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THE WORLD  
STANDARD  
FOR BEAUTY  
& SPA THERAPY

CIDESCO INTERNATIONAL

# LINK

FEBRUARY 2017 · Issue 80

The latest  
generation  
skincare  
trends &  
techniques

# Skin Deep

## INSIDE THIS ISSUE

- CIDESCO welcomes its new Board
- Spotlight on the USA
- Menopausal Skin
- World Wellness Trends
- 5 key elements for perfect communication



# President's Message



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

## DEAR FRIENDS AND COLLEAGUES

The Holiday Season is over for many of you and I hope you have been able to relax and reminisce. The year 2016 was a very challenging year for many in an ever-changing world. The end of the year is a time to reflect, take stock of the year past, and plan for the year ahead. With opportunities and threats around we all need to be on our best toes as we head into the New Year.

The future for CIDESCO is bright and I would like to thank all those of you who have put their trust in me to manage our prestigious organisation for another four years. Together with a young and dynamic team, we plan to continue the good work and move CIDESCO forward. For those of you who are not familiar with the new Board yet, I will give you some information on their knowledge:

Karin Luggens: the Vice-President from Holland has been closely linked to CIDESCO and the overall Beauty Therapy Industry for over 30 years, in a teaching position, running her own salon and very closely linked to the President of the National Section, all of which will be of great benefit in her position and support to her Board colleagues.

Sandy Fuhr (Roy): has been in the PR position for 5 years and is very knowledgeable in this field. She has brought awareness of CIDESCO to many new countries and will continue to spread the CIDESCO name around the world. Sandy has a lot planned for her new term and already understands the portfolio, having been in the Industry for many years.

Pamela Adkins: Education Board Member has been in the Beauty Therapy Industry for many years. As a CIDESCO Examiner, Teacher and an active member at the National Japanese Section she knows CIDESCO Education by heart. Together with her colleague Vicky, she will master the Education portfolio very well.

Vicky Harper: Education Board Member, together with her colleague Pamela, are planning a very professional relationship with Schools and Examiners. Vicky is not new to CIDESCO. She has been closely linked to education via CIDESCO in Great Britain and as an International Examiner for many years, she has a lot of knowledge and expertise to share.

Biju Nair: Being the Treasurer of a global organisation is a challenging portfolio and Biju has the qualifications to oversee and make sure that CIDESCO's finances continue to grow. He is very cautious which is a quality that is required when dealing with international clients. He focuses on growth and can contribute and brainstorm at Board meetings.

Education is our core business which we continue to upgrade. Necessary changes and decisions are discussed by the Board before decisions are taken. As a team we are able to get the maximum benefits for our Members.

Our first physical Board meeting took place on the 18-20th January. We continue to have regular Skype meetings where important issues and day to day business are discussed. The agenda for the forthcoming meeting includes among other items some strategic planning for our coming 4 years together.

Congress 2017: The Association of Beauty Therapy & Cosmetology, CIDESCO Section India has been entrusted with the privilege of hosting the CIDESCO World Congress & Exhibition in September 2017, in Mumbai, India. Please check our website and reserve the dates, we promise an unforgettable Congress with many highlights.

Once again I thank you for your support and I am happy to be able to serve you for the next four years together with my new team. Please do not hesitate to contact the Head Office if there are any matters that you would like to bring forward.

**With warm greetings**

**Anna-Cari Gund**

# A welcome from our new CIDESCO International Board

**ANNA-CARI  
GUND  
PRESIDENT**



I have been active on the CIDESCO Board since 2004. First as Vice-President and now serving my second term as President. The Beauty and Spa industry is my passion and has been since I took my CIDESCO exams in 1988. I live in Stockholm with my husband Johan, our sons Erik and Axel and Waffle the cat. I work for an international Spa consultancy company called Raison d'Être and in my spare time I love to spend time with my family and being outdoors. My hobbies are fashion, fishing and watching Premier League Football.

**KARIN  
LUPGENS  
VICE-  
PRESIDENT**



For 30 years I have been working in the Beauty Industry and married for 30 years with Henri and one daughter Britt, who is 28 and a midwife. We have a dog, a dachshund, better known as a sausage dog. Besides my work, I love to cook, having friends over for dinner and travelling.

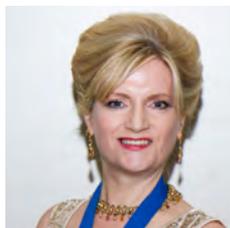
CIDESCO is special to me and there is a new dimension: being the new Vice-President of CIDESCO. I do think that my professional experiences in the beauty industry, both my salon and teaching, will be very useful for this function. It is very challenging to work with and to support the other members of the board, so we can continue to move forward. CIDESCO is a great organisation and I am proud to be a part of it.

**SANDY FUHR  
(ROY)  
PR**



As a South African, my ideal place to holiday is in the bush, viewing wildlife. Having been in the beauty industry since I left school, it is in my blood. I am franchisor of a group of Beauty Therapy Institute colleges in Africa. Enabling women to gain independence and a future is my purpose in life. I have just begun my second term as PR on the CIDESCO International board. I volunteered on the CIDESCO Section South Africa board and am past President. My hubby Ian is also in the beauty industry so we have much to talk about, having similar business interests. I love to travel and experience other countries. I have 2 adult children who are busy creating new lives for themselves now.

**PAMELA  
ADKINS  
EDUCATION**



I was born and raised in Norfolk, England where I trained as a beauty therapist. I knew early on I wanted to travel and, after gaining experience in a salon in the UK, I took a job working on board cruise ships. Travelling to 65 countries on board eight ships in five years. Whilst it was hard work, the experience of working together with so many nationalities on many different types of clients was invaluable. It wasn't all plain sailing, there were hurricanes, typhoons—even a fire on board the ship but all this added to life experiences.

After this, I was offered a job in Tokyo, Japan, teaching beauty therapy. Of course this was a totally different environment but a wonderful opportunity. I have now lived in Japan for 25 years where I actively teach in my school.

**VICKY HARPER  
EDUCATION**



I moved to London from Johannesburg, South Africa, after studying Beauty Therapy. Starting my career in lecturing, it was in London where I transitioned into retail education, working in a fast paced, upscale environment with luxury brands. Passionate about the industry and maintaining its standards, I have continued to develop both professionally and personally until I finally settled in Switzerland, where my involvement in maintaining high standards in education and beauty therapy is at the forefront of my mind.

**BIJU NAIR  
TREASURER**



A strategic thinker with clarity of thought and a passion and determination to fulfill a set objective is what best describes Biju Nair, founder and director of India's largest international Beauty Academy (LTA School of Beauty) and now CIDESCO Board Member since 2016.

He is a great people person and believes in taking people along with him. Right through his career spanning 25 years he has been instrumental in developing people and business across 10 nations. He thrives on challenges and always aims to achieve or do what has not been attempted before. 'Raise the bar' has been his slogan for his team.



## It's time to say Goodbye...

**After 30 years of serving CIDESCO, I have decided to step back and spend more time with my family.**

When I started in 1986, we had around 35 Accredited Schools, but this grew rapidly. I remember the typewriters, carbon copies and the very small office we had at Zeltweg, Zurich. The first MCQ examination paper was a cut and paste document, when I look back now I see how we have changed. Being small gave me the opportunity to have a very familiar relationship with our Members.

During my 30 years I have met many incredible people and made strong bonds with a great number of them. It was an extraordinary journey in my life, one that I will hold close to my heart forever. I devoted a lot of myself to CIDESCO also outside the office; it was like my own business, my passion. My husband supported me, as he saw how much I enjoyed CIDESCO, my family outside of my family. He joined me at many of the CIDESCO World Congresses and enjoyed the unique atmosphere of this international

Organisation, with its multi cultured people from all parts of the world.

