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STANDARD
FOR BEAUTY
& SPA THERAPY

CIDESCO INTERNATIONAL

LINK

MARCH 2015 · Issue 73

Skin is Alive comes to life!



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President's Message



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

DEAR FRIENDS AND COLLEAGUES

I hope you have had a great start in the New Year with many exciting prospects to look forward to.

CIDESCO has a busy period ahead with the planning of this year's Congress and Exhibition which is well on the way. The Board met in January in Zurich for a productive Board Meeting where our focus was to organise the important Educational Meetings and the General Assembly that will take place in May. The South African Section is well prepared and the program they have put together promises a memorable event especially the lecturer program which is very impressive and extensive.

The start of 2015 has been very busy with three positive events;

CIDESCO's first ever Media Make-up training took place in The Netherlands. I would like to take this opportunity to thank Godard Koremans and Mariette Rohrer, teachers at the Opleidingsinstituut Thomas BV Make-up School in the Netherlands who kindly hosted this Media Make-up training for Examiners in January. It was a great success which has led to more CIDESCO Examiners being ready to do the Media Make-up Examinations in the future.

CIDESCO was also given the opportunity to exhibit at the Professional Beauty in Dubai and I would like to thank Beverley Crowther and Diane Collins from the International Beauty Academy Tajmeel in Qatar for all their hard work before and during this event. This is a very important region for potential growth of CIDESCO and we now have a perfect platform of contacts to work with.

CIDESCO Section Ireland kindly invited me to Dublin. During my visit, Regional Educational Meetings for Schools and Examiners from Ireland, United Kingdom and Iceland, were held. A special thanks to Sheila Curran and her staff at The Coogan Bergin College of Beauty Therapy, who organised the meetings, as well as the members of the Board of CIDESCO Section Ireland.

Please encourage Students and Schools to apply for the new Diplomas. They have been developed in order for Schools to have extra courses to offer, they are easy to implement and the Head Office staff will be pleased to give you any further information and assistance that you might require.

My fellow Board Members and I look forward to seeing you very soon in South Africa. We are all very busy with our portfolios to be able to present our ideas to you. Our aim is to ensure that CIDESCO stays as the preferred International Beauty & Spa Therapy qualification.

With best wishes

ANNA-CARI GUND



The newest CIDESCO Family Member

On 17th December 2014, Gerard's wife Christine Gordon gave birth to their baby girl Lina Louise Yatzil. We are all proud, happy and delighted and welcome with love this beautiful new addition.



Happy 99th Birthday Joan!

CIDESCO Honorary Member Joan Thornycroft celebrated her 99th birthday on Tuesday 3rd March 2015! What an achievement! Josephine Wackett, Anne Maestrini and her husband Urs had the honor and pleasure to celebrate this special day with her. Anne said "Joan is an amazing woman with a great sense of humour!"

Happily Ever After

On the 7th December, Sandy Roy, PR Board Member for CIDESCO International married Ian Fuhr in Johannesburg, South Africa. A wonderful match as both Ian and Sandy are in the Beauty Industry. Their wedding was set in a beautiful venue overlooking the night lights of the city. Family and friends enjoyed a party of note. Fun, music and festivity was the love theme. Wedded Bliss.





CIDESCO WORLD CONGRESS 2015

Sandton, Johannesburg, South Africa

The countdown is on for the 63rd CIDESCO World Congress and Exhibition which will take place in Sandton, South Africa from the 20th-25th May.

Our prestigious annual event provides the opportunity for members to come together from around the world, discuss the industry's most important issues and learn new skills. It is also a chance to network and enjoy time together with friends.

The theme for this year's Congress is SKIN IS ALIVE. We have renowned speakers who will discuss the latest trends, procedures, ingredients, business management skills and financial advice. Exhibitors will also benefit from exposure to the highest concentration of beauty industry decision makers in South Africa, in a forum dedicated to educational excellence.

Additional topics covered by key speakers will include: Harvesting Skin, Dr Ridwan Mia; Hormones And How They Affect Skin, Dr Robert Weiss; Micro Needling vs Mesotherapy, Dr Des Fernandes and Treatment-Clients With Diabetes - Podiatrist, Dr Dennis Reebok. Delegates will learn more about new active ingredients, techniques and trending procedures and be able to upskill by attending demonstrations and courses run by industry leaders.

The CIDESCO World Congress has one clear goal: To create a non-biased platform for Beauty and Skin Therapy professionals to have open and informative discussions for the development of the entire industry. It also provides the opportunity to meet CIDESCO members from around the world.

Delegates who attend the 63rd CIDESCO World Congress and Exhibition will enjoy the very best of South African hospitality, culture and experiences. They will have the opportunity to attend the popular CIDESCO Gala Dinner as well as other social events and fascinating cultural excursions.

PROGRAMME

Wednesday 20th May - CIDESCO Schools' and Examiners' Workshop

Open to all CIDESCO Schools, Beauty & Spa Centres, CIDESCO Examiners and National CIDESCO Sections with an opportunity to discuss new techniques, skills and procedures.

Thursday 21st May - CIDESCO Examiners' Meeting and Lectures

Open to CIDESCO International Examiners to discuss CIDESCO examination procedures. The afternoon will be filled with lectures including a motivational program which is also open to CIDESCO accredited schools.

Friday 22nd May - CIDESCO General Assembly

Open to National CIDESCO Section representatives to discuss the direction of CIDESCO and its future development within the Industry.

Saturday 23rd to Monday 25th May - Main Congress and Exhibition at Sandton Convention Centre

On the last day, professionals and students will compete in the annual CIDESCO International Make-Up & Body-Art Competition. The theme for this year is 'African Fauna and Flora' which promises to allow the participants to let their imagination run "WILD" and expose their creative side.

