



CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

EST. 1946

CIDESCO INTERNATIONAL

LINK

SEPTEMBER 2015 · Issue 75

Artistic Flair

*CIDESCO celebrates Make-up
and Body Art Talent*



INSIDE THIS ISSUE

- Congress Review
- Massage Techniques
- Spotlight on Japan
- Which Aesthetics?
- A Career at Sea

CIDESCO Make-up & Body
Art Competition 2015
Professional Division Winner:
'Chameleon' by MUA
Charmaine Buttrick

President's Message



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

DEAR FRIENDS AND COLLEAGUES

We are well through half of the year and I am sure you have also experienced many interesting events in the CIDESCO World of Beauty and Spa Therapy. We would like to share some of ours with you.

The CIDESCO Board Members continue to promote our business in various countries, be it by examining, attending Congresses or holding Regional Meetings. We have recently been represented in South Korea by Board Member for Education Narelle Blinman, who held a Meeting with CIDESCO Schools and the National CIDESCO Section while examining there. These Meetings cover many important topics on the CIDESCO

Examination which are better explained in person than through correspondence. We have found these Meetings very rewarding and are much appreciated, therefore they will be continued in other countries. The next one will be held in the United States in October, chaired by Education Committee Member Margrit Altenburg. Schools and Examiners from Canada have also been invited to this Meeting. So far, Regional Meetings were held this year in Ireland, Dubai, Japan and Korea.

In March Vice-President Josephine Wackett and I were invited to the Cosmoprof Congress in Bologna, Italy, where we spoke to a very large public. We have also been asked to attend the Serbo-Italian Congress in Belgrade in October which will be represented by Vice-President Josephine Wackett. Early in September I was invited to speak at the Swedish Beauty Therapy Congress on the topic "The importance of having an international qualification". There was also a Nordic Meeting where I represented CIDESCO to further opportunities to work together over the borders.

My new business involves a lot of travelling and I am usually able to combine CIDESCO representation at the same time. I will therefore be attending the SPATEC Middle East in Dubai in September and the Global Wellness Summit in Mexico City in November. These events will be very interesting for CIDESCO especially since one of our new Diplomas is in Spa Therapy.

Sandy Fuhr (Roy) attended the first SWAA (Spa & Wellness Africa Association) meeting in Mauritius where she presented CIDESCO to delegates from all over Africa. The President of Mauritius honoured them with her opening speech and support for upgrading the levels of Education and Spa and Beauty Salon accreditation.

CIDESCO has had huge coverage in various magazines which I am sure you have seen. Press Releases were circulated on Plastic Microbeads, a topic that is an eye opener right now worldwide. We have also covered information on waxing techniques and of course the new Diplomas that were launched.

Our Social Network has increased substantially and we have had a lot of feedback from our Members. Our PR representatives are constantly updating our Members; please send us information on events in your country.

We would still like to have more echoes from you on the new Diplomas that have been introduced. These Diplomas were designed to allow candidates with limited time to be able to achieve the CIDESCO qualification and to increase sales for Schools.

My fellow Board Members and I will meet up at the beginning of November for a Board Meeting in Zurich. As we have regular Skype Meetings, Board Meetings in Zurich have been cut back to reduce costs. However, we see that it is important to have face to face contact with each other and also with the Head Office staff, so we will follow this pattern in the future.

Our aim is to ensure that CIDESCO stays the preferred International Beauty & Spa Therapy qualification. Join us in this venture to make CIDESCO even bigger.

We look forward to lots of new experiences in the coming months to share with you.

With best wishes

Anna-Cari Gund

CIDESCO Section Israel, 56 years



“Since 2002 we have been fighting for recognition of cosmeticians as professionals in every way”

Congratulations are in order for CIDESCO Section Israel which is celebrating 56 years of CIDESCO membership and also to President Rachel Bar-On who at the end of her term as chairwoman of the Cosmeticians Association of Israel has been appointed Honorary President. Rachel has also come to the end of her term as President of CIDESCO Section Israel and we thank her for her highly valued contribution to the industry.

Talking about the industry in Israel, Rachel says, “In 2012, the Israeli organisation under my chairmanship persuaded the Israeli Knesset (Parliament) to pass the Medical Equipment Act so that cosmeticians can use medical equipment and devices in their salons following sufficient training. Since 2002 we have been fighting for recognition of cosmeticians as professionals in every way, and for a law to this effect. We hope that we will ultimately succeed.

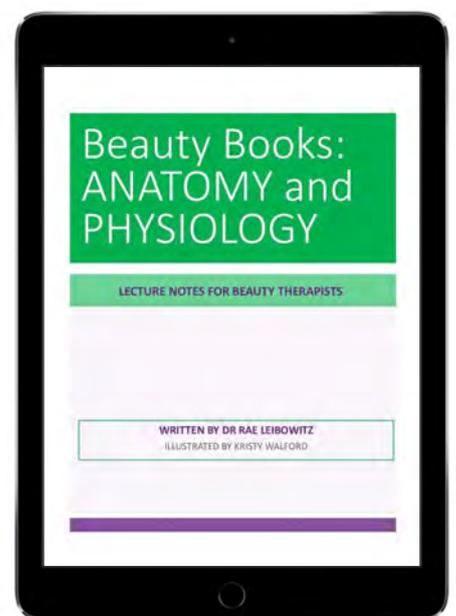
I would like to draw your attention to courses being held in various countries including Israel: ‘Paramedical Cosmetician’ or ‘Medical Cosmetician’, which have not been regulated in Israel or elsewhere, as far as I know. In my opinion, CIDESCO should act quickly to obtain regulation.

This year CIDESCO Israel is celebrating 56 years of membership in CIDESCO and we are grateful for the cooperation between us throughout this period”.

Editors comment: Watch this space CIDESCO members. We are currently working on our aesthetics guidelines.

BOOKS FOR BEAUTY

THE NEXT GENERATION HAS ARRIVED...



rochy@booksforbeauty.com
www.booksforbeauty.com
www.facebook.com/booksforbeauty





CIDESCO Awards Winners, clockwise from left: Kate Wacz, Hedy Dettwiler, Iro Koroneou, Tracy Chambers



Our CIDESCO Award Winners

At the 63rd CIDESCO World Congress & Exhibition held in South Africa, we celebrated, awarded and honoured four new CIDESCO Award winners, elected by CIDESCO Sections.

