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& SPA THERAPY

CIDESCO INTERNATIONAL

# LINK

Issue 89 · 2019

**CIDESCO Supports**

# Glitter Ban to Save the Environment

## INSIDE THIS ISSUE

- Join the Mammoth Step Challenge
- The changing role of the Cosmetician
- The CIDESCO Guide to Becoming a Make-up Artist Part 2
- And all the latest member news

# President's Message



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

*“If each of us can walk at least 5,000 steps on this day, then we should be able to achieve this. Anything we can do to enhance our own well-being and live well is a good thing, don't you think?”*

## **DEAR FRIENDS AND COLLEAGUES**

Welcome to our second LINK issue of the year. This first part of the year has involved lots of forward planning and travelling to strengthen the relationship between our members and work more as a team. Our quarterly Board meetings in Zurich have been inspirational as the Board creates a strategic business plan that will be a road map for the future of CIDESCO. As part of this strategy, we have created a mission statement which we hope you will embrace with us:

**Together  
Everyone  
Achieves  
More**

I'm also pleased to announce that the registration link is now open for the 67th CIDESCO World Congress which takes place in Chicago, USA from 19th to 23rd September. Hosted by CIDESCO Section USA, the CIDESCO Congress takes the theme of 'The Architecture of Beauty' bringing together spa and beauty professionals from around the world. Please [click here](#) to register. In Chicago we will focus on building our relationships with Schools and Sections with personal meetings and workshops. I am looking forward to seeing as many of you as possible there.

As many of you are aware, as a respected global organisation, we have the authority to make a difference. On this note, we are supporting a ban on plastic glitter in cosmetics. Standard glitter contains plastic which when thrown away, causes harm to marine life and our planet's sustainability. There are alternatives, so if you want to use glitter products, I urge you to find non plastic alternatives.

Each year we support Global Wellness Day in June and it's always a joy to see so many of you join in. This year, we've set ourselves a Mammoth Step Challenge to collectively walk 500,000 steps. If each of us can walk at least 5,000 steps on this day, then we should be able to achieve this. Anything we can do to enhance our own well-being and live well is a good thing, don't you think?

Finally, don't miss out on the excellent features in this issue. We have a fantastic article on the changing role of the cosmetician and useful tips on meeting the needs of millennials. There is also a thought provoking article by Corrine Brown on palliative care volunteering and the second part of our 'How to be a Make-up Artist' Guide which is proving a popular read.

Enjoy reading and don't forget to send through your comments and feedback which we love to receive.

**Best wishes**

**Anna-Cari Gund**



# CIDESCO Supports Ban on Glitter

*“As a worldwide organisation with a large number of members and students, we know that we can make a difference to our environment. It is in our best interests to reduce plastic pollution as much as we can.”*

**CIDESCO calls on its global membership to help protect the environment and health of the planet by advising their schools, students and make-up artists to only use glitter made from non-plastic alternatives during their make-up courses and general make up artistry. With many students doing make-up skill training using the CIDESCO syllabus and examination, this is an important move to ensure change happens in the industry.**

Standard glitter that is used for dramatic and costume make-up designs is made from etched aluminium that is bonded to a form of micro-plastic called polyethylene terephthalate. Micro-plastics such as these, when thrown away, are an ecological hazard, particularly in the oceans, causing harm to marine life and often ending up in the stomachs

of fish and birds. It's not only our marine life we are concerned about, as studies have shown that fish consumption of micro-plastics finally result in toxins further up the food chain.

With the ban of microbeads taking shape, CIDESCO believes it is now time for authorities and brands in the beauty industry to take note of plastic-bonded glitters and act quickly to ban its use. Commenting on the issue, CIDESCO International's President, Anna-Cari Gund says;

*“As a worldwide organisation with a large number of members and students we know that we can make a difference to our environment. It is in our best interests to reduce plastic pollution as much as we can. Our appeal extends beyond our organisation as we ask people to reconsider and re-educate themselves on the products that they are using”.*



## Registration open for the **CIDESCO World Congress**

**Hosted by CIDESCO Section USA, the CIDESCO Congress takes the theme of 'The Architecture of Beauty' bringing together spa and beauty professionals from around the world.**

The five-day event will host meetings with CIDESCO Examiners, Schools, a General Assembly and Expo. CIDESCO International President Anna-Cari Gund of Sweden will be a special guest along with CIDESCO Diplomates, Delegates and Associate Members. The World Congress offers estheticians, spa and beauty professionals valuable educational lectures, a cultural evening and the famed CIDESCO Make-up and Body Art Competition.

Educational offerings will explore techniques, ingredients, trends, procedures and business building offerings. There is also a full cultural programme including the CIDESCO World Congress Gala Dinner.

The venue for the CIDESCO World Congress is the Hyatt Regency Chicago, an expansive hotel facility minutes from internationally recognized stores and restaurants on Chicago's Magnificent Mile, as well as the sprawling Millennium Park and entertaining Navy Pier.

**Please click on the below link to sign up.**  
[www.cidescoworldcongress2019.com/register](http://www.cidescoworldcongress2019.com/register)



**We're pleased to introduce you to our newest team member at CIDESCO Head Office, Jennifer Fuerst. For the past seven years, Jenni has worked in accounting and is now taking care of financial queries for our membership.**

After graduating from High School in Switzerland, Jenni became an exchange student in the US to improve her English skills. Being half Swiss and half Filipina, she grew up with two different cultures where she started to gain an interest learning about other countries. Although long distance flights aren't her favourite thing, Jenni loves to travel around the world where she enjoys meeting the locals and trying out new food. As an animal lover since childhood, she lives happily with her two cats and her boyfriend.

# CIDESCO meet in Italy



CIDESCO senior representatives were out in force at Cosmoprof in Bologna, Italy earlier this year to take to the stage to present, meet with industry influencers and spread word of CIDESCO as the World Standard for Beauty and Spa Therapy. This included CIDESCO International's President, Anna-Cari Gund and New Business Development Officer, Jacqueline Kennedy along with CIDESCO Section Italy President, Dr Andrea Bovero, who had created an exciting new futuristic project - SPACE99, an experimental wellness zone and path featuring the unmistakable design of architect, Simone Micheli.

CIDESCO Section USA Chairman, Lydia Sarfati was also present along with Vera Zec, President of CIDESCO Section Serbia.



