

# CIDESCO

## INTERNATIONAL LINK



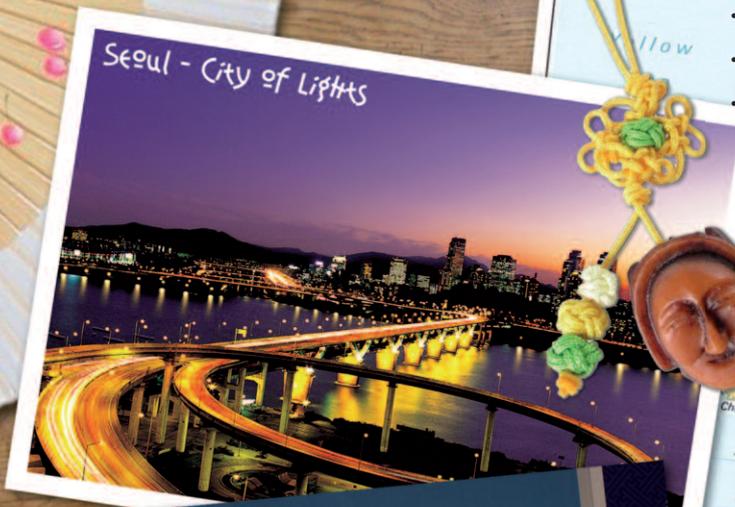
ISSUE 65 · DECEMBER 2011

## KOREA 2011

Fond Memories:  
The 60th CIDESCO World  
Congress & Exhibition

### IN THIS ISSUE:

- A Message from the President
- From Elise's and Sandy's Desk
- Celebrations
- Crystal Legend Award
- Shaking All Over
- Bringing Back Smiles to the People
- The Red Face
- Pause for Thought
- InterCharm Milano 2011
- Building a Working Place Community
- A Dream has come True
- Global Compact Lead



# President's message

*By Kyriacos Poupoutsis*

Dear Colleagues and Friends,

It was a delightful experience for all of us to attend a very successful **60th CIDESCO World Congress and Exhibition**, hosted by CIDESCO Section Korea in Seoul!



**Kyriacos Poupoutsis** – President of CIDESCO International

I would like to extend my sincere appreciation and thank the Korean Central Esthetician's Association – KCEA, in particular President **Cho Soo Kyung** for her determination and tireless efforts. Also to the Working Committee and all the people who were involved for the successful organisation of this memorable congress.

Special thanks to the Korean Government for supporting the event and in particular to the Minister of Health and Welfare **Ms Soo Hee Chin** for her presence at the opening of the congress as well as to the members of parliament who also attended.

We further extend our thanks to the organisers for their efficient work, the sponsors for their important contributions, the lecturers and speakers for sharing valuable information with the congress delegates, the exhibitors for their participation and all our CIDESCO Members and delegates for their participation.

The Opening Ceremony was attended by 2000 delegates and VIP's, the lectures and seminars were well organised and received and the exhibition had some 360 exhibitors participating! All the social events including the gala dinner were thoroughly enjoyed by the delegates.

The CIDESCO Meetings were very constructive and successful. During the **General Assembly** the annual reports were presented by the **Board Members**. I would like to take this opportunity to thank them for their commitment and good work for CIDESCO.

A number of important issues concerning the **Statutes** and the **Rules** of the Organization were ratified. **Sandy Roy** from South

Africa was elected as a new Board Member for Public Relations replacing **Elise Wessels** from The Netherlands. I welcome Sandy on board and I thank Elise for her contribution, wishing her all the best. **Section Finland** was awarded with an anniversary plaque for 40 years CIDESCO membership, and a presentation of the newly renovated **CIDESCO website** was made.

**Dianne Miles** was awarded an honorary membership and the **CIDESCO award winners** were officially announced: **Dr. Horst-dieter Niejahr** (Germany) Medaille d'Or, **Joanna Hoare** (Great Britain) Medaille du Merite and **Liselott Calissendorff** (Sweden), Medaille d'Esthetique.

The Schools' meeting chaired by the Board member for Education **Josephine Wackett** followed an agenda with very interesting topics duly satisfying CIDESCO accredited schools' expectations. The **Examiners' Workshop** was very successful, combining a lecture with a practical workshop which the examiners actively participated in.

As you are aware, the **CIDESCO World Conference** will take place in **Zurich in October 2012**. This conference will include the general assembly, the meeting of the schools and the examiners workshop. A cocktail party/welcome evening will be held at the CIDESCO International premises, giving the members an opportunity to visit the CIDESCO office. A formal dinner will also be arranged at a historical cultural venue which I am sure will create a nice atmosphere that we will all enjoy.

Our secretariat has already started working on the organization of this important CIDESCO event in conjunction with their other tasks. Taking this opportunity I would like to thank **Anne Maestrini, Gerard Gordon, Sandra Neumeyer, Graziella Colacicco, Sandy Aerne** and **Timea Vaczlavik** for their commitment and hard work for CIDESCO International.

We look forward to welcome you all in Zurich!

Yours sincerely

**Kyriacos Poupoutsis**  
President of CIDESCO International

# From Elise's desk

## A Goodbye from the board ...

**By Elise Wessels**

During the last General Assembly in Seoul in June, 2011 I regretably tendered my resignation as Public Relations Board Member due to personal reasons.

It was an honour, a pleasure and a privilege to have served on the CIDESCO Board as Board Member for Education for 8 years during the years 1996-2004 and as Board Member of Public Relations during the years 2008-2011.

During the Glasgow Congress in 1986 I passed my CIDESCO examination, which means that I have celebrated my 25th anniversary of belonging to the CIDESCO family. During those years I have attended almost all the CIDESCO congresses worldwide and I intend to continue to do so in the future.



CIDESCO has proved its continuity during my 25 years. We strive to be the best in the field and leaders in the world of beauty and spa therapy.

I have enjoyed meeting many of you whether it was as an examiner on behalf of CIDESCO or at the CIDESCO world congresses.

My next goal in life is to continue to extend my Japanese woodblock print collection and organizing interesting exhibitions for my museum Nihon no hanga. I invite you all to visit this private museum whenever you are visiting Amsterdam in the Netherlands. [www.nihon-no-hanga.nl](http://www.nihon-no-hanga.nl)



**Elise Wessels** - Former member of the CIDESCO Board - Public Relation

Before I say goodbye I would like to introduce you to Sandy Roy, your new Board Member for Public Relations from South Africa and wish her every success.

