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& SPA THERAPY

CIDESCO INTERNATIONAL

# LINK

Issue 85 · 2018

# Global Wellness

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# President's Message



**ANNA-CARI GUND,  
PRESIDENT,  
CIDESCO INTERNATIONAL**

## **DEAR FRIENDS AND COLLEAGUES**

This year has already involved a lot of new beginnings. Following on from the launch of our first signature treatments in April, I am pleased to announce the exciting introduction of the CIDESCO Certificate Programmes. This comprises a choice of three Certificate qualifications covering Skincare, Aesthetics and Body Therapy. It is important for us to recognise that educational systems are different in each country. The current generation has a demand for knowledge and training which gives them specific beauty skills rather than every beauty skill. The CIDESCO Diploma will always be the complete qualification for the professional who wants to achieve the highest level of training for career progression. The CIDESCO Certificate programmes will give us the opportunity to open up the CIDESCO highest standards and qualifications to students who aspire to be the best, yet only wish to specialise in particular types of treatments.

It is just 4 months until the next CIDESCO World Congress which is taking place in Stockholm, Sweden from 6th to 9th September. I do hope as many of you as possible will join us for this year's event with the theme 'Beauty of the Northern Lights'. The program has been released and includes not only excellent lectures and exhibitions but also wonderful social events incorporating Alfred Nobel's birthplace and our own 'Beauty on the Water' Pippi Longstocking.

In this issue of the LINK you will see that we are supporting two global wellness events: Global Wellness Day on 9th June and World Wellness Weekend on 22nd-23rd September. Please encourage your colleagues, friends and families to join in. As CIDESCO Examiner, Pat Lam explains in her very honest and open article 'Power of the Mind', wellness is something we should never take for granted, making time for the things that really make us feel good. Thank you Pat for sharing your experience with us which I know will resonate with a lot of our readers.

On another note, we have been delighted to celebrate reaching over 10,000 followers and likes on CIDESCO International Facebook. Please continue to share your news with us and help us spread the benefits of our wonderful association.

**Warmest regards to you all,  
Anna-Cari Gund**

# CIDESCO launches new Certificates



**CIDESCO International has announced the launch of its three new certificates which will appeal directly to the growing number of students who are keen to develop and progress in specific areas. The three new certificates consist of; Certificate In Skincare, Certificate in Aesthetics and Certificate in Body Therapy.**

With accredited schools in over 40 countries worldwide, CIDESCO has been defining the professional standard in the beauty therapy industry since 1946 and understands that the dynamic growth and development in the industry means that students are looking to specialise in certain skills. The new certificates offer the highest standards of professional qualifications and will provide students with the means to equip themselves with the skills they require to succeed in a competitive industry.

Students obtaining a CIDESCO qualification can be assured that the qualification will be recognised and respected worldwide and enables them to stand out in an increasingly competitive skills market.

Announcing the launch of the new certificates, President, Anna-Cari Gund says "Educational systems vary from country to country. We need to be more flexible in order to meet the future. We are pleased to be launching the three new CIDESCO Certificates. It will open up our membership to many new therapists who want to specialise in one area of beauty but still achieve an advanced level of training, qualifications and credibility."

*The certificates will open up our membership to many new therapists who want to specialise in one area of beauty but still achieve an advanced level of training.*

## THE NEW CERTIFICATES ARE:

### CIDESCO CERTIFICATE IN SKINCARE

- Facials including Facial Electrical treatments
- Make-Up & Waxing
- Counts towards Beauty Therapy Diploma
- Minimum hours: 730 hours

### CIDESCO CERTIFICATE IN AESTHETICS

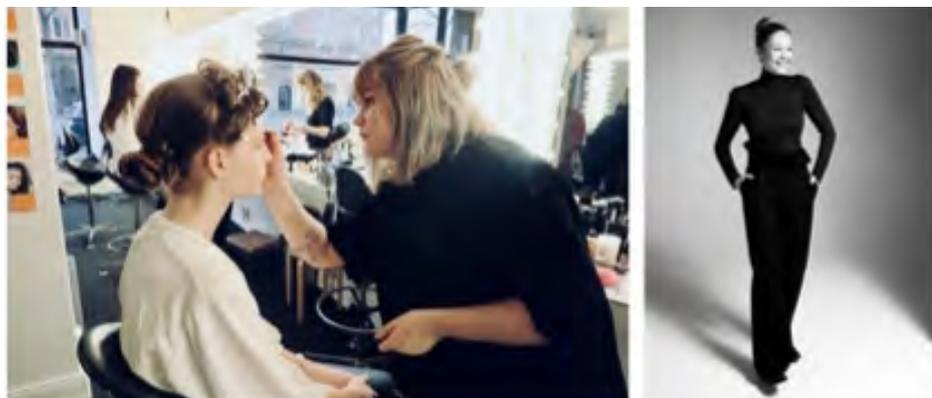
- Facials including Facial Electrical treatments
- Make-up and Waxing
- Manicure and Pedicure
- Counts towards Beauty Therapy Diploma
- Minimum hours: 800 hours

### CIDESCO CERTIFICATE IN BODY THERAPY

- Body Analysis
- Pre-treatments
- Body Electricals
- Body Massage
- Wraps and Masks
- Counts towards Beauty Therapy Diploma
- Minimum hours: 565 hours

**If you are interested in finding out more about the new Certificates please contact CIDESCO head office.**

# First for Scandinavia



Sweden's leading make up academy, Mehrens Academy, with schools in Stockholm and Gothenburg, has become the first school in Scandinavia to achieve accreditation as a stand-alone CIDESCO Media Make-up School.

Founded by make-up artist, Linda Mehrens Flodin, Mehrens Academy is looking forward to their first group of candidates later this year. The Diploma syllabus gives students an internationally recognised qualification to be able to efficiently and effectively

work as professional media and fashion make-up artists in the world. The course is a complete training programme and students are not required to have any previous make-up knowledge.

Students studying at Mehrens Academy will benefit from some of the best guest teachers in Scandinavia who have worked with some of the greatest names including Kate Moss and Lady Gaga, with campaigns such as Louis Vuitton and Dior, and with magazines like Vanity Fair, ELLE and Vogue.

The course comprises 350 hours training in different disciplines. This is marked by a highly qualified team of professional CIDESCO Examiners, recognised internationally. The Diploma also requires candidates to produce a valuable portfolio of work which will add value to their opportunities for future employment.

Speaking on the launch, Linda Mehrens Flodin, Founder & Creative Director of Mehrens Academy says, "We are extremely proud to announce that we are the first stand alone CIDESCO Media Make-up School in Scandinavia. It is such an honour. Through our courses, students will not only receive the most comprehensive knowledge and an internationally recognized qualification as a professional make-up artist, but through our connections they will also have a direct link to everything that happens in the industry."

[www.makeupacademy.se](http://www.makeupacademy.se)

## CIDESCO mapped to European Qualifications Framework



Did you know that the CIDESCO Beauty Therapy Syllabus and Spa Therapy Syllabus is now in line with the European Qualifications Framework (EQF) at Level 5 by meeting the Scottish Credit and Qualifications Framework (SCQF) at Level 7/8?