Photos from the recent USA America's Beauty Show



## CIDESCO is inviting you to join us this Global Wellness Day (GWD) on 8th June for the CIDESCO Mammoth Step Challenge.

We will be aiming to achieve an overall goal of 500,000 steps with each participant walking at least 5,000 steps. CIDESCO members worldwide will be coming together to enhance their own wellbeing and set an example to others by following the GWD manifesto of living well. The walking challenge is part of GWD's seven step manifesto.

For the member who walks the most steps, CIDESCO will be rewarding them with a Well-being Goody Bag full of fantastic products from our CIDESCO Associates.

CIDESCO members will be sharing their experiences of the challenge across all social media channels on Global Wellness Day by posting a 'selfie' with an App showing the number of steps taken on 8 June 2019, using the hashtags #CIDESCOGWD #globalwellnessday.

Announcing CIDESCO's Mammoth Step Challenge, CIDESCO International President, Anna-Cari Gund says "We all take our health for granted until sometimes it's too late. Global Wellness Day reminds us all to look at the way we are living and to take some simple 'steps' to change it for the better. By bringing the CIDESCO membership together on this important day, we can really drive the message home on an international level. We are looking forward to a very rewarding and enjoyable day."

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



## Paid internships give students career snapshot

The turning point for many of New Zealand's Elite School of Beauty & Spa students has been the opportunity to study and get paid internships, while completing their qualifications. Supporting students into their first job is beneficial for both parties, and ensures students have current skillsets required for employment.

A level 5 programme at Elite is 36 weeks in length, but by the 30 week mark, students are ready to cut their teeth in the industry, and are able to do this with the first 200 hours being an internship. Elite has a lengthy list of over 20 internship partners which include CACI, Forme Spa, Ragdale Hall and Pullman Spa to name but a few.

Elite School of Beauty & Spa, General Manager, Kelli Kemara said, "Supporting our students into work in the beauty industry is such a rewarding experience. Through our internships, students have the benefit of Elite staff guiding them through what can be a challenging transition from study into the workforce. Our industry partners also benefit from this support, plus they have the opportunity to give us real-time feedback and updates on our students' progress. We strive for excellence at Elite and use this information from industry to continuously fine tune our programmes and build on the experience for students."

Around 80% of Elite students have gained internships and reaped the benefits with ongoing work, and job offers. Graduating in 2018, Lorene Whitburn studied a Diploma in Beauty Therapy at Elite and was the first student to obtain a beauty therapy role with CACI in Manukau, Auckland.

Lorene chose Elite to study at due to their good reputation and thorough training. She added, "I've always had a fascination for skin health and making people feel confident with how they look."

Working closely with the beauty industry, and having Elite School of Beauty graduates like Lorene succeeding in the rapidly growing beauty therapy workforce, is the ultimate measure of success for the Elite team.

## Donate-a-loo update

In the last issue of LINK we spoke about an incredible project established by Helene Bramwell Weber, CIDESCO Honorary President and recipient of CIDESCO's Medaille d'Or award in 1998 and owner of The Mask Skin & Body Clinic (est 1971). Helene established the Donate-a-Loo Schools Project to 'gift' toilets to some of the most needy schools in South Africa until such time as the Education Department could provide permanent toilets with running water.



We're pleased to report that two schools in Gauteng, Johannesburg have received six Enviro Loos each. The Rotary Club, New Dawn, Parkview is committed to support this initiative to place 200 toilets as the first phase.

A 5 Euro donation will make a big difference to this project to provide toilets and healthy sanitation to the children most in need.

**If you would like to support the Donate-a-Loo Schools Project please visit [www.backabuddy.co.za/charity/profile/donate-a-loo](http://www.backabuddy.co.za/charity/profile/donate-a-loo)**

### CIDESCO FACIAL TRAINING CLASS SELL OUT

Chairman of CIDESCO Section USA and CEO and Founder of Repêchage®, Lydia Sarfati, hosted a sold-out CIDESCO facial massage class for 70 professionals at IECSC Chicago. The class was also a sell-out this year at IECSC New York.



# New Record for LTA



**When India's biggest CIDESCO school sets a new record for passing the largest number of students in one attempt, then there is no better way than to say "Thumbs up".**

LTA school of beauty raised the bar recently when over 65 students successfully qualified in their CIDESCO Diplomas to enter into the professional world of Beauty Therapy and Make-up Artistry.

To add to this, LTA which has branches in Mumbai, Pune and New Delhi, took an important step forward by going for the Online Assessment method for the CIDESCO theory exam this season. By doing so, LTA could conduct theory exams for its students simultaneously across all its CIDESCO schools throughout India, thereby increasing efficiency of time and convenience.

A record of almost 100 Students participated in the Theory & Practical Exams across LTA Schools in India.

# Russian Beauty

This February saw the 17th International Cosmetology and Esthetics competition take place in Saint-Petersburg, Russia. The competition took place as part of the exhibition "Nevskiy Bereg" co-organised by CIDESCO Section Russia. There were two prize categories: "Young specialists" and "Professionals", divided into three specialities: "Facial treatment", "Body treatment" and "Esthetician Equipment".

This year's event set a record for a number of countries represented. Representatives from 14 countries participated in the event including: Bahrain, Belarus, Germany, Cyprus, Cuba, Latvia, Russia, USA, Uzbekistan, Ukraine, Switzerland, Sweden, Finland and Estonia. The winner's trophies went to Belarus, Germany, Latvia, Cuba, Switzerland and a number of cities in Russia.



Speaking of the event, Mikhail Semenov, President of CIDESCO Section Russia, says "We are particularly pleased to note the success of the contest, as this year's event was the 20th anniversary of CIDESCO Section Russia. It was 20 years ago that Russia was admitted to the international CIDESCO organisation!

"We are also pleased to note the active participation of the students of

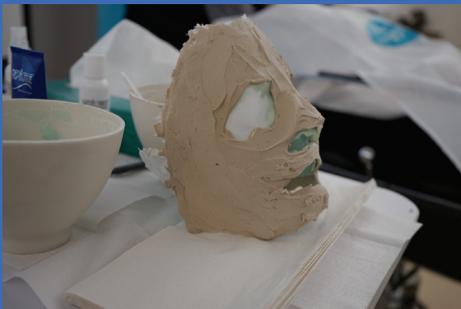
Russian section of CIDESCO, many of whom showed their professionalism and were prize winners in this prestigious event.