Warmest wishes,

**Elise Wessels**



Elise Wessels receives a present from Kyriacos Poupoutsis

# From Sandy's desk ... and a Welcome to the Board

**By Sandy Roy**

As I take on my new position as Board Member for Public Relations for CIDESCO International, I move into an exciting role, one of which I am highly appreciative to have been voted onto at the CIDESCO congress in Seoul, Korea in June 2011.



**Sandy Roy** – Newly elected member of the CIDESCO Board - Public Relation

Having had previous experience fulfilling the Public Relation (PR) role for the CIDESCO Section in South Africa, I look forward to taking on this role from a more global perspective. I would like to thank the SAAHSP-CIDESCO Section South Africa for their support as they nominated me for this position.

I attended my first Board meeting of one day, post the Congress in Seoul. It was a short intensive day filled with a review of

the congress and planning for 2011. I then attended a four day Board meeting in Zurich, Switzerland, in September. I met the staff at the office and got to see where the cogs of the wheel turn for CIDESCO International. CIDESCO certainly has impressive premises with an incredible staff compliment included in the package.

I would like to thank Elise Wessels for her contribution to CIDESCO International for so many years. I wish her well as I step into her big shoes.

We have created an incredible PR plan for 2011/2012 which we look forward to bringing to you as CIDESCO members, schools and sec-

tions. I would like to appeal to you for articles to print in the LINK magazine as well as publish on the website. You are the knowledge base we depend upon to inspire and educate our industry worldwide.

We are considering introducing sponsorship and advertising into the LINK as well as on the CIDESCO Website. We will enable our clinics, schools and sections to be able to have a truly globally integrated network whereby the therapists in the CIDESCO family continue to grow and realize the potential of working together. The internet has brought us all so much closer, hence the blending of minds and knowledge becomes so much more imperative.

Please ensure you send us as much as you can in terms of information, photos of exams performed, functions held in your countries and any additional information you believe should be included for mutual benefit to all CIDESCO graduates.

I would like to thank in particular Gerard Gordon and Sandy Aerne from the office for their unending guidance and support in my new PR role and as I find my feet. My fellow Board members being Kyriacos Poupoutsis - President, Anna-Cari Gund - Vice-President, Ronelle Iten - General Secretary, Ken Kume - Treasurer and Josephine Wackett - Education, have been an inspiration to me for so many years. I now have the opportunity to work with them, which is a dream come true.

Please don't hesitate to contact me for any PR queries and send as many suggestions as you may need to [info@cidesco.com](mailto:info@cidesco.com). I look forward to your contributions and input throughout my term.



*Greetings from Zurich...  
Hope to see all of you at the CIDESCO Conference 2012!*



**13th - 15th October 2012**

CIDESCO World Conference, Zurich, Switzerland

[www.cidesco.com](http://www.cidesco.com)



# Celebrating 40 years!

## CIDESCO Section Finland in a festive mood

*By CIDESCO Section Finland*

**CIDESCO Section Finland** was founded in 1971 and the 40th anniversary was celebrated in a beautiful and historical G18 ball room in Helsinki on Friday 21st October 2011.

80 guests from Finland and other countries were present at the celebration. The key speakers of the evening were **Mrs. Ulla Ström-Lohi**, a Finnish professional business woman in 2009, **Mrs. Anna-Cari Gund** from Sweden, Vice President of CIDESCO International and **Dr Danne Montague-King** from the USA.

We would like to thank all most sincerely for attending this event. Each one helped to make it a special evening. Many companies in the beauty business sponsored the gala evening. Many warm thanks to all. That same weekend a professional beauty fair event was held in Helsinki, where CIDESCO Section Finland organized beauty treatments with CIDESCO schools SKY-opisto, Omnia and Prakticum. ■



Inkeri Sarpila, Birgitta Jokela and Kyllikki Honkalinna



Nelly Janaus, Exec. Secretary and Agnese Sudraba of Section Latvia

# Impressive School

## SKY-OPISTO College celebrates 50 years of being officially approved

*By CIDESCO Section Finland*

On 19th November 2010 SKY-Opisto celebrated its 50 years of being accepted by the Finnish National Board of Education. The College was first founded in 1933 by **Margit Grönroos**, and was approved and supervised by The Finnish Government in 1960.

Today SKY-Opisto is owned by The Foundation of SKY-Opisto and is one of the largest beauty therapy schools in Finland with 130 registered students. SKY-Opisto has been a CIDESCO school since 1967. ■



Principal, Marja-Liisa Nevalainen



Teachers and personnel of SKY-Opisto

# Crystal Legend Award

## Pioneers in Aesthetics – Couple Awarded

By CIDESCO editor

The **Crystal Legend Award**, sponsored by *Les Nouvelles Esthétiques & Spa*, recently recognized and honoured two of the aesthetic industry's well-known entrepreneurs in America. The Award is usually given to a professional, who has significantly contributed to the aesthetic industry, is viewed as a mentor and inspiration to skin care professionals and supports them to maximize their potential.

This year's recipients were a couple for the first time, posthumous to the late Hubert Lam, OMD and to his wife Pat Lam from Canada, the founders of the CIDESCO Section Canada in 2000.

**Hubert Lam** was a legendary entrepreneur and leader in the skin care industry, a highly respected educator, inventor and acute businessman. He is credited with introducing many new technologies which helped to revolutionize and elevate the status of the esthetician to its present position in society. He fought tirelessly to advance the status of the esthetic professional.

**Pat Lam** was encouraged by her husband to join him in his medical aesthetic practice in the 1970's, and the couple worked together tirelessly to establish their business for 35 years. Pat is an international educator and has lectured at several CIDESCO



Pat & Hubert Lam

congresses around the world. She is a CIDESCO examiner, a CIDESCO Esthetic Winner and a Board Certified Anti-Aging Health Practitioner (A4M). She has used her passion for health and fitness to develop educational tools, books and DVDs on wellness for the skin care professional.

The Lams represent true pioneers in the skin care and spa industry. Their work has opened doors for many aesthetic professionals around the world.

Pat and Hubert Lam were the founders of the Lam School of Advanced Esthetics, a CIDESCO school in Toronto, Canada for 23 years. It is now owned by one of their graduates in Courtenay, British Columbia, Canada. Pat is President of the Society of Professional Skin Care Specialists that represents CIDESCO in Canada.