*The Médaille d'Or went to **Kate Wacz**, Sweden and **Hedy Dettwiler**, Switzerland, the Médaille du Mérite to **Iro Koroneou**, Greece and the Médaille d'Esthétique to **Tracy Chambers**, South Africa. Congratulations to them all!*



Education ranked top of the agenda at the CIDESCO 63rd World Congress in South Africa

THIS WAS AN EXCEPTIONALLY EDUCATIONAL CONGRESS SITUATED IN THE BEAUTIFUL CITY OF JOHANNESBURG IN SOUTH AFRICA.



Schools' Meeting, Wednesday 20th May

We had an extraordinary attendance during the 1st day of meetings for all CIDESCO Schools, Sections, Beauty Centres and Examiners. Narelle Blinman, Board Member for Education hosted the meeting with the help of our special guest, Dr. Rae Leibowitz, who lectured on the different body (soma) types taught in the CIDESCO Syllabus. The day was packed full of helpful information discussing CIDESCO's practical examination procedures to case studies. There was time allocated for an open forum where attendees could express their valuable ideas.



Examiners' Meeting with lectures in the afternoon, Thursday 21st May

We had only a half day scheduled for the CIDESCO Examiners' meeting this year, although we packed a lot into this time. Narelle Blinman hosted the meeting and gave a presentation on how to dress professionally for an examination as well as what is needed before and after an examination. All Examiners worked together to discuss what questions they would ask during a Practical Examination. This turned out to be a very productive meeting for all. After a marvelous lunch together, Schools and Examiners re-convened for the afternoon to hear two special guest speakers lecture on 'How to prepare a Student for the Workplace' and on 'Molding the Student for the Future'.

Evening trip to Lion Park, Thursday 21st May

Immediately after our guest lectures, we boarded a bus for the Lion Park. What an extraordinary experience! Specially built vehicles took the 60 visitors safely through the lion camps. We were fortunate to see lions, cheetahs as well as giraffes close up. In the evening we had the opportunity to experience the behaviour of a pride of lion at feeding time; it was truly a remarkable opportunity. For those of us that were brave enough we could pet the lion cubs and have our photos taken to capture a once in a life time experience for most. A delicious buffet was ready for all in a beautiful tent where we chatted and laughed the night away with old and new friends. Ian Fuhr from South Africa's leading salon brand, Sorbet, sponsored professional photos of the evening. We all left with a professional picture of us together with a cheetah and the Lion cubs. An awesome memory of this fantastic evening.



General Assembly, Friday 22nd May

At this 69th meeting, Section representatives voted on important issues to set the future for CIDESCO. As previously decided, at this meeting the representatives were required to vote on one National CIDESCO Section in Australia. The majority voted on Section "B" taking the role. We now have one Section in Australia. Unfortunately the "B" Section in Great Britain resigned as a CIDESCO Section with the result that we no longer have a representative in this country. Section Ireland gave an inspirational presentation about their CIDESCO World Congress and 70-years CIDESCO celebration in Dublin in September 2016.

Gala dinner, Saturday 23rd May

The "must go" Gala dinner was held in the ballroom at the Hilton hotel, Sandton. Every year, everyone from the CIDESCO family looks forward to this event. We have the opportunity to dress up, put on our best make-up and show what beauty is all about. Meet and network with our old friends and new industry professionals is the name of the night where we all laughed, danced and had a good time. The entertainment was African music followed by Irish dancing.

Exhibition and lectures, 23rd - 25th May

The opening ceremony was the start of a 3 day Congress. Delegates from around the world attended and came up to the stage with their flags. The 3 days were filled with lectures and an exhibition forum showcasing many South African products as well as international suppliers. The line-up of speakers was of the highest caliber. The South African CIDESCO Section (SAAHSP) ensured this forum educated our delegates with information they would be able to take back to their salons. Mrs Helene Weber-Bramwell was the Convener of this event and undertook this role with her usual grace and professionalism.

PR Meeting, Sunday 24th May

Many Section representatives from National CIDESCO Sections, including the CIDESCO PR Committee Members attended the 3rd PR Meeting held at a CIDESCO World Congress. Led by Sandy Fuhr (Roy), this was a highly constructive and lively meeting with great ideas and suggestions which we have already started to implement.

Closing ceremony and Make-up Competition, Monday 25th May

Traditionally we closed the CIDESCO Congress showcasing the final body art painting of the professional and student categories. The theme this year was African fauna and flora. The standard was exceptional, with 29 entrants taking part. Each model had the opportunity to showcase their body painting on stage. Mrs Kate Wacz presented each of the winners and runners up with a generous monetary prize, together with certificates of participation. Sponsors added gifts for the winners which added value to the artists.

We would like to thank the CIDESCO Section South Africa, CIDESCO Honorary President Helene Weber-Bramwell and Glasshouse Communication Ltd for organizing the 63rd CIDESCO World Congress & Exhibition.

SANDY FUHR (ROY), CIDESCO BOARD MEMBER FOR PUBLIC RELATIONS



True Works of Art

This year's CIDESCO World Congress 2015 Make-up and Body Art Competition was a spectacular fusion of talent and colours centred around the theme of African Fauna and Flora. Organised by CIDESCO Vice-President Josephine Wackett, here and overleaf, Josephine reports on the event.



Student Category Winner:
'Vulterine Guineafowl'
by Lean ne Roux

Professional Category 2nd:
'Marula Tree' by
MUA Le-Jean Geluk

“The Competition was in two sections: Professional make-up artists or Students currently undergoing professional make-up training. The overall standard was extremely high, showing great imagination and eye-catching use of colour. The use of airbrush techniques is not permitted thus allowing the make-up artists to display their highly skilled drawing and blending abilities. There were beautiful examples of intermingled artwork where various parts of the theme developed into one another particularly well as shown on the winning Chameleon. The best three in each category were selected unanimously by the team of 5 judges from China, Sweden, Switzerland, UK and host country South Africa then arranged in ascending order to receive generous prizes and cups. In particular, the well-known and much loved Swedish judge Mrs Kate Wacz kindly donated trophies and monetary sums. All competitors received Certificates of Participation.

“A diverse variety of titles interpreted the theme including African Jaguar, Flamingo, Sunflower, Blue Crane, Nature Boy and Rainbow Nation. All 25 entrants must be complimented on their spectacular show. It is such a pleasure to witness the 6 hours of painstaking attention to detail result in true works of art. Congratulations to all!”