I have many people to thank for this opportunity, there are too many to name, but one that I would like to mention is Ursula van Deelen now Honorary President of CIDESCO. She had the vision that we could expand and make CIDESCO "the world leading organisation it is today". She placed her trust in me, and at that time I was the only person at Head Office. Together with her Board colleagues and their vision, the upward trend started for CIDESCO. Many new Board Members have come and gone, they all followed this same road that brought us where we are today, a leading organisation in Education. I would like to thank everyone who helped to make this journey possible.

CIDESCO is strong and is in the capable hands of a dynamic team on the Board and at Zurich Head Office.

**ANNE WUETHRICH-MAESTRINI**  
**CIDESCO INTERNATIONAL**

**Dearest Anne,**

*After 30 years with the CIDESCO family it is now sad to see you leave.*

*During the time you have worked with us, you have significantly contributed to CIDESCO's success, and with your kindness and smile you have always made everyone welcome.*

*We thank you for your enduring loyalty and diligence and wish you the best in your future endeavors.*

*Retirement will surely offer you many new opportunities, which we know you will embrace wholeheartedly, just as you did at CIDESCO.*

*Please keep in touch, and visit often if you find that you have the time.*

*You will surely be missed by all.*

*Warm wishes,*

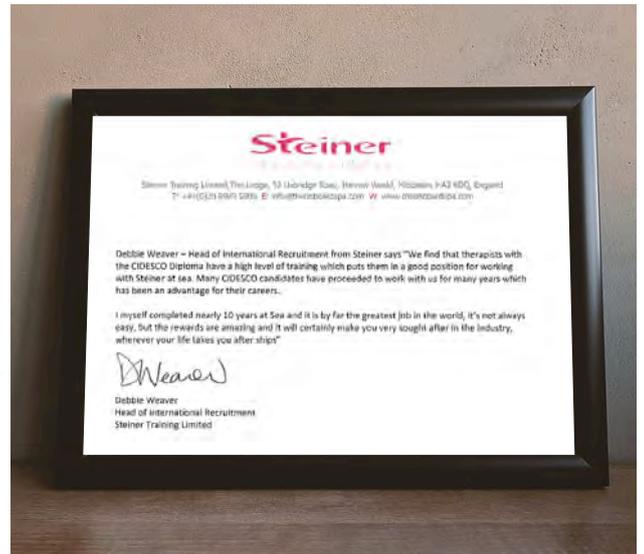
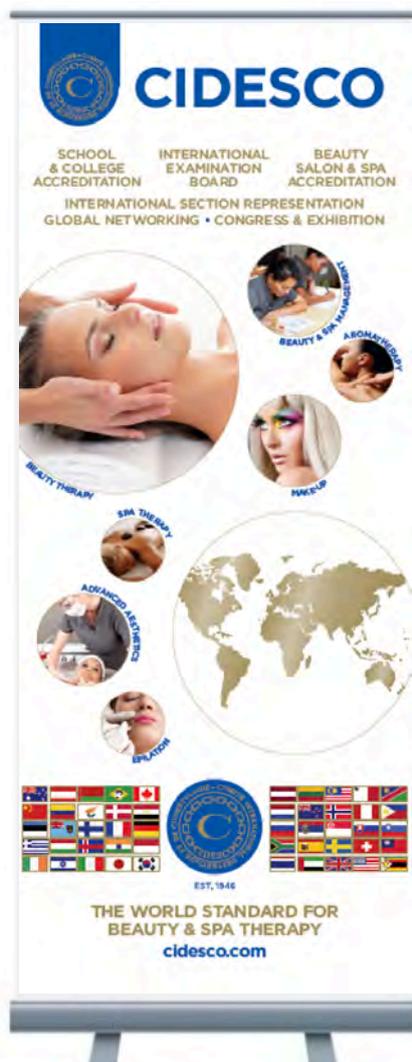
*CIDESCO Board  
Members & office staff*

# New CIDESCO Collateral

It's a new year and we're pleased to report a bright new look for our CIDESCO International Banner and School, Beauty Salon or Spa plaques.

We've had some fantastic feedback already on these and hope they'll help you showcase CIDESCO through your activities.

**Please contact the CIDESCO International head office for further details on how you can get these tools to market your business.**



## Corporate Endorsement

We're proud to be associated with some leading companies worldwide and are privileged to have glowing testimonials. If you are working with a company who would like to contribute a testimonial in the form of a written or video message, please let us know and we'd be pleased to include.

**Visit the Corporate Endorsement page on the CIDESCO website to see some examples: [cidesco.com/corporate-endorsement](http://cidesco.com/corporate-endorsement)**



## Global presence

**Our President Anna-Cari Gund will be representing CIDESCO in Dubai on 6 February to speak at the World Spa & Wellness Convention on fitness and wellness. She will be accompanied by Sharon Barcock, Director of Spa & Fitness Operations & Development MEA, Hilton Worldwide and Cedric Betis, Director of Wellness, Jumeirah Group.**



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**CIDESCO INTERNATIONAL ACCREDITED SCHOOL**  
**CIDESCO INTERNATIONAL ÉCOLE ACCRÉDITÉE**

THE WORLD STANDARD FOR BEAUTY & SPA THERAPY



# Congress in Belgrade

**REPORT BY VERA ZEC,  
PRESIDENT CIDESCO SECTION  
SERBIA**

*Students carried the CIDESCO flag around the fair hall, demonstrating the establishment of CIDESCO Serbia.*

During the Annual CIDESCO International Congress in Ireland, the Serbian Association for Scientific Cosmetology, Spa and Wellness had been simultaneously voted to join the CIDESCO Family and to represent CIDESCO as the National Section Serbia.

Very soon after, on 8th and 9th October in Belgrade, Serbia held The First CIDESCO National Congress organized by CIDESCO Section Serbia. The Congress took place during the Cosmetic Fair "The Touch of Paris", which is the biggest and most well known cosmetic fair in South-East Europe.

Special guests of the Congress were Mrs. Josephine Wackett, the Honorary Member of CIDESCO and Mr. Gennaro Setola, Member of CIDESCO Section Italy.

At the beginning of the Congress, Mrs Josephine Wackett handed the CIDESCO flag to Vera Zec, President of CIDESCO Section Serbia. The CIDESCO flag was brought out in the Congress Hall and afterwards, students of two beauty schools: Aquatonale Beauty Academy and La Prestige carried the flag all around the fair hall, passing by everyone. It was a very impressive demonstration to establish CIDESCO Section Serbia.

The topic of the Congress was 'Aging and Anti-aging'. Besides very interesting lectures with great experts in beauty science, the students of Aquatonale Beauty Academy demonstrated different rejuvenation procedures for the face and body. At the end of Congress the certificates of attendance and the first Membership Certificates of CIDESCO Section Serbia were awarded.

The Congress was organised under the direction of Dr Vera Zec, who has a great deal of experience in organising congresses.

Beside auditoria from Serbia, the Congress welcomed delegates from Croatia, Macedonia, Montenegro, Romania, Bulgaria, Bosnia etc.

The Congress was very special and will be written in the history of Serbian Cosmetology with golden letters.



# Caronlab & CIDESCO Australia Partner Up

*“Along with the many advantages of holding a prestigious CIDESCO membership, members can now also benefit from exclusive Caronlab offerings”*

## **Caronlab have joined forces with CIDESCO Section Australia.**

The partnership is set to enhance the professional development and exchange of information, particularly for students; to offer the best possible start to a career in beauty.

“Our aim is to establish and uphold the highest standards of beauty and spa therapy with the CIDESCO accredited training schools” says Dianne Miles, CIDESCO Section Australia Chairperson.

