, Russia.

On-line Registration feature at
<http://www.nera.ru/cgi>

change

Nobody enjoys the prospect of change, it's disruptive and causes stress levels to heighten. It forces us to evaluate what has gone before; which is never comfortable.



Helena Rubinstein



Elizabeth Arden



by Arlene Davey

Maybe that's what makes us so uneasy when contemplating change – it jolts us out of a comfort zone.

So why should we entertain it?

The technological advances of this ever changing and fast paced world dictates constant change, even without our noticing it.

If we, as part of a dynamic and developing industry, are not to be swept away as "old hat" or dated and out of touch, indeed if we are to enjoy even a modicum of the success which is open to us, we must invite change on board, even as a permanent passenger.

Consider the achievements of two singular women.

Elizabeth Arden and Helena Rubinstein were major influences in the global development of the beauty industry during the first half of the twentieth century.

Two very different women. Both supremely successful, heading million dollar empires, commencing before women won the right to vote and extending over decades of war and peace. Single minded, hard working and driven to succeed, both from humble beginnings. Was the key to their phenomenal success all down to a magic formula for a jar of cream? I think not!

Consider these innovations and their timing :

By 1920 both Arden and Rubinstein espoused public relations campaigns and taking market research very seriously. Excellent brand recognition was achieved. Arden particularly had a well defined target market and introduced client profiling by way of record cards in her salons.

In 1937 Rubinstein's New York salon included a "Sun Clinic" using an infra-red sun lamp. Hot masques which involved electric currents in 1939 together with lifting techniques for the face, which involved pressure bandaging.

Rubinstein's "Day of Beauty" included exercise routines, with the testing of the client's metabolism by an in-house doctor.

Arden introduced rest and relaxation techniques and used electrical currents for the face during the same period. Arden's hip reduction exercises in 1918 morphed into her world renowned Maine Chance Health Spa in 1935.

During the same time frame both Houses were expanding and building full cosmetic lines, which included significant developments, such as an Arden sunscreen in the 1930's and Rubinstein's Mascara Matic waterproof roll on

mascara which was hailed as a world first in advertising of the 1960's.

In this glimpse of the myriad successes they achieved it becomes clear that neither woman feared change. Both Houses were innovative and kept pushing the envelope and extending parameters with quite astounding financial and personal rewards.

Becoming pro-active is perhaps the key. Not such a difficult task for who educationalists are constantly challenging boundaries. It's what makes us tick.

A thirst for knowledge and enlightenment is inherent in our calling.

Perfecting methods of instruction and pushing the envelope further and further to encompass new technologies is part and parcel of achieving satisfaction and success in our field. Add to that the fact that learning is growing and humans naturally strive for knowledge and self-improvement.

Success in education is key to financial success. One does not exist without the other in this context. Salon and corporate life has become so competitive that in order to maintain even the level achieved requires the effort of change.

We owe it to our students, if not ourselves, to educate them for successful careers in whatever sphere of the industry they may choose to espouse.

The success of the student on leaving Beauty Therapy College or School is a major reflection on the professionalism of the college and impacts directly on the financial success of that enterprise.

Similarly salons employing well prepared and educated therapists reap the financial and personal rewards that come with success.

Sitting on the sidelines is really not an option. We need to be pro-active in embracing change to expand our horizons, extend our syllabi and widen our scope of practice.

Perhaps take a leaf from the pages of the successes of those two formidable forerunners, Arden and Rubinstein and strive for success for our industry and for ourselves, by thinking ahead and embracing change. The rewards are really worth it.

Reference: War Paint – Madame Helena Rubinstein and Miss Elizabeth Arden – Their Lives, their Times, their Rivalry. By Lindy Woodhead Pubs. Virago Press



The Cleopatra & Steiner Beauty Training Center, Dubai, UAE, with CIDESCO Examiner Jo Cushworth.



Adonis Academy of Beauty Therapy, Kuala Lumpur Malaysia with CIDESCO examiner Dianne Miles.



Isa Carstens Health and Skin Care Academy's Diploma Ceremony held at Spier Wine Estate in Stellenbosch.



Prof Beaute N Cosmetics, Singapore with CIDESCO Examiner Miss Neela Mahatre.



CIDESCO EXAMS at Privatskolan, Stockholm, with CIDESCO examiner Ms Anna-Liisa Halsas-Lehto and school tutor Ina Ek.



Australasian College of Natural Therapies, Sydney, Australia with CIDESCO Examiner, Josephine Ho.



Adonis Academy of Beauty Therapy, Kuala Lumpur Malaysia with CIDESCO examiner Dianne Miles.