Congratulations to everyone who entered and particularly to the winners:

Professional Category

- 1st 'Chameleon'
MUA Charmaine Buttrick (Face to Face Beauty and Make-up Design School)
- 2nd 'Marula Tree'
MUA Le-Jean Geluk (Face to Face Beauty and Make-up Design School)
- 3rd 'African Tree of Life'
UA Yolanda Kahl

Student Category

- 1st 'Vulterine Guinea fowl'
Leanne Roux
- 2nd 'African Sunset'
Bianca Wolhuter (Face to Face Beauty & Make-up Design School)
- 3rd 'Africa Big Five'
Bianca Serfontein (face to Face Beauty & Make-up Design School)

Student Category 2nd:
'African Sunset' by
Bianca Wolhuter



*Photos taken by Nicci Landman
Photography*

Student Category 3rd:
'Africa Big Five' by
Bianca Serfontein



From the spa island of the Gods

Balinese Massage

FABIO MEARDI



Nowadays we witness the birth of new massages almost every week. However, these only seem to last a season, given that in the majority of cases, they are a mixture of moves extracted from other massages and almost seem like choreography as they often have very little new and give little consideration to the sense of a movement within a specific sequence. There are, however, massages which are centuries old, if not thousands of years, which have passed the toughest test: that of time. In the history of man anything that is not working becomes replaced, modernised or removed. In the case of Balinese massage, this is not so, we can still enjoy the centuries of experience.

What are the characteristics of the Balinese massage? First, the treatment traditionally begins with a foot bath containing a mixture of herbs, essential oils and flowers which soothe and clean the feet so that the body is completely sanitised. This is a very useful practice but is rarely seen in other massages. The massage then begins on the back which is contrary to what happens in many Western massage schools. The Balinese massage is an intense massage, deep, but that does not mean it's unpleasant or painful, on the contrary it gives a feeling of well-being and it feels like you are free from a heavy backpack after a long hike in the mountains. It's not by chance that this is also a good massage to give before and after sports activity.

This suggests that great attention is made in this therapy to work directly on the muscles. This includes deep manipulation of the muscle in order to "squeeze" the drainage of fluids, lactic acid and accumulated tension.

This massage therapy also uses a combination of friction, kneading, skin rolling, strains, digital pressure to stimulate blood flow, oxygen and the prana (Qi) throughout the body, bringing deep relaxation and a sense of widespread wellness. And of course, the hands and arms are the toolbox of this massage as it uses the knuckles, fists, forearms, elbows and fingertips; there is even a technique performed with the triceps!

The Balinese massage is an intense massage, deep, but that does not mean it's unpleasant or painful.

Two very unusual techniques in the Balinese Massage are those inspired by the traditional Balinese dance called "Kecak", where the forearms are slid down the back and crossed at the hands to resemble the coils around the trunk of a snake. The second one involves deep friction with the elbow along the spinal muscles simultaneously to a vibration impressed by a particular hand movement. This not only makes an impression but it is also rather a pleasant experience that is worth trying.

We can define this massage as the sum of different oriental techniques from which it originated, keeping those which have been considered useful in Indonesian tradition, especially Chinese and Indian. These blend in smoothly with the technical and functional aspects and then time has done the rest, enabling the massage to be refined over the centuries.

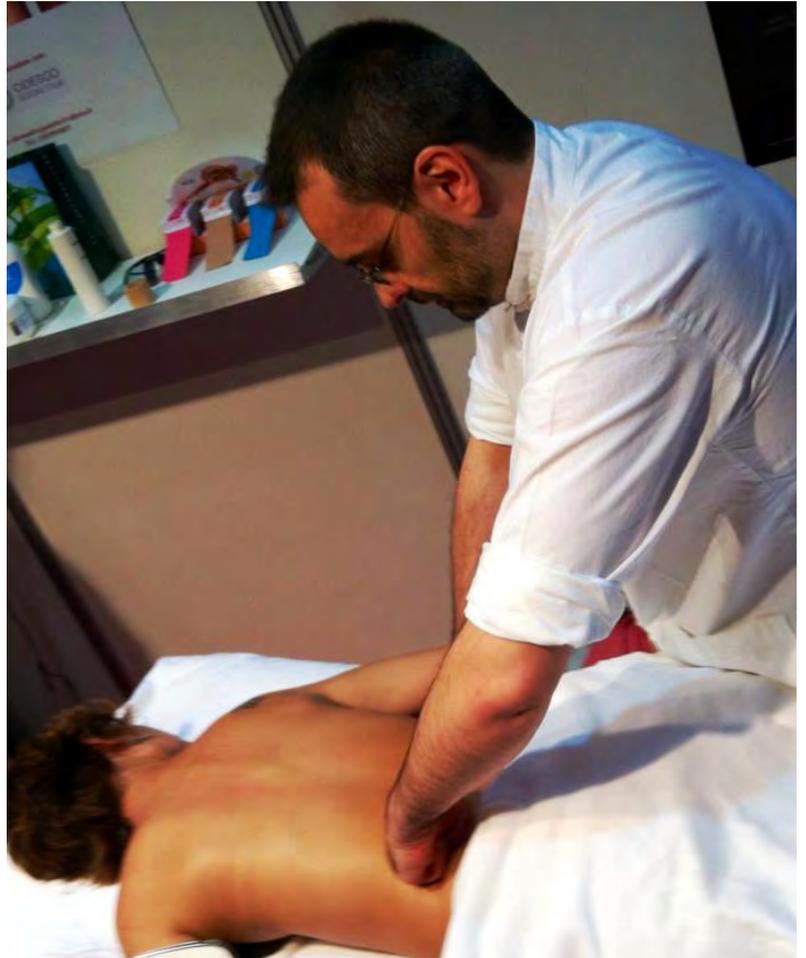
Specifically, those techniques that involve long manoeuvres or which are made with the palm of the hand, forearm and elbows originate from Indian influence, while we see the Chinese influence in the use of the fingertips for acupressure on specific points.

We have seen that the Balinese massage is great for treatment before and after sport but it is also traditionally used to give relief from a wide range of problems such as headaches, sleep disorders, stress, anxiety or depression, allergies and breathing problems.

With the ritual of living life in the present in Bali where there is a particular form of Hinduism synchronised with indigenous beliefs, the form and approach are very important. In many cases, before starting the massage you practice a real ritual where you ask the Divine to provide its assistance in the execution of the massage, entrusting you and the client to divine protection (without religious references: one can adapt it to your personal credentials).

One of these pre-massage "prayers", performed with particular movements similar to a small dance, is the following:

"I present myself to the Creator/the beginning/the best of my abilities/knowledge in the art. /I ask to receive from the Creator/the things I cannot see today/and that will be etched in my heart/to the end.