The two Crystal Legend Awards on behalf of her beloved late husband and herself were handed over from Dr. Le Grand, the organizer and owner of the *International Les Nouvelles Esthétiques & Spa* in Miami this year. ■



Pat Lam receiving the Award from Dr. Le Grand in Miami. Denise Fuller, the Editor-in-Chief of the *Les Nouvelles Esthétiques Magazine* in USA is to the right.

# Shaking All Over

## CIDESCO Exams in Japan March 2011

By **Pamela Adkins**

World news broke with a horrific earthquake disaster which struck Japan on 11th March 2011. The earthquake was felt hundreds of kilometres away.

We were in Tokyo, which is around 160kms away from the epicentre, and experienced a strong and long (5 minute) quake followed rapidly by two aftershocks. Most of us were told to evacuate our buildings once the major tremors had subsided. Fortunately, none of them had suffered massive destruction but some buildings were affected and most of us had some damages in our apartments.

The trains came to a standstill for many hours after the earthquake for the tracks to be checked. As the quake struck at 2:46 pm, many people were out and about. Most of us in Tokyo use public transport. During the day there are around 30,000,000 people in Tokyo, so you can imagine that it was not easy to get home. It was estimated that 3 million people walked home that day!

That evening my college was due to have its graduation party. Local phones were not working so we decided to go straight to the restaurant as it was impossible to call everyone to cancel the evening. Travelling to the venue proved difficult as there were no train services and there were thousands of people in the streets looking for taxis! So we walked!

When we arrived, some students were already at the restaurant. Gradually more arrived (mainly on foot, however some managed to get a lift!). We were the only people in the restaurant.

After the meal we realised that we were all faced with a major problem. How to get home? Many students lived far away and would normally commute 60 to 90mins by train so it was impossible for them to even attempt to walk. The venue said they would stay open until it was safe to leave. We stayed until 5am, eating and drinking! Most students had brought their notes with them and spent the time studying and testing one another!

Gradually, some girls left as various train lines and subways re-opened. Some girls did not reach home until 2pm on the Saturday afternoon! There were hundreds of thousands of people waiting for the trains.

In the course of the evening I received an email from our CIDESCO international examiner, Helen Tan, who was due to fly out to examine for us that evening. Her flight had been cancelled as the runways at Narita - the main airport in Tokyo - were being checked.

She asked if she should still come the following day as she had heard about the quake. I replied that she should please come. At that stage we knew the earthquake was big, but of course had no idea of the full extent of the devastation.

She asked if she should still come the following day as she had heard about the quake. I replied that she should please come. At that stage we knew the earthquake was big, but of course had no idea of the full extent of the devastation.

Since the nuclear power plants had been damaged, the whole of Tokyo and surrounding areas had severely reduced electricity, which was the cause of some blackouts.

Our exams were due to start at 9am on 13th March. Ms Tan arrived that morning and we started the exam at 12pm. Somehow all students succeeded in getting to the college on time! It was very difficult as both clients and students had great difficulties in



**Pamela Adkins**  
Chairman, CIDESCO NIPPON



Examination at Kokusai Bunka, Kokobunji, Japan



Exam at Takara International Esthetic College Tokyo with Examiner Helen Tan (m)

reaching the school as transportation was still severely affected. Some clients travelled 4 hours by highway bus!!!

Aftershocks followed almost daily! We were on the 9th floor of our building with Ms Tan, waiting for the lift when a strong aftershock occurred. When an earthquake occurs the building creaks and makes strange noises. Ms Tan asked: "are they having a party next door?" She had not realised at all that there was an earthquake. She had just noticed the noise. I was in a panic as we had to get down from the 9th floor and of course it is not permitted to use the lift when there is a quake. Ms Tan calmly followed me down the stairs. The quake was over by the time we had got to

the school on the third floor. We started the afternoon session as usual. We managed to complete all our exams and all the girls passed! I think we were all in a state of shock and too busy thinking about the exams than to think about anything else.

At this time many countries had advised their citizens not to travel to Tokyo, so examiners due to come to 3 other schools were unable to travel to Japan.

After consulting with CIDESCO International Office, it was decided that as this was a natural disaster, a national CIDESCO International examiner could give the exams in order for students to sit for their exams without too much delay. Again the schools had to re-arrange the schedules with their clients.

I then got in touch with other schools to find out if we could finish all exams by 30th March. In Japan, many companies commence contracts on 1st April so many girls needed to start work the next day.

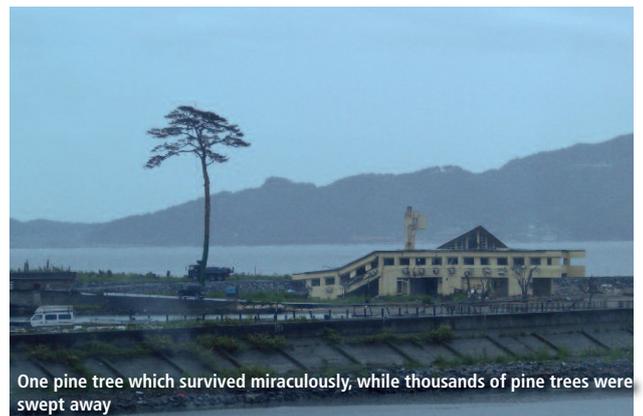
2011 is a year we will never forget, but looking at the students' happy faces we are glad how we had all worked together to complete the exams and enable our students to start their working lives. ■

## Bringing Back Smiles to the People Reconstruction Assistance for Areas Hit by the Great East Japan Earthquake

*By Matsumi Aoki*

On 11th March 2011, at about 2:46 pm, a magnitude 9.0 earthquake centred offshore of Sanriku occurred. The tsunami triggered by this earthquake inflicted catastrophic damage to the prefectures of Iwate, Miyagi, Fukushima, Ibaraki and Chiba along the Sanriku coast and the Kanto region including the Greater Tokyo area.

In Tokyo, where Kokusai Hair Dressing and Beauty Art Vocational College is located, we felt a powerful quake, which none of us had experienced before. Land disintegrated leading to traffic chaos, preventing most of us from going home and forcing us to spend the night at the school. Six months have passed since then. The Tohoku district (Northeast Japan), the area hardest hit, has now taken the



One pine tree which survived miraculously, while thousands of pine trees were swept away

first steps towards reconstruction. As a school, we thought about what we could do to help the people there and decided to undertake some volunteer activities during the summer vacation, hoping to “bring back the smiles to the locals’ faces in the disaster area.”