CIDESCO EXAMS at Privatskolan, Stockholm, with CIDESCO examiner Ms Anna-Liisa Halsas-Lehto and school tutor Ina Ek.



Aesthetics International Academy, Singapore CIDESCO Examiner, Ms Lois Fisher.



Champneys International College of Health and Beauty, Great Britain, successful CIDESCO Graduates.



Aromatherapy examination, Prof Beaute N Cosmetics, Singapore.



Potchefstroom Academy for Beauty Therapy
Noordbrug, South Africa.



CIDESCO exams At Miss Marty's Hair Academy &
Esthetics Institute San Francisco with CIDESCO
Examiner Dianne Miles and Principal Dotti Bell.



Eve Center, Israel with CIDESCO Examiner Mr. Wim
Van der Straten.



CIDESCO Graduates of Dominelli International
College of Esthetics, Vancouver Canada with
CIDESCO Examiner Corrine Brown



Australasian College of Natural Therapies, Sydney, Australia.



Nera CIDESCO school, St Petersburg, Russia.



Nera CIDESCO school, St Petersburg, Russia.



Pembroke College of Beauty and Body Therapy,
Limerick, Ireland. CIDESCO Examiner,
Mrs. De Roos De Wolf.



Steiner School of Beauty Therapy, London,
CIDESCO Examiner, Anna-Cari Gund.



multi-functional *space* for maximum *profits*

When opening a Spa there are so many things to consider. Which products to use, what treatments to offer, how to approach the marketing, setting up operations and staffing, the list is long. But first you need to design the Spa. Spa architect, Guy Tulloh is constantly asked, 'how can we get the most out of our design and for the best cost'. The answer is simple, Multi-Functional Spaces.



Guy Tulloh is a specialist in Spa lifestyle, leisure and wellness, architecture and design and Principal of DRP Architects Pty Ltd and Spa Consultants International (SCI). He holds a Bachelor of Architecture degree and a Bachelor of Planning & Design degree (diploma in applied science and architectural drafting). Guy speaks regularly on Spa design and construction topics at both local and international conferences. Contact +61 3 9510 4852, visit www.spaconsultantsinternational.com.

A multi-functional space is simply a room or area with a range of uses and functions. Often rooms and spaces are designed within Spas that indicate that the designers had minimal understanding of what the function of the space was to be when completed, hence they are not easy to work in and impractical for the efficiency of the business. The word 'function', simply describes the activities that will be carried out within the space.

The more functions that a room or space can be used for within a Spa, the more income that can be generated by that space as it is more likely to be in use for more of the time.

The Treatment Room

Lets begin with the treatment room. Within a standard dry treatment room one can perform many different services, such as: dry body treatments and massage, facials, beauty services and waxing, endermologie, IPL and laser services, again the list is long. You will be able to perform all of the functions within the room if it is no smaller than 3.8m long by 2.6m wide. (see sketch: Treatment Rooms). This size room will allow for the treatment bed and joinery providing the joinery is not deeper than 600mm.

The Joinery

To design the joinery itemise everything that could possibly be needed to perform all the



possible functions within the room. You may need a hot towel cabbi, hot rock warmer, waxing pot, products, toweling, etc. An efficient space saving method is for at least fifty-percent of the storage under the bench top to be made up of mobile trolleys. The trolleys should be specially designed with lift out trays for the different function's requirements. Even the hot towel cabbi, for instance, can sit within a mobile trolley, keeping it neatly out of site but easily accessible.

Adding A Shower

Within a slightly larger room you may decide to add a shower. It is always more pleasant for a client to have product removed for them whilst on the table but if you are including a shower make sure it is an experience in itself and that the space is also providing a therapeutic function. Make the shower cubicle a steam room as well, make the shower experiential with jetting and perhaps colour therapeutic lighting. You may



have room for the shower space to allow a full reclining option for the client so that you can wash off for them with a hand held shower hose as well as having them recline in the steam.

Lighting

Your light sources also need to be designed to meet the various functions. The rooms require gentle ambient light for body treatments, definitely not able to shine in the client's eyes. But then a brighter, well-positioned lighting source is needed for beauty treatments and a bright broad coverage light for cleaning.