**FOR FURTHER INFORMATION
CONTACT CIDESCO@GHCM.CO.ZA
OR VISIT CIDESCOCONGRESS2015.COM**

Skin is Alive

It was late afternoon, December 31, 2011, on a bush farm belonging to the Kruger family, near Lephalale, in South Africa's remote northern Limpopo Province.



**DR RIDWAN MIA,
SOUTH AFRICA**

**COME HEAR
DR MIA SPEAK
AT THE CIDESCO
WORLD CONGRESS
IN JOHANNESBURG**

Three year old Isabella "Pippie" Kruger was helping her father, Erwin or "Pappie" light the fire, in the family "braai" or open air cooking area, adjacent to the family home.

Mother Anice was preparing an abundance of meat for placing on the coals of the fire, while six month old baby brother Arno was tucked away in his crib.

The hardwoods of the surrounding bush field had been stacked up for the fire and with "Pippie" in his arms, Erwin struck up a flame to light a bottle of fire lighting gel to start the "braai". The fire lighter exploded all over "Pippie" and started a chain of events that left the three year old loving daughter with third degree burns on 80% of her body and fighting for her life.

Pippie was rushed, in a 400 km dash to the Garden City Clinic in Johannesburg. This is where in the

words of plastic and reconstruction surgeon, Dr Ridwan Mia "a six month real miracle took place". Doctors thought she would not survive. At best she was given a 10% chance of survival.

With the three year old constantly in high care - she had over 50 operations in the first half year after the accident - had a series of strokes during which she suffered brain damage and had to be resuscitated five times. Her kidneys failed and she got pneumonia.

Six months followed in which "Pippie", with the help of her constantly attentive mother Anice and the nursing staff of Garden City Clinic gently coaxed on by Ridwan Mia, refused to die.

For the first time in Africa "Pippie" became the recipient of revolutionary skin graft technology, in which skin was grown from her own cells, in a Laboratory in the U.S.A. Sheets of her own skin were grown with skin from the groin area.

Genzyme-Sanofi is a pharmaceutical company that owns the rights to a technology known as Epicel which

was developed by Harvard Professors Rhyne and Greenwall.

Epicel produces skin for people with extensive burn wounds by extricating stem cells from small patches of a patients' healthy skin. These cells are placed on a layer of inactive mice cells and fed with special proteins that allow them to grow into layers of skin that can cover burns.

On June 17, 2012 "Pippie's" new freshly grown skin was flown over 10,000 kms from Boston to Johannesburg in a military style exercise that saw ambulances speeding through the streets of both cities delivering, from laboratory, to aircraft, to operating theatre. The skin which is only 7 or 8 layers thick and looks a bit like cling wrap when placed on the body, only has a shelf life of 24 hours between

the laboratory and the operating theatre. With 21 hours of flying time involved, it left very little time for other movements.

These severe burn skin grafts were only performed in a limited form in the U.S.A and Europe before Dr Ridwan Mia pioneered it in South Africa. In a hospital theatre that was kept hot to ensure "Pippie's" temperature stayed within a satisfactory region, layers of skin were grafted to 80% of the body. A deliberately conservative estimate of 90% of the skin grown in the laboratory took to the body with only isolated "islands", where it did not attach. It would take a further two to three years to grow the hundreds of layers of skin that are normal on a healthy body.

It did not all end there. Months and months of therapy were to follow with a need to learn how to walk and even talk. But loving parents and a caring doctor and nursing staff saw "Pippie" through an ordeal that will never really end.

Three and a half years after that dreadful old years eve explosion, Isabella "Pippie" Kruger is back on the family farm, along with "Mammie" and "Pappie" - Anice and Erwin - and we are told is trying to ride a bicycle with her now 4 year old baby brother Arno - as long as it is not in the sun - proving that the SKIN IS ALIVE .

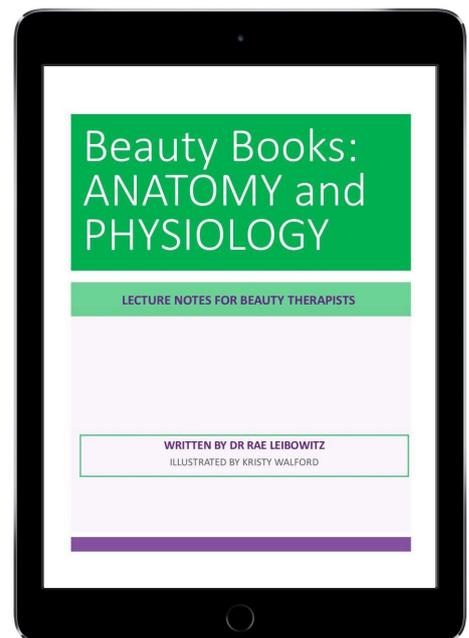
The skin which is only 7 or 8 layers thick and looks a bit like cling wrap when placed on the body, only has a shelf life of 24 hours between the laboratory and the operating theatre.