The CIDESCO syllabi for Beauty Therapy and Spa Therapy have been mapped for both the Higher National Certificate/Diploma (HNC/D) in Beauty Therapy (Level 7 and 8) and the Professional Development Award (PDA) in Spa Therapies (Level 8) on the Scottish Credit and Qualification Framework (SCQF). The components of each qualification have officially been certified.

The Mapping of the two qualifications were independently verified by the Scottish Qualifications Authority (SQA) and Bell Farrell Consultants Ltd.

Sponsored by the Scottish Government's Learning Directorate and approved by Scottish Ministers, the SQA has two main roles in Scotland; accreditation and awarding qualifications. The SQA Awarding Body validates qualifications, arranges for, assists in and carries out the assessment of people taking the SQA qualifications and also quality-assures education and training establishments.

Speaking on the new developments, CIDESCO International President Anna-Cari Gund said,

**"We are absolutely delighted to be mapped and levelled by the SQA and EQF. This enables our international members to map their qualification levels to their national standards. This ensures they have received the highest standards of training in Beauty and Spa Therapy, giving peace of mind to our students, ensuring a career pathway. We would encourage our Sections and Schools to inform their members and students to ensure they know how to map their CIDESCO qualifications in the future."**

# Professional Beauty London



*“We met many School owners who showed an interest in becoming involved with CIDESCO and we look forward to them becoming Accredited Schools.”*

CIDESCO International was delighted to exhibit at this year’s Professional Beauty Exhibition in London. General Manager, Gerard Gordon, Honorary Member Josephine Wackett and Timea Vaczlavik from head office were all in attendance to meet with visitors and catch up with industry partners and professionals.

Reporting from the event, Gerard Gordon said “It was great to get a chance to visit London again this year and attend the Professional Beauty exhibition. Mark Moloney and his team must be congratulated on how well organised and friendly the event was and always is. As Samuel Johnson once said ‘When a man is tired of London, he is tired of life’. The same can be said about Professional Beauty London. Each year there are many new exhibitors and even more friends to see. It is the only place to attend when you have a passion for this industry.

CIDESCO had a fantastic exhibit this year. There was lots of interest from schools in our Diploma courses and in our new Certificate programmes for Facial and Body therapy. We met many School owners who showed an interest in becoming involved with CIDESCO. We look forward to them becoming Accredited Schools.

On the Monday, students came from all over England, many just qualified therapists, and also those who are in the middle of their studies. It was great to see their excitement in the career pathway CIDESCO can offer them, from the Media Make-up to the Beauty and Spa Management. Our future is bright!”

## Cosmetology and aesthetics contest in Saint-Petersburg

**For the 16th time the International Cosmetology and Aesthetics Contest took place in Saint-Petersburg organised principally by CIDESCO Section Russia.**

Over the 16 years of holding this prestigious contest more than 1,500 entrants from over 22 countries have taken part. Each year the contest is served by an international brigade of referees, this year coming from different cities across Russia, Armenia, Kazakhstan and Finland. Along with more than 80 contestants from Russia, Belarus, Kazakhstan, Malaysia and USA who took part.



# CIDESCO Supports Global Wellness

**This year CIDESCO will be supporting two global wellness initiatives: Global Wellness Day on 9th June and World Wellness Weekend on 22nd-23rd September.**

For Global Wellness Day, the theme this year is 'Wellness of kids' so we are encouraging our members to support 'Wellness in the Learning Place' as well as 'Wellness in the Workplace'. There are many ways we can support our students and employees but here are six suggestions to add to your own ideas:

1. Give people a voice. When people have a say in how they do their job or learn there is greater satisfaction and better results.
2. Create variety in the work so there is continual stimulation.
3. Ensure staff and students understand how important their job is in the market so they feel valued.
4. Be clear about what is expected of staff and students, including feedback on performance.
5. Provide support through mentors and/or more experienced staff.
6. Bring more work-life balance to your people by introducing flexible working hours.

[www.globalwellnessday.org](http://www.globalwellnessday.org)



**Scary reports from the World Health Organisation, with alarming rates of obesity, chronic disease and the gloomy prospect of growing old with sickness, prompts the urge to visit doctors, run check-ups and perform DNA tests.**

However, in our stress-fuelled and entertainment-led society of instant gratification, instilling FEAR usually creates an effective, yet short-lived angst, that does not always trigger sustainable changes, as people thoroughly detox for a few days, then "re-tox" the rest of the year.

JOY seem to be a much stronger driver than FEAR to encourage people to implement healthier lifestyles. When people are having FUN in Spas, Yoga studios, Fitness clubs that become vibrant social scenes, featuring exciting classes and instructors/youtubers/influencers, churn rates drop. Not only do people visit more frequently, but also, they encourage their friends to join and become their Wellness buddies, watching over each other's commitment for a healthier, richer & "fun-er" lifestyle.

Serving in a creative and original way, World Wellness Weekend (W<sup>3</sup>) is a global event with local activities, initiated in two countries last year, now building an amazing enthusiasm in 44 COUNTRIES to date with the active support of 30 Spa & Tourism Associations.

Hospitality groups, spas, beauty institutes, yoga/Pilates/dance studios, fitness clubs, and wellness communities... all see the clear benefit to register (for free), appear on the World Wellness Map and showcase the talent of their teams through FUN & creative wellness activities, worth a photo or video, at no charge for the public.

One of World Wellness Weekend's objectives is to remind people that, while Health is a relationship between your body and a doctor, Wellness is a responsible relationship between your body/mind and yourself.

**For further details visit [www.world-wellness-weekend.org/](http://www.world-wellness-weekend.org/)**



# Swedish Salon Spotlight

**CIDESCO's limited free membership offer to salons and spas has resulted in some great new recruits.**

We'd like to welcome them all to the membership and introduce you to one of our newest members: Atlas Hudvård (Atlas Skin Care) in Stockholm, Sweden. This salon opened in 2017 and is owned and founded by authorized skin therapist Lena Edberg who is also Vice President of the Swedish CIDESCO Section (SHR). Lena has been a CIDESCO Diploma holder for 15 years and has driven her own company for 10 years. She has participated in many trainings and is specialised in advanced skin care.

Atlas Hudvård provides assistance with everything from classic to advanced skin care. The most popular treatments at Atlas Hudvård are facials such as microneedling, chemical peels, probiotic facials and diamond dermabrasion.

The Salon is located in the center of Stockholm, in a very peaceful area. The salon has two treatment rooms, a reception with waiting area and storefront, a laundry, pantry and W.C. The interior style is influenced by the 1920's with high ceilings, stucco, white walls, wooden floors and a chandelier.

## Facebook Milestone



*In March CIDESCO International celebrated reaching 10,000 Followers and Likes on Facebook. Board Members and the Head Office team celebrated with a delicious CIDESCO cake and competition to win some wonderful beauty prizes.*



Latest research from Mintel reveals that two-thirds (66%) of urban Chinese consumers aged 20-49 who experience problematic skin conditions say lifestyle is a top factor causing these facial skin conditions, followed by an endocrine disorder (47%) and environmental pollution (45%).