“We believe that with the popularity of our brand and the commitment we have to excellence in training and product reliability, that CIDESCO and Caronlab are perfectly matched to support beauty professionals across Australia” says Greg Ure, Caronlab CEO.

“Along with the many advantages of holding a prestigious CIDESCO membership, members can now also benefit from exclusive Caronlab offerings” explains Miles.

Caronlab are recognised across the globe for their education offerings with schools ensuring students are learning with the best products and techniques available. The Lilliane Caron waxing technique is now the most sought-after and widely practiced technique in the industry and is designed to instill confidence within the therapist, particularly when it comes to intimate waxing.

“These days, intimate waxing now makes up 60% of all waxing so it is extremely important students learn a technique that will have them feeling confident before entering the work force” says Ure.

# 8 Wellness Trends for 2017 and beyond



**Global Wellness Summit experts have identified future directions for the \$3.7 trillion wellness industry: from a new focus on 'silence' at hotels, retreats and spas – to the bold reinvention of sauna-going – to wellness rewriting both the architecture and beauty industries. Here's an overview of what we can expect:**

## **TREND 1: SAUNA RE-INVENTED**

– from theatrical sauna events to jaw-dropping amphitheatre saunas... sweating will get more spectacular and social in years ahead.

## **TREND 2: WELLNESS ARCHITECTURE**

– 'health for humans' buildings.

## **TREND 3: SILENCE**

– from silent spas – to wellness monasteries and 'downtime abbeys' – to silent eating.

## **TREND 4: ART & CREATIVITY TAKE CENTRE STAGE**

– from classical concerts to intensive painting classes at hotels, wellness retreats, spas and studios.

## **TREND 5: WELLNESS REMAKES BEAUTY**

– Borders between beauty and wellness blur: the \$999 billion beauty sector gets a shake-up thanks to seismic shifts in the way we aspire to and perceive true beauty.

## **TREND 6: THE FUTURE IS MENTAL WELLNESS**

– from wellness destinations bringing in neuroscientists and psychotherapists – to meditation becoming seriously mainstream, while evolving into new breeds – to part-mind, part-body workout brands – to apps that track your mental state.

## **TREND 7: EMBRACING THE C-WORD**

– the wellness industry stops turning away cancer sufferers and, instead, provides comfort, solace and positive recovery paths.

## **TREND 8: BEYOND THE ELITE 'GHETTOS' OF WELLNESS**

– in a world where rising inequality and a sense of unfairness is leading to a global populist backlash – a wellness industry that's become narrowly associated with wealthy elites – must and will change.

**For full details on the Global Wellness Trends 2017 visit [www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)**

## Wrinkle-free skin

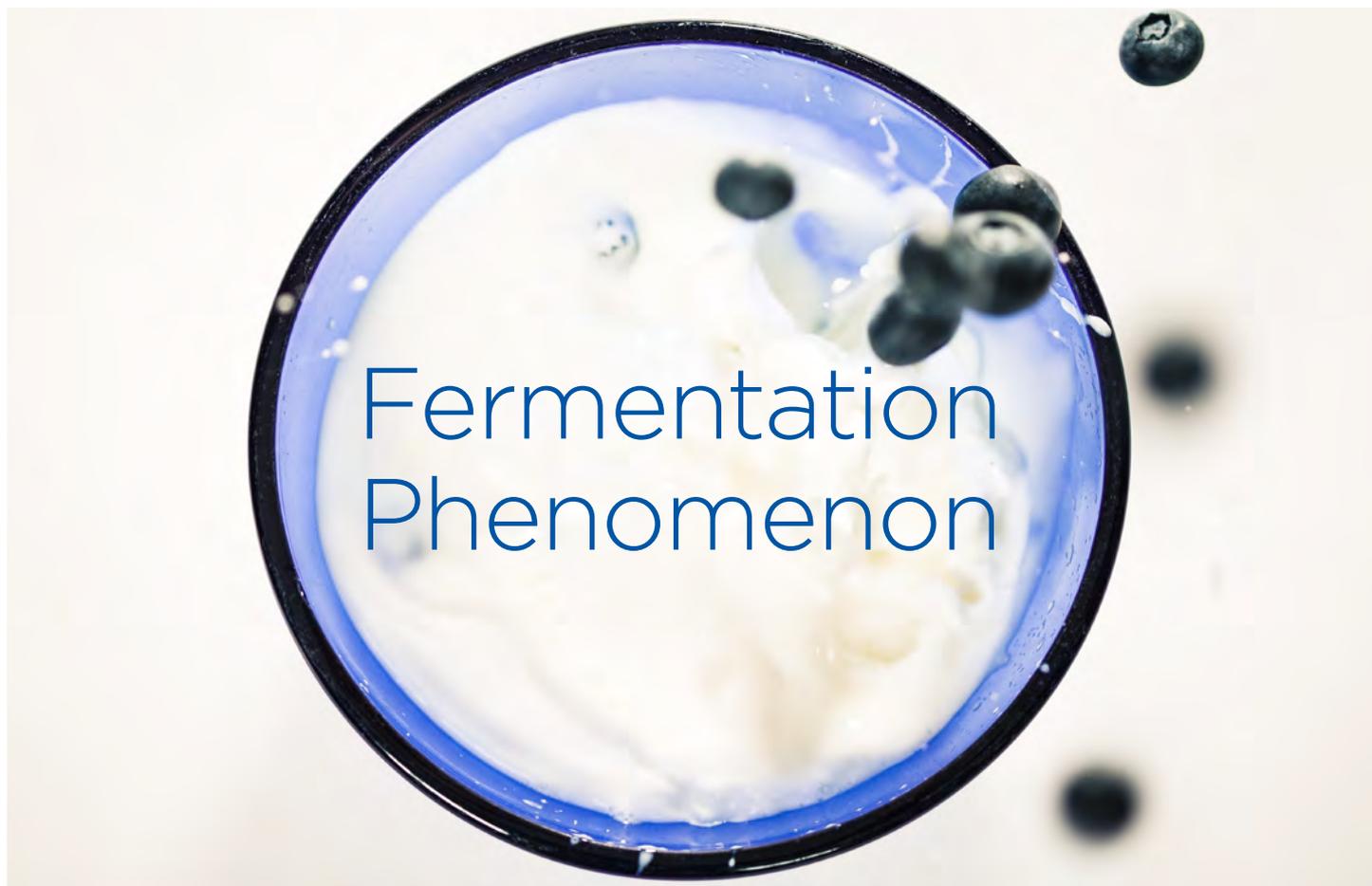


**It seems that wrinkles really may be a thing of the past after scientists found a natural way to keep skin looking young.**

Fat cells called adipocytes are found in smooth skin but are lost when scars form and as a result of ageing.

But hair follicles have been found to release a vital protein which tells scar-forming cells to transform themselves into adipocytes.

Professor George Cotsarelis from the University of Pennsylvania said "Essentially, we can manipulate wound healing so that it leads to skin regeneration rather than scarring which could lead us to brand new anti-aging treatments."



**Who better to go to than American Spa magazine for the latest trends in the USA. Not only do they highlight a few trends that are new to the marketplace but they have noticed that many of the experiences that are garnering attention are healing modalities with deep historic roots. In this instance, the trends originate from Korea.**

*Fermented extracts within skincare products have many benefits, including calming and brightening the skin, as well as providing enhanced antioxidant and anti-inflammatory properties*

Fermented skincare is one of these taking centre stage as Korean beauty continues to influence not only the US but also the global marketplace.

A nod to Korea's history of fermented food products, more and more fermented ingredients, including fruits, plants, herbs and yeast, are appearing in masks, serums and lotions.