Fabio Meardi

Fabio is a teacher for CIDESCO Section Italy and offers training and counseling at vocational schools, business associations and cosmetic companies. He is also Head of International Relations within CIDESCO Section Italy.

With a degree in Medieval and Modern History at the University of Milan, he obtained a Master in Spa Management in 2013. He is an expert trainer in massage techniques and energy used in Southeast Asia and Hawaii. He teaches courses in these disciplines in Italy and abroad.

The Global Evolution of Aesthetics



JULIA PETTIS, BS. FACHE
ACADEMIC DEAN
COLLEGE OF MEDICAL
AESTHETICS
SCHOOL OF AESTHETIC
DERMATOLOGY NURSING
CALIFORNIA U.S.A

In the last 25 years there has been an explosion of equipment and cosmeceutical skin care products introduced to medical professionals, medical spas and wellness resorts. Fueled by more wealth, longer life expectancy and a youth oriented culture, there is an overwhelming consumer demand for anti-aging and wellness therapies. The global economic changes and rising consumer incomes are driving the global beauty care industry, which is forecasted to reach \$265 billion by 2017. Emerging economics such as India, China, South Korea, and Brazil offer high growth opportunities for players operating in the medical aesthetics market.

International spa and resort markets have experienced a significant paradigm shift in client expectations. In most industries, quality has never mattered more. New technologies have empowered customers to seek out and compare an endless array of spa treatments from around the globe. Consumers pre-qualify facilities, staff, and services by using objective data compiled by experts at organizations such as the International SPA Association, and

Spafinder Wellness. When customers are unsatisfied with a product or service, they can use social media to broadcast their displeasure. In surveys, 26% of consumers say they have used social media to air grievances about a company and its products. It is essential that successful operations rely on well-trained managers and staff who use their education, and experience to satisfy consumer demands.

The surge of quality employees has created the need for advance aesthetic's programs and advanced degrees in spa and resort management designed to accommodate consumer demands. Advanced education for aestheticians in particular has been the buzz for the past decade. The introduction of technology used for anti-aging is now used in the healthcare system creating a demand for aesthetic nurses and paramedical aestheticians.

Given that much of the technology began in Europe, the use of skincare practitioners is somewhat more advanced than in the U.S. In 2001, England's Royal College of Nursing (RCN) created a forum of Nurses practicing Aesthetic Medicine. The

26% of consumers say they have used social media to air grievances about a company and its products

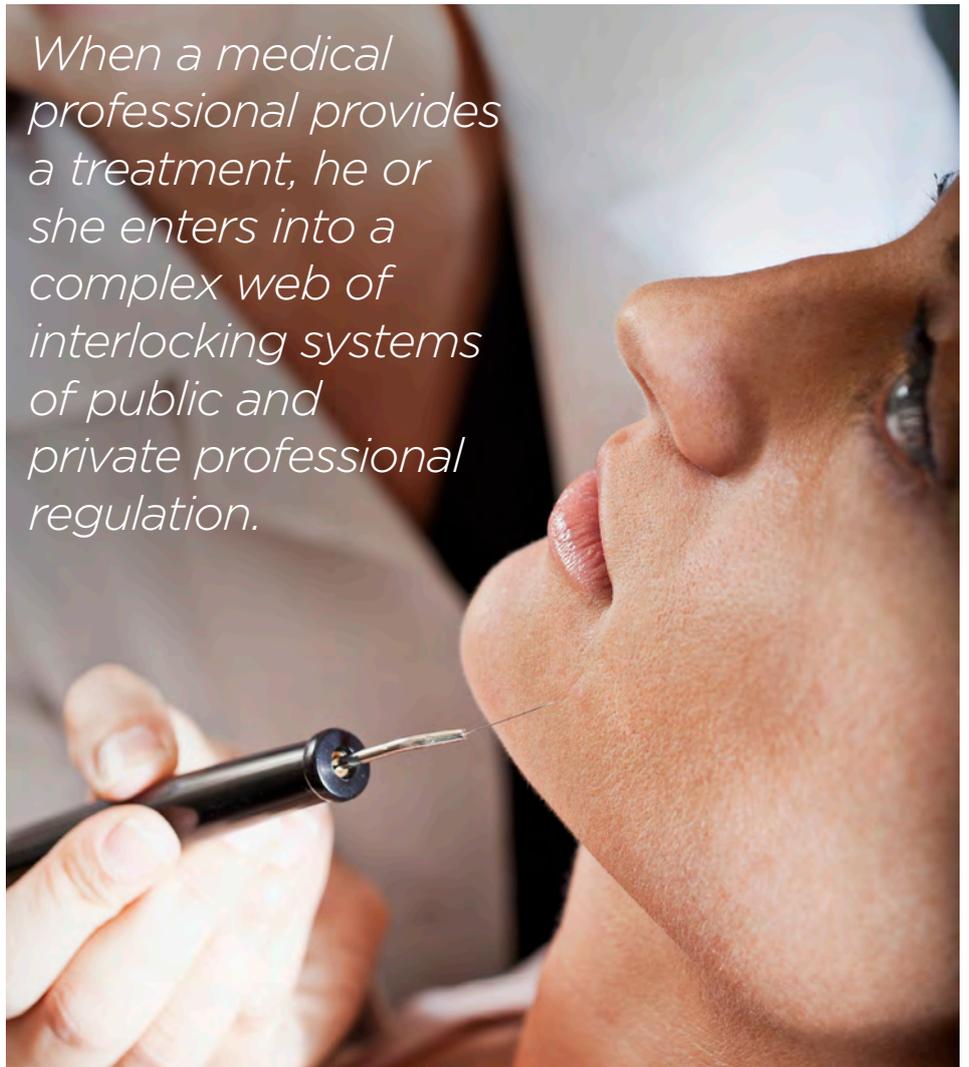
department of health established an expert panel of physicians who defined the scope of aesthetic medicine and regulations regarding medical aesthetic scope of practice for nurses practicing in the field of aesthetics. Competencies were also developed to determine an assessment tool for aesthetic nurses emphasizing areas of excellence and weakness and enabling them to measure their practice against established benchmarks. The RCN collaborated with the University of Greenwich and established a nationally recognized and accredited graduate diploma in aesthetic medicine.

Conversely, medical aesthetic practice in the U.S. has not been managed as well, particularly among aestheticians. While many states permit aestheticians to operate lasers or micro needling devices; others stipulate that only nurses and physicians can operate these devices. Unfortunately the role aestheticians can play in a medical environment has yet to be determined by medical professionals or regulatory agencies. Aestheticians who work with a physician or in a medical environment have taken on the self-proclaimed title "Medical Aesthetician".