Advertisement

BOOKS FOR BEAUTY

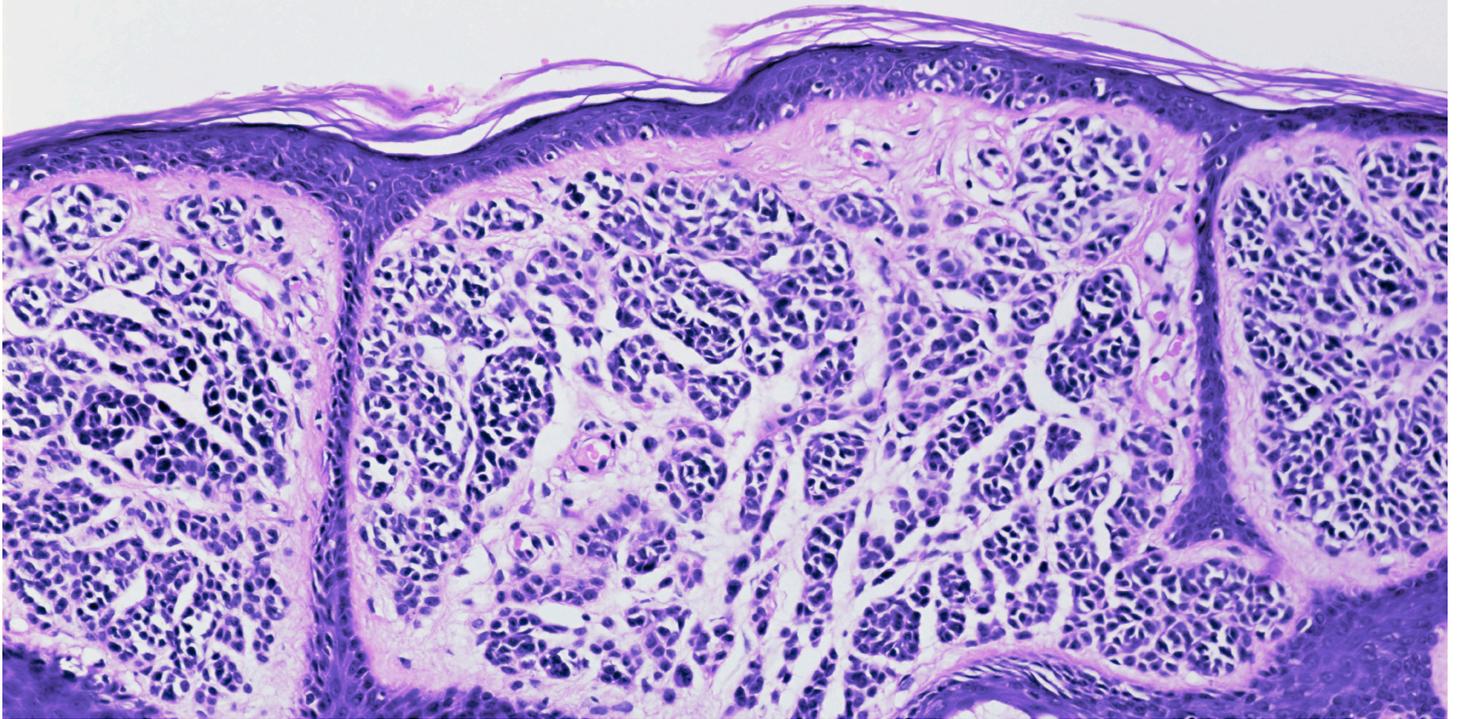
THE NEXT GENERATION HAS ARRIVED...



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New frontiers in Neurocosmetics



**ANDREA BOVERO,
PHD MEDICINAL
CHEMISTRY,
CHAIRMAN OF
CIDESCO SECTION
ITALY**

**COME HEAR DR
BOVERO SPEAK
AT THE CIDESCO
WORLD CONGRESS
IN JOHANNESBURG**

It is easy to deduce that the skin and nervous system, endocrine and immune systems are intimately connected

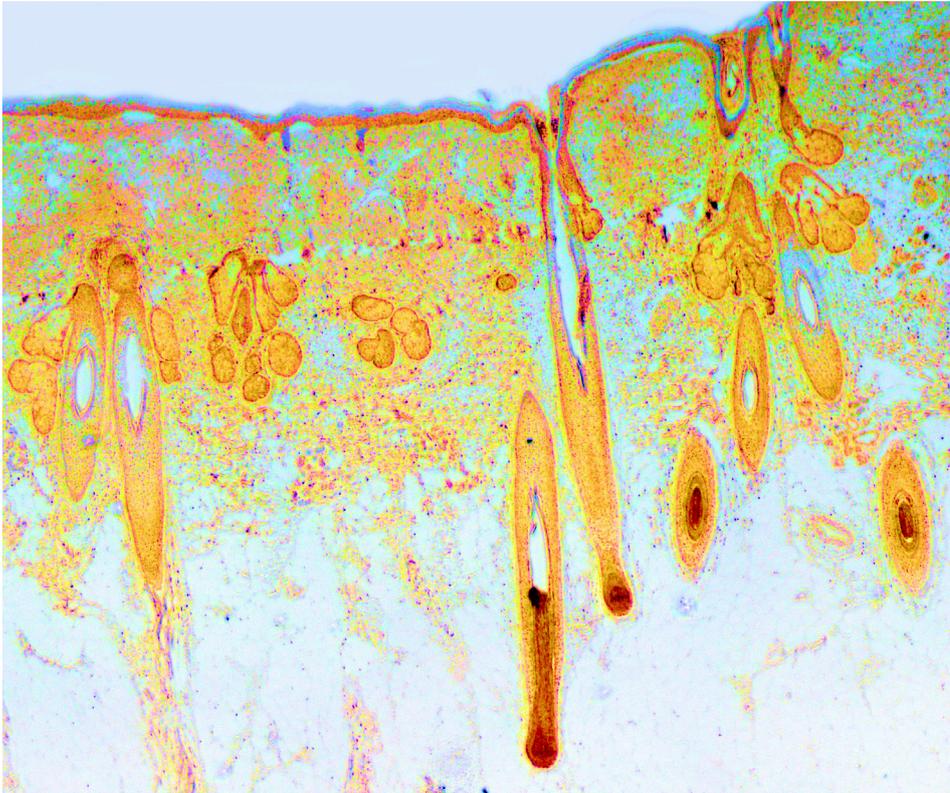
The ties between the skin and the nervous system are both anatomical and functional. The epidermis and the nervous system originate from the same endocrine layer, therefore, the close relationship between these tissues explains the origin of some psychosomatic dermatological diseases. Among the most common examples include atopic dermatitis, eczema, psoriasis, alopecia, hyperhidrosis and other disorders that compromise the skin of those who are affected, resulting in turn heavy psychological consequences.