"Fermentation is a process of complex organic compounds breaking down into simple organic compounds through the chemical reaction of enzymes such as lactobacillus." Says Nathalie Paiva, director of marketing and public relations for Korean skincare company AmorePacific. "Historically, fermentation was widely used to make food products such as alcohol, kimchi or yoghurt."

Now that process is being adopted in skincare formulations and is providing impressive results. Fermented extracts within skincare products have many benefits, including calming and brightening the skin, as well as providing enhanced antioxidant and anti-inflammatory properties - plus the skin readily absorbs them. Traditional cosmetic processes utilize high temperatures to blend ingredients and actives, whereas fermented skincare is processed slowly in an oxygen-free environment where bad bacteria and toxins are unable to survive.

AmorePacific research and development applied traditional food fermentation processes to green tea to create Bright -T Ferment, which inhibits melanin and activates genes for anti-ageing effects, according to Paiva. TonyMoly, another Korean beauty brand, introduced its Timeless Ferment Snail skincare line to much acclaim.

“Because the original snail line was an immediate hit, we searched for ways to provide customers with an even more effective way to receive all of the snail mucin’s benefits.” Says Michelle Kim, vice president of marketing at Shine 32 which distributes TonyMoly products in the US.” The fermentation process yields a smaller molecular structure of the ingredients, allowing for better penetration to the skin and a boost in results.”

A fusion of East and West, Amarte formulations were customized for the US market, as well as broader world markets by Craig Kraffert MD, a practicing dermatologist and president of Amarte US who studied, tested and perfected the products. Last March, Amarte introduced Silktox, a two-part back-bar treatment featuring silk extract and fermented ginkgo extract which protects the skin from bacteria and helps maintain its natural pH balance.

“Fermented skincare products are uniquely Korean.” says Kraffert “The harsh climate in Korea has over the centuries driven Koreans to be fermenters of various products including food, beverage and, as it turns out, skincare. Here in America and abroad, fermented products are trending in both the media and marketplace. Most of our products have naturally fermented ginkgo nut extract within them. The anti-inflammatory and antioxidant benefits of ginkgo nut are well known within the Korean culture. We are seeing a rush to market by several upstart brands promoting the fermented qualities of their formulations.”

Established western brands are also jumping on the bandwagon. ESPA recently introduced two products with yeast bioferment including Optimal Skin ProMoisturiser and Overnight Hydration Therapy; Murad’s Pore & Line Minimizing Hydrator contains kombucha; Fresh’s Black Tea Instant Perfecting Mask is infused with fermented tea; and Dermalogica’s Breakout Control contains lactobacillus ferment.

It’s an ancient practice that is making a major modern impact and shows no signs of stopping.

**KRISTIN VUKOVIC**

**THIS ARTICLE WAS PREVIOUSLY PUBLISHED IN AMERICAN SPA MAGAZINE’S TREND REPORT JANUARY 2017**



## The true beauty of masks

“While there are many trendy treatments right now, if there is one that beauty professionals should follow, it would be masks” says Lydia Sarfati, Repêchage CEO and Founder, Member of CIDESCO Section U.S.A.

“Masks are big business. According to the DataMonitor, from 2010 to 2015 face masks have grown 72.9% in the skin care industry, with the global market value of face masks being 5 billion USD in 2015. The market value of facial masks is estimated to reach more than 7.4 Billion USD in 2020. Although face masks are not a new concept for the industry, the numbers speak for themselves. Whether it’s a full facial or an express mask, beauty professionals need to take advantage of this growing opportunity.

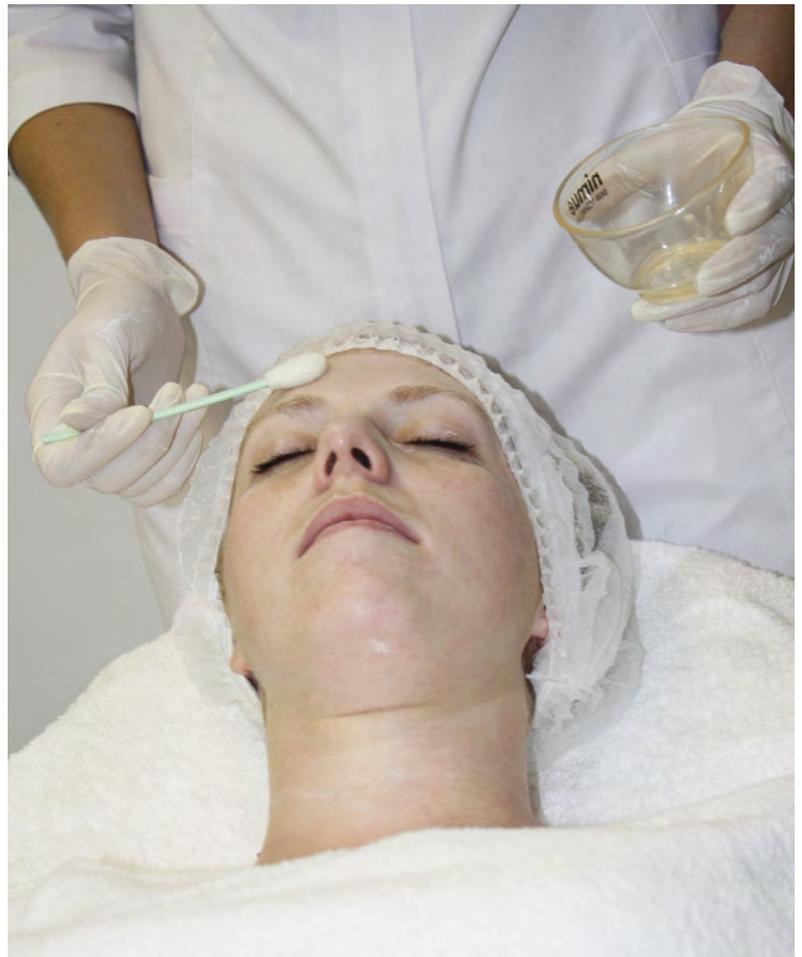
The true beauty of masks is that they don’t have to be a stand-alone treatment, they can be performed virtually anywhere: in the salon, at the shampoo bowl, during colouring, as an upgrade in conjunction with body treatments, wax treatments and massage, with a manicure, or as a prequel to makeup applications, for example.

From Cleopatra’s gold face to Queen Elizabeth’s lead facials, face masks have always been an integral part of beauty, and will continue to be on top for 2017.”

*The market value of facial masks is estimated to reach more than 7.4 Billion USD in 2020.*

# A guide to Chemical Skin Peels

*The main purpose of peeling is to improve the structure of the skin by ridding it of dry and dead layers on the epidermis and accelerating the natural exfoliation process.*



Chemical peels are one of the most effective non-invasive means of visibly improving the structure of the skin and have been rising in popularity as clients demand increasingly instant results. Not only are they an ideal treatment to have before a special occasion to give the skin extra radiance, but they are also effective in treating certain skin conditions such as acne and scarring.

The main purpose of peeling is to improve the structure of the skin by ridding the skin of dry and keratinised layers on the epidermis and accelerating the natural exfoliation process. Chemical peels aim to remove cells with a chemical substance that will create a controlled burn, resurface the skin and induce collagen remodelling. This results in the growth of healthier skin layers that give the face a more youthful appearance.

The main reasons for giving and choosing a chemical peel is to treat lines and wrinkles; an uneven skin texture; pigment disorders and; mild acne and scarring. However, there are some contraindications. This includes people with very sensitive skin or who are taking skin thinning medication; those with rosacea, telangiectasia, eczema or dermatitis; and those with skin cancer or sunburn.