When a medical professional provides a treatment, he or she enters into a complex web of interlocking systems of public and private professional regulation. These systems delineate scope of work and restrict who can do certain tasks, regulate conduct, and set entry qualifications and ongoing educational standards. Because of the ubiquitous nature of systems of professional regulation and their role in defining and enforcing standards of professional conduct, it is important for a medical provider to understand how they work and the challenges they pose.

From a public perspective, the rationale for professional regulation of paramedical aestheticians is patient/client protection. The public generally lack the knowledge, skills, or judgment to diagnose or treat disease and, thus, have strong incentives to rely on medical professionals or medical assistance with specialized expertise to assist them. Entrusting

When a medical professional provides a treatment, he or she enters into a complex web of interlocking systems of public and private professional regulation.



their care to educated well trained paramedical aestheticians can yield benefits for both the public and the profession. More broadly, given that the rationale for licensure and board certification is quality assurance. A key question, however, is how to regulate and what organization will spearhead the education and credentials needed to validate the profession.

A more immediate concern is the lack of professional regulations is not keeping pace with recent industry trends creating barriers for the medical spa and healthcare workforce. For example, licensure laws may hinder the use of aestheticians without a paramedical education needed to assist when physicians utilize multidisciplinary teams. In the U.S it is common practice for dermatologists and plastic surgeons to employ aestheticians which provides

opportunities for aestheticians to be an essential facet of the skin care team, however, physicians are aware of the absence of medical education aestheticians need to assist in more complex situations.

Aestheticians and healthcare providers want to help patient/clients see through the barrage of industry marketing so they can select which treatments are best for them. By promoting the safe use of industry products and appropriate training pathways, the global evolution of aesthetics will provide safe and effective procedures and products by enhancing patient/client satisfaction. This responsibility will be fulfilled by creating an organizational structure that promotes sanctioned education to ensure public safety through established compliance and ethics.



SPOTLIGHT ON...

The Fair Face of Japan

TRACEY STAPLETON

Female beauty varies from country to country. While some cultures like long necks or stretched lips, others prefer lighter skins and petite bodies. We have a tendency to want what we don't have and in the same way that many Westerners find Japanese girls beautiful, many Japanese women use cosmetics and treatments to achieve more Western looks.

Lighter skin has long been considered a sign of beauty by Japanese women. Back in the Nara and Heian periods between the eighth and 12th centuries, Japanese noblewomen painted their faces and necks white using a heavy rice powder called oshiroi. The whiter skin however had adverse effects on other aspects of their beauty. Against the white of their skin, their teeth looked more yellow and their eyebrows weren't as prominent. To solve these beauty issues, the Japanese women practised ohaguro and hikimayu.

Ohaguro (shown above) was the practice of dyeing your teeth black with a combination of fushiko powder and acetic acid with iron. The black teeth matched their long black hair which was also considered a sign of beauty. This practice was thought to protect the teeth from cavities and continued for hundreds of years right up to the 19th century until it was banned by the Government.

Hikimayu was the process of shaving or plucking your eyebrows to replace them with crescent or 'butterfly' shaped ones drawn high up on the forehead using black ink. One of the thoughts behind this is that with no eyebrows it was easier for the women to paint their faces white and the higher eyebrows balanced their faces and complemented their dark hair.

However, despite this early foray into the use of cosmetics, it wasn't until the 1960s that eyeshadow became commonplace among women. Influenced by fashion models and Hollywood stars, Japanese women started to emulate their heroines with false eyelashes and made-up eyes.

Today, lighter skin continues to be a favourite of many Japanese women although rice powder has long since been replaced with sun block and skin whitening creams with 50% of consumers in Asia regarding skin lightening/brightening benefits to be a 'high priority/essential' feature of skincare products compared to less than a quarter of consumers in Western Europe and North America (Datamonitor Consumer Survey 2013). However, skin whitening has not been without its controversy. From early centuries when lead was sometimes used instead of rice powder to recent years when Japanese cosmetic giant, Kanebo recalled 54 skin whitening cosmetics due to a risk of severe depigmentation and skin damage.

Another western look popular in Japan is the double eyelid which is sought to give a more open eye, rounded look. Treatments vary from eyelid tapes available to purchase in stores, to using homemade devices such as spoons and, of course, double eye-lid surgery.

With eyes a focus, most recently it has been reported that Japanese women in Tokyo are walking around with red-rimmed eyes. The trend, known as 'me no shita chiiku' which means 'undereye blush' involves women using red blush under their eyes to create a tired, hungover look along with wet-look hair. Adopted by the fashion industry, this look is becoming more mainstream with a make-up tutorial by a Japanese blogger who has given a step-by-step on achieving this look being viewed more than 100,000 times.

50% of consumers in Asia regard skin lightening or brightening benefits to be a 'high priority' or 'essential' feature of skincare products



SPOTLIGHT ON JAPAN

The importance of Ki

The Japanese recognise life energy 'Ki' as the main force behind human existence and believe that beauty is more than skin deep.

7 of the 8 meridians that run through the face are the more energising (yang) type.

Ki flows through the body via meridians which are connected to specific organs and responsible for the physical, emotional and spiritual wellness of the body. A healthy body is one where there is internal balance and Ki can flow freely.

The beautiful skin of Japanese women is maintained through a careful skincare routine which often includes regular facial massage, concentrating on the manipulation of facial meridians and acupressure points to enable Ki.

We take a look at two modern Japanese facial massages which are based on the meridian theory used for thousands of years.

Tsuboki is a modern treatment and translates as 'acupressure point + life energy'. This massage uses the tsubos to influence the flow of Ki in the body. It is actually a full treatment involving neck and shoulder massage, detailed face massage, acupressure, lymphatic drainage and the Japanese face massage known as a natural facelift combined into a relaxing and restorative health-giving experience.

Specific benefits of the treatment include improved skin tone and lymph flow, improvements in muscle tone, rebalance of the whole body, improved appearance of the face and the removal of metabolic waste products. Many of the techniques can also help to prevent lines, wrinkles and puffiness.

Zogan is a face contouring massage technique developed by Japanese stylist and beauty expert, Yukuko Tanaka. This is self massage which takes just 6 minutes a day as an anti-ageing treatment with many people reporting they see a difference in just 2 weeks.

There are 11 steps in the Zogan massage ranging from toning your nasolabial folds when you twitch your nose to kissing the ceiling to firm up your chin. By putting pressure on certain points in the face this helps the body to excrete toxins and at the same time enhance blood flow.