The neuro-immune-endocrine-cutaneous system (NICE)

It has been shown that skin cells (keratinocytes, melanocytes,

fibroblasts, Langerhans cells) present some similar characteristics to nerve cells and, when stimulated physically or chemically, are able to release neurotransmitters. The skin is an organ densely innervated, whose innervation is primarily via fiber somatosensory (present in both the dermis into the epidermis) and autonomous nerve fibres (present only in the dermis). Both systems regulate important physiological functions of skin (vasoconstriction, vasodilation, temperature control, cell differentiation, sweating, melanogenesis, piloerection) and pathophysiological (inflammation, immune defense, apoptosis).

From this summary information it is easy to deduce that the skin and nervous system, endocrine and



Cosmetic companies are engaged at the fore-front of the development of new products that not only improve the appearance of the skin, but also generate good feelings...

immune systems are intimately connected in a single network which has come to be called neuro-endocrine-immune skin (NICE).

In the skin there are numerous neurotransmitters, particularly neuropeptides, neurohormones, endorphins, growth factors and other molecules involved in regulation of the functions of the skin and the body in general. To give some examples, the NGF (Nerve Growth Factor) increases the proliferation of keratinocytes and MSH (Melanocyte Stimulating Hormone) stimulates melanogenesis, as well as many neurotransmitters regulate the activity of fibroblasts. At the same time the skin cells release neurotransmitters which in turn act on nerve cells, activating a complex feedback system that closely relates the skin with other body tissues.

Recent surveys have shown that cutaneous neurotransmitters are involved in the evolution of most skin problems, from dehydration to seborrhea, baldness, cellulite etc. In addition, over the years there is a decrease in cutaneous innervation which in turn determines the onset - progressive and cumulative - of dermatologic manifestations that accompany aging.

The Science of Neurocosmetics

In the light of recent scientific evidence, it is clear that the study of new cosmetic products must take into account the complexity of the skin. This means taking into account both the physiological effects and the cascade of neuro-immune-endocrine functions that can be triggered. This vision of the skin opens new perspectives in the design of substances which can be used to restore the physiological balance of the skin.

Cosmetic companies are engaged at the fore-front of the development of new products that not only improve the appearance of the skin, but also generate good feelings by acting at a psychological and emotional level.

Neurocosmetics contain functional substances that interact with the skin cells, amplifying or reducing the effects of neurotransmitters within the skin. These products are numerous and include peptides that in recent years have had great success. From a physiological point of view, peptides modulate the activity of enzymes and receptors, interacting with them through a highly selective mechanism. On the skin these molecules are involved in the regulation of various physiological functions, in particular: proliferation and differentiation of keratinocytes, the biosynthesis of the fibroblasts, melanogenesis and angiogenesis. Cosmetic research has developed various biomimetic peptides that are able to mimic the 'action of endogenous molecules, preserving the physiological balance and preventing or counteracting the onset of numerous imperfections. Depending on the molecular structure, the peptides may have different cosmetic properties: moisturising, rejuvenating, stimulating the biosynthesis of fibroblasts, minimising wrinkles. In particular, some peptides are able to inhibit the contraction of muscles of the face, fighting the formation of wrinkles (botox-like effect). From the physiological point of view, the muscles contract following the release of specific neurotransmitters.

This vision of the skin certainly opens new perspectives in the design of products which mimic muscles.

SPOTLIGHT ON...

Beauty in the USA



2015 looks like a good year for the American beauty industry boosted by a dynamic economy, declining unemployment and rising consumer confidence.

At the heart of the industry is Skin Care Expert, Lydia Sarfati, Honorary Chair of CIDESCO Section USA and President & Founder of Repêchage, the first cosmetics company to introduce seaweed based skin treatments into the USA. As an entrepreneur, consultant and author of several books on cosmetology and wellness, Lydia is a true pioneer. We asked Lydia how she was adapting to skincare demands for 2015.



Customisation is King

Let me begin by saying that when it comes to skin care one size does NOT fit all! As skin care professionals, this is something that we must engrave into our minds. As you experience every day, clients are walking into your business with multiple skin concerns. To see your business grow for 2015, as a beauty professional, you must be able to customize treatments to cater to multiple needs.

At Repêchage, I can attest that our treatments have always had this philosophy in mind. We can vary protocols for each of our treatments, when considering different skin types and concerns. In fact, this is why I've always had a strong emphasis on the importance of proper skin analysis – in order to give client's the best results possible, you must discover their skin's needs and customize their programs!

This is true of body treatments as well. Why is this so important? Different parts of the body have different concerns. For example, the hands are an area that receive sun exposure regularly, which leads to dehydration, hyperpigmentation and pre-mature aging and have naturally thinner skin and less fat than your face and neck. Offer an Anti-Aging Hand Treatment on your spa menu that can even be provided before a manicure service or with a facial treatment. Clients are also experiencing multiple concerns with their legs. Legs are dehydrated due to depilation, have varicose veins, spider veins, cellulite, and stretch marks. Feature a cellulite treatment on your menu utilizing massage and a body contour cream.

Another way to customize treatments – combos! Provide a client who complains of dark circles around the eyes and sun spots on their face with

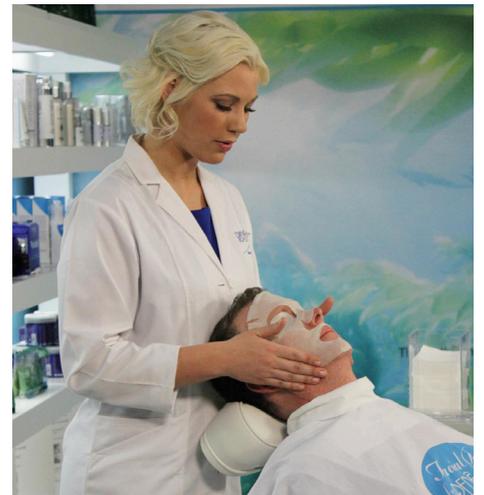
a lifting eye treatment and a facial that targets hyperpigmentation. You can also capitalize on people who are pressed for time as well. For example, a client may walk in the door in need of an underarm wax and complaining that his/her skin is dehydrated, but has an appointment in 40 minutes and doesn't have time for a full facial. You can couple a wax treatment with an express sheet mask - you've just customized the treatment experience for his/her concerns!