TYPE OF PEEL	DEPTH OF PEEL	USUAL AGENT
Very Superficial peels	Epidermal into Stratum Corneum or granulosum	35% Glycolic, 7.5% TCA
Superficial peels	Epidermal into Stratum Spinosum	70% Glycolic, salicylic acid, resorcinol, Jessner's solution, 10%-20% TCA
Medium-depth peels	Epidermal into papillary dermis	70% glycolic with 35% TCA, 35% + TCA, Jessner's solution + TCA, erbium lasers
Deep peels	Papillary dermis into the upper reticular dermis	Phenol, CO2 lasers

Source: Nimue Skin Technology



*The use of peels results in the growth of healthier skin layers that give the face a more youthful appearance.*

Source: Nimue Skin Technology

Peels are categorised into four depths of skin penetration: very superficial peels, superficial peels, medium-depth peels and deep peels - with the majority of peels performed in a beauty salon falling to the superficial category.

### **Very Superficial Peels**

These generally refer to Glycolic acid peels that feature glycolic acid as the main ingredient. Glycolic acid has become a popular component of many retail products and is derived from sugar cane. When applied to the skin it helps to remove the top layer of skin to leave the fresh new layer visible thereby softening fine lines and brightening the complexion. No downtime is required but sometimes clients report some sensitivity during the treatment.

### **Superficial Peels**

Superficial peels are the mildest form of chemical peel treatment and often referred to as 'the lunchtime peel' as they require no downtime. Superficial peels are usually performed using alpha-hydroxy acids (AHA), and in some instances beta-hydroxy acids (BHA). Alpha-hydroxy acids are naturally occurring acids which include glycolic acid, lactic acid and fruit acids while beta-hydroxy acids include salicylic acid. These peels are effective for treating fine lines, pigmentation, acne scars and persistent dry skin.

### **Medium-depth Peels**

Medium-depth peels also known as TCA (trichloroacetic acid) chemical peels, provide more dramatic results than light chemical peels, and they don't require the extended recovery time of deep (eg. phenol) peels. A medium-depth chemical peel can be used to treat any area of the body and take only minutes to complete. It involves the application of a chemical exfoliant that causes controlled damage to the epidermis and part or all of the papillary dermis which stimulates regeneration of the skin cells in just one treatment. There is moderate downtime and these peels can be applied up to four times a year.

### **Deep Peels**

Deep peels (eg. Phenol) are becoming more popular due to their ability to radically rejuvenate the skin, with the results lasting up to 10 years. A phenol peel is the most aggressive type of skin peel as it reaches the dermal layer of the skin. It's an effective remedy for severely sun damaged skin, coarse wrinkles, scars, and even pre-cancerous growths.

There is normally some weeks of pre-treatment to prepare the skin and speed the healing process. For this type of peel sometimes the client needs a local anaesthetic or sedative to manage any discomfort and for a few days following the peel, the client will experience some peeling, crusting, skin redness and some discomfort. Following a deep chemical peel, the skin loses its ability to tan and has heightened sensitivity so the client will always need to protect their skin from the sun.

# Happy with the FACE-Method™



*Female neck before training with the FACE-Method™*



*The same female neck after training with the FACE-Method™*



*Sketch of a young female skull*



*Sketch of an old female skull*

Six years ago Christine Scheib moved to Switzerland from Austria. Whilst moving there for love she brought with her the FACE-Method™. The FACE-Method™ is a training program for facial muscles that can be learned by everyone and carried out anywhere at any time of day. Christine Scheib teaches her FACE-Method™ to beauty professionals at CIDESCO-certified schools and cosmetics schools. Many of her graduates today are working successfully with their clients and help them defy the aging process.

## How does facial muscle training work, and what are its benefits?

Christine Scheib: My deep tissue muscle training can revitalise the entire facial muscular system. We have more than 50 facial muscles, but most of them are rarely used. This leads to the decline of bones, muscles, fat tissue, and hydrating substances, such as collagen, elastine, and hyaluronic acid over the years. Regular strengthening of the facial muscles leads to the reactivation and tightening of the tissue under the skin. Muscles can be rebuilt and strengthened. The FACE-Method™ is more than just a slowing down of the aging process. It leads to a massive revitalization and as a result reverses signs of aging that are still perceived as irrevocable.

## How did you discover this?

When I was working at the Vienna Opera at the age of 28 I found a magazine, which introduced the “Best Beauty Product of the Year” developed by a plastic surgeon and a cosmetician. The article explained the possibility of facial exercises for the first time. I decided then to attend a two week course at an institute in Los Angeles, where I learned the basics of facial muscle development training. As a result the FACE-Method™ with its 20 different exercises was developed over the years.

## Does every client have to master all exercises?

No. You have to consider that each face is structured differently and ages differently. After I look at a person I design an individual training plan. The program is tailored towards each facial type. The number of trainings, age, and the physical abilities of the person are considered as well. Because one thing is important to keep in mind: facial muscle training with the FACE-Method™ is strength training and not just light exercise.

## Who is the training suitable for, and what parts of the face is it designed for?

For any age and the entire face. Clients usually have a certain part of their face that they want to work on. I usually start with five basic exercises for the entire face: forehead, eyes, cheeks, neck, and chin. Then I add special exercises, such as the strengthening of the underlying layers of the lips and nose. Starting at the age of 40 there are usually certain areas of the face that are considered “problem areas”. I choose the necessary exercises specifically for each client, so that nobody has to use all the exercises of the FACE-Method™. I have developed a separate program specifically for men, by the way. Men have less tissue and stronger muscles. Their faces are usually more angular. Less exercises are necessary, but training is more intense.

### Are men interested in the FACE-Method™?

Sure. The aging process does not exclude the male species. I have received good feedback from my colleagues regarding this issue. Last year SRF "Puls" (Swiss health TV program) aired a TV show on the topic "double chin". I was part of this show with my method, and my husband served as my test object. We only had three weeks time. He trained every day. The result was remarkable, as the before and after pictures show.

### Does the FACE-Method™ also have an impact on overall health?

Yes, it does. The increase in circulation and strengthening of the eye muscles has a positive impact on vision. The muscle training for the chin area can counteract the age related degeneration of the jaw bone and therefore help give teeth a stronger hold. Tension in the neck and throat area can be dissolved and pain can be reduced. I have had great experience with this over the years and have received good feedback from colleagues, who use the FACE-Method™.

### How can a cosmetician/therapist use the FACE-Method™ in her institute?

The cosmetician or therapist can use the facial muscle exercises before or at the same time of the treatment that she is applying. I like to compare it to a house. You always need a basement first, a basic structure without decoration, before you build a house on it. The skin is the final component, much like the roof. Experience has shown that treatments like massages, laser, or lotions work better, if the basic structure of the face has better circulation from regular facial muscle training.

### What does a cosmetician/therapist have to consider when she recommends the FACE-Method™ to a client?

The programs have to be effective, and the client has to see success. A few minutes of training daily is enough to achieve that, but times can be individually adjusted according to



Male chin before & after training with the FACE-Method™

a client's capabilities. It is important that the cosmetician is well trained. That is the requirement for a trusting relationship and the success of the FACE-Method™. During my work with countless women and a few men it has always been wonderful for my clients and me to see, how targeted facial muscle training can lift eye brows, shorten noses, enlarge lips, pad cheeks, give structure to jaw lines, and decrease or completely eliminate double chins. Such successes are motivation enough to continue to train. Training pays off year after year.

It is exciting and simply wonderful to observe, how faces become and remain biologically younger, although we all age according to the calendar. That is what makes me happy!

### How is the training program to become a FACE-Trainer structured?

Each course consists of five modules, whereby each builds on the previous one. There is a maximum of six participants in order to guarantee a more in-depth and individualized training. Participants learn four practical exercises and the necessary theoretical information in each module under supervision.