"We wish the participants continuous success in their professional work. We are very grateful to all the organisers, referees and sponsors of this landmark event in the field of the beauty industry."

# First in the USA



Top: Bellus Academy students learned about signature esthetic treatments and protocols; Right: Repechage founder and Chairman of CIDESCO USA Lydia Sarfati inspires Bellus Academy students; Below: The four layer facial; Below right: Paul Dykstra, President of CIDESCO USA joined Lydia Sarfati, Chairman of CIDESCO USA and Lynelle Lynch, owner of Bellus Academy.



## LYNELLE LYNCH, OWNER, BELLUS ACADEMY AND PRESIDENT OF THE BEAUTY CHANGES LIVES FOUNDATION

It has been said that good things come to those who wait. Nearly a year after the announcement that the CIDESCO Certificate in Skincare was coming to America, Bellus Academy celebrated becoming the first U.S. school to offer the certificate. The news was greeted with enthusiasm by esthetic educators, students, alumni, estheticians and leading spa owners throughout Southern California.

To celebrate, Bellus Academy welcomed skincare pioneer Lydia Sarfati, founder and CEO of Repechage and Chairman of CIDESCO USA along with Paul Dykstra President of CIDESCO USA to the campus on January 23-24. During their visit, Paul and Lydia provided an overview of the history of CIDESCO and the importance of the NEW CIDESCO certificate. In addition to the CIDESCO presentation, Lydia provided hands-on demonstrations of her signature "Four Layer Facial" along with several other proprietary esthetic treatments she pioneered for CIDESCO.

For Southern California's leading spas and esthetic studios, Lydia joined Bellus Academy at the exclusive L'Auberge Spa, where she shared her American success story and signed copies of her memoir, *Success at Your Fingertips: How to Succeed in the Skincare Business*. "After more than four decades in the skincare industry, I continue to be inspired by the opportunities this amazing industry presents to blend my passion for beauty, science and therapeutic treatments," said Lydia. "And I'm equally inspired to help the next generation of spa professionals help their clients achieve their skincare goals." Lydia also remarked on how this important credential arrives in America at a very opportune time. "U.S. salons and spas are pioneering exciting and inspiring new treatments. The CIDESCO Certificate in Skincare complements advances in treatments with the most important ingredient to support long-term client growth and retention—knowledgeable skincare professionals," she said.

Beyond offering the CIDESCO Skincare Certificate to enrolled students, Bellus is actively promoting the certificate to alumni who regularly return to campus for advanced education as their careers evolve. Spa authority Joanne Berry helped get the CIDESCO word out to the Spa Connection network.

"In introducing the new certificate, the Bellus Academy esthetics team gave careful consideration to how the credential complements our esthetics curriculum. We chose to bundle the CIDESCO Skincare Certificate into our Advanced Education program because we view it as a powerful differentiator for graduates entering the workforce, and a portable, globally-recognized standard of excellence that allows students to pursue opportunities at the world's most prestigious spas. Bellus educators are also being trained as proctors to administer the exam.

As we prepare the industry's next generation of estheticians, Bellus Academy is honored to offer the CIDESCO Skincare Certificate. Employers' demand for esthetics professionals is projected to reach 200,000 in the next 10 years and the lines between beauty and wellness continue to blur. The addition of the CIDESCO Certificate complements other esthetic enhancements at Bellus Academy. For example, we've integrated eyelash extensions into our advanced esthetic education program and in 2016, Bellus became the first school in America to offer the Wellness for Cancer training. This program equips esthetic students to provide facials to clients living with or recovering from cancer."

**As esthetics continues to evolve, Bellus Academy views the CIDESCO Certificate in Skincare as an important solution to prepare the next generation of esthetics professionals.**

# High standards in China



**Around 70 candidates recently took the CIDESCO exam in Dalian, China. The Dalian Monita School is proud to have trained more than 1,000 professional beauticians with CIDESCO certificates in 15 years.**

The students were examined by Ms Anne Lindsay, a CIDESCO examiner from Wellington, New Zealand who came to Dalian for the first time. Ms Lindsay was surprised and amazed at the high standards of teaching and the professional level of students in Dalian School. This is her second visit to China but it had been 20 years since her last visit. The bright prospects for the development environment of the beauty industry and the high quality of the professional teaching team and students in Monita School made her feel the tremendous changes and developments in China in recent years.

Coincidentally Ms. Anne Lindsay's birthday was the same day as the exam! The teachers and students in the Dalian Monita school made a birthday cake for Ms. Anne Lindsay to present to her at the end of the exam. They also organised a birthday party, a birthday song, beautiful flowers and sincere wishes for Ms Anne Lindsay as a way of celebrating her birthday in China. With the care and warmth of friends, she was moved to tears and thanked students and teachers.

Over the years, the Dalian Monita School has met more than ten CIDESCO examiners from different countries, all who have highly praised the School for its teaching level and professional accomplishment. In particular, they praised CIDESCO's rigorousness in technology, love and beauty which brings more talent to the international beauty industry.

Ms Anne Lindsay said Dalian Monita has very high standards and the students are a credit to themselves, their tutors and the Principal. They are very confident in their practical work and their case studies and projects are of an extremely world-class high standard.

This time an increased number of male candidates took the CIDESCO exam. "It was very exciting to see so many male students and I am convinced that "today's males" are very knowledgeable about skin care and their appearance in general". Ms Anne Lindsay mentioned.



**Section China organized the first CIDESCO Beauty Therapy examinations in Haikou, Hainan Island in southern China. The CIDESCO International PG Beauty Therapy Examinations were hosted by Mrs. Zhang Yanhong owner of Honor Real, a chain of upscale spas across the island. Mrs Lili, Principal of the Hubei Monita Vocational College, Wuhan, set up the examinations and sent her teacher to train the candidates. For the ceremony, Mrs Cheng Ming Ming and Education Board Member, Pamela Adkins flew down from Hong Kong.**

**Hainan is a tropical island popular with tourists who visit its beautiful beaches and golf courses. It has many salons and spas.**



# Hyde Park College Australia Scholarship for Catherine House

**In late 2016, Slawomira entered the Catherine House Emergency Program; she had been living in her car. It was one of the few possessions she had left from her relationship breakdown earlier that year.**

Slawomira had lived the previous 20 years of her life in a domestic violence relationship. She knew it was a life she needed to escape. "When I came to Catherine House, I felt relieved but I was so overwhelmed, I barely spoke for weeks thinking what had my life become?"