Create a Waxing 'Experience'

We recently launched our brand new Repêchage SeaSmooth Artisan Seaweed Wax! Having been in the skin care industry for over 40 years, I am very excited to have finally launched a unique wax product that not only focuses on removing hair from the root, but has been formulated with the skin in mind. In conjunction with launching this new wax product, however, from one esthetician to another, I wanted to take the time to stress the importance of not only providing excellent

products for your clients, but providing an amazing experience.

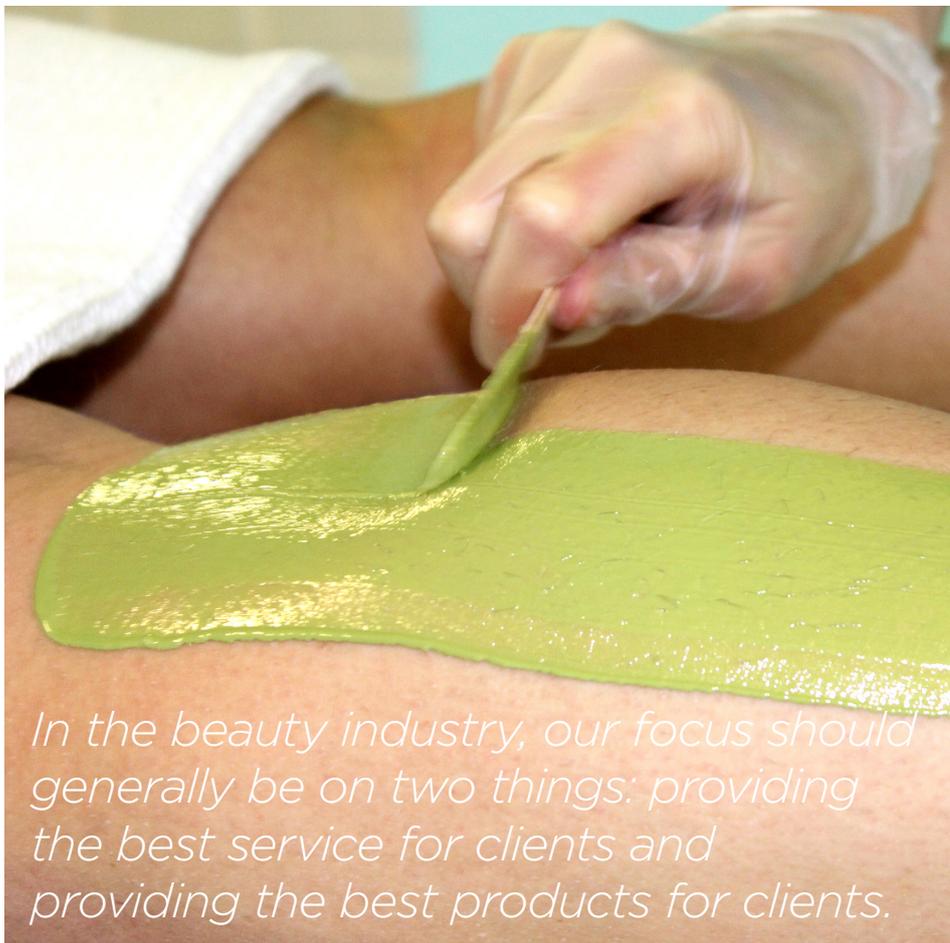
In the beauty industry, our focus should generally be on two things: providing the best service for clients and providing the best products for clients. In my eyes, the two are equally as important. You cannot give a great facial without great products, and you cannot give a great facial without great service. This same concept should correspond to your waxing services as well, especially given the common associations clients have with waxing services - an uncomfortable or painful experience. Not a service a client walks into a business looking forward to like a facial or massage treatment. Imagine, however, you are able to reverse this way of thinking and make waxing relaxing? Put yourself in the client's shoes - are you going to visit the salon/spa that creates this type of experience or visit one that doesn't? Especially if you're competing with businesses that offer waxing services in your area, this can be how you make all the difference.



Men's Facials are on the Rise!

Recently I came across an article in the New York Times "Are You Man Enough for a Peel?" The article discussed how facial peels, in particular, are making their mark amongst men. The article noted that men feel more comfortable with peels, as they don't feel like they are having any work done, and enjoy peels as they are not painful like other cosmetic procedures. In addition men want treatments that are "quick and painless."

What does this all mean for your salon or spa business? Well for one thing, facial treatments amongst men are on the rise! We've been seeing this trend over the past few years, but it's important to point out that there is really an opportunity for you to take advantage. Offering a quick peel treatment fits the mold perfectly (according to the article). Treatments for men certainly do not have to stop at peels though! Look at quick fix facials which men can take advantage of during a lunch hour or an instant lift mask. We've seen success with our own Repêchage Lamina Lift Mask™ which is only left on for 10-20 minutes so our male guests can be in and out in under half an hour. What's more, this appeals to male demand for treatments which 'do the business'. Our gentlemen leave feeling de-stressed, de-puffed and instantly refreshed, meaning they only want to come back for more!



In the beauty industry, our focus should generally be on two things: providing the best service for clients and providing the best products for clients.

Reflexology As A Complementary Therapy For Transplant Recipients

BY CORRINE BROWN,
CIDESCO EXAMINER, AUSTRALIA



On the feet, hands, ears and face are reflex points that reflect and relate to all parts of the body. These points respond to pressure which stimulates the body's own natural healing process. Reflexology through the application of pressure to these reflex areas helps clear blockages, re-establishes energy flow and brings balance to the body which promotes health in the corresponding organs through energetic pathways.