The following topics are covered, among others:

- Anatomy of neck and face
- Effect of the facial muscles on skin and neck
- Preservation of neck and facial structure
- Muscles as the buffer organ
- Stabilizing and improving of vision through activation and strengthening of eye muscles
- Design of individual facial programs for the client
- Insights into the physiology of muscles and training science
- Options for slowing down the facial aging process
- Revitalization options for people, who are already in an advanced stage of the facial aging process
- New information about genetic dispositions and their impact
- Using targeted muscle training to strengthen facial bone structure



#### CHRISTINE SCHEIB

As a trained make-up artist and facial therapist she trains beauty therapists and alternative practitioners in the FACE-Method™. The FACE-Method™ builds on knowledge from medicine, cosmetics, and sport, as well as her attendance at the school for alternative practitioners in Lindau, Germany. Christine Scheib has extensive knowledge and years of experience in the area of anti-aging. She owns the FACE-Institute. More information can be found at [www.facetraining.ch](http://www.facetraining.ch)

# Structural changes in the skin during menopause



**IRYNA YUSHVAEVA, MD,  
PH.D IN GYNAECOLOGY**

Menopause is an incredibly complicated process that all women endure as they reach middle age. For some, symptoms appear to be a mere end to the monthly cycle. For others, it is a difficult process that can last for a few years and cause a variety of changes. But what many don't realise is that, on top of changes that are directly due to aging, hormonal changes associated with menopause cause additional problems for the skin. Indeed, menopause not only affects the internal body, but also has a huge impact on the skin. Perhaps with the exception of puberty, there is no more challenging time for the skin than when a woman goes through menopause.

Having extended experience as a gynecologist in my past, I have seen how the hormonal shifts during menopause can wreak havoc on a woman's skin: from acne she hasn't experienced since puberty to wrinkles that seemingly form overnight. Like opposing forces of nature, the skin must battle against both breakouts and wrinkles, creating obstacles when it comes to choosing the proper treatments and skin care products.

Changes in the skin during menopause are a natural part of aging. However, there are ways to slow this process and keep the skin looking young and healthy, such as IPL photo-facial, laser resurfacing, chemical peels, collagen injections, dermabrasion, and surgical reconstruction procedures. The purpose of many treatments designed for the skin in menopause is improving dermal density by building collagen and elastic fibers to keep the skin youthful.

**My topic is focused on structural changes in the skin during menopause and the way the Intense Pulsed Light (aka IPL) affects skin structure to rejuvenate the skin.**

Ovaries are the source of estrogen and progesterone, the two key hormones that control the reproductive system. During menopause, the ovaries become less responsive to the two other hormones involved in reproduction: Luteinizing Hormone (LH) and Follicle-Stimulating Hormone (FSH). As ovaries age and release fewer hormones, FSH and LH can no longer perform their usual functions to regulate estrogen, progesterone and testosterone. These inevitable changes in hormones and natural decline of estrogen levels during menopause can significantly affect women's health for years to come (American Academy, 2016).

The hormonal changes that occur during menopause tend to change the skin's physiology in new and different ways. Decline of B-Estradiol during menopause is one of the culprits in the accelerated aging of the skin. Menopause is mostly caused by age-related changes in the ovaries, and the number of follicles remaining in the ovaries of menopausal women is significantly reduced. In addition,

the follicles that remain become less sensitive to stimulation by pituitary hormones, even though their levels are elevated, resulting in fewer mature follicles and a reduction in the production of corpora lutea. This results in lowered estrogen and progesterone production, which in turn leads to changes in the skin (Causes, 2016).

As a woman gets closer to menopause, the following changes begin to occur in the skin:

**Dryness of the Skin:** Skin is a target for estrogen. As estrogen levels decrease, production of sebum decreases that leads to dryness of the skin (Horward, 2016).

**Facial Hair:** Due to the unmasking of testosterone, some women may develop facial hair, particularly in the chin area. In reproductive age, estrogen dominates over the testosterone so that the last one doesn't do too much in the woman's body. With decreasing in estrogen level, testosterone is no longer masked and stimulates hair growth (Irwin, 2016)

**Sagging Skin and Wrinkles:** Estrogens stimulate fat deposits over the female body. As estrogen levels drop during menopause, there is a loss of supportive fat below the skin of the face, neck, hands and arms; this allows sagging wrinkles to appear, and the skin over these areas is less easily compressed, as it loses its mobility. (Irwin, 2016; Poirot, 2015).

**Elastosis:** Protein synthesis, particularly that of collagen and elastin, are partially controlled by estrogens. Thus, during menopause, the lowered estrogen levels result in less production and repair of collagen and elastin in the dermis of the skin. This lack of repair is particularly pronounced if the skin is exposed to ultraviolet (UV) rays. UV rays are very destructive to collagen, and if we lose our repair mechanism, then we lose our skin's resiliency. This results in elastosis.

**Thinning Epidermis:** The growth and maintenance of blood capillaries in the dermis are partially under the control of the estrogens. Thus, blood flow through the dermal capillaries is reduced during menopause, and less

nutrients and oxygen are available to the Stratum Germinativum of the epidermis. This contributes to the thinning of the epidermis and a slower cell turnover rate, which is accompanied by a reduction in the barrier function of the epidermis, leading to the increased trans-epidermal water loss and dry skin. (Horward, 2016).

### Hyperpigmentation / Age Spots:

Estrogens also temper melanin production. That is, estrogen exerts a regulatory effect on the production of melanin; it keeps it under control. In areas of the skin that have been exposed to UV rays over the years, as menopause arrives, melanin synthesis increases (due to lack of regulation by estrogen). This can result in brown "age spots" appearing on the face, hands, neck, arms and chest of many women (Patrick, 2014).

About 85% of women have menopausal symptoms both before and after they reach it. The occurrence and intensity of symptoms vary from woman to woman. For most, these symptoms stop within a year, but for some, symptoms can last as much as three years or more. (Menopause Symptoms, 2015).

### Photo-rejuvenation with IPL

Intense pulsed light (IPL) treatment is a non-ablative skin rejuvenation technology.

- Improves dermal density (activation of fibroblasts).
- Diminishes the fine and mild wrinkles.
- Reduces vascular lesions, small veins, and brown spots.
- Improves the texture, the tonus, the elasticity, and the colour of the skin.
- Improves the quality of the skin.

It is filtered flash-lamps device that emits light beams. IPL is polychromatic and non-coherent with a wide range of wavelengths from 400 to 1200 nm (from the visible spectrum to infrared). IPL uses "cut off" filters to selectively deliver

the desired wavelengths, enable the operator to match the depth of specific targets and avoid damage of surrounding tissues.

Light energy is absorbed into the target cells (chromophores) presented in the skin, such as hemoglobin (Hb) and its derivatives (oxyHb) from blood vessels, melanin, water, and foreign pigments as tattoos. Then, the light energy is converted to heat energy causing damage to the specific target.

Light – tissue interaction is a result between electromagnetic radiation produced by light and the chromophores. IPL produces elective photothermolysis, which is optical radiation using specific wavelengths and specific pulse durations to induce thermal damage on a target tissue with minimal effect on the surrounding structures (Silhouet-tone, 2015).

Effects produced by light stimulated chromophores are the following:

**Photothermal** – coagulation, vaporization of tissues

**Photomechanical** – tissue disruption / destruction

**Photochemical** – breakage of chemical tissue bonds

**Photobiostimulation** – tissue stimulation like collagen synthesis

### Vascular lesions treatment (teleangiectasia, spider veins).

When the target is exposed to the light, hemoglobin will absorb the energy of the light causing a thermal damage to the target. When the heat reaches the blood vessels, the vascular endothelial cells die by deficit of oxygen. These dead cells will be absorbed and rejected by the body (Silhouet-tone, 2015).