After just over three months in the Emergency Program, Slawomira

moved into a Catherine House transitional unit through the Moving On Program. It was the start of her journey in rebuilding her life, a start to independence whilst still knowing she had the support of Catherine House.

Eight months into Slawomira's time in the Moving On Program, Catherine House was contacted by the Principal and Owner of Hyde Park College of Skin & Beauty Therapy, Dianne Miles. Dianne had grown up in a family that instilled values such as giving to others. No one lived this more than her late father, Thomas, who dedicated his retirement to making handcrafted puzzles for children in Cambodia.

These values and incredible kindness resulted in Hyde Park College awarding Catherine House a full paid Thomas William Holden scholarship for one of their clients to achieve full international accreditation in the area of Beauty Therapy. This would enable them to receive 1,200 hours of theory and practical education and achieve the CIDESCO International Diploma of Beauty Therapy. This client was Slawomira.

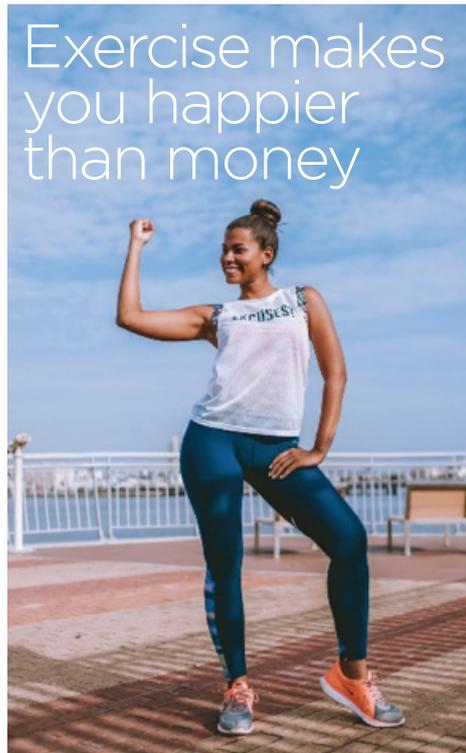
"Phuong my case worker knew I had an interest in beauty and had just enrolled at TAFE."

Slawomira went to the interview and met with Dianne. "I was petrified. I was 52 and I hadn't studied for 30 years. Dianne spoke to me about what the course entailed and what qualifications I would have when I had finished. I was excited and overwhelmed, but really I just couldn't believe that someone I didn't even know, could be so kind."

In a strange coincidence on the very same day that Slawomira went back to visit Dianne at the college to sign her scholarship paperwork, she had word of receiving her very own tenancy through the South Australian Housing Authority. Her life really was about to change.

"In the first few months of full time study, there were times I wanted to give up. I felt very overwhelmed by the theory work, as English is my second language. I had a lot of self-doubt. During these times, I was supported by Catherine House and I realised really just how lucky I was to have this scholarship. Dianne believed in me, Catherine House believed in me, I just had to believe in myself."

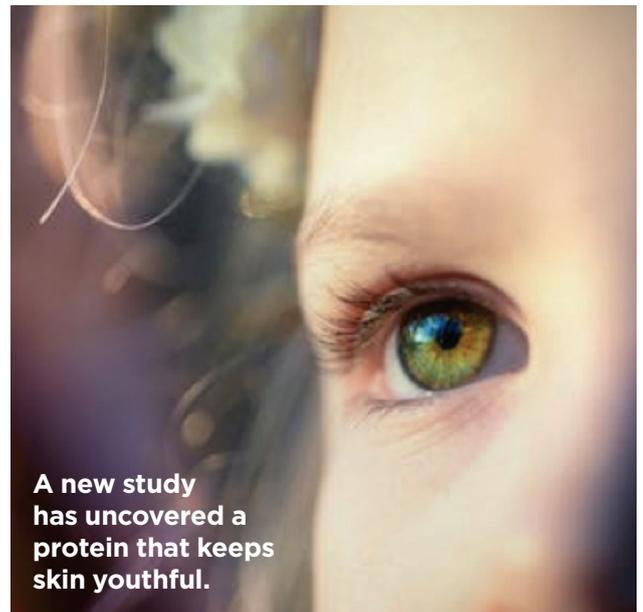
In late 2018, Slawomira sat her exams and passed. She has now received her CIDESCO qualification. "When I moved from Poland to Australia, my qualification as a financial planner was not recognised here and I became a cleaner. It was easy to get that job and the money helped but I didn't feel proud to tell people I was a cleaner. Now I feel so proud to say I am an internationally qualified Beauty Therapist!"



**Exercise makes you happier than money**

Researchers at Yale and Oxford say exercise is more important to your mental health than your economic status. The scientists found that while people who exercise regularly tend to feel bad for 35 days a year, non active people felt bad for 18 days more.

The research team also found that certain sports such as team sports can have a more positive effect on your mental health than others.



**A new study has uncovered a protein that keeps skin youthful.**

# Youthful protein

**COL17A1 might not sound that attractive but it seems it does wonders when it comes to keeping skin intact and unimpaired. The protein works by encouraging cell competition, a key process to maintain tissue fitness. That effectively “drives out” weaker cells while encouraging replication of stronger ones. But ageing results in a depletion of COL17A1, as do familiar enemies of youthful skin, like UV radiation. And when that happens, weaker cells replicate, leaving the skin thinner, more prone to damage and slower to heal.**

**The research recently published in the journal Nature is based on investigations using mice tails, which share many of the same characteristics as human skin.**



**Facial Asymmetry Increases with Age**

A study from Plastic and Reconstructive Surgery® reports that asymmetry between the two sides of the face increases steadily with ageing. 3D imaging shows a subtle but significant ageing-related increase in facial asymmetry, especially in the lower two-thirds of the face, according to new research by

ASPS member Surgeon Helen O.B.Taylor, MD, PhD of Mount Auburn Hospital, Cambridge, Mass and colleagues.