Reflexology is not the same as Foot Massage, although similar benefits of relaxation is achieved in both. Foot Massage is similar to Swedish Massage where a massage medium is used with gentle massage techniques all over the foot. Reflexology focuses on applying pressure to specific points.

Some situations Reflexology has been used for:

- Stress and stress-related conditions
- Tension headaches
- Digestive disorders or problems ie: constipation
- Arthritis
- Insomnia
- Hormonal imbalances
- Sports injuries
- Menstrual disorders ie: premenstrual syndrome (PMS)
- Back pain
- Promotes relaxation
- Improves circulation
- Reduces pain
- Soothes tired feet
- Encourages overall healing
- Post-operative or palliative care
- As a Complementary Therapy



Patients shared the relaxation and healing effects of having their feet worked on

Western Style Reflexology

Gentler pressure
No tools used
No medium used (talc if any)
Worked to ankle
Zone Theory

Thumb walking mostly used
Focuses on relaxation

Eastern Style Reflexology

More intense pressure
Tools may be used
Lotion, cream or oil used
Worked to knees
Energy-based via Meridians/Nadis

Thumb sliding mostly used
Focuses on stimulation

My volunteer services offering Reflexology as a Complementary Therapy at Peter MacCallum Cancer Centre with cancer patients have profound effects and benefits; and last year in October I offered this service during the Australian Transplant Games at the Melbourne Sports and Aquatic Centre, which coincided with World Reflexology Week. The competitors came from every State and Territory in Australia, NZ, UK and Ireland. Held every two years, the Australian Transplant Games is for donor recipients and their families; and living donors and their families. It is open to all ages and competitors must have received an organ, tissue or bone marrow transplant, be on dialysis or have cystic fibrosis or hypoplastic left heart syndrome.

The Games provide the opportunity to unite and network all those in similar situations touched by donation including transplant recipients, donor families, living donors, those waiting for a transplant, those undergoing dialysis treatment, those awaiting transplantation, family members of deceased donors, friends and supporters. Through sports, games and various cultural events, competitors benchmark their renewed health & wellness and say thank you to organ and tissue donors.

The volunteer service was three-fold – promoting Reflexology as part of World Reflexology Week, promoting the Reflexologist Association of Australia and promoting Reflexology as a Complementary Therapy support to transplant patients. The Reflexology volunteer service was offered on the swimming and athletics days. There were also other volunteers such as physiotherapists and First Aid services.

My Reflexology volunteer service during the Australian Transplant Games exposed me to greater awareness of how this complementary therapy benefits the transplant patients on so many levels. One competitor commented on how he had to race off to the hospital for his daily dialysis treatment after the competition that day. Other patients shared the relaxation and healing effects of having their feet worked on and how amazing it is that just working on the feet we could tell what the body is going through or communicating with us.

Volunteering Reflexology at Peter MacCallum Cancer Hospital every Monday has also given me amazing opportunities such as working on a patient who was in a coma, patients in ICU, patients in palliative care, in the wards, in the Chemo Day Unit (CDU), before and after Radiotherapy and/or Chemotherapy. The benefits the patients receive are beyond words. The rewards I reap are indescribable.

Working on immunosuppressed individuals, we must be very mindful to pull back, lighten off and only inch forward ever so slowly. Their bodies are going through so much, hence putting extra stress through strong touch or pressure places undue stress upon the already stressed body.

Whether it's through my reflexology work or massage therapy, my volunteer work with touch and healing keeps me grounded and provides me with a reality check. With massage there is no need for any words. Touch through massage conveys the deepest unspoken emotions. It heals and breaks down barriers. Touch through massage is unconditional love. Touch through massage is sharing this love. Love heals.

This puts a new meaning to life and everything into perspective. I am ever grateful for the work we do, our industry and what we are able to offer.

Find out more about the Australian Transplant Games at australiantransplantgames.com

How safe is your manicure?



**AMANDA SCHOOLING,
LECTURER AT ISA CARSTENS
ACADEMY, SOUTH AFRICA**

A recent press report revealed how budget nail salons are using a substance so strong it's banned in the US and can cause permanent damage and allergic reactions. The substance called methyl methacrylate is used in concrete and as cement in hip replacements. Experts are now calling for better and greater regulations within the nail industry.

Amanda Schooling, Lecturer at Isa Carstens Academy, South Africa advises on product safety.

Quality education is vital for a nail technologist. They must be aware of the chemical structure of the product they have chosen to work with. Proper training and the teaching of safe and hygienic work practices will help prevent overexposure from products. Overexposure may lead to health problems due to inhalation or absorption.

Methyl methacrylate

Reasons why MMA should not be used on nails:

- MMA does not dissolve in acetone and is therefore difficult to remove. These nails are either pried off the natural nail or electric drills are used for removal. MMA products tend to discolour and become brittle, therefore it must be removed more often, leading to severe nail damage.
- The nail plate surface must be filed with a rough file because MMA products do not adhere well to the nail plate, thinning down the nail plate and weakening it.

- MMA, is still being used in nail salons in the world, but has been banned by the FDA in the US. The FDA banned the product due to the large number of consumer complaints.
- MMA is a very hard product leading to rigid, hard nails that are difficult to break. Often the nail plate will break or tear away from the nail bed when jarring a nail, while the artificial product is still intact.
- MMA has a small molecular size and therefore can absorb into the skin. Skin contact may cause allergic reactions.

Ethyl methacrylate

EMA is safe for use on natural nails and far less likely to cause allergic reactions than MMA, however one should still avoid skin contact as allergic reactions may still occur.

Allergic reactions

Prolonged or repeated contact with a nail product may lead to an allergic reaction. Clients and nail technologists are at risk of allergic reactions due to overexposure. Product application should be only to the nail and not the surrounding skin.