The Four Seasons Tokyo

The Four Seasons Hotel in Tokyo asked us (DRP Architects) to create a multi function space in their Spa. They required a treatment area to be both wet and dry with the treatment beds to be positioned in the centre of the room. Above the beds they wanted a water saving vichy shower installed. So we designed a ceiling mounted retractable vichy shower which, when not in use, retracts into the ceiling out of site. The space then becoming a dry work area so the tiled floor had to have precisely the correct fall to allow for the water to run off extremely quickly. (See image: Four Seasons Vichy Shower Tokyo)

Single to Double Rooms

Very often when designing a Spa you will have the situation where you will require more single rooms some of the time and more double rooms at other times. The best way to deal with this is to have two single treatment rooms divided by an operable wall. Unfortunately, to achieve the necessary acoustic privacy the wall panels, or doors,

need to seal all the way around and be quite thick, often then requiring a steel beam over the top to take the load. This can be very costly. But the savings in space efficiency over time repay the investment.

Expanding the Use

The functions of flexible rooms can be taken even further. For instance: consider making the initial single rooms a little larger, placing a Spa in one room and a semi make-up station in the other, the double room is now able to be used for larger packages such as bridal groups or dual mother and daughter packages. (see sketch; Expanding the Use)

The Steam Suite

Consider extending the multi-use design to another stage, a steam room can be positioned between the couple's room and another single treatment room. The steam room having a vestibule, which can be accessed internally from either room and its own access, which allows for the steam room to also be used independently. Steam becomes Rasul becomes Hammam Steam rooms are becoming increasingly important within the Spa as water shortages continue in our part of the world. Consider the steam room itself being multi functional. No longer should this be an area which forms part of a standard wet area, a simple seating adjacent to the pool. The steam room is now a treatment room, as we already described with a hand-held wash off hose, or a Rasul or a Hammam, all at the flick of a switch. When in Hammam mode the therapist can massage the client on a heated slab, when they have finished, leaving the room and pushing the button for steam. Or simply hand over the muds to the Spa guest for self application or apply for them and let them luxuriate in

a Rasul under a star filled canopy of lights in the ceiling, with automated rain showers for completion. (see: Rasul)

Exercise, Training and Seminars

Many Spas are including yoga, tai chi and pilates. A large conference style room allows for this exercise function along with seminar presentations and training for staff if storage is well designed allowing for hide-way of the equipment and tables and chairs etc. Run sessions from one-hour information nights to full two-day wellness conferences, or even lease out to other consultants and programs.

The Changing Room

The changing room is an interesting area. In many hotel and large Spa models the changing rooms are truly multi-functional, including steam and saunas, heated tiled relaxation beds, cold and hot plunge pools, finishing areas, private changing pods, along with the showers, toilets, lockers, etc. Many operators do not have the luxury of large tenancies and thus cannot include jacuzzis, saunas and the like, but one must still have the basics. If you are really pushed for space, turn the basin area into a finishing area as well. Carefully designing it so it is large enough so people can wash their hands while at the other end or to the side, guests can apply make-up and not get their belongings wet etc. Also provide all the amenities including hair dryer, cotton buds, brushes, creams, etc.

to be continued...

CIDESCO

Calendar of Events 2007

NAME OF EVENT	DATE	PLACE	INFORMATION
National Congress	17th November	Netherlands	Ms Miny Janssen-Schreurs Oude Baan 29 6122 AM Buchten Netherlands Tel off:+31 46 4810777 Fax:+31 46 4810778 Email:info@cidesco.nl
National Congress	2nd / 3rd November	Riga	Jana Asara Str. 5 1009 RIGA Latvia Tel off:+371 731 31 37 Fax:+371 731 33 59 Email:info@kosmetikasskola.lv
National Congress	2.-4. November	Holiday Inn - Athens	131 Gripari Kallithea 17673 ATHENS Greece Tel off:+30 210 958 7412 Fax:+30 210 956 7267 Email:mkampouropoulos@streamline.gr
Participate wedding show 12th Asia Pacific	November	Jakarta	12870 JAKARTA SELATAN Indonesia Tel off:+62 21 830 6754-59 Fax:+62 21 830 6760 Email:mooryati@mustika-ratu.co.id
8th General Meeting	December	Meeting room at Section Korea Korea Central Estheticians Association KCEA	Ms Cho Soo Kyung 2nd Fl., 1032-45 Sadang 1-dong Dongjak-gu, SEOUL. Korea Tel off:+822 586 7343 Fax:+822 523 9603 Email:esthetic@estheticassn.com
General Meeting	Oct / Nov.	BfD Bundesberufsverband der Fach-kosmetiker/innen in Deutschland	Ms Brigitte Sterz Postfach 1536 Marktstrasse 6 58244 ENNEPETAL Germany Tel off:+49 2333 766 97 Fax:+49 2333 714 44 Email:b.sterz@bfd-ev.com