According to the research, Chinese consumers are more likely to modify their lifestyle (72%) and pay more attention to daily facial skincare (71%) before taking any extra measures to

treat their skin conditions. However, while 86% of male skin condition sufferers claim they don't take any measures, allowing it to heal on its own, only just 3% of female skin condition sufferers do the same.

The most common skin conditions are not the same for men as for women. Acne is the main concern of Chinese males (45% vs 38% among females), while they are less likely to report dark spots/pigments (24% vs 36% among females).

Products designed to manage specific skin issues have a long history of development in China, but the dermocosmetics industry (usually referred to as the cosmeceuticals industry in China) only started gaining momentum over the past few years. So far, only 38% of urban Chinese consumers use cosmeceuticals to improve their skin conditions.

## The need to remove barriers between beauty and wellness

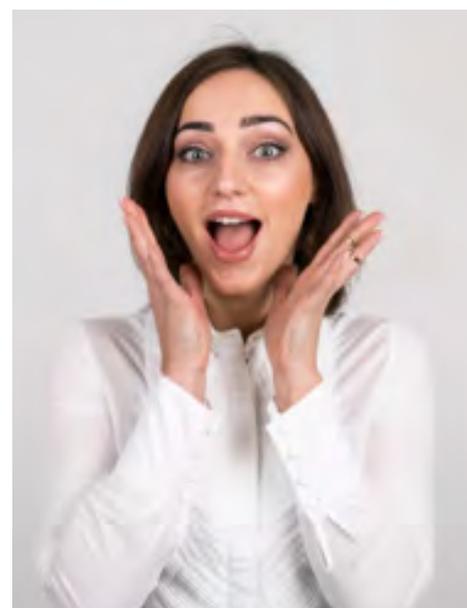
According to a recent report sponsored by the non-profit Global Wellness Institute (GWI), good-looking people receive many advantages in life: they are more likely to be hired, given more pay, receive lesser punishments, and are assumed to be more intelligent and trustworthy. Conversely, a "disfigured-is-bad" bias can exist and people with minor facial disfigurements may be judged negatively and perceived as having undesirable personality traits (e.g. emotional instability, lazy versus hardworking).

The first study in the report, which was conducted by Anjan Chatterjee, MD, FAAN, University of Pennsylvania, tested this bias by asking observers to share initial impressions of 26 sets of pictures of faces (one affected by a disfigurement such as a carcinoma, a scar or small wound, or facial paralysis and one that had been treated to correct the disfigurement). The study confirmed that post-treatment faces were seen as having more positive personality traits than pre-treatment faces.



"The link between beauty and wellness is not obvious. An unhealthy preoccupation with beauty can emphasize a "beauty is good" stereotype, where people are judged based on how they look rather than how they act," said Dr. Chatterjee. "Our first study showed that people make deep inferences about a person's personality based on superficial features. Flawed faces are regarded as flawed people. The cosmetic industry can mitigate these judgments that likely adversely impacts people's well-being at work and at play."

## Facial Exercises improve appearance



According to a new study by Northwestern Medicine, a 30 minute daily or alternate-day facial exercise programme sustained over 20 weeks improved the facial appearance of middle-aged women, resulting in a younger appearance with fuller, firmer upper and lower cheeks. The exercises enlarged and strengthened facial muscles so the face had more volume.

Study participants, middle-aged women 40 to 65 years old, underwent two sets of face-to-face 90-minute training sessions from a facial exercise instructor. At home, they continued to do these exercises for a total of 20 weeks. For the first eight weeks, they did the exercises daily for 30 minutes. From nine to 20 weeks, they did the same exercises every other day for 30 minutes a session.

Participants learned and performed 32 distinct facial exercises, each one for about a minute. One is The Cheek Lifter: Open mouth and form O, position upper lip over teeth, smile to lift cheek muscles up, put fingers lightly on top part of cheek, release cheek muscles to lower them, and lift back up. Repeat by lowering and lifting the cheeks.

**The study was published Jan. 3 in the journal JAMA Dermatology**



# Media Make-up Celebrations in India

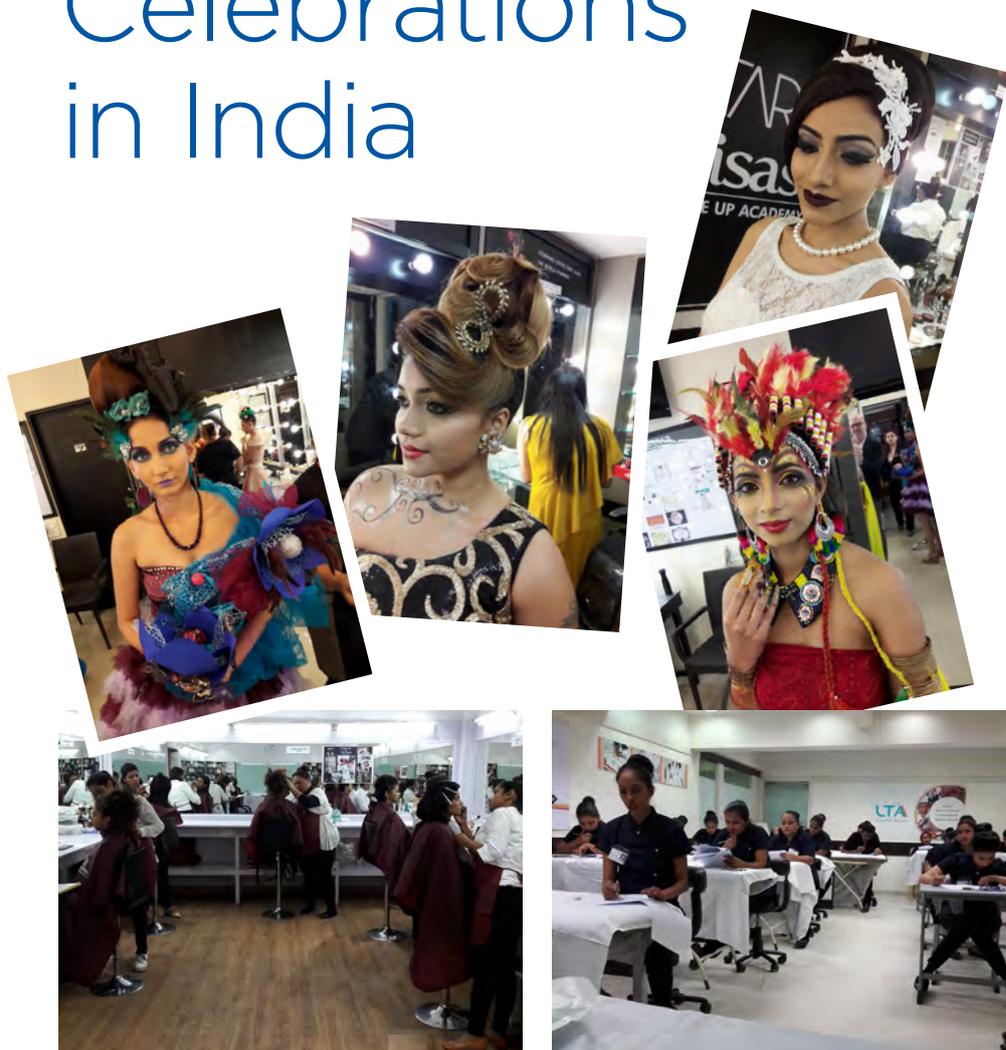
**February was an exciting month for many students of five make-up schools in Mumbai, Ahmedabad and New Delhi.**

The students of Meerra's International School of Makeup & More, L.T.A. School of Beauty Pvt. Ltd., STARS ISAS Makeup Academy, ISAS Ahmedabad and Blossom Kochhar College of Creative Arts and Design had to show their knowledge and skills to obtain the CIDESCO Media Make-up Diploma.