Many people swear by regular face massage and it is incredibly relaxing to receive. Interestingly, 7 of the 8 meridians that run through the face are the yang or more energising type which might explain why clients often report feeling deeply relaxed during the massage but balanced and energised afterwards.



CIDESCO Spa Therapy Diploma: One year on

It's almost a year since we launched the CIDESCO Spa Therapy Diploma and now we are celebrating the first group of our students to qualify. Congratulations to our schools in South Africa, Indonesia, India and New Zealand who are all teaching Spa Therapy.

We spoke to Ms Maya Paranjapye, Principal of the Butic Institute of Beauty Therapy and Hairdressing in Mumbai, India.

Why did you decide to take on the CIDESCO Spa Therapy Diploma?

"We were teaching the PG (Post Graduate) Spa exam for the last 5 years but when CIDESCO introduced the Stand Alone Spa Diploma we decided to offer this.

Our male therapists particularly like this qualification because they do not have to do make-up, manicures, eyebrows and waxing etc which in their professional work they never do. The course also has 600 hours of training which makes our students much more knowledgeable."

How easy did you find it to implement it into your existing course structure?

"We have been teaching the PG-Spa, so we only needed to adjust this course and combine it with part of the Beauty Therapy course."

What type of students were attracted to this course?

"We found it was particularly attractive to students who wanted to pursue a career in the spa industry only and those who want to work overseas."

Training for CIDESCO's Spa Therapy Diploma can be done in the evenings and weekends and is available to both male and female students.

If you are a school interested in offering the CIDESCO Spa Therapy Diploma to your students please email info@cidesco.com for further details.

Note from CIDESCO: If you do not have an in-house Spa, you may outsource the practical components to a local Spa.

7 ways to engage with your clients



With the development of social media, it has never been more important to be part of the conversation and engage with your clients online as well as inside your salon. Social media enables you to keep in touch with clients in between appointments in a friendly, informative way which builds trust and loyalty with long term benefits for you and your business.

But how do you use social media for the best results? Here are 5 tips for engaging with your clients in the best possible way.

1. Promote your social media networks

Make sure your clients know that you're on social media and how they can connect with you. Put up some signage in your salon saying 'Visit us on Facebook', 'follow us on Twitter', 'follow us on Instagram', 'watch us on YouTube' and include on any leaflets you distribute. Promote them in your regular emails to your database too.

2. Create some brand guidelines

There have been numerous reports in the news on how social media has caused problems for an individual or business when the 'wrong' type of posting has been made. Avoid this by creating some social media guidelines for your business. It's important your channels are a reflection of what it's like to visit your salon. Discuss the type of language you want to use with your team, the images that best communicate your brand and agree what is and isn't acceptable to post. Decide on who will do the postings and how regularly you will communicate.

3. Inform & educate rather than sell

Social media is about building relationships, it's not for hard sales. While you will want to advise your audiences of your special offers and promotions, the majority of the time you will be giving them information and advice which enriches them and encourages them to come back for more. Encourage your team to get involved by giving their expert tips, views on the latest treatments, news in the industry. This way, when you do make an offer, they will already trust you and the uptake is going to be so much higher.

4. Interact

Don't just post comment but create interaction with your clients with questions, asking for their opinions or personal experiences. Social media is

a great way to really understand your audience and their wants and needs. Mention your fans and followers by thanking them for certain comment, liking a picture they've posted or wishing them good luck for a special event. You'll soon see how passionate some people are about your brand which can be extremely rewarding.

5. Connect with influencers

Find out other businesses in your area which are on social media and could have similar audiences. Consider running competitions with them in order to pick up on some of their followers. Look too at local bloggers who have large followings. Invite them in to review a treatment or send them some product to review.

6. Gain referrals

There's nothing more influential than a friend's recommendation. Encourage your clients to take pictures of themselves after treatment and post the picture up on their own social media channels. This works well with manicures or make up. Consider running a monthly 'best post' competition for the one that gets the most Likes/retweets and including it on a board in your salon.

7. Give something back

Reward your social media audiences by letting them know first about special offers or create promotions exclusively for them. This could be birthday discounts, an offer on booking more than one treatment, or bringing a friend along at a special rate. Provide excitement by running competitions every now and then with prizes donated by your product house or other suppliers.

Lastly, don't forget to sign up to CIDESCO's social media channels. You can find us on:



Student Exchange

It is well known that the CIDESCO Diploma can open the door to a career worldwide and this certainly has come true for Clodagh Standun from the Georgina Price College of Beauty Therapy in Galway, Ireland.

The Georgina Price College of Beauty Therapy had the privilege of receiving Miss Dawn Owen as their CIDESCO International Examiner. Upon completion of the examinations, Miss Owen was so impressed by the dedication and talent from the students that she offered a Student Exchange Work Placement at her Spa in Canada to one of the lucky students. With great pride and excitement, the college confirms that their full time CIDESCO Student Miss Clodagh Standun has been accepted for this placement.

“We are so proud of Clodagh for all she has achieved and know that Clodagh will have an exciting and long career within the Beauty & Spa industry as will all of our CIDESCO graduates. We would like to take this opportunity to congratulate Clodagh and wish her the very best on her exciting new adventure in Canada!” says Georgina Price & the College Team.



Clodagh Standun CIDESCO Graduate 2015



Seminar in Jakarta

CIDESCO SECTION INDONESIA

In a recent seminar held in Jakarta with the theme “What the Experts Say about Anti-Ageing”, three key speakers highlighted ways to make a positive impact on the effects of ageing.

Dr. Lianywati Batihlim, as President of CIDESCO Section Indonesia, reintroduced CIDESCO in Indonesia as an international standard in beauty and spa; Prof. Dr. HR. Rachmad Soegih, a Medical Nutritionist, talked about how to prevent the ageing process by eating healthy food; and Dr. Aditya Wardhana, a plastic surgeon in Indonesia, let the audiences know more about plastic surgeries for anti-ageing.

CIDESCO Updates

CIDESCO World Congress heads to South Africa
 CIDESCO announces its 63rd World Congress and Exhibition will take place in Johannesburg, South Africa from the 20th- 25th May. Attracting delegates from around the world, this event provides the opportunity to discuss the industry's most important issues, learn new skills and network.
 The theme for the congress is "Skin is Alive". Renowned speakers will discuss the latest trends, procedures, ingredients, business management skills and financial advice. Exhibitors will 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



CIDESCO World Congress brings spa industry together, says Anna-Cari Gund

BY ANNA-CARI GUND

Tweet in Share +1 P

spabusiness.com
 Destination | Day | Resort | Club | Medical | Curative



Anna-Cari Gund
 photo: Anna-Cari Gund

The 63rd annual CIDESCO World Congress and Exhibition was a success, says Anna-Cari Gund, president of CIDESCO International. In an exclusive Thought Leader column, Gund shares her insights on what was learned at the event.