Preventing inhalation

Work in a well-ventilated area to prevent inhalation of vapours.

Material safety data sheets

The MSDS will provide important information regarding the product used and should be insisted upon before considering using the product.

A list of information that can be found in a MSDS:

- Safe storage and fire prevention
- Potentially hazardous ingredients.
- Ways the hazardous ingredients may enter the body.
- Early warning signs of overexposure.
- The short- and long-term effects of overexposure.
- Safe handling techniques.
- Emergency first aid advice.

References: Milady (2011) Milady's Standard Nail Technology, 6th Ed., Milady; Douglas D. Schoon (1996) Milady's Nail Structure and Product Safety, Milady Publishing.

Round the world to Tokyo



Pamela Adkins is President of CIDESCO Section Japan and Executive Educational Director at Takara International Esthetic College in Tokyo, Japan.

We caught up with her recently to find out more about her beauty career and to discover how working in different countries has been invaluable to her own education.

How did you start your career in the beauty industry?

I'm originally from the UK which is where I started my beauty career. Not only did I train in beauty therapy but I also did hairdressing and wig making which made it extremely hard work but very varied and fulfilling.

My first job was working in Cambridge for a clinic specialising in electrolysis and esthetic treatments. However, I'd always been attracted to travelling in my career so as soon as I had my three years' work experience; I applied to work on board cruise ships. This led to me working initially

as a beauty therapist and later as spa manager on board eight ships over the course of five years, visiting 65 countries and participating in two world cruises. This was a wonderful experience. We were extremely busy most of the time, sometimes doing 16 manicures or 12 body massages a day. Over the time I also experienced severe hurricanes, a fire on board and a ship running aground. I think if you have worked at sea, you can work anywhere.

After five wonderful years at sea, I was ready to settle down but my travelling had instilled in me a sense of adventure and I knew I didn't want to return to the UK. I was offered a job teaching esthetics in Tokyo, Japan and I am still with the same company. We teach European style esthetics and I teach in English with an interpreter.

Why did you join CIDESCO?

It was as a Post Graduate that I took the CIDESCO qualification. I wanted our school to be accredited with CIDESCO, as in Japan having an international qualification is very desirable. At that time we had no CIDESCO schools in Japan and in 2000 our college was one of the first five accredited schools in the country. I love the fact that in one year we can teach a student what they need to have for a great career and it's amazing to see how students gain confidence in themselves and their treatments over the time they are with us.

Today I'm proud to say we have 20 CIDESCO International accredited schools in Japan, with over 300 graduates per year. Therefore, I feel the standard of esthetics is improving. I want to further leverage the standard of education and this in

turn will lead to esthetics as a whole gaining a better image.

When I arrived in Japan 24 years ago we had many salons only giving facial treatments but nowadays an increasing number are also giving body treatments. Over the past 10 years we have seen the rise of the luxury hotel spa which has in turn resulted in the opening of more day spas. There are also a growing number of holistic salons, giving only hands on treatments with aromatherapy and reflexology being very popular.

How is the esthetics industry viewed in Japan?

Unfortunately the image of esthetics isn't as good as it could be due to a lot of unqualified therapists. In Japan, no qualifications are needed to work in a salon and many salons provide their own in-house training for staff which can vary enormously in standards. Most recently there has been bad publicity about post inflammatory pigmentation following laser treatments for hair removal. We hope by increasing public awareness around standards and qualifications within beauty therapy, estheticians will see the need for formal education and this will also drive the general public to go to therapists with the CIDESCO Diploma.

What are the latest Japanese beauty trends?

Currently it is popular to use Hydrogen Rich water as it is said to help neutralize free radicals. Many women are also concerned about thinning hair so scalp treatments and "Head spa" are very popular, with the introduction of whole product ranges for the scalp.

What are your top 3 educational tips for a student?

- 1. Be the best you can be. We cannot all be top of the class, but try your hardest.**
- 2. Don't be afraid of making mistakes. That's how you learn.**
- 3. Keep learning. This industry is constantly evolving so we need to keep up with new research, treatments and trends.**



CIDESCO exhibits at the very first Professional Beauty Dubai.

Above, CIDESCO President Anna-Cari Gund visits Professional Beauty London and Spa & Wellness Convention..

CIDESCO Showcases at Professional Beauty

The start of the year has been a busy time for trade exhibitions and an exciting time for CIDESCO.

With the potential growth opportunities in Dubai and the UAE, CIDESCO had its first opportunity to exhibit at the very first Professional Beauty Dubai. Board member for Education Narelle Blinman joined Beverley Crowther and Diane Collins from the International Beauty Academy Tajmeel in Qatar to promote CIDESCO and meet with important visitors, contacts and influencers.

The two-day convention enabled our team to showcase to visitors and exhibitors CIDESCO's services and GCC region members as well as emphasise the important role CIDESCO has within the beauty industry. It was also a chance to strengthen old relationships while developing new ones and identifying additional opportunities for CIDESCO.

President Anna-Cari Gund visited the UK for the Professional Beauty London event which also included the Spa & Wellness Convention. This show has become a major event in the beauty world calendar attracting some 34,000 visitors and over 800 exhibiting brands. Anna-Cari spent two days meeting with leading brands and partners to discuss opportunities with CIDESCO including advertising in LINK International, partner marketing and the 70th anniversary.

This big and busy show covers everything from beauty and hair products to treatments and equipment suppliers. Best selling products sat next to new innovations and you could see the strength of the professional beauty market by the size of the stands the major skincare brands had. Clarins, [comfort zone], Elemis, Guinot, Natura Bissé etc were all there on a grand scale while further down the convention, on-stand treatments such as teeth whitening, tanning and semi-permanent make-up proved ever popular amongst visitors.