For CIDESCO International Media Make-up Examiner, Godard Koremans, it was sheer joy. Godard says "What a lot of creativity and good work they have shown. Not only in make-up, but also in styling and in hair. The final results of the exams were very good and at the end I was pleased to congratulate a lot of the students with their Media Make-up Diploma.

For the students of STARS ISAS Makeup Academy, who have many years of experience in the make-up and Bollywood industry, it was a moment to complement their career with the CIDESCO Media Make-up Diploma and celebrate their success.

For me as a Western make-up artist, it was so inspiring to see how colourful and striking the Indian make-ups are, especially the various bridal make-ups. I enjoyed being their examiner and I wish all the students a lot of success in the make-up industry. I hope they will become famous make-up artists."





*Urutan Malaysia sequence.*



**BY JULIE LEW,  
PRESIDENT OF MALAYSIAN  
ESTHETIC ASSOCIATION (MEA),  
CIDESCO SECTION MALAYSIA  
CIDESCO EDUCATION  
COMMITTEE MEMBER**

The Ministry of Tourism and Culture Malaysia (MOTAC) has introduced a new product of national tourism “Urutan Malaysia”. “Urutan Malaysia – Proudly Malaysian, Inspired Tradition” working closely with the Malaysian Association of Wellness & Spa (MAWSpa) and The Association of Malaysian Spas (AMSpa).

Malaysia being a multi-cultural country, has been developing a variety of Spa techniques from different races like the Malays, Chinese, Indian, Peranakan and the indigenous communities of Sabah and Sarawak.

The unique massage technique “Urutan Malaysia” combines the finest elements of the four races in Malaysia – Malays, Chinese, Indian and Sabah & Sarawak indigenous communities. It integrates all the cultures in Malaysia and portrays the fine essence and soul of the Malaysian spirit.

**Urutan Malaysia massage**

Soft “Therapy and Healing” music, which has been specially composed using traditional Malaysian instruments such as sape and the flute and recorded at 528Hz frequency is played in the background. 528Hz frequency is believed to be the optimum relaxing and healing frequency.

The guest is welcomed and then wrapped in the traditional Malaysian batik. Batik is a technique of wax-resistant dyeing applied to the whole cloth, usually made of cotton, to create elaborate and colourful designs with different motifs.

**THE RITUALS:**

**Malaysian Herbal Foot Soak**

The ritual starts with a culture of herbal foot soak in aromatic infused water. The infusion of aromatic water contains local citrus, floral and herbal elements. Choices include kaffir lime or calamansi, jasmine or hibiscus and screwpine (pandan), lemongrass and ginger.

Regular foot soaking promotes health and wellness. The feet absorb the fine elements of the aromatic water and these travel through the energy channels to target points in the body.

**Qi Gong Breathing**

During the foot soaking, the therapist will guide the guest through a breathing exercise that uses Qi Gong breathing techniques - inhaling deeply through the nose, expanding the belly and exhaling through the mouth, while pulling in the belly.

Deep belly breathing is believed to enhance the flow of qi through the body meridians. The Qi Gong breathing technique is to harmonise the breath with nature.



*Indian Head Massage.*

**Indian Head Massage**

Next is an Indian Head Massage. The art of Indian Head Massage is a form of traditional healing and relaxation which is used to ease away the tension and stress of the day.

The Indian Head Massage is focused on the head, neck and shoulder area.

Upon completion, the Indian Head Massage ends the ritual of the foot soak and the guest moves on to the massage couch which is nicely covered with Malaysian batik sheets.

## Malay Massage & Indigenous Massage

A special concoction of oils infused with herbs and spices such as betel leaves, cinnamon, cloves, galangal, ginger, lemongrass, nutmeg and turmeric are used to create the Malaysian herbal oil. These ingredients have a warming effect and work wonders on aching muscular tissues. It is also believed to remove angin (wind) from the body.

The therapist rubs the oil on the soles of the guest's feet to prevent angin (wind) from entering the body.

The full body massage uses Malay and Sabahan inan (thumb) techniques.

The Malay Massage is a deep tissue massage that focuses on the urat which is the network of blood and lymph. Long kneading strokes performed using palm or thumb pressure, sliding in one direction towards the heart, to buka urat or invigorate. This increases the blood circulation, disperses waste materials, clears blockages and encourages the mobility and agility of the body.

The Indigenous Massage is another kind of deep tissue massage performed using the inan (thumb) pressure to various pressure points in the body. Historically, the people of Sabah and Sarawak were paddy planters, farmers, seafarers and warriors who over-stressed their backs and legs. Thus the emphasis of the massage is on the superficial and deep layers of muscles at both sides of the spine and the gluteus. A daily routine will rejuvenate, restore mobility and flexibility of the body.



Ingredients of the "Urutan Malaysia" massage oil.

## Chinese Massage (Reflexology)

Reflexology works on the reflexes of the feet, hands and ears which correspond to every part, gland and organ of the body.

Working on these reflexes helps to relieve tensions, improve circulation and the functions of the different glands and organs, as well as the wellbeing of the body as a whole.

The 90 minutes of pure bliss will make you feel energised, refreshed, and bring a sense of relief to muscular aches and joint stiffness.

**So next time when travelling to Malaysia, take time to try our very own signature "Urutan Malaysia"!**



Picture courtesy of Biossentials M'sia

### References:

Special thanks to: Datin Jeanette Tambakau, President of Amspa 2017-2019 for the valuable information and pictures of Urutan Malaysia.

Article reference: Aznim Ruhana Md Yusup. (Dec 5, 2017) Crafting a uniquely Malaysian massage, *Life & Times by New Straits Times*, p3-p4

All pictures courtesy of Amspa, except where indicated.

# Considerations for Signature Treatments



**Earlier this year CIDESCO announced the launch of its first Signature Treatments. We find out from Jeannie Sim, owner of the Premier International Spa Consultancy, what advice she gives to spas considering developing their own signature treatment.**

“A signature spa treatment incorporates unique features to distinguish it from regular treatments: different techniques, special product ingredients, natural resources, historical culture and tradition (which determines the music and ambiance). These various factors are curated to provide that special differentiation from the regular treatments.

Resort destination spas offer a different experience from city spas. The natural elements in a spa’s surroundings can contribute to the unique aspect of the treatments. For example, if a spa is located where mineral-rich spring water is available, say in Europe or in Japan, medicinal baths could be offered as signature treatments. Other natural settings like mountains, seaside, remote getaways, botanic gardens offer inspiration for the creation of signature spa treatments.

Some signature spa treatments draw from the herbal traditions of the past to enhance the signature treatment.