While some degree of asymmetry is “attractive and inherent” in the human face, achieving facial symmetry is a key goal of plastic surgery.



**Happiest in the North**

The 2019 World Happiness Report reveals that eight of the top 10 happiest nations are in northern Europe. This includes: 1) Finland, 2) Denmark, 3) Norway, 4) Iceland, 5) Netherlands, 6) Switzerland, 7) Sweden, and 10) Austria. New Zealand and Canada took the 8th and 9th spots. The report ranks nations on six core happiness measures: income, freedom, trust, healthy life expectancy, social support and generosity.

**The report is full of fascinating findings. Read the full report here <https://worldhappiness.report/>**



# Positioning the Cosmetician in a Changing World



**ORNA WEBER,  
CHAIRPERSON OF THE  
COSMETICIANS ASSOCIATION,  
CIDESCO SECTION ISRAEL**

The rapidly ever-changing world triggers feelings of uncertainty about the future. Technological innovations and evolving marketing methods have resulted in the disappearance of numerous professions. These changes, as we have witnessed in recent years, have not left the cosmetics industry untouched. The virtual world, which provides clients prime access to information about cosmetics and new materials and preparations, is eliminating the need for the cosmetician's assistance. At the same time, the medical world has been gradually penetrating the esthetics and anti-aging sectors. Moreover, there is fierce competition from the pharma and drugs chains, which are offering clients products that were previously only marketed to cosmeticians' clinics.

All of these factors are forcing cosmeticians to adapt to this changing world, and to essentially reinvent ourselves in order for clients to perceive cosmeticians as a select and exclusive profession, in which no one can compete.

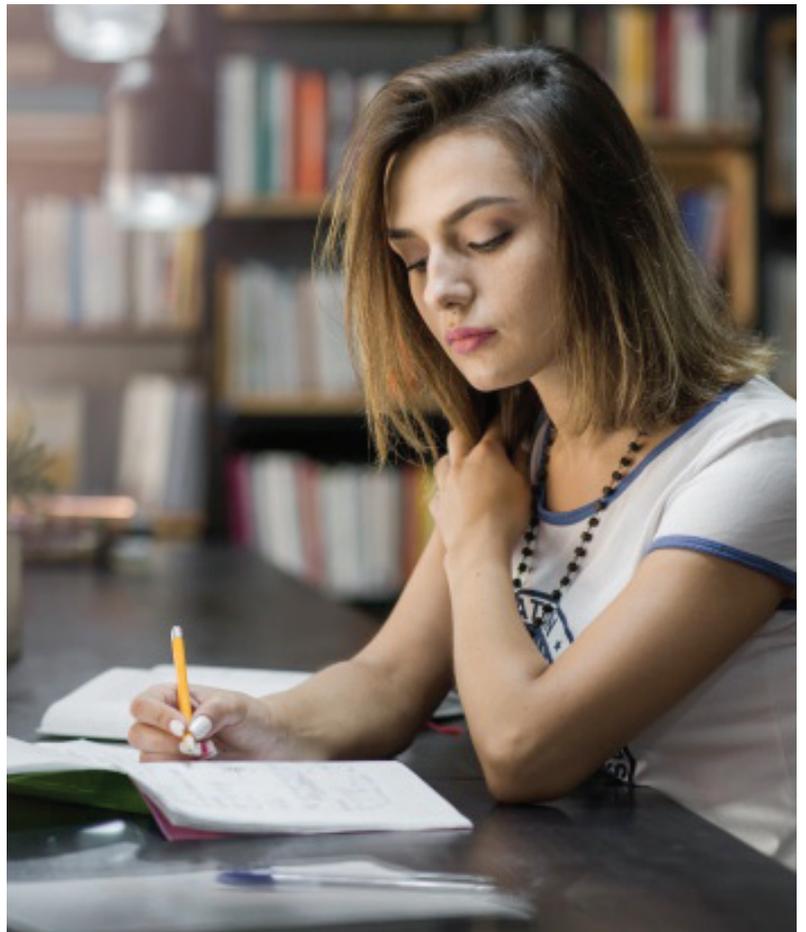
Confronting these threats, the cosmeticians' advantage - the personal, close, long-term and ongoing relationship with clients - becomes increasingly evident. This bond generates significant added value in our holistic treatments and involves three critical principles for patient's skin health and vitality: An accurate diagnosis (anamnesis) of the skin's condition, adaptation of an effective response (solution) through suitable therapeutic procedures and monitoring the health of the skin over time, while adjusting the treatment to the skin's changing condition. This relationship is unique to the cosmetician's work and constitutes its relative advantage.

A basic condition in maintaining the profession's status, is establishing a clear definition of the professional limits- what is 'permitted' and what is 'prohibited'. The need for this type of definition has recently sparked a great deal of interest and is being promoted in Israel due to the vigorous and dynamic work of the Cosmeticians Association of Israel, over which I was President for the past 8 years. During this time, we cooperated with interested parties to effect change: legislators, the Ministry of Health, Ministry of Economics and Industry and laboratories. The active involvement of the Cosmeticians Association of Israel has facilitated the establishment of unique professional courses that sets a uniform standard on all matters related to the work of cosmeticians. This initiative has managed to change public perception, as well as that of authorities, of the industry.

The effort to improve the public image of the cosmeticians, which would enhance the unique status and the ability to earn a decent living, was a constant goal throughout my term as head of the Cosmeticians Association. It was important to me to position the role of the cosmetician not only as a technician or as someone who treats skin health but as a community representative and a promoter of health.

In this spirit, I launched a collaboration between the cosmetic world, the Israel Cancer Association and dermatology departments in hospitals which included joint conferences between doctors and cosmeticians in hospitals. This relationship allows every cosmetician who detects any skin lesion when treating clients to send images of the lesion to a specialist from the Israel Cancer Association. Upon the doctor's recommendation, if necessary, the customer is referred to a medical diagnosis. Experience teaches us that the medical establishment has a vested interest in this type of cooperation, since we have, to our delight, facilitated targeted treatment of malignant lesions in extremely early stages of the disease. In fact, due to the ongoing relationship between a cosmetician and client, and their ability to notice changes in skin over time, the cosmetician in many cases becomes the first stop in skin cancer detection.