We chose Rikuzen-takata city in Iwate prefecture, which was severely affected by the great tsunami.

Many of our students wished to participate in the volunteer work. 29 people consisting of 20 beauty therapy students and nine members of staff were chosen as an advance team. To achieve our goal to “bring back people’s smiles’, we had to plan with meticulous care. We decided to provide facial massages, hand and foot care at five venues in Rikuzen-takata city. Numerous people cooperated and co-hosted with us during the preparations. We packed all the necessary treatment items – cot beds, stools, towels and products together with our own necessities including sleeping bags. We set off on 21st July for four days. We will never forget the sight we had from the windows of the bus on the way to the gyms and community centres where we were to give the treatments. There was nothing left on the land as the tsunami had spread out all over it and taken everything with it.

In the course of the six months since the disaster the wreckage has been collected in heaps and the grass has grown deep on the land where there were once shops and houses.



When we saw the remains of buildings standing on their own, deserted apartments and debris hanging from trees far away from the coast, we were reminded that they were the traces of the great tsunami. It had come this far and had taken so many objects away in a second. The view, which makes one speechless, was spread out before us.

The participants were divided into five teams and provided facials, foot and hand massages to the afflicted people. They came in droves, one after the other. We could only manage short, simple massages, but the afflicted people responded with many words of



appreciation: “This is the first time I could relax after the earthquake. Thank you very much”; “My face, body and soul were refreshed and cleansed”; and “I felt comforted after feeling the warmth of kind hands.” The tense and uneasy faces of the students brightened up in a moment.

On the second day, we had the opportunity to listen to more stories than we had done the day before. Stories such as: “After the earthquake, the tsunami did not look like a wave but a huge, black wall with a cloud of dust, chasing us and taking everything along with it”; and “I believe that God chose this land as a disaster area, because he knew about our people’s strong bond in Rikuzen-takata”.

We knew exactly what was meant by the words: “You have to say what you want to say now in case there will be no tomorrow” by those who had lost everything but were still smiling cheerfully. Every little thing that we take for granted in everyday life should be appreciated.

During the two days in five venues, we treated 353 people. The students gained so much experience which we would not have been able to teach in class. The many words of appreciation and smiles from the people reminded them of what aesthetics can do. They were proud and confident on the road to becoming beauty therapists.

So many people co-operated and assisted us in our volunteer activities. They included local people to whom we would like to convey our gratitude. We also strongly felt the importance of the bond between people. In the course of these activities one could ask oneself: “what is the most important thing for a human being?” The answer is that it was an incomparable experience for us. We will continue to assist the reconstruction of the Tohoku district. ■

# The Red Face

## A Clinical Case Study from Two Perspectives

By Dr. Rochy Leibowitz

A clinical case study from two perspectives – modified from the presentation by **Dr Rochy Leibowitz** at the CIDESCO World Congress, Seoul, Korea.



**Dr. Rochy Leibowitz**  
CIDESCO International Examiner

A new client makes an appointment in your clinic. She mentions her biggest concern which is her RED FACE.

How should you prepare yourself for the appointment?

Firstly, you need to give thought to the Differential Diagnosis: what are all the possible causes of a red face? (see Table 1)

In order to narrow the alternatives down to those relevant to this client, you need to consider the features

which act as **Diagnostic Aids**. (see Table 2)

When meeting the client, a comprehensive history and skin analysis will help provide the answers you are seeking for the “Diagnostic Aids” above. For our client, the important history is summarized below.

### Differential Diagnosis for a Red Face Features

<b>Blood vessel abnormalities</b>	Congenital, permanent or transient
<b>Burns</b>	General and sunburn
<b>Photosensitivity</b>	Response to various light sources
<b>Allergy</b>	Eczema, dermatitis, urticaria, drug allergy, erythema multi-forme
<b>Infection</b>	Bacterial, viral and fungal
<b>Systemic diseases</b>	Lupus erythematosus
<b>Acne</b>	Oily skin, affects comedogenic skin, puberty
<b>Perioral dermatitis</b>	Early 20’s, papules and pustules around mouth, worse with topical cortisone
<b>Rosacea</b>	Telangiectasia, flushing, papules, aggravated by sun, spicy food, alcohol

Table 1

### Diagnostic Aids

<b>Onset</b>	When did it start?
<b>Severity</b>	Mild, moderate or severe?
<b>Location</b>	Whole face, one facial area, body?
<b>Duration</b>	Constant or episodic?
<b>Causes</b>	What factors, if any, make it appear or disappear?
<b>Associated features</b>	Pain, itch, peeling, fever, swelling etc.

Table 2

“The client is 36 years old, female, generally healthy and on the contraceptive pill. She has no allergies. Her main concern is a red face, which began three years earlier. As a teenager, she had good skin, but she now gets occasional pimples though no blackheads. The redness was initially limited to the cheeks but has now spread to the nose and chin and is present almost all the time. The red areas are sometimes sore and stings. Her skin feels oily and is shiny. The redness is usually worse after consuming alcohol and hot liquids, or eating spicy food.”

**Skin analysis** provides the following main details: Her skin is oily, there is increased blood flow over nose and cheeks, and telangiectasia is present on the cheeks. Her skin is sensitive, and there are papules on her cheeks, chin and forehead. There are no comedones and no pigmentation.

### Diagnosis:

Armed with this information, it is now possible to narrow down the diagnosis to the following possibilities:

- Rosacea
- Acne
- Perioral dermatitis
- SLE (systemic lupus erythematosus)

### Exclusions:

- **If it were SLE one would expect the following features:**
  - Generalised medical symptoms including fever, joint pains, being unwell etc.
  - A typical butterfly rash across cheeks with a distinct boundary; scaling around the red areas

• **If it were Perioral dermatitis we would expect the following features:**

- Involvement predominantly around the mouth with a distinct white lip margin
- The likely history of topical cortisone use

• **If it were acne we would expect the following features:**

- Onset at puberty
- Presence of comedones
- Involvements of other sebaceous areas, such as back and chest
- Aggravation of pustules during hormonal cycles
- Improvement or resolution with age

So, by carefully analysing the history and examination, by exclusion, you come to the diagnosis of Rosacea.