**Indonesia:** Lulur (Body Scrub) is a pre-wedding ritual using ginger, jasmine, coconut, coffee, frangipanis and rice that was performed every day for 40 days leading up to the wedding day. For the men there is The Boreh using turmeric, cloves, sandalwood, cinnamon and other ingredients to relieve tired muscles. Regular treatments are said to help the prevention of colds, ease headaches and relieve aching muscles using traditional bodywork techniques passed down through the generations.

**Thailand:** A warm pouch of steamed Thai herbs containing prai, ginger, turmeric and lemongrass used as a compress against the body’s meridians coupled with traditional Thai massage.

**China:** Chinese herbs for baths and wraps and traditional acupuncture, acupressure, cupping, reflexology, gua sha, moxibution and tui-na techniques.

**Japan:** Shiatsu techniques for face and body. The Onsen bathing culture using volcanically heated hot water from the ground. Onsen contains lots of minerals such as sodium, chloride, calcium and much more. These elements are said to be good for fatigue, digestive issues, nerve and muscular pain.

**India:** Champissage or Indian Head massage is one of the popular forms of head massage that originated over a thousand years ago and is still being practiced today. Not forgetting the traditional Indian therapy, Ayurveda – “science of life” (incorporated in Atharva Veda, the last of the four Vedas) which is based on the idea of balance in bodily systems and uses diet, herbal treatment and yoga breathing.

There is also the universal recognition of hot-stone therapy and aromatherapy which could be incorporated into a signature treatment and used in both resort and day spas.

What are the considerations we should note when creating a “Signature Spa Treatment”?

They are customer demographics, the therapists’ skills, knowledge, products and location.

### **The suggested protocol for a “Signature Spa Treatment” is as follows:**

1. Begin that special spa journey with a 5-10 minute simple ritual. This could be an essential oil scalp tension relief, an anti-stress back massage or a full body yoga stretching.
2. Prior to the treatment, customers select an essential oil, as fragrance creates a relaxed sensation of warm welcome. This is a personalised beginning for every customer helping them to align his/her mind and body, allowing thoughts to slow down and muscles to soften, getting ready to receive the active ingredients from the products.
3. The main spa treatment could comprise of an individual treatment or several treatments combined to make a cohesive whole.

Signature spa treatments are not stand-alone offerings but tend to complement a ready menu of face and body treatments, to enhance the spa’s offerings and appeal to customers with a treatment that most signifies the philosophy, approach and environment of the spa.

*Signature treatments are those that most signifies the philosophy, approach and environment of the spa*



### **Body Scrubs**

*A body scrub can be a signature treatment, using an abrasive material like salt, sugar, coffee grounds, rice brans, and even powders, usually mixed with water, or some kind of massage oil or even essential oils. Consider the material available, if it is related to the location or surroundings, and the benefits to the skin.*

### **Body Wraps**

*Apply a body mask to either encourage detoxifications and re-mineralizations, or a heavy cream to hydrate the skin. The customer could be wrapped up in foil or disposable paper or cloths for twenty minutes. If the customer feels claustrophobic, this might not be the most suitable treatment. To make the customer feel comfortable, the therapist can give a foot or scalp massage, but the therapist could also leave the customer alone to rest if the room has certain colour or music therapies. You could offer the client to either shower off, or the therapist could remove the body mask with a Vichy shower, where the customer can continue to enjoy lying down.*

### **Hydrotherapy Baths**

*When starting up a spa, it is possible to consider incorporating a water ritual to create a signature treatment. This involves getting into a tub of warm water that might have simple jets or a programmed cycle to stimulate the body’s lymphatic system. Sometimes it has “chromotherapy”, which involves different lights and soft music. This is a great idea for a ‘couples room’ as it provides time for the couple to relax their body and minds together before they start their treatments. I have found this to be very successful in my spa as a majority of my customers opt for this water therapy.*

### **Mini Facials**

*Unless therapists are trained in both body and beauty treatments, they may not be familiar with facial treatments. If a mini facial is incorporated as part of the signature spa treatment, make it as simple as possible. Create the mini facial like a daily cleaning process, then add on a 20-minute massage and finish up with a hydration mask. This way, every therapist can be trained for this simple treatment instead of having to hire another set of therapists that are fully trained in facials.*

### **Massage**

*The massage portion is often reduced to make time for all the other components that give the signature spa treatment its distinguishing features. This massage is typically created from scratch incorporating basic Swedish massage with other techniques, e.g. Thai, Tui-Na or Shiatsu.*



# The Power of the Mind



**BY PAT LAM, BOARD CERTIFIED ANTI-AGING HEALTH PRACTITIONER, CIDESCO DIPLOMAT AND INTERNATIONAL EXAMINER, CO-FOUNDER PRESIDENT CIDESCO SECTION CANADA, AUTHOR OF *NUTRITION: THE ANTI-AGING SOLUTION*, CERTIFIED FITNESS INSTRUCTOR, CEO LAM SKIN CARE PRODUCTS**

I have been in the beauty industry for more than 35 years and have seen an amazing transformation of the esthetic profession to the present day. Having a background in health, beauty, fitness and nutrition this makes the transition simple and heartwarming.

At the onset, it may be interesting to learn about how the word “Wellness” came about to understand how the transition of these terms occurred throughout the past 20 years. From “beauty - beauty therapy - skin care - spas - med spas - anti-aging - laser and now wellness!! These terms indicate how the profession has taken a turn towards health and personal happiness. These terminologies have an impact on the psyche of the mind as they infer specific images from each word. These words inspire hope and this is how the world survives.

### History of the esthetic profession

The industry started off with physical beauty in the 1950's from hair care, nail care to artificial nails and a great deal of thick make-up to hide skin imperfections. When skin care became the focus in the industry in the 1960's, the public concentrated on clear clean natural skin care with less make-up. Then the word “spa” exploded in the

marketplace and everyone became more aware of how important it was to focus on the mindful experience of the beauty spa treatments. Skin care salons converted to “spas” suggesting to the public that it was not sufficient to have the skin looking beautiful naturally, but also the treatments and environment made your mind relaxed and peaceful.

The medical professionals had always kept themselves apart from the estheticians since they viewed them as lower level professionals in skin care. The public was brainwashed to go to doctors for any skin conditions, even acne and not to visit estheticians. However, the popularity of the spas grew rapidly, and the medical profession began to see the lucrative aspect of the spas and became involved with the beauty and spa professionals leading to med spas. The term Medspa suggested that doctors can offer the same spa experience but more medically controlled since they were the main force behind health. Or so it was inferred. The turnaround occurred as some of spas began to hire doctors and nurses instead to work with them in their spas. This enhanced the lucrative aspect of the spas to the medical profession as they had contact

with more new patients. This turn-breaking phenomena occurred in the USA before Europe and Asia which is still focused on beauty.