Cosmeticians frequently serve as sounding boards for their clients, who share with them the many personal details during the cosmetic treatment. This unique and intimate bond places the cosmetician in a key position, to hear personal accounts of domestic abuse - physical, emotional or financial abuse. This insight has allowed me to recognize the tremendous importance of cosmeticians to acquire the knowledge and tools that will enable them to refer patients for appropriate professional assistance based on the type of violence they identify in the patient.



*50% of cosmeticians who underwent retraining had an academic education.*

I subsequently initiated courses and training on this painful subject. This initiative has sparked tremendous interest in the government, among members of parliament and social organizations. The cooperation with these parties has translated into a binding guideline for all cosmetics schools in Israel to train cosmeticians to recognise signs of domestic abuse in their victims, to provide initial advice and to encourage them to contact the relevant assistance.

Another fundamental premise of these initiatives is that the more collaboration with various government ministries generated by the cosmetics industries, the more influence the industry can have on regulation, thereby increasing the resources and budgets channeled to the cosmetics industry in Israel. In addition, this type of activity brands the cosmetics sector as a relevant and 'rising' industry among the public.

*The management members of the Israeli Cosmetic Association: Hagit Shitrit, Paula Drexler, Judi Port*



Improving the professional status in Israel is also linked to a refreshing change in the level of cosmeticians. A survey sponsored by the Cosmeticians Association in Israel, revealed that among the cosmeticians who underwent retraining to become cosmeticians, 50% had an academic education! These abilities decisively affected the standing of the profession, since in a changing world, we require cosmeticians who constantly evolve and to study to improve themselves.

The ability to learn and renew opens up to us an infinite number of other opportunities to reinforce the profession's status. The intimate and ongoing relationship with the customer can facilitate other community initiatives in addition to the activities to cope with domestic violence, and violence against women in particular. The community can be trained and educated on other areas of health such as basic diet, reference to hormonal disorders, all of which affect the skin's appearance - in conjunction with the medical establishment.

Elevating the status of cosmeticians and the cooperation with interested parties are attributed to a change in approach that first begins with the cosmeticians themselves. For this purpose, the cosmeticians must acknowledge and understand the uniqueness and the tremendous responsibility that falls on their shoulders as community representatives on social and health issues. This recognition and the work in these areas will further generate possibilities that will propel the cosmetics sector forward. All of these can advance the industry and help it retain its status, profitability and position in the community and public arena.

*The ability to learn and renew opens up to us an infinite number of other opportunities to reinforce the profession's status.*

A prerequisite for upgrading the status of the profession is creation of training that would provide the cosmeticians with the tools to be a significant and influential factor in the community and society in which they work, based on dynamic needs, while also providing a solid anchor in a changing world.

In conclusion: my vision is to perceive the cosmetics profession as an important and significant one for society and the community. We must constantly strive to initiate activity to reinforce the status of the profession and to position the cosmetician as a professional with added social value that reaches far beyond the optimal professional skin care given to the clients. Cosmeticians will have a profession that perceives and understands their calling and their importance, transforming over time to a community anchor in the community-public arena. This vision is valid and relevant for cosmeticians worldwide.



# Meeting the needs of Millennials

**SALON OWNER  
DENISE DUBOIS,  
USA**

**A shortage of qualified staff is one of the biggest challenges of our industry today. In an effort to improve our employee satisfaction, last fall we sent out a company wide employee survey so we could have a better understanding about what qualities in their job increased job satisfaction.**

A large percentage of our employees are millennials and their desires differ from those of our older population. The most important thing we found was having job flexibility. They wanted personal time off and flexibility as to when they could use it. In addition to paid vacation, we gave them an additional 20 hours of unpaid, personal time to use over the course of the year. We explained it to them as if they had a cookie jar and those twenty hours were cookies for them to enjoy. In order for them to take the time, or the cookie, they needed to find another employee to cover for them. When the other employee covered for them, and it was outside their normal work schedule, (they picked up a shift) they could earn additional hours to use (have more

cookies in their jar). This actually has worked out very well. We have employees volunteering to cover shifts because they want to accumulate more time. It has also helped to encourage greater team work; they are helping each other cover shifts, so they could earn more time and have more cookies in their jar. When the hours are gone, they can't take any additional time until they have more cookies in their jar. This has worked really well across all positions including our spa attendants and front desk/call center. The result is less turnover and happier employees.

We find this flexibility to be the most important thing they look for. In addition, the longer an employee works for us the more paid vacation time they earn. We also offer health insurance benefits as well as a retirement plan with an employer contribution, continuing education dollars and a structured compensation program with bonuses, based on their average ticket and Key Performance Indicators such as pre bookings, client retention, and retail sales.

*The most important thing we found millennials desire from a role was having job flexibility.*



# Volunteering in Palliative Care

**BY CORRINE BROWN, CIDESCO INTERNATIONAL EXAMINER AND FOUNDER OF THE INSTITUTE OF HOLISTIC THERAPIES, AUSTRALIA**

**As part of National Volunteer Week 2019, Palliative Care Victoria, Australia put together a section on their website to acknowledge their volunteers by highlighting each of their stories. CIDESCO member, Corrine Brown is one of these volunteers and here is her short story.**

“Volunteering provides me with a sense of sharing unconditional love with my brothers and sisters. There is great satisfaction that I am able to share my gifts, knowledge and expertise; and to witness the profound benefits. I have a sense of purpose, a belonging in the wider community, a greater understanding, awareness and appreciation of life.

Volunteering to me is about giving and receiving. There is always balance. As a volunteer, I am the honorary visitor, privileged to hold a safe space for the patients without judgement.

The gratification I receive with my giving is beyond words. There are no words. There need not be any words. Bless.” Says Corrine.

Corrine has been providing Palliative Care services as a volunteer at the Peter MacCallum Cancer Centre, the Southern Hemisphere’s largest, independent specialist oncology centre for 13 years. Prior to this, her three years in voluntary community services was in the Teens Ward at Princess Margaret Hospital in Western Australia.

Corrine believes that she is the person today shaped by her life experiences from the professional services offered as a volunteer. She considers these environments to be her classrooms.