### What is Rosacea?

Rosacea is an inflammatory condition. It occurs predominantly in fair skinned adults, 30 to 50 years of age and persists becoming chronic with age. It occurs more frequently in females, but when it occurs in males it is usually more severe. One in ten patients with Rosacea has a family history of the condition.



Rosacea is an "acneiform eruption". This means it has many features that make it acne-like in appearance, but it is NOT acne. Thus the old term "acne rosacea" is no longer used. There are pustules, but no comedones and the condition affects only the face.

There are various forms of Rosacea depending on which skin appearance predominates – (including rosacea affecting the nose and eyes) but the most common types mainly cause flushing and telangiectasia or papules and pustules or a combination of both. Flushing may be provoked by many factors including heat, alcohol, sun, hot and spicy food and drinks, wind and excessive motion.

There is a lot that can be done to assist a client suffering from Rosacea. Although it cannot be cured, it can be extremely well kept under control. Let's look at this from two perspectives:

### From the Beauty Therapy Perspective:

- Be positive about the outcome
- Adapt the facial treatment using the principle on minimising stimulation
- Work out a comprehensive homecare strategy

### Adapt the Treatment Routine:

- Develop a non-irritating skin care routine
- Use non-perfumed, non-coloured, soap-free products.
- Avoid products that contain alcohol
- Minimise the number of products applied to the skin
- Dab the skin rather than rubbing and blot the skin rather than towel drying it
- Avoid abrasive products and actions
- Try to keep the skin cool, avoid steam and hot compresses
- Avoid electrical equipment

### Massage in Rosacea:

Facial massage may be helpful if facial oedema is associated with it, but it should be modified to be light, non-stimulatory and not heat producing. Shoulder massage may be a good alternative to facial massage.

### Cosmetics for Rosacea:

- Apply any topical prescribed product first, then sunblock, then your cosmetics
- Use high quality products with few ingredients
- Use dull, non-shiny foundation with high SPF
- Apply all products with soft brushes if possible – avoid sponges and cloths
- Avoid waterproof mascara and use a pencil form of eyeliner
- Ensure cosmetics are frequently renewed to avoid contamination

### Cosmetics to Avoid in Rosacea:

- Cream or liquid cosmetics including massage creams
- Perfumed or highly coloured products, alcohol-based astringents
- Peels and abrasive products including sponge applicators
- Light-reflective powders

### From the Medical Doctor's Perspective:

- Comprehensive plan – emphasise that it is controllable
- Review medications to reduce any that may aggravate flushing
- Lifestyle advice to minimise aggravating factors
- Management of stress and anxiety
- Specific medication:
  - **Topical:** Sulphur cleansers, Metronidazole cream/gel/solution Erythromycin solution/gel
  - **Systemic:** Tetracycline Erythromycin Metronidazole Laser and photodynamic therapy

**General measures:**

- Advise which products are suitable and which to avoid
- Discuss lifestyle issues such as sun exposure and alcohol consumption
- Discuss social and psychological components of the problem

**Specific advice:**

- Avoid medicated soaps
- Avoid excessive sun
- Avoid aggravating factors
- Apply topical medications FIRST, then apply cosmetic products
- Start with mildest medication regime and then reassess. ■

## Pause for Thought

By **Arlene Davey**



**Arlene Davey**  
CIDESCO International Examiner

Whilst squeezing the juice out of a breakfast grapefruit one morning and simultaneously attempting to read my copy of the latest salon news magazine, I was struck by the many equipment options for both face and body, which all boast the latest technology and are persuasive in their appeal and availability to salons. Many of these units carry hefty price tags and all claim to be the latest and one and only answer to the needs of the salon and its clients. I am sure that most, if not all, will deliver as promised when correctly used and will quite soon be superseded by yet another improved incarnation of the absolute answer.

For me this prompts the question: 'Are we in danger of losing the very essence of our professional ability in the process of attempting to stay abreast of what is 'new'? Would it not be preferable to strive for balance and harmony between the hands-on approach and the high-tech option? The use of implements and labour-saving devices are, of course, absolutely necessary, and I am certainly not insinuating anything else, nor am I suggesting that high-tech equipment should somehow be banished. Indeed, it would be simply foolish to deprive ourselves of any possible avenue of therapy enrichment. What I am suggesting is that, when combined, the considerable knowledge gained throughout beauty therapy training and the knowledge gained through salon experience creates a potent cocktail that can never be replaced by technology alone.

If you are still reading this article and have not already turned the page after having consigned me mentally to the old fogey's bin, then I would like to suggest that hauling out and reading all those carefully stored notes and textbooks from your student days (that you promised yourself you would get around to reading very soon and would never stop referring to – and never have) would be a

great reminder of all that you know. A vast store of knowledge that perhaps has not been looked at for a long time. Refresh your memory on electrical currents once again. Then focus on the electrical units that you once used in the salon. They have probably become a little less than special of late – used less and less and a little boring maybe and not igniting your enthusiasm as they once did? Do they still have a role to play? Did you make the most of them?

When you are done with the reading, my next suggestion is for you to go to that salon store cupboard and seek out and remove the dust from the high frequency unit lurking on the shelf – and perhaps there is a galvanic unit in there too? Maybe you'll even find one or two more forgotten and rather dusty old friends? How about putting them all back to work?

I suppose my message is really this – take time for a break to think and make a point of going back to where you started. Make a point of using everything you once studied and all that you have learnt through hard-earned experience. Start by asking questions and solving problems again. Revisit, design and build treatment options for face and body, incorporate all the treatment possibilities, which include your existing units to suit the skin of each individual client. Use all your faculties and remind yourself of just how good a therapist you are. At the same time you will be reuniting with and getting to know your clients, and their skins, all over again. Use your mind. Use your hands. Use your therapy.

Once your mind and your enthusiasm have been aroused and you are fully prepared you will be in a position to give an informative assessment, and possibly be able to choose which technological option comes closest to meeting your needs from both a therapy standpoint and a cost-effective one. If a choice is made, it should be one that adds value to your therapy, your workplace and salon turnover – without taking over all that you have learned, and putting all that you are as a therapist in the shade. ■

# InterCHARM Milano 2011

## A great success for CIDESCO Italy

By Dr. Roberta Bozzini

**CIDESCO ITALY** achieved a great success for participating in the InterCHARM Milano in Milan, Italy, which was held between 24th and 26th September 2011. This trade show, the second of its kind, was dedicated to the Beauty Industry. Over 28,000 visitors including professionals and expert operators visited the show. This surpassed even the most optimistic expectations and last minute projections with an increase of +40%.