### The Impact of terminology on the Mindset

In the early 2000's, the industry began to move forward and the term "anti-aging" emerged. This term inferred that one can ward off the physical aspects of aging with certain treatments. Focus was particularly on healthy eating, fitness and anti-aging treatments using Botox, fillers and chemical peels to make wrinkles, caused by aging, diminish or disappear. The aging population was increasing rapidly and they became more aware of their waning beauty and health status. They wanted to maintain their physical beauty both in face and body. The baby boomers had the monetary means to "fix" their physical state with exercise and nutrition. The gym, especially in hotels had lain in dust for a long time and had lost their appeal. They began to get busier as the public began to regain interest in fitness. Everyone began to work out to achieve and maintain a healthy youthful body. Personal trainers became in demand and fitness classes abounded at the gyms. This led to an expanding fitness fashion which became more appealing. Fashion houses expanded their fitness gear for the public especially the aging baby boomers who had the means to spend to enhance their appearance with attractive exercise clothing. As the public became more aware and more focused on achieving a more youthful body, they became more aware of the importance of eating healthier, and a new industry of healthy nutrition exploded in the market with dietary supplements becoming sought after.

One industry does not exist in a vacuum as each segment of the industry affects the other as the transition to healthy living continues today. Now the term "Wellness" is synonymous with healthy living. People became aware of wellness to maintain health which is taking as much importance as physical beauty. The aging baby boomers have more monetary means to take care of the physical aspects of aging



and cosmetic surgery grew rapidly in popularity as they realise that their lifespans are shortening.

With the surge of the aging population, it was obvious that aging diseases will increase. Twenty years ago, heart disease was the number 1 killer among men. However, heart disease is more prevalent today among women who have become as powerful as men in the work force since they have become more exposed to stressors in the workplace. The combination of juggling work, home and spouse has taken a toll on women, many of whom work as hard or even harder than their partners.

### Environmental stressors

The world has to be able to feed the growing population which has almost doubled today and scientists are working hard to find a solution. A new plethora of food ingredients and supplements had to be developed to produce sufficient food to feed the world population. Hormones and antibiotics and chemicals were developed to stave off world hunger. Today animals and foods are raised with hormones and chemicals to grow quickly and provide sufficient food for human consumption. Therefore, even if you eat healthy and work out physically, there is no guarantee that you will not be exposed to chemicals in the environment. Almost everything we use today contain chemicals so it is impossible to avoid them completely. Many years ago, the public was very concerned with the plastic bottles that contained soft drinks and water and the

public changed over to specific bottles that are supposedly cancer-free.

### MY PERSONAL EXPERIENCE

With my background in health, I would read about people suffering from cancer and diseases and I would simply think "that will never happen to me" since I led such a healthy lifestyle. But I have now learnt my lesson and swallowed my ignorance.

This past year, I was living my happy healthy life and had discovered a new passion in life, namely "dancing"! It empowered me to develop a new lifestyle where I danced almost every day of the week. I dropped my other activities such as tennis and lost myself in the musicality of the dance. Dancing makes you forget your stressors and I took dancing lessons of all kind to develop my new passion. Then suddenly, one day, I discovered a lump in my right breast! I thought to myself that it would be nothing significant since I knew I always had fibrous tissue in my breasts and was unable to breastfeed my children. This led to the discovery of another tiny lump in my other breast. I had to get them biopsied to diagnose them accurately. When the results returned, it was positive! I was so shocked to learn that I had breast cancer! I had a team of doctors assigned to my case and after collaboration, they agreed that I should consider a mastectomy - and as soon as possible, before any cancer cells moved into the lymphatic system! This was all so new and shocking to me! I felt pressured to make my decision as

## *Focusing on getting back to dance was a strong motivation to heal as soon as possible...*

quickly as possible - within a month before the summer arrived. All this occurred within a period of 2 months and I had great difficulty accepting that this was happening to me, the health guru in the family and esthetic industry!

However, I was always a calm practical person and I analysed my life situation thoroughly. I made a quick practical decision to remove one or both breasts! I lived in a kind of surreal world at that time and began to do research into cancer, particularly breast cancer on the internet. A lot of the information online was negative and depressing. Then my plastic surgeon referred me to one of her patients who was a breast cancer survivor and she proved to be so helpful and motivating that I began to feel hope and positivity. I finally made a quick decision to have double mastectomies so that I would avoid chemotherapy and radiation which I considered to be the most frightening part of the treatment.

I met with my medical team and it was uplifting when they told me that they can perform both operations, removal of both breasts and place implants simultaneously! This is what advancement of breast cancer is today! It was amazing that this technology was now available so that women don't have to wait before they decide to have breast implants so we can look and feel normal. Studies showed that when women had the implants placed at the same time, the depression was greatly reduced as women felt more confident in themselves.

Technology has accelerated so much that there are research centres available where biopsies can be sent to be analysed and they will be able to help give indications whether your risks for mastectomy or chemotherapy/radiation would be best for you. My oncologist was very hopeful that my biopsy findings will be very low numbers so she encouraged me to make the decision to go ahead with the double mastectomy. After all, there are so many women out there who have to pay for their breasts implants but

for cosmetic reasons. I did not have to since it was a medical situation and expenses were borne by our caring and wonderful Canadian government. After all, the breasts are accessories to the body but I honestly believe that one's personality defines a person, not the body parts. But we can always enhance the body with accessories such as attractive clothing. Yes, I consider myself very lucky that our Canadian system works like this.

Studies have shown that dancing is a wonderful anti-aging solution! It keeps the body youthful by being physically fit and mobile. It is an excellent cardio workout (especially salsa and bachata), it is a social and happy passion and best of all, releases stress and tension mentally. You forget all your problems while dancing and everyone is smiling and happy. And you can dance at any age! Why sit at home watching TV when you can dance, meet people and be happy! Lately, there is a marked increase in the aging population who has discovered dancing and this has led to a significant number of mature students at dancing schools. Truly a new phenomenon!

Focusing on getting back to dance was a strong motivation to heal as soon as possible! The usual healing time for the surgery was about three months but I was very concerned that I would not be able to move my arms overhead to dance! So the thought of not being able to dance for so many months was my motivation and I was more determined to do the operation as soon as possible! I concentrated on healing myself by focusing on the following:

- 1.** Perform your daily exercises faithfully
- 2.** Surround yourself with happy positive people
- 3.** Avoid any environment that makes you feel unhappy
- 4.** Avoid complaining/negativity but be grateful for what you have instead
- 5.** Create an environment that cheers/makes you happy
- 6.** Focus on an activity that you always liked and will absorb your emotions

e.g. a new passion providing that you can perform it safely and will not be detrimental to your present health

**7.** Think positive in every negative situation – see the positivity of the event, think how lucky you are to be alive and what you have. Your vantage point is there are others who have less than you and do not have what you have

**8.** Get involved with organisations to help others. This may take your mind off your own situation, e.g. cancer volunteer organizations, helping the homeless, single mothers

**9.** Buy healthy foods especially organic such as hormone free meat etc. Read as much as you can about healthy eating

**10.** Psycho-Bio-Social model: Healthy thoughts/Actions: When you think healthy (psychological), you will feel healthy (physiological) and you will take positive actions (social)... For example, if you think good and positively about yourself, you will feel good and this will motivate you to ACT in a positive manner. Others will see your positive behaviour and be motivated and inspired by you!

### Conclusion

I followed the above recommendations and was healing within six months! My medical team found my attitude so positive and amazing! Due to my quick recovery, I volunteered to help others who suffered similar conditions.