CIDESCO in the News

Education Equals Excellence

At the close of the 63rd CIDESCO World Congress and Exhibition, education affirmed its place as the key to excellence in world standards for beauty and spa therapy.



Dressed-up Diplomas

CIDESCO—the Comité International d'Esthétique et de Cosmétologie—has added several diplomas to its educational offerings. The beauty and spa therapy organization's three new programs are the Spa Therapy Diploma, the Post Graduate Beauty & Spa Management Diploma and the Media Make-up Diploma.

Cosmetics & Toiletries

scratch
 The UK's leading nail magazine

NEWS & FEATURES

30 July 2015
 CIDESCO supports ban on plastic microbeads

CIDESCO Supports Microbead Ban; Calls for Safe Alternatives

Aug 3, 2015 | [Contact Author](#) | By: Nicole Urbanowicz

Bronwyn Conroy @BronwynConroyBS · Aug 8

We're thrilled to announce our Scholarship w/ @powerscourthtl / Espa Spa for 1 of our @CIDESCO1 Students: bronwynconroy.com/cidesco-full-t... #beauty

← 2 2

Galligan BeautyGroup @GalliganBeauty

Celebrating their success at the @GalliganBeauty Graduation evening. 100% #CIDESCO pass rate! Well done everyone!

Junay Jacobs @Junay_J · Jan 20

#Justin Got my cidesco exam results, & its a pass!! Feels great to be @CIDESCO1 qualified! #lovingeverythingabout2015



- ♥ 15 likes
- londonbeautyschool Many congratulations to our first CIDESCO Beauty & Spa Therapists of the year, who passed the prestigious international CIDESCO exams today. The entire team at LSBM are so proud of you and wish you every success with your future careers. #lsbm

Social Talk

We'd love to hear your news on social media. Join in CIDESCO's social talk on Facebook, Twitter, Instagram, Google + and LinkedIn

ProBeautyIreland @PB_Ireland · Aug 7

@CIDESCO1 to host 64th Congress & Exhibition at #PB Ireland2016 bit.ly/1EdQ08b



CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

EST. 1946

Diary Dates



September 2015

24-26 Termatalia, Ourense, Galicia, Spain www.termatalia.com

24-26 World Spa & Wellbeing Convention, Bangkok, Thailand www.worldspawellbeing.com

24-26 Beyond Beauty ASEAN, Bangkok, Thailand www.beyondbeautyasean.com

26-30 Green Spa Network Congress, California USA www.greenspanetwork.org

27-28 ESi Montreal, Canada, www.spashowusa.com

27-30 Spatec Fall North America, California USA www.spatecevents.com

28-30 Sustainable Cosmetics Summit Latin America, Sao Paulo, Brazil www.sustainablecosmeticssummit.com

October 2015

1-3 SPA-CE, Heviz, Hungary www.spa-ce.si

4-5 Olympia Beauty, London UK www.olympiabeauty.co.uk

5-6 Professional Beauty India, Mumbai, India www.professionalbeauty.in
CIDESCO India Section present with Vice-President, Josephine Wackett

6-8 Beauty Africa Exhibition & Conference, Lagos, Nigeria www.beautyafrikaexhibition.com

13-16 Piscina & Wellness Barcelona, Spain www.salonpiscina.com

14-16 Anti-Aging & Spameeting Asia, Beijing, Asia www.spameeting.com

17-18 Spa & Wellness Congress Serbia, CIDESCO Vice-President Josephine Wackett has been invited as special guest www.sajamkozmetike.com

19-21 ISPA Conference & Expo, Las Vegas, USA www.experienceispa.com

19-21 Beautyworld Japan West, Osaka, Japan www.beautyworldjapan.com/osaka

19-21 Sustainable Cosmetics Summit Europe, Paris, France www.sustainablecosmeticssummit.com

20-21 Independent Hotel Show, London UK www.independenthotelshow.co.uk

24-26 Salon Look Madrid, Spain www.ifema.es

25-26 ESi Calgary, Canada www.spashowusa.com

Past Events

2-4 September:
CIDESCO PR Board Member Sandy Fuhr (Roy) represented CIDESCO at the Spa & Wellness Association Africa in Mauritius. Sandy gave a presentation on 'Accreditation for Spas and Institutions in Africa' as part of the 'Developing & Branding Africa Spa & Wellness Industry' conference.

November 2015

3-5 Spa & Wellness International Congress, Minsk, Russia www.1swic.ru

5-8 5th Balkan Spa Health & Wellness Summit, Slovenia www.balkanspasummit.org

6-8 SpaCamp, Rheinland-Pfalz, Germany www.spacamp.net

10-11 Spa Life, Stratford, UK www.spa-life.co.uk

11-13 Cosmoprof Asia, Hong Kong www.cosmoprof-asia.com

13-15 Global Wellness Summit, Mexico City, Mexico www.globalwellnesssummit.com.
CIDESCO President, Anna-Cari Gund will be in attendance.

15-16 IECSC Florida, Fort Lauderdale, Florida USA www.iecsc.com

25-28 Saudi Health & Beauty, Jeddah, Saudi Arabia www.saudihealthandbeauty.com

GLOBAL AWARENESS DAYS

September

21 International Day of Peace

29 World Heart Day

October

Breast Cancer Awareness Month (selected countries)

1 International Day of Older Persons

1 World Vegetarian Day

3 World Smile Day

12 World Arthritis Day

15 Global Handwashing Day

November

1 World Vegan Day

13 World Kindness Day

17-23 Global Entrepreneurship Week

19 International Men's Day

21 World Hello Day (promotes peace)

25 White Ribbon Day

A career at sea with CIDESCO



Working on cruise ships can be an attractive job. Not only do you get to work in a 5 star environment but you also get to have an adventure and travel the world. You can often choose to work on 7 to 9 month contracts gaining valuable experience to fit in with your career goals and having worked on a cruise ship, you'll find your skills are much in demand once you return to dry land.

Life at sea though is not without its challenges. Cruise ship clients can be demanding and you will need to be committed to providing the highest passenger satisfaction. Also, living and working away from home for a long period of time can take some getting used to.