### Hyperpigmentation treatment.

Melanin in the skin is a target for the light energy. After absorbing the energy, they melanin will increase in colour. Then melanin becomes scar tissue that will fall off by itself (Silhouet-tone, 2015).

### Collagen rejuvenation.

Light is absorbed by cellular water to cause a mild thermal result leading to fibroblast activation and creation of new collagen and elastin fibre cells within connective tissues of the dermis, leading to improvement in skin texture and smoothing of lines. Progressive improvement can be seen in 3-6 months. There will be collagen protein shortening and contraction. The fibroblast will increase their activity and produce collagen that leads to increasing dermal density (Silhouet-tone, 2015).

This treatment typically requires 4 to 6 sessions performed at two-week intervals.

The greatest challenge for the professional skin therapist in addressing the needs of the menopausal client is to provide professional expertise on how to meet the ever-changing skin care needs during this critical time. The effects of fluctuating hormones on the skin's physiology and structure will require new professional treatment remedies, as well as a revision to the home skin care regimen.

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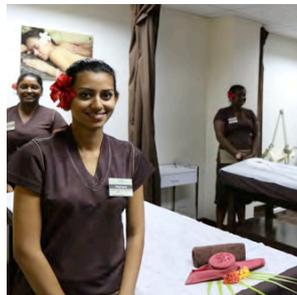
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# Beauty careers in Fiji



**BY NARELLE BLINMAN  
CIDESCO EXAMINER**

**In December 2016 I had the privilege of being assigned to South Pacific Academy of Beauty Therapy, Nadi, Fiji to conduct their first CIDESCO Exam.**

Having been to Fiji on many occasions I was aware of the friendliness and gentleness of the people and also of some of the culture. However, what I was not aware of was how “hungry” the people are to be educated. This is what I witnessed at the Academy.

The majority of the students had come from rural villages in remote parts of the main island of Viti Levu and the outlying islands. It is in these areas that there is no electricity, running water, gas for cooking, absolutely no modern conveniences or the concept of these conveniences. Therefore one can imagine how difficult it must have been for the students to understand the concepts of beauty therapy.

In the 12 months of training, these students did indeed learn to understand the concepts of beauty therapy, concepts like hygiene that we would take for granted. They worked hard like any other student would, except they had to work harder to understand the theoretical knowledge and adapt that knowledge with the practical skills. The Fijian people have an innate ability when it comes to massage, they have the touch, the rhythm, perhaps this may not have been as difficult, but to learn the subject material in the CIDESCO Syllabus must have been daunting. The exciting part of this is they were not daunted.

The training facility that Debra Sadranu has set up has all the equipment and learning resources that any school would need. The students make good use of these resources so that they can succeed.

25 students were given assistance through a special Australian Government programme via the Department of Foreign Affairs and Aid (DFAT). This DFAT Aid Programme is for Women in Fiji covering many fields. Debra was successful in her request from the Australian High Commission in Fiji for this assistance. This has enabled these ladies to be educated in Beauty Therapy to Level 4. Debra could see that some of these ladies had the capacity and potential to advance to Level 5, which was CIDESCO equivalent. This was achieved through the generosity of Debra giving scholarships to nine of the students. It was these nine ladies out of a total of 22 CIDESCO candidates who were able to take the CIDESCO exam. The two teachers were part of the 22 candidates.

I am in total awe of these ladies when I consider the humble, minimal conditions from which they have come to achieve such a high standard of education in beauty therapy in 12 months – AWESOME ladies indeed.

*Top: Debra Sadranu (second from left) with students at the South Pacific Academy of Beauty Therapy; Students learning in the training facility; Fijian villagers.*

# 5 key elements for perfect communication

**Communication is at the heart of everything you do. Whether you deal with customers or colleagues, your communication will set you up for success.**

It is difficult to communicate effectively when we have a lot going on in our personal life or when someone around you is being difficult. We depend a lot on the energy that surrounds us and this sometimes can cause us to communicate (or not) sporadically or even badly.

Here you can discover the five key elements that will enable you to communicate efficiently and generate a smooth working environment:



BY VALERIE DELFORGE



## 1: BODY LANGUAGE

Body language is the most impactful form of communication.

Communication is formed of:

55% Body language

38% Tone of voice

7% Words

If your body language or tone of voice isn't correct, no one will take notice of your words.

If you think about it, when you meet someone for the first time you instantly decide whether you like or dislike them. They haven't said anything, their energy and their body language cause you to make your decision.

It's the small details that are the most important. For example, when you adopt open body language, you can revoke situations and settle everything. Having the palms of your hands in view when you talk, uncrossed arms or strong eye contact are some of the few positive acts that you can adopt straight away.

**TIP: Be aware of the impact your body language has on others. Your tone of voice, in order to be impactful, must not be irritated or too low, simply smile... even on the phone. It makes a world of difference and the tone of voice is softer, more grounded.**



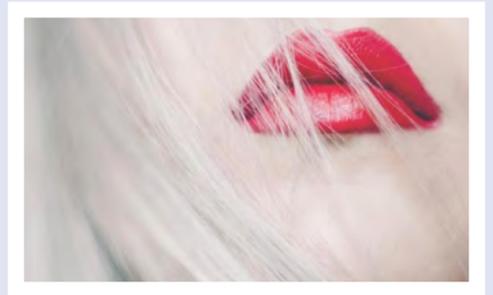
## 2: ACTIVE LISTENING

Listening is key to perfect communication. However, active listening is the only way to have a positive impact in what you are being told.

When you are listening, body language is crucial. Consider eye contact and nodding to reinforce the fact that you are listening intently.

**TIP: When listening, do remember three key elements you are being told and ask relevant questions. It's a fact that when you're given the chance to explain more, you feel you are being listened to. Ensure those questions are Open Ended Questions to get the conversation flowing. The more you make them talk, the more they feel listened to.**

**Open Ended Questions start with: What, When, How, Why, Where and Tell me....**



**5: PROFESSIONALISM**

Remain professional at all times. Whether it's with colleagues or customers, professionalism goes a long way.

This is especially true for digital media communication. It's so easy to get carried away and take things personally when it comes to customer's feedback. Answer publicly but deal with the conversation privately. This avoids the possibility of the conversation escalating in the public domain.

**TIP: When you work with customers, you tend to take on all sorts of negativity and it can drain you. "Kill them with kindness" is my motto. Really irate customers will not be difficult for too long when you're being professional and nice to them. It will become apparent that you're able to deal with anything and your communication will reassure them.**



**3: CONFIRMING**

Confirm what you have been told from at least 3 key aspects of the conversation. This reassures the person you are talking to. It will get them to listen to you better as well. It's important to confirm the most important aspect of their conversation but the key will be to give them solutions to these.

Over the phone, active listening is purely silence, so say something like, "yes of course" or ask questions. The more you engage in the conversation, the more they will reveal.

**TIP: The aim is to get them to nod or be affirmative. When the person nods at what you are saying or says YES, you have confirmed that you understand them. Giving them solutions becomes easy as they're already trusting your judgement.**

**4: BE CONSISTENT**

Consistency in your communication creates a long lasting impact. People know you're approachable and able to deal with situations. Also from a customer's point of view, you will come across as reliable. This is especially true if you're in management.

In Digital communication for example, same tone of voice is important. Do you want to come across as friendly? Funny? Professional? Being consistent will enable your clients to know your brand straight away.

**TIP: Think before you speak or write! Adopt a style that is your own and remember that positive language can generate positive energy around you.**

In all, communication not only allows you to generate a smooth operation but also a professional atmosphere which has a positive impact on both customers and staff.

It is important to understand that your communication is the key to your success. Make it your priority for 2017.