I was already back to my normal lifestyle because I was determined to get back to my passion of dancing. That was my strongest motivation. I lead a very active healthy life outside my work and am happy to be in contact with anyone who needs help. I hope this personal revealing article will inspire others to go forward with positivity to lead a happier life.

You are not alone in your situation and sharing with others can make you enjoy life much more. Helping your clients by giving them advice and encouragement can go a long way, so continue to use the word Wellness to motivate them. Terminologies like these can have a powerful impact on the psyche of the mind and inspire us to achieve that positive mindset. Mankind survives on hope...

# Setting up a Beauty Salon

## Part 2



Last year, CIDESCO released an expert guide to ‘Setting up a Beauty Salon’.

**Setting up your own beauty salon is a dream of many therapists and entrepreneurs. When trade publication, Professional Beauty magazine asked Beauty Therapists ‘what is your ultimate goal as a Beauty Therapist?’, 40% said it was ‘to open my own salon.’ Running your own beauty salon business can be rewarding in many ways but making it a success can be a challenge and fraught with obstacles. It’s not all about beauty, as business skills are essential.**

**Here is the second part of advice given by our own successful beauty business owners to help the next generation of beauty entrepreneurs.**

### PUT SYSTEMS IN PLACE

*Systems and processes are the backbone to a successful business delivering results to your bottom line, even when you’re not around. They free up essential time and can be adopted easily by your employees.*

Systemise as much as you can, testing and reviewing to check that each one works for your business. This includes:

- Business planning – it’s important to know where you are and where you plan to get to within a certain time period. Allocating dates and Key Performance Indicators (KPI’s) each step of the way will make your goals more achievable.
- Staff Rotas and induction/training processes - choose a programme which simplifies the staff rota and enables you to diarise training days and appraisals.
- Bookings – an efficient booking system is essential and many salon businesses now have live online booking services to capture bookings 24 hours a day.
- Stock Control – real time visibility of your stock levels is important. Have processes in place for receiving and deleting stock quantities.

- Accounts – there are a number of excellent IT accounts systems which enable you to budget and forecast, pay suppliers and handle payments.
- Marketing – systems have radicalised the marketing function of all businesses. From email and SMS activities to loyalty campaigns and recruitment drives, automated marketing ensures your business is communicating with current and prospective clients ongoing. Capture data on your clients at every opportunity and use this to tailor your marketing to them.

*“My managers and I have open communication and meetings with employees, weekly and monthly, to keep them engaged and informed of any changes, concerns, accomplishments, etc. This format keeps all staff on the same page and leaves less opportunity for hearsay. They feel they’re part of the company, they have a voice and I want to hear what they have to say.*

*Communication is key.”*

**Chris Damolaris**  
Board member, Cosmetologists  
Chicago, USA  
Owner, Frank Gironda Salon & Spa

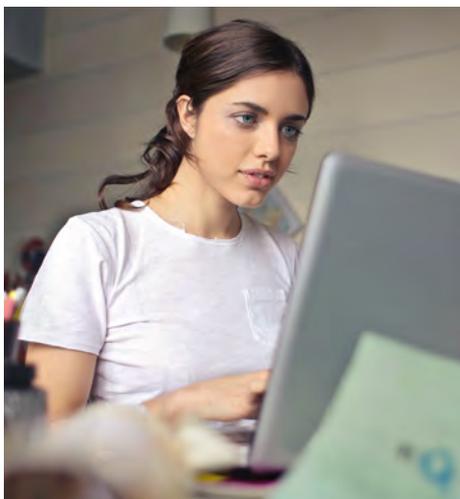
*Your business has a greater chance of growth when you play to your strengths, setting goals and planning for the future.*

### ALLOCATE BUDGET TO MARKETING

*It's no good having a beautiful salon if no one knows about it. No matter how great your treatments and service are, if you don't market your business, you will struggle. Therefore allow sufficient budget in your business plan for planned marketing activities throughout the year.*

Marketing covers a wide range of tactics including advertising, direct sales, public relations, social media and partnerships amongst many others. As a new business, try to find creative, low cost ways of reaching your customers.

1. Get involved in your local community. Find out who runs your local Mothers groups and teacher-parent associations. Provide pop-up salon experiences and treatment prizes for events and fundraisers. Ask local cafes, libraries, community halls to take your flyers. Make an exclusive offer to the staff of businesses in the area.
2. Set up and post on your social media sites. Connect with other local businesses and form an online community. Success comes with engaging with your followers so remember to give them helpful information rather than simply trying to sell your services. Encourage your customers to post a selfie of themselves at your salon with your company hashtag.
3. Introduce exciting new treatments which aren't available nearby and invite a journalist from your local newspaper or magazine to review.
4. Boost your online reviews. The majority of customers seek out online reviews so encourage your happy customers to post theirs.
5. Introduce beauty tutorial videos on your website. Become your own beauty blogger with 'how to' videos introducing prospective clients to your treatments and product lines.



### MONITOR CASH FLOW

*Cash flow, the money that comes in and goes out of the business, is the lifeline of your salon so it's important to monitor your figures daily.*

When running a salon, you are looking to have more money coming in than going out daily. Not having enough to pay your daily expenses could result in the business failing which can happen to even the most profitable of companies. The solution is to anticipate the business demands by drafting a cash flow projection. This will identify any short falls in cash you might encounter and enable you to prepare for these occasions.

### WORK ON THE BUSINESS

*Most successful salon owners will tell you that a lot of their time is spent working on the business. You are the visionary, in charge of the bigger picture when it comes to business development and it's difficult to achieve this if you are too involved in the day to day operations.*

When you first start your business you might find that you're working across every aspect of the business, from therapist to receptionist to purchaser and manager. In the early days this might be necessary but while you're doing this it's difficult for you to become an effective leader. Your business has a greater chance of growth when you play to your strengths, setting goals and planning for the future.

Learn to delegate to your employees, identifying those who are better at doing certain tasks than you are. The longer you spend time on these areas, the less opportunities you will have for growing your business.

With clear systems and structures in place along with the right staff, your business productivity and profit is certain to increase.

- Make a list of every expenditure you are expecting over the year along with potential income on a month-by-month basis.
- Stay on top of your invoicing and ensure that your debtors pay promptly or even in advance. Look at ways of encouraging clients to pay up front for certain treatments, create packages for up-front payment, or join your loyalty membership scheme which gives them a number of benefits in return for advanced payment.
- Set up credit facilities before you need it and lease expensive equipment rather than purchase.
- Evaluate your expenses on a regular basis, only spending when you consider the purchase to be moving your business forward.

Remember that cash flow is driven by client retention, employee retention and retail sales so make sure you have strategies in place to ensure these elements of the business are working successfully.