So what is it really like working on cruise ships? We spoke to beauty therapist, Kathija Hafajee from South Africa who worked on Steiner cruise ships for 4 years.

"My name is Kathija Hafajee. I am a 24 year old beauty therapist. It all started like this. I finished my last year of high school in 2008 and applied at Face to face Beauty College where I spent two years and earned my

national diploma. I also decided to do an international diploma which was CIDESCO and I was pleased with myself for achieving both my diplomas as I knew that this would help me work internationally when I wanted to. Straight after my studies I got a job working for Steiner which is one of the biggest spa companies at sea. I was one of the lucky candidates to work on beautiful cruise ships and this gave me the opportunity to work and travel the world which was my biggest dream.

"My CIDESCO Diploma helped me get one of the prestigious positions in the spa which was as a facialist with facial electricals. This was one of my favourite treatments to do. I enjoyed my time on ships as it helped develop me not only as a therapist but also as a person. I got to meet such amazing people, learnt about different cultures and also visited the world. I spent four years at sea before returning to work on land."

"I would recommend the CIDESCO International Diploma to students as it will help them tremendously in their careers as many spa companies want students with an international diploma."

"As someone who has worked at sea, I would encourage anyone that wants to try ship life but is too scared to just go for it as you have nothing to lose but everything to gain. It is a wonderful experience and also makes you appreciate the life you have."

Debbie Pritchard – Head of International Recruitment from Steiner says "We find that therapists with the CIDESCO Diploma have a high level of training which puts them in a good position for working with Steiner at sea. Many CIDESCO candidates have proceeded to work with us for many years which has been an advantage for their careers."

For anyone considering a career in beauty or spa at sea, Steiner gives the following advice:

"While it's easy to get romanced by the idea of travel, a good portion of your life at sea will be spent at work, so it is vital that it is both productive and fulfilling for you. All our successful spas have great team players who support each other, but also take it upon themselves to run their own columns. What does this mean? It means that each individual will help promote the spa as a whole but will

take responsibility for filling up his or her appointment sheet. Your salary is mostly commission and tip based, so the more productive you are, the more you can earn. Your work will be varied and include: hosting seminars and demonstrations, promoting the entire spa and your own services, promoting in different parts of the ship, offering deck massage and pool side braiding, weekly port cleaning, inventory checks and assisting with stock. It's a busy but fulfilling career and enables you to gain a wide range of skills.

"I myself completed nearly 10 years at Sea and it is by far the greatest job in the world, it's not always easy, but the rewards are amazing and it will certainly make you very sought after in the industry, wherever your life takes you after ships" said Debbie Pritchard.

Many CIDESCO members recommend a beauty career at sea including CIDESCO's Vice President, Josephine Wackett. Josephine was principal of the Steiner Beauty

Therapy Training School for almost 30 years and successfully applied for Steiner to be a CIDESCO Accredited School in the early 1980s to encourage students who wanted to travel, to work for the company. As a CIDESCO International Examiner, Josephine used to contact what was then the Maritime Division to let them know there were potential employees keen to see the world. Thereafter she contacted the head of recruitment at Steiner to increase her list of recommended schools. That eventually led to the start of Steiner world-wide recruitment and interview promotions. Everyone selected had a three week maritime training at head office or overseas for them to learn specific treatments included in the on board treatment menu and the do's and don'ts of being at sea.

Says Josephine "The public interest in cruise holidays grew at exactly the right time and the company was perfectly placed to capitalise on their position with P&O and Cunard

"It's not always easy, but the rewards are amazing and it will certainly make you very sought after in the industry..."

and expand into other cruise lines as they developed. Founder and chairman, Herman D Steiner, had had the foresight in first introducing hair salons and then beauty salons on the biggest and best ships.

"Our graduates varied in their enthusiasm for life on the waves, some returned to sea for a second and third contract. Others found one contract satisfied their thirst for travel. It is harder work than many realise but well worthwhile for the right therapists. I am in regular contact with one of our graduates who worked at sea after training and years later, brought her daughter to me to take our CIDESCO course. Both still work in the industry!"

Aesthetics in Las Vegas

Earlier this summer, CIDESCO Section USA hosted a successful 3-day workshop in skincare at the International Esthetics, Cosmetics & Spa Conference in Las Vegas.

Elaine Sterling (pictured, far right), owner and founder of the Elaine Sterling Institute in Atlanta, Georgia facilitated two workshops which drew some 115 attendees representing aestheticians, cosmetologists and massage therapists from various parts of the USA.

On the Saturday Elaine's lecture on Skin Analysis - Discover what's underneath the magnifying lamp was a huge success. Seventy attendees listened to an informative lecture on how to utilise a twelve point easy to understand skin analysis process. This lecture included a skin analysis demonstration and oxygen treatment and showed estheticians how they could incorporate this skin analysis into their practice for greater client satisfaction.



The following day, Elaine lectured on Chemical Peels - Selection, Application and Mastery. With so many peels out there, Elaine spoke about how you decide which one is right for your client. During this lecture, Elaine explored the ultimate skin exfoliation options, discussed the theory of chemical peels, indications, precautions, contra-indications and correct application techniques. Following the lecture, Elaine performed a TRI PEEL demonstration of a layered anhydrous peel system that requires very little down time.

Around the World

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



N.Z. Institute of Electrolysis and Beauty Therapy, NZ, middle principal Annabelle Taylor and Tutor Denise Stevens (in red)



Graduation at the Sharon Leavy College of Hair & Beauty, Ireland

IF YOU HAVE SOMETHING TO CELEBRATE PLEASE DO SEND US YOUR PICTURES TO INCLUDE IN A FUTURE ISSUE OF LINK.



CIDESCO Examiner Julie Lew after the CIDESCO exam at Elly Lukas Beauty Therapy College, Melbourne, Australia with Alex Zotos and Mary Katsas, Health Science tutor



Successful graduates with Principal, Dawn Baker (far right) & Teacher/School Examiner, Chloe Ainsworth (far left) at the Elite International School of Beauty & Spa Therapies in Mairangi Bay, New Zealand



CIDESCO examination held at Top to Toe College of Beauty Therapy, Singapore with Examiner Lonneke Kanters

CIDESCO International

T +41 44 448 22 00
F +41 44 448 22 01
info@cidesco.com
twitter: @CIDESCO1

facebook.com/CIDESCOInternational
plus.google.com/+CIDESCO
youtube.com/CIDESCOInternational
Instagram: Cidesco1

Download the CIDESCO App



cidesco.com

We welcome your feedback.