**Valerie Delforge is the CEO and Founder of Delforge + Co - Commercial Trainer and Coach for the Spa & Beauty industry.**



# Diary Dates

## JANUARY

**29 - 01 Menope**, Dubai, United Arab Emirates [www.naturalproductme.com](http://www.naturalproductme.com)

## FEBRUARY

**04 - 05 Aesthetic Medicine Live**, London, UK [www.aestheticmed.co.uk](http://www.aestheticmed.co.uk)

**06 - 07 Beautyworld Japan**, Fukuoka, Japan [www.beautyworldjapan.com](http://www.beautyworldjapan.com)

**06 - 07 The World Spa & Wellness Convention**, Dubai, UAE [professionalspawellness.com/site/WSWCDubai](http://professionalspawellness.com/site/WSWCDubai)

**18 - 19 Perfume, Cosmetics & Design**, Paris, France [www.pcd-congress.com](http://www.pcd-congress.com)

**24 - 26 Beauty Kenya**, Nairobi, Kenya [www.growexh.com/beautywellness/](http://www.growexh.com/beautywellness/)

**26 - 27 The World Spa and Wellness convention**, London, UK [www.professionalspawellness.com](http://www.professionalspawellness.com)

**26 - 27 HJ Live London**, London, UK [www.salonexhibitions.co.uk](http://www.salonexhibitions.co.uk)

**26 - 27 Professional Hairdresser Live**, Manchester, UK [www.prohairlive.co.uk](http://www.prohairlive.co.uk)

## MARCH

**8- 11 8th Annual Cosmedica Congress**, Johannesburg, South Africa [www.cosmeticweb.co.za](http://www.cosmeticweb.co.za)

**12 - 14 International Beauty Show**, New York, USA [www.ibsnewyork.com](http://www.ibsnewyork.com)

**17 - 20 Cosmoprof Worldwide**, Bologna, Italy [www.cosmoprof.com](http://www.cosmoprof.com)

**18 - 19 The Makeup Show**, Orlando, Florida, USA [www.themakeupshow.com](http://www.themakeupshow.com)

**21 - 22 Making Cosmetics**, Coventry, UK [www.making-cosmetics.com](http://www.making-cosmetics.com)

**25 - 27 America's Beauty Show**, Chicago, USA [www.americasbeautyshow.com](http://www.americasbeautyshow.com)

**31 - 02 Beauty Dusseldorf**, Dusseldorf, Germany [www.beauty-international.com](http://www.beauty-international.com)

## APRIL

**01 - 02 Top Hair International**, Dusseldorf, Germany [www.top-hair-international.com](http://www.top-hair-international.com)

**01 - 02 Cosmobeauty Barcelona**, Barcelona, Spain [www.cosmobeautybarcelona.com](http://www.cosmobeautybarcelona.com)

**04 - 06 In-Cosmetics**, London, UK [www.in-cosmetics.com](http://www.in-cosmetics.com)

**08 - 09 Trends of Beauty**, Graz, Austria [www.mcg.at/trendsofbeauty.com/2017/de/graz/indexgraz2017.php](http://www.mcg.at/trendsofbeauty.com/2017/de/graz/indexgraz2017.php)

**21 - 22 Interbeauty Prague**, Prague, Czech Republic [www.interbeautyprague.cz](http://www.interbeautyprague.cz)

**22 - 24 Expocosmetica**, Porto, Portugal [www.expocosmetica.exponor.pt](http://www.expocosmetica.exponor.pt)

**27 - 29 Beauty Eurasia**, Istanbul, Turkey, [www.beautyeurasia.com](http://www.beautyeurasia.com)

## AWARENESS DAYS

### January

**01 International Stress Awareness Day**

**13 World Kindness Day**

### February

**13 CIDESCO Total Guest Experience Day**

**22 World Thinking Day**

### March

**08 International Women's Day**

**20 International Day of Happiness**

**21 World Poetry Day**

**22 World Water Day**

### April

**02 World Autism Awareness Day**

**07 World Health Day**

**07 Walk to Work Day**

**10 CIDESCO Health & Safety Day**

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# Incredible India invites you...

Mumbai, also known as the city of dreams, that never sleeps..... This is a financial hub and densely populated; the largest city of India situated on its west coast.

Mumbai International airport is known as one of the best airports in the world and serves most of the countries of the globe. The city is also very well connected to all parts of the country by air, rail and road.

Being one of the huge and prominent countries, various international conferences, seminars and events take place in Mumbai and other mega cities of India.

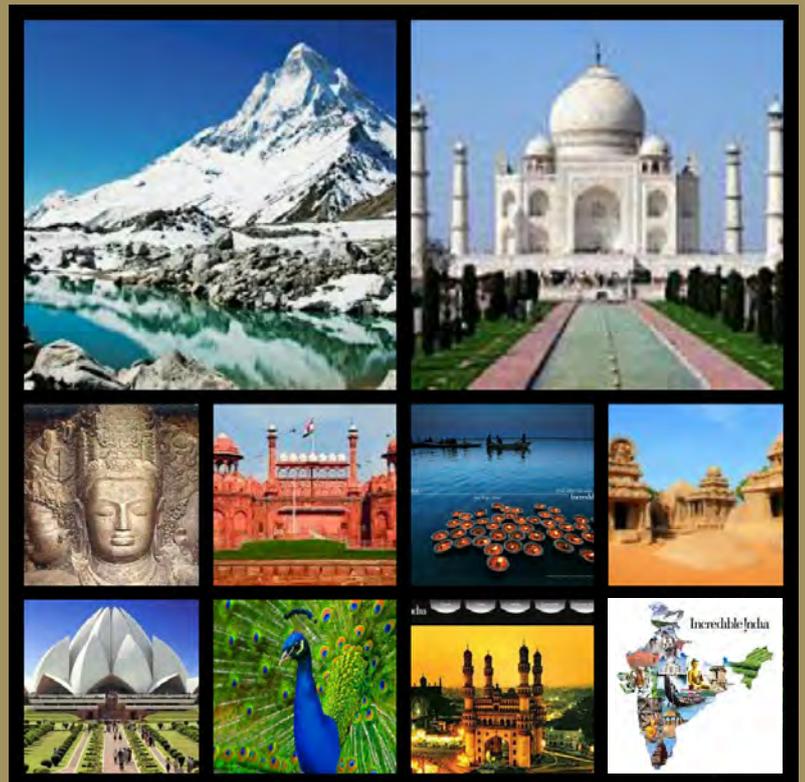
Excellent hotels with very high standards as well as accommodation for all budgets are available.

Generally public transport is crowded but the city has a very good taxi service.

India, being a most ancient civilisation of the world, has so much to offer - layers of history, rich culture, warm and hospitable people, variety of cuisine, spirituality, world heritage sights and architecture, various dance forms, music, lovely flora and fauna, beautiful landscapes with beaches, deserts, rivers, mountains and greenery, various languages, dress wear, religions, colours, adventure and even chaos! It is the origin of Yoga and Ayurveda. There is a calling for every soul!

More than 8 million foreign tourists visited India in last year and the number keeps on increasing. 'Incredible India' is a campaign run by Government of India tourism board. All information about travel in India, visa requirements, etc is available on the website - [www.incredibleindia.org](http://www.incredibleindia.org) or contact your local embassy

**JYOTSNA THOPTE**  
**CIDESCO INTERNATIONAL EXAMINER**  
**& PR COMMITTEE MEMBER**



**Section India will be hosting the 65th CIDESCO World Congress from 15th to 19th September 2017 at the Bombay Convention & Exhibition Centre. It will be a grand event and a good platform to be together to learn more. Grab the opportunity to experience the warmth of Indian hospitality and the CIDESCO membership by putting the date in your diary and joining us.**

**For further details please contact CIDESCO Section India [www.abtcindia.com](http://www.abtcindia.com)**

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