The goal of this event was to focus on the international market and to capitalize on the interest from foreign companies with thanks to widespread coverage by the Reed Group through its network of 34 offices worldwide. This goal was achieved. The number of foreign visitors doubled and attracted the attention of markets of major interest. Countries like Poland, the Russian Federation, the Ukraine, Latvia, Greece, Switzerland and distant Australia were represented at the show.

Thanks to the participation in the organization of the Beauty Congress, CIDESCO ITALY has developed a great far-sightedness. It was an event that registered over 1000 carefully profiled, select attendees over three days of non-stop debates on all the main professional beauty themes.

CIDESCO ITALY presented some important initiatives dedicated to professionals in aesthetics. In particular two traditional massages were presented by **Siro Cannarella** and **Antonio Ranalli** who are CIDESCO ITALY members and international experts in oriental and energetic massages. The aim of these presentations was to bring the attendees closer to the study of the holistic and ethnic techniques.

### Indonesian Traditional Massage by Siro Cannarella, CIDESCO Italy, Expert in Oriental Techniques

This Indonesian technique induces meditation and creates a deep relationship between the operator and the person being treated. By rebalancing the energetic points involved in the emotional dynamics and by inducing pleasant sensations, this method combines original manual ability with traditional techniques of manipulation, digital pressure, stretch and traction, using hands, forearms, elbows, knees and feet. This massage helps the client to adopt a correct posture, to relax, stimulate and strengthen the muscles of the body.



Dr. Roberta Bozzini  
Secretary treasurer of CIDESCO Italy

### Chinese Anti-Stress Massage by Antonio Ranalli, CIDESCO Italy, who is an expert in Oriental Techniques

This technique comes from traditional Chinese massage and prevents many problems caused by stress. By stimulating particular points of the body, the operator activates special energetic areas, producing total relaxation and improving the functionality of articulation. This massage rebalances the organs, eliminates tension, stimulates the circulatory system, improves the powers of concentration and revitalizes the body and mind energy.

These two massage techniques are part of the **International Master in Ethnic Massage**, a course organized by the International Institute of Wellness Sciences in cooperation with CIDESCO



Siro Cannarella, CIDESCO Italy, Expert in Oriental Techniques



Dr. Andrea Bovero, President of CIDESCO Section Italy



Antonio Ranalli, CIDESCO Italy, Expert in Oriental Techniques

ITALY, which is dedicated to professionals who wish to learn the most innovative techniques of massage. Nine massage techniques are selected from faraway countries, characterized by a particular ethnic intonation and a strong emotional value:

- Amazonic Massage
- Reshaping Face Massage
- Tri dosha & Chakra Massage
- Hot Stone Massage
- Facial Meridian Technique
- Regenerating Wave Massage
- Hawaiian Flow Massage
- Indonesian Traditional Massage
- Anti-stress Chinese Massage

Thanks to a multidisciplinary and experiential approach, students enjoy the added value of ethnic massage, creating a fully immersed

experience in the traditions of faraway lands. This also improves appreciation for the typical characteristics of different cultures, beyond the technical knowledge of procedures and movements.

After these demonstrations **Dr. Andrea Bovero**, the President of CIDESCO ITALY and Director of Beauty Line Magazine, spoke about a new vision of beauty in the modern age and the changes which occur in the method of attending to skin care and make-up. According to the economists and sociologists, beauty is no longer something we can dismiss as frivolous or vain. Today we know that "looking good" is very important for a person's job, career and life. These changes have critical consequences for the role of a beauty therapist, who become true global consultants with great responsibility.

Monday, 26th September brought a round-table discussion on "training and work". This was an important meeting to provide an overview on new professional standards required by the international market. The round-table was hosted by **Dr. Andrea Bovero** and **Dr. Monica Corte**, Tutor of CAMPUS Project, an expert in marketing and strategic development. The key to this knowledgeable society is human capital. The real challenge to win over the competition is to identify the educational needs and to anticipate the skills required to develop the beauty sector. They sought to establish the primary obstacles they need to overcome to enable therapists to assert themselves in the world of work. They discussed which objectives are required to being chosen and the ability to choose. The round-table had answers to those important issues. ■

## Congratulations Hans de Heidendorff-Schuster

*By Anne Maestrini*

Earlier this year **Hans de Heidendorff-Schuster** celebrated his 90th birthday and is looking forward to many more.

Hans Schuster was elected at the 1984 CIDESCO World Congress in New York to the position of CIDESCO Treasurer, a position that he held for two terms of office.

During his time on the CIDESCO Board he served with Kristina Peltoma, Ursula van Deelen, Joan Thornycroft, Hedy Dettwiler and Jean Worth. Hans told me that these were some of the happiest times in his business career. Quote: "we worked hard but we en-

joyed it". He remembers his Board colleagues with fondness, saying that he will never forget their friendships and dedication to CIDESCO.

Hans misses being able to attend the CIDESCO Congresses as it was a great pleasure for him to travel and meet the other members – he felt that it was more like meeting old friends than working, an experience unique to CIDESCO. Hans hopes to meet up with all again before too long. ■



# Building a Workplace Community

By Ian Fuhr

There are certain questions that burn in the mind of every salon owner or manager!

- “How do I get my staff to work as a team?”
- “How do I change the unhealthy individualism of my therapists?”
- “How do I avoid the back-stabbing and the bitchiness?”
- “How do I build staff commitment and loyalty to the business as a whole?”

Although there are no straightforward answers to these questions, there is a management method that can take you down the road towards a much healthier and more effective working environment. It is known as “Building a Workplace Community”.

## What is a Workplace Community?

A Workplace Community is a group of diverse individuals that have come together for a single purpose. In this case that purpose is to provide outstanding guest services and to positively maximize the guests’ experience. In order to achieve this purpose, they need to create an environment that transcends their differences, whether these differences are racial, cultural, religious or simply personality based.

A true community is about integration, integrity and the willing recognition of diversity. It is about allowing people to communicate openly and honestly with one another thus creating more coherent, equitable and constructive workplace relationships. It is also about a common sense of destiny, mutual responsibility and sharing the rewards of the wealth they have created together.