**[Read the full CIDESCO Guide to Setting up a Beauty Salon at cidesco.com/introducing-guidelines-to-setting-up-a-beauty-salon/](https://www.cidesco.com/introducing-guidelines-to-setting-up-a-beauty-salon/)**



2018

# Diary Dates

## MAY

**03 - 05 Asean Beauty,**  
Bangkok, Thailand  
[www.aseanbeautyshow.com/](http://www.aseanbeautyshow.com/)

**05 - 06 Cosmetica Stuttgart,**  
Stuttgart, Germany  
[www.cosmetica.de/fachmessen/](http://www.cosmetica.de/fachmessen/)

**05 - 08 International Beauty Expo,**  
Kuala Lumpur, Malaysia  
[http://elite.com.my/ibe/ibe\\_kl/](http://elite.com.my/ibe/ibe_kl/)

**14 - 16 Beauty World Japan,** Tokyo,  
Japan <https://beautyworld-japan.jp.messefrankfurt.com/tokyo/en/visitors/welcome.html>

**20 - 21 Professional Beauty Durban,** Durban, South Africa  
[www.probeauty.co.za/durban.htm](http://www.probeauty.co.za/durban.htm)

**22 - 24 FCE Cosmetique,**  
Sao Paulo, Brazil  
[www.fcecosmetique.com.br/pt](http://www.fcecosmetique.com.br/pt)

**28 - 29 Beauty & Spa Expo,**  
Delhi, India  
[www.beautyandspaexpo.com/](http://www.beautyandspaexpo.com/)

**30 - 01 PhilBeauty,**  
Manila, Philippines  
[www.philbeautyshow.com/](http://www.philbeautyshow.com/)

**30 - 02 Beauty Show Krasnodar,**  
Krasnodar, Russia  
[www.beautyshow.su/en-GB](http://www.beautyshow.su/en-GB)

## JUNE

**02 - 04 Premier DaySpa,**  
Orlando, Florida  
[www.premierdayspa.biz/](http://www.premierdayspa.biz/)

**02 - 04 Beauty Macedonia,**  
Thessaloniki, Greece  
[www.helexpo.gr/en](http://www.helexpo.gr/en)

**03 - 04 Ebio, Guadalajara, Mexico**  
[www.ebio.mx/](http://www.ebio.mx/)

**04 - 05 Professional Beauty Delhi,**  
Delhi, India  
[www.professionalbeauty.in/](http://www.professionalbeauty.in/)

**21 - 23 Beauty Expo Uzbekistan,**  
Tashkent, Uzbekistan  
[www.exposition.com/](http://www.exposition.com/)

**21 - 23 Beauty Expo Kazakhstan,**  
Astana, Kazakhstan <http://exposition.com/?lang=en>

**23 - 24 Cosmetica Frankfurt,**  
Frankfurt, Germany  
[www.cosmetica.de/cosmetica-frankfurt](http://www.cosmetica.de/cosmetica-frankfurt)

## JULY

**05 - 08 The Aesthetic Show,**  
Las Vegas, USA  
[www.aestheticshow.com/](http://www.aestheticshow.com/)

**09 - 12 Cosmobeaute Malaysia,**  
Kuala Lumpur, Malaysia  
[www.cosmobeauteasia.com/index.php/malaysia](http://www.cosmobeauteasia.com/index.php/malaysia)

**10 - 12 Nigeria BHExpo,**  
Lagos, Nigeria  
[www.nigeriabhexpo.com/](http://www.nigeriabhexpo.com/)

**19 - 21 Vietbeauty,**  
Ho Chi Minh, Vietnam  
[www.vietbeautyshow.com/](http://www.vietbeautyshow.com/)

**29 - 31 Cosmoprof North America,**  
Las Vegas, USA  
[www.cosmoprofnorthamerica.com/](http://www.cosmoprofnorthamerica.com/)

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# CIDESCO World Congress & Exhibition 2018 Stockholm, Sweden



## BEAUTY of the Northern Lights

SAVE  
THE DATE!

### CIDESCO Section Sweden invites you to the 66<sup>th</sup> CIDESCO Congress in Stockholm Sweden 6-9 September 2018

The Nordic Lights will inspire you and give a new, modern touch to the congress.

This year we have stepped away slightly and changed the order of the meeting schedule so you can also experience our successful exhibition.

Dont miss the opportunity to attend excellent lectures, exhibitions, competitions and much much more.

The amazing social events will take you everywhere from Alfred Nobel to Pippi Longstocking in the Beautiful City of Stockholm also known by the name "Beauty on Water".

The Theme for the CIDESCO Make-up & Body Art competition is  
"Gods and Creatures of the Norse Mythology".

#### Program

Thursday 6 <sup>th</sup> September	Friday 7 <sup>th</sup> September	Saturday 8 <sup>th</sup> September	Sunday 9 <sup>th</sup> September
<b>09.00 - 18.00</b> Exhibition hud & kosmetik Kistamässan	<b>09.00 - 17.00</b> Exhibition hud & kosmetik Kistamässan	<b>09.00 - 17.00</b> General Assembly by invitation only Waterfront	<b>09.00 - 17.00</b> Schools Meeting by invitation only Waterfront
<b>10.00</b> Opening Ceremony Kistamässan	<b>13.00 - 15.00</b> PR Meeting by invitation only Kistamässan	Closing Ceremony by invitation only Waterfront	Examiners Meeting by invitation only Waterfront
<b>12.00</b> CIDESCO Make-up & Body Art competition Kistamässan	<b>19.00</b> Culture Evening Junibacken	<b>19.00</b> Gala Dinner Winterviken	

The venue for the congress is Stockholm Waterfront Congress Center.  
To book a room at the hotel, please visit [www.cidescocongress2018.com](http://www.cidescocongress2018.com)



[www.cidescocongress2018.com](http://www.cidescocongress2018.com)

CIDESCO Section Sweden  
Sveriges Hudterapeuters Riksorganisation



# Around the World

*Congratulations to everyone who passed their CIDESCO examinations recently.*



*Successful students at BLAZE BEAUTY ACADEMY (IN557) Pune, India with CIDESCO Examiner Marle Vasloo*

*International CIDESCO Examiner Ms Jeannie Sim (centre) with Ms Julie Lew (3rd from right) at the Finesse Beaute Academy CIDESCO Graduation in Malaysia.*



*Students from the Cinta Aveda Institute in San Francisco celebrate achieving the CIDESCO international exam with CIDESCO Examiner, Jean Chen (centre). The Cinta Aveda Institute offers career programs in Cosmetology, Esthetics, CIDESCO, Barbering, and Makeup with students from many areas of the world.*

## CIDESCO Associate Members



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[www.biologique-recherche.com](http://www.biologique-recherche.com)

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[www.voya.ie](http://www.voya.ie)

CosMed Kft [www.pandhys.com](http://www.pandhys.com)

Decaar Cosmetics [www.decaar.com](http://www.decaar.com)

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Image Medical Spa  
[www.imagemedicalspa.co.nz](http://www.imagemedicalspa.co.nz)

Ilcsi Beautifying Herbs  
[www.ilcsi-natural-cosmetics.co.uk](http://www.ilcsi-natural-cosmetics.co.uk)

Nell Health, Beauty & Laser Clinic  
[www.nelllaser.com](http://www.nelllaser.com)

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Tip Touch International [www.tiptouch.com](http://www.tiptouch.com)

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

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*There are a number of benefits for an Associate Member of CIDESCO, including use of the CIDESCO Associates logo, a profile on the CIDESCO International website and connection with the CIDESCO global membership which spans over 40 countries across five continents.*

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T +41 44 448 22 00  
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