“Volunteering is like a gift that keeps on giving. The rewards keep on coming. The lessons never stop. I observe, I learn, I listen, I respect, I witness, I honour, I share, I reflect, I hold space

## What Is Palliative Care?

The World Health Organisation (WHO) defines Palliative Care as: “An approach that improves the quality of life of patients and their families facing the problem associated with life-threatening illness, through the prevention and relief of suffering by means of early identification and impeccable assessment and treatment of pain and other problems, physical, psychosocial and spiritual.”

Simply put, Palliative Care is specialised medical care for anyone with life limiting illnesses. The Team delivers effective and compassionate care whilst providing emotional, social, cultural and spiritual support to patients and their family members with the primary focus of bringing relief to patients’ pain and symptoms; and ultimately with the goal of improving quality of life whilst meeting their needs.

Whilst patients at the end of life have greater needs for Palliative Care services, patients at other stages of serious illness can also benefit. Palliative Care can be given at the same time as other therapies that are intended to prolong life, such as chemotherapy or radiotherapy.

Palliative Care treatment can be given in the home, hospital, local community health clinics, care facility or hospice.

**To find out more about Palliative Care visit [www.pallcarevic.asn.au/families-patients](http://www.pallcarevic.asn.au/families-patients)**

I am respected, I am honoured, I am important, I am loved, I am required.”

Corrine’s stories and experiences are many and amazing, from working with patients in the Chemo Day Unit, in the Wards, in Intensive Care Unit, as well as a unique opportunity with a coma patient. Unconditional and non-judgemental spiritual bonds are made with patients from all walks of life, race, sex and culture.

Corrine offers her array of Complementary Therapies that support conventional medicine. Many patients are aware of this form of natural pain relief support and look forward to having these treatments. It makes being in a hospital environment and getting through their ordeal more bearable and comfortable.



# CIDESCO International Guide to Becoming a Make-up Artist - Part 2

**Make-up artistry can be a long and fruitful career that many find deeply rewarding. A career that appeals to the creatives, the colour-enthusiasts and the dreamers. Make-up artistry requires hard work, passion and practice and there are always skills to improve on, even for the professionals. For students considering a career in professional make-up, CIDESCO International's global experts offer their advice and strategies for success.**

*In the last issue of LINK magazine we brought to you the first part of our Guide to Becoming a Make-up Artist. Here we complete the guide with Part 2.*

## **The Importance of Hygiene**

No matter where your career in make-up artistry takes you, a clear understanding of health, safety and hygiene is absolutely essential. Correct sanitation between clients is crucial to ensure a professional, reliable service that encourages repeat business.

Make-up artists will learn that clean brushes for each new client is a must. First scoop out products rather than use straight from their containers. Pencils are sharpened before each use. Professional make-up artists never blow on a brush or on a false eyelash to dry its glue.

These are essential lessons that are never to be overlooked, regardless of how far along an artist is in their career.

Leena Khandekar, founder of CIDESCO School Lee's Beauty And Spa Institute in India, adds:

"Hygiene is like a front-end interface of the art of make-up. You as a service provider should be on top, offering the best service, but cleanliness should be treated with equal importance. All students have an excellent knowledge of hygiene, safety and sanitation, We re-iterate how important it is to adhere to these standards throughout your career."

## **Consider your Career Path**

There is no one way to work as a make-up artist.

Many make-up artists work alone as they enjoy the freedom to pick and choose the work they take on, plus the flexibility that this offers in their lives. Other artists prefer the support of a

team and therefore love the close-knit teamwork that a salon role offers. For those who thrive in a fast-paced environment with plenty of client contact, working at a make-up counter or in a make-up store can be an enthralling way to work with make-up.

One of the best things about being a make-up artist is the variety of different ways you can work to make the most of what you love. If you're a natural born leader, you could start your own business with a team of artists. If you've got great communication skills, you might even want to teach.

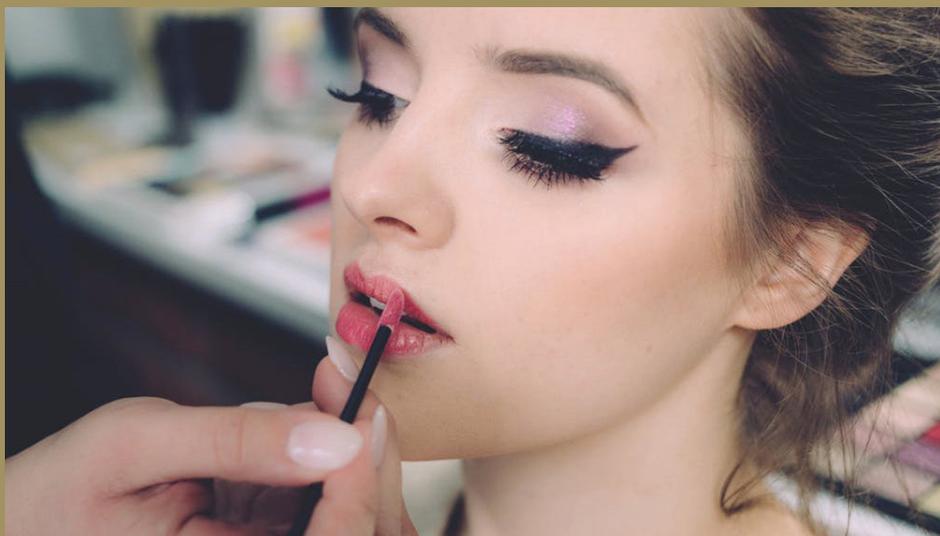
There is also a high demand for skilled make-up artists in the world of theatre, TV and film. This can be a unique and exciting sector, as you will be working artistically to create special effects like cuts, bruises and the effect of age.

### Market Yourself

You could be the best make-up artist in the world but if no one knows about you, you will struggle to find work. Allow yourself sufficient time and budget in your planning to maximise on marketing and let the world know about your services.

This is an important factor of being a make-up artist, especially at the beginning of your career. You want to create a 'buzz' around your work. Set up a webpage displaying all the looks you have created, the make-up artists you have assisted and the photoshoots you have worked on. You should also put together a portfolio and make this available to download on your website. Remember to stay very active on social media, keeping your following up to date with work you are doing as well as updates on trends or new launches to show that you are in touch with the industry. Future clients or employers will look to your social channels, so a vibrant and up to date profile will help your skills to stand out.