But first let’s try to understand the underlying causes of workplace disharmony and disfunctionality.

## The Individual vs the Community

Rugged individualism, considered by many to be an essential trait for success, is often the destroyer of community. It isolates people from each other and they lose sight of the common purpose.

Looking at the salon and spa industry, individuals often place their own needs above those of the community, causing conflict, jea-

lousy and a downward spiral of greed. Unfortunately, rugged individualism is deeply rooted in this industry. It is a dog eat dog world where climbing the ladder of success often means trampling on the needs and feelings of both colleagues and employers.

In my experience, the most successful salons are always those where there is a stable staff environment with a strong sense of community. Individual success is recognized and celebrated, but the overriding purpose of the community stands tall above individual needs. On the other hand, the underperforming salons are those where one or two individuals ride roughshod over the others and the relationships are tainted with conflict, jealousy and bitchiness. Staff turnover is invariably high and it looks more like a battleground than a workplace community!

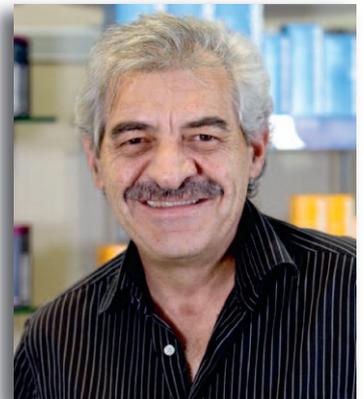
At the root of rugged individualism is the commission structure used to pay therapists. Certain commission structures reward negative individual behaviour and work against the community ethic. These behaviours include, amongst others, becoming over-protective of guests; “stealing” guests from other therapists; refusing to train other therapists and putting self-interest before the interests of the guest and/or the community.

Whilst it is still important to reward individual achievement, it is also important to reward community based achievements and the overall performance of the business. Finding the balance between individual and community based incentivisation is never an easy process but, if you can get it right, the results will exceed your expectations.

## The Essence of a Strong Community

For a community to be successful, it needs to be built on a number of powerful characteristics. These include:

- Commitment to a single vision and purpose – the thread that holds everything together



**Ian Fuhr**  
MD of the Sorbet Group – Comprises of  
38 Beauty and Nail salons in South Africa

- Open and honest communication – speaking the truth without blame or judgement
- Listening to and respecting other people's points of view – allowing your own view to be challenged and being open to different perspectives
- Caring and support – humaneness and concern for fellow human beings. The Dalai Lama once said, "The purpose of life is to help others... and if you can't help them, at least don't hurt them!!"
- Sharing – letting go of the need to protect everything; the opposite of individualistic greed
- Trust – becoming trustworthy through your own actions and interactions
- Respect – something that you earn but can never demand
- Tolerance of diversity – respecting and valuing the differences between individuals
- Integrity – never lie, cheat or steal
- Continuous learning – the never ending quest for more knowledge and skills

#### Characteristics of Community

**Inclusivity** – Community is and must always be inclusive. Therapists often complain that they feel left out of the group and whenever someone feels excluded from the community for any reason, there will be an automatic watering down of the effectiveness of that community.

**Common Sense of Purpose** – No community can be effective unless there is a common sense of purpose. In many salons and spas there is a conflicting sense of purpose. Owners want to make as much profit as possible and therapists want to earn as much money as possible. By its very nature these two objectives are in perpetual conflict. In order to transcend this seemingly insurmountable obstacle, every community member needs to commit to "excellent guest service" as their common sense of purpose, for reward will only come when the service objective has been achieved.

**A Place of Safety** – As most people in the workplace are fearful of expressing their true thoughts and feelings, the most critical characteristic of a strong community is the ability to create a "place of safety". This is a working environment in which every-

one can raise their unfinished business without fear of victimization or retribution; an environment in which the owner or manager allows people to speak their minds no matter how uncomfortable the topic might be.

**Conflict** – A community cannot be created and maintained without conflict, which is not necessarily a bad thing. The absence of conflict does not in itself mean that you have a strong community. It often means that there is a false sense of harmony and the real issues are festering beneath the surface. Within a true community, conflict comes to the fore and can be resolved without emotional bloodshed in an atmosphere of tolerance and understanding.

#### The Road to Community

For the spa or salon owner, building a workplace community is a journey rather than a destination. It is a dynamic, ever-changing process that involves continuous learning, about yourself and your staff and the "letting go" of some of your strongly held views and beliefs.

Most importantly it involves the following management initiatives:

- Creating a vision and a common sense of purpose for everyone to buy into
- Creating forums for free and open discussion in an environment that allows people to say what they think and feel
- Creating an incentivisation program that rewards both the individual and the community
- In terms of your own management style, you need to earn the respect and trust of your staff by keeping your promises and treating everyone with the respect they deserve.
- Manage the diversity of your staff by encouraging them to share their differences and to understand each other better
- Show caring and concern, particularly when your staff need your help

In conclusion, you need to build a workplace community in which a group of diverse individuals transcend their differences, let go of their greed and jointly lay the foundation for the achievement of the common purpose – "Unforgettable Guest Service". ■



## Stories needed!

**Would you like to see your name in print?**

Send in photos, information, news and articles regarding your Section, your school, your business etc. to the Head Office in Zurich at: [info@cidesco.com](mailto:info@cidesco.com)

# A Dream Has Come True

## Following a Goal to Success

By *Maria Hoelgaard*

I started my career in the beauty industry at the International Make-up Artist Academy in Denmark in 1995.

Soon after qualifying, I registered for all the courses to study and master the different techniques and methods to become a qualified Nail Technician.

In 1996 I qualified in Permaline Systems (Permanent Make-up) and have achieved great results helping Alopecia patients, in particular, to obtain a normal appearance again. I restore the eyeliner and brow contours to the face again. It is so rewarding to help women with this condition.

Finally, I decided to study to become a Beauty Therapist. I chose the best school around and am now proud to call myself a CIDESCO Beauty Therapy graduate.



Marie in her business

While I was practising at Vera Soegaard Cosmetics in 2000, I decided that the time had come to start my own beauty centre, and so I did. It was quite something to own my own business.

I take great pride in being a member of the CIDESCO International global family and intend to do my best to continue my professional work and offer the highest standard of CIDESCO in my salon. ■



Become one of the **world's leading**  
**CIDESCO Accredited Beauty and Spa Centre's**  
 and join the hundreds of other prestigious salons worldwide.