New Board Members in Indonesia



Congratulations to the new Board Members at National CIDESCO Section Indonesia. President Dr. Lianywati Batihalim oversaw the inauguration ceremony which took place on 9th October 2014, at Aula Sasono Wiwoho, Jakarta, Indonesia.



Doing things differently

in 10 new ways...

BY REG LASCARIS, REGIONAL PRESIDENT OF TBWA SOUTH AFRICA, BRAND CONSULTANCY

You don't achieve competitive advantage by clinging to past practice. You have to think and act differently.

To be different you don't need to be weird, but you do need to be receptive to new ideas.

Which is why 10 recent tips on doing things differently caught my eye. The list came from our Group strategists at Yellowwood. Their focus was on doing things differently with design as a brandbuilding tool. But it struck me that all 10 tips applied to marketing and advertising in general. So I took Yellowwood's list and tweaked it a little. Here's the result ...

1. Look to other categories:

Good ideas cascade into other areas. Your own sector does not have a monopoly on innovative thinking. Look at what others are doing in other industries. Adapt and modify.

2. Balance the familiar with the novel:

Repetition and consistency are important to your customers, but liven things up in a familiar context and you achieve solid impact.

3. Trigger the imagination:

Build intrigue and appeal to curiosity. This encourages your customers to make a contribution.

4. Stay people focused:

Technology can be cool and new industry trends can be powerful, but never forget you're in the people business. You sell to people. Your business is driven by people. So stay human and elicit a human response.

5. Picture power:

Tell great stories, but kick off with a great visual. If the picture's perfect, the words come easy. Get wordy and you get boring.

6. Build meaning:

You're not just selling a product, you're creating an experience. Build meaning at every touch-point and you build relationships. That way you create and keep customers.

7. Keep things simple:

If you're selling small print to lawyers, complexity's OK, but in all other cases people prefer simplicity. It saves time. It shows you are not trying to outdo or outsmart your customer. You're accessible.

8. Ask the right questions:

Challenge industry assumptions, conventional wisdom, the research, the precedents, the brief. You want insights as well as answers. These are not handed to you on a plate. You need to probe for them.

9. Be sensuous:

Appeal to all the senses and to both the right and the left brain. Immersive experiences foster long-term engagement. Sight and sound give you a base. For extra impact look at ways to bring in touch, smell and human feelings.

10. Make it rewarding:

Find ways to reward customers. This doesn't mean discounts with everything. It means creating a connection that makes people feel good about dealing with you.



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Success Through Education



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CIDESCO LINK magazine Why advertise?

CIDESCO LINK magazine is a must for any brand looking to reach key decision makers and influencers in the professional Beauty and Spa Industry worldwide. As the official magazine for CIDESCO, it carries the authority of our established and highly respected association.

Published quarterly, CIDESCO LINK magazine features CIDESCO news, new technology, industry developments in professional beauty, spa, aesthetics and media make-up, product updates, expert advice, business features and case studies.

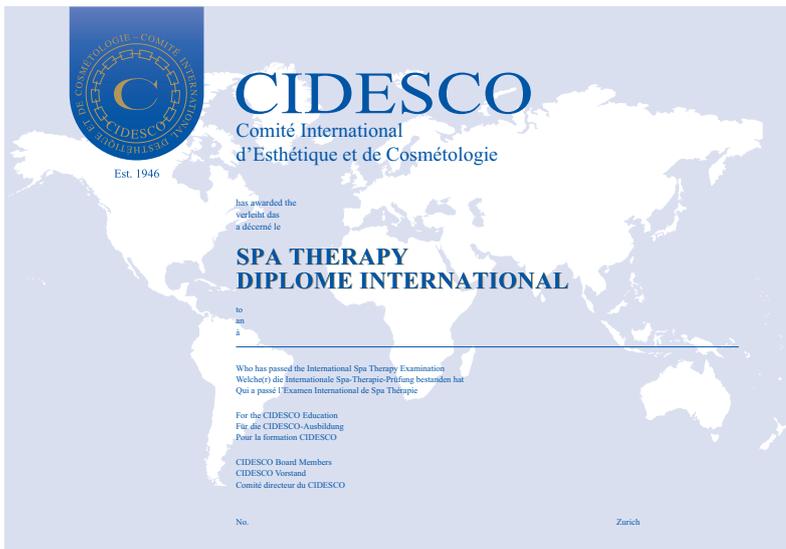
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CIDESCO Celebrates Student Success In South Africa

The Sandy Roy Beauty Therapy Institute in Cape Town, South Africa held their annual CIDESCO examinations which were marked by UK based Mrs Josephine Wackett, Vice-President and International Examiner of CIDESCO International.

Congratulations to all 2nd and 3rd year students but in particular to 3rd year student, Celeste Gennerakis who was the first learner worldwide to undertake the new CIDESCO stand-alone Spa Therapy examination.

About the CIDESCO Diploma in Spa Therapy

The aim of this course is to give candidates the required information to be able to efficiently and effectively work in Spas worldwide. The course is designed to give candidates the most comprehensive Spa Therapy knowledge and training.

Ideal for the student looking to enter the industry, this course requires no previous Beauty or Spa Therapy knowledge and as such has been identified as a complete Spa Therapy education.

The course consists of at least 600 hours training at a registered CIDESCO Spa school covering the Spa Therapy Training Syllabus plus 200 hours Spa work experience.

If you are interested in introducing the CIDESCO Diploma in Spa Therapy to your training programme or for further information on the course please contact the CIDESCO head office team.

“A fantastic achievement for the young therapists and our team”

Around the World

Congratulations to everyone who passed their CIDESCO examinations recently. Well done to you all.

CIDESCO Examination held at The London School of Beauty & Make-up, Great Britain



CIDESCO examination at Australian Beauty Therapy Academy, Canberra, Australia with CIDESCO Examiner Teresa Fibrich



CIDESCO Media Make-up examination held in November 2014 at Face to Face Make-up Design School, Johannesburg, South Africa.



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