It won't be long until a make-up artist begins building up a collection of contacts. These may be photographers, fashion designers, journalists and other artists. Be sure to bear networking in mind whilst you are undertaking your



### MAKE-UP COURSES

**The CIDESCO Diploma in Media Make-Up is a complete training course that requires no previous make-up experience to enrol in.**

**A fantastic first step to professional make-up careers, students will complete at least 310 hours at a CIDESCO registered school which sees them put together a portfolio, enter into a theory and practical examination.**

<https://cidesco.com/cidesco-diploma-in-media-make-up/>

**For students who have completed the Diploma in Media Make-Up, an excellent second step is completing the CIDESCO Diploma in Make-up Artistry which is only available after completion of the Media Make-up Diploma. This is a complete education in professional theatre, media and fashion make-up, designed to give candidates the most comprehensive training in make-up artistry.**

**The Diploma requires 380 hours of practical and theory learning at a CIDESCO registered school followed by at least 100 hours practical experience in differing disciplines which can be covered during the course, prior to the examinations.**

<https://cidesco.com/cidesco-diploma-in-media-make-up-2/>

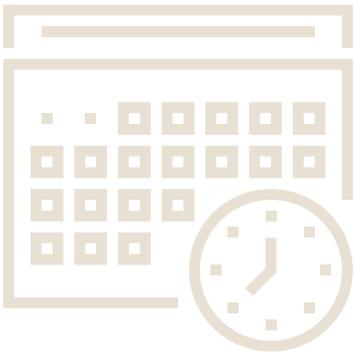
*You could be the best make-up artist in the world but if no one knows about you, you will struggle to find work.*

training: course leaders typically have plenty of contacts, and a personal recommendation will go a very long way.

Having something about you that stands out in the marketplace will prove useful. If you have a specialist area, for instance special effects make-up or bridal make-up, try to make that as clear as possible with all of your marketing communications.

**To read the full CIDESCO International Guide to Becoming a Make-up Artist [click here](#)**





# Diary Dates

## JUNE

**1-3 June - Premiere DaySPA Show**, Orlando Florida [www.premiereorlandoshow.biz/shows/orl/show-schedule-location.asp](http://www.premiereorlandoshow.biz/shows/orl/show-schedule-location.asp)

**2 June - Professional Beauty Durban Expo**, South Africa [www.probeauty.co.za/dbn](http://www.probeauty.co.za/dbn)

**2-3 June - Expo Belleza Internacional De Occidente**, Mexico <https://ebio.mx/en>

**4-6 June - Philbeauty Pasay**, Philippines International Beauty Trade Show [www.philbeautyshow.com](http://www.philbeautyshow.com)

**5-6 June - Cosmetic Business**, Germany [www.cosmetic-business.com/tradefair/de/](http://www.cosmetic-business.com/tradefair/de/)

**20-22 July - BeautyEurasia Istanbul**, Istanbul [www.beautyeurasia.com](http://www.beautyeurasia.com)

**29-30 June, Cosmetica Frankfurt**, Germany [www.cosmetica.de/cosmetica-frankfurt/](http://www.cosmetica.de/cosmetica-frankfurt/)

## JULY

**1-2 July - Professional Beauty Delhi**, New Delhi India - <http://professionalbeauty.in/pb-delhi-2019/>

**8 July 2019 - Salon Life, London** - <http://www.salon-life.co.uk/>

**11-14 July - The Aesthetic Show, Las Vegas** - <https://www.aestheticshow.com/en/home.html>

**14-18 July - Cosmobeaute Asia**, Malaysia <https://www.cosmobeauteasia.com/malaysia/>

**22-23 July - Tech Expo, New Delhi** <https://www.cosmotechexpoindia.com/>

**28-30 July - Cosmoprof North America**, USA, <https://cosmoprofnorthamerica.com/>

**29-31 July - CIBE (China International Beauty Expo Beijing)**, [www.cidbe.com](http://www.cidbe.com)

## AUGUST

**8-10 August - Central Asia Beauty Expo**, Kazakhstan, <http://ns-expo.kz/beauty>

**22-24 August - VietBeauty**, Vietnam, [www.vietbeautyshow.com](http://www.vietbeautyshow.com)

**24-25 August - Beauty Expo Australia**, Sydney, [www.beautyexpoaustralia.com.au](http://www.beautyexpoaustralia.com.au)

**29-31 August - K-Beauty & Cosmetic Show**, Korea, [www.beauticoshow.co.kr](http://www.beauticoshow.co.kr)

**31-1 September - Cosmetica Hanover**, Germany, [www.cosmetica.de/](http://www.cosmetica.de/)

## Global Awareness Days

**5 June - World Environment Day**

**8 June - World Oceans Day**

**8 June - Global Wellness Day**

**22 June - World Bathing Day**

**19 August - World Humanitarian Day**

Reach beauty and spa professionals in over 40 countries worldwide

TO ADVERTISE IN THE INTERNATIONAL LINK MAGAZINE

Contact Erika Ferreira at CIDESCO International

Email: [info@cidesco.com](mailto:info@cidesco.com)

Tel: +41 44 448 22 00





# Around the World



CIDESCO graduates from: Georgina Price College of Beauty Therapy, Galway, Ireland; Lee's Beauty & Spa Institute in Malaysia; Qatar International Beauty Academy Tajmeel; Spring Exams in Japan



## CIDESCO Associate Members



- 21 H2EA [www.h2e2.net](http://www.h2e2.net)
- 21 Skin Consulting
- Biologique Recherche  
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- Brightmond AB [www.sminkspegel.se](http://www.sminkspegel.se)
- Celtic Seaweed Bath Products/VOYA  
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- Spa Staff [www.spastaff.com](http://www.spastaff.com)
- Tip Touch International [www.tiptouch.com](http://www.tiptouch.com)
- Trade Exhibitions Ltd  
[www.professionalbeauty.co.uk](http://www.professionalbeauty.co.uk)
- Wellness Interactive Branding  
[www.wellnessinteractive.com](http://www.wellnessinteractive.com)

**The CIDESCO Associates Membership is open to brands and suppliers to the professional beauty, spa, aesthetics and wellness industries and individual professionals within these sectors.**

*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.*

## CIDESCO International

T +41 44 448 22 00  
F +41 44 448 22 01  
info@cidesco.com

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