**Enjoy the benefits of being accredited and recognised by the world's leading Beauty and Spa authority established in 1946 whose reputation in the Beauty and Spa industry is respected by all.**

**Benefits include:**

- Attracting new clients using your prestigious worldwide accreditation
- Increase your business exposure internationally
- Advertising opportunities on the CIDESCO Website [www.cidesco.com](http://www.cidesco.com)
- Use of the CIDESCO Logo on all Marketing material
- Admission to exciting workshops held at the CIDESCO International and National Congresses
- Instant access to documentation through the CIDESCO Knowledgebase
- Exchange of knowledge with leaders in the industry at CIDESCO World Congresses
- .... and much more

**To become a member:**

Contact CIDESCO at:  
**[info@cidesco.com](mailto:info@cidesco.com)**

or simply download the  
 CIDESCO Beauty Centre Application  
 form from our website  
**[www.cidesco.com](http://www.cidesco.com)**



# Global Compact Lead

## A United Nation Initiative to Build the Future.

By *CIDESCO editor*

In June 2000, **Dr. Martha Tilaar** from Indonesia was invited as a founder participant of the United Nations Global Compact which was initiated by the former Secretary General of the United Nations **Mr. Kofi Annan**. Global Compact (GC) is a strategic policy initiative for businesses with the goal to align their operations and strategies with **ten universally accepted principles** in the area of environment, human rights, labour and anti-corruption. Since the year 2000 the number of corporate participants has increased from 50 to 8700 from over 130 countries.



Dr. Tilaar receives the "Outstanding Contribution Award" from Mark Moody Stuart, Chairman of GC (UK) and Georg Kell, Executive Director of GC (USA)

At the United Nations Global Compact Leaders Summit in New York in June 2010 Dr. Martha Tilaar was awarded "The Outstanding Contribution 2000 – 2010" for 10 years of commitment as a founding participant of the United Nations Global Compact.

In November 2010, Dr. Martha Tilaar received an honorary invitation to become a member of Global Compact Lead, a new platform for corporate sustainability leadership. GC LEAD is a group of 55 global companies, labour businesses and civil society organizations as founding members, who have committed themselves to be in the forefront of addressing environmental, social, and governance issues. By working together at a strategic level, as well as in concrete partnerships, we can combine our strengths to take on some of the biggest challenges of our time.

At the same time as the World Economic Forum 2011 was held in Davos, Switzerland, the **launch of the Global**

**Compact Lead** event by **H. E. Ban Ki Moon** took place on 28th January 2011. The event saw CEO representatives from 54 countries who had made a serious commitment to working towards the implementation of the **Blueprint for Corporate Sustainability Leadership**, a comprehensive roadmap that describes approximately 50 concrete actions that could aid a business to achieve greater sustainability.

Martha Tilaar's INTERNATIONAL BEAUTY SCHOOL PUSPITA MARTHA is determined to create international standard beauty-preneurs. The realisation of this commitment is not only based on the teaching materials provided in class but also by encouraging students to explore the science of beauty in international institutions.

Last October Puspita Martha organized the exchange students' program with **L'IFOM** (Santé Beauté Formation) led by **Frédéric Lucet** as Director General in Nantes and Paris. This beauty institution has an advanced educational beauty system which becomes the reason for this joint-collaboration. Much of what they learnt intensively during the program included how to make glittering gels, shampoo and arrange artist demonstrations and body care. To gain deeper appreciation for history of art and aesthetics, the students visited Versailles, the Eiffel Tower, the Museum of Perfume and others. ■





CIDESCO Facial Examination held at Domeilee Beauty Academy in Malaysia with Examiner Liandre Hawkes



CIDESCO Examination held at Monita Hair and Beauty College in Kowloon, China with Examiner Narelle Blinman



CIDESCO Examination held at Takara International Esthetic College Tokyo, Japan. Examiner Helen Tan, middle, Pamela Adkins on right



CIDESCO Examination held at Shanghai Monita Beauty Training College in China with Examiner Narelle Blinman



CIDESCO Beauty Examination held at Butic Institute of Beauty Therapy & Hair Dressing in Mumbai, India with Examiner Jeannie Sim



CIDESCO Examination held at Monita Chong Qing Beauty College with Examiner Narelle Blinman



CIDESCO Examination held at Papillon Academy of Beauty Therapy in Tasmania, Australia

#### IMPRESSUM

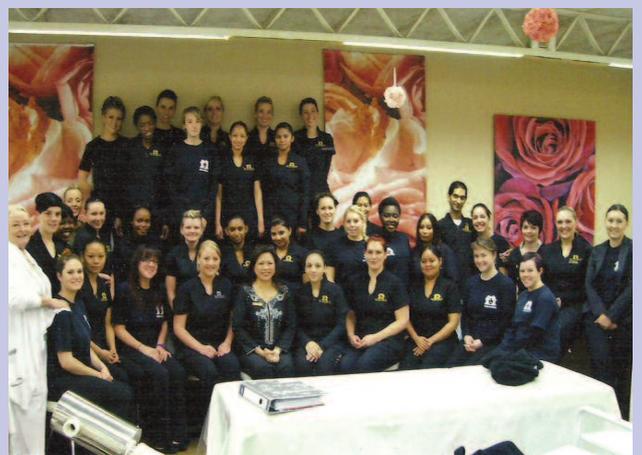
Editorial: Sandy Roy  
Proof-reader: Karen Roth-Nicholls  
Graphics & Layout: diezi.com  
Print: Offset Haller AG – Oberglatt, Switzerland  
© December 2011, CIDESCO International – All Rights reserved

#### DISCLAIMER

The views expressed in this publication do not necessarily represent the opinion of CIDESCO. The appearance of any advertisement in this publication does not constitute CIDESCO endorsement of any product, service or the like, nor does anything contained in this publication represent an endorsement of any person or company which employs any methods or skills described in this publication.

#### CIDESCO International

Waidstrasse 4a · CH-8037 Zurich · Switzerland  
Tel: +41 44 448 2200 · Fax: +41 44 448 2201  
info@cidesco.com · www.cidesco.com



CIDESCO delegates 2010 with Examiner Corrine Brown at Face to Face Beauty & Make-up Design School Parktown, Johannesburg, South Africa