



CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

EST. 1946

CIDESCO INTERNATIONAL

LINK

Issue 84 · 2018

Nail It

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President's Message



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

DEAR FRIENDS AND COLLEAGUES

It's a new year and we are well on the way with announcing lots of new opportunities for CIDESCO. I am particularly proud to be launching CIDESCO's first signature treatment experience. This has been some time in development but what we have created is a signature treatment which goes beyond the requirements of a general treatment and gives our members something truly unique. At the same time it reflects the high standards that are delivered when clients choose a CIDESCO qualified therapist. I am very much looking forward to teaching this for the first time at **America's Beauty Show** where I will also be representing CIDESCO to promote membership. I thank everyone who has been involved to bring this treatment to completion, especially Board Member for Education **Vicky Harper**.

As I mentioned in the last issue of LINK, a key focus for this year will be to attract more schools to offer the Media Make-up Diploma. Demand from students for this type of course is high so the more we make it available, the more successful it will be. It also provides an attractive course to past students who might want to specialise in this field.

On 20th March 2018 we will also be supporting the Global Wellness Institute's **'Massage Makes Me Happy'** Day. I do hope as many of you as possible will join in and help promote the benefits of massage and the career of the massage therapist. With the stress of modern living, educating people on the importance of regular massage for their wellbeing, has never been more important.

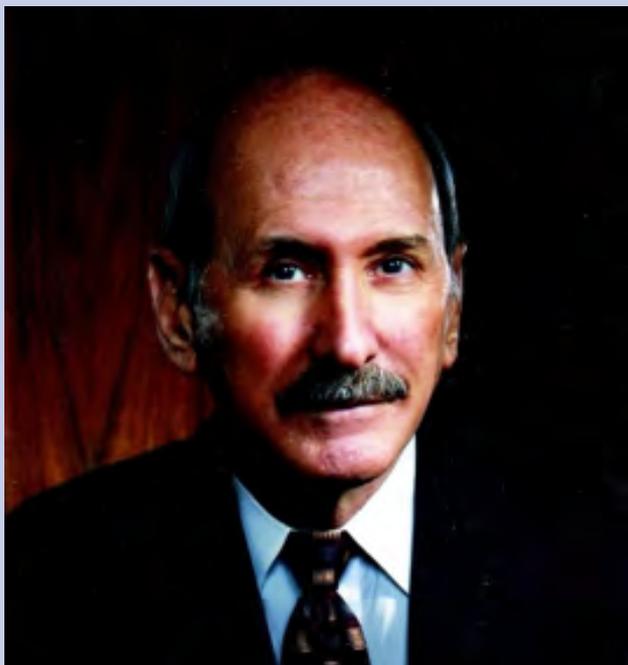
This issue of LINK contains all the latest news from CIDESCO plus coverage of some of the fabulous events our Sections and Members have been involved in. We thank Dr Andrea Bovero, Dr Vera Zec and Karin Luggens for their reports.

We also take a look at nail art which is now such a big part of many salons worldwide. This has become such a creative industry giving rise to some talented individuals with their 'works of art'. We hope it provides some inspiration for your own nail art services.

While we are only in the early months of 2018, we can report that Section Sweden is moving forward swiftly with arrangements for the 2018 CIDESCO World Congress in Stockholm. Please do keep the dates of 6th to 9th September free to join us. With the theme of 'Beauty of the Northern Lights' it will be wonderful to share my home city with you.

Wishing you a wonderful first quarter of the year.

**With best wishes
Anna-Cari Gund**



In Memoriam Joel Gerson 1934-2018

The 'Master of Skin Care Education'

It is with sadness we report the passing of Joel Gerson in January, holder of the CIDESCO Special Recognition Award 2016.

Joel Gerson has been called the “Master of Skin Care Education” because he was a firm believer in education. As a teacher of skin care, facial treatments, and Make-Up, he developed a number of educational audio-visual teaching aids. Mr. Gerson also travelled extensively throughout the United States, Europe, and the Far East presenting educational seminars and lectures. He served as a consultant for a number of major manufacturers working on product development for the industry, and his educational concepts have been presented at major cosmetology shows.

When he first began to teach esthetics, he realized the inadequacy of educational materials available for training estheticians. There were, of course, many reference books on the market, most of them from Europe. He was unable to find, however, a practical “how to” book, or comprehensive course of study that was both easy to understand and thorough in its content. What was needed was a text proving step by step illustrations that teachers and students alike could follow with ease.

As so many other educators in the cosmetology fields, he turned to Milady Publishing Corporation for assistance. This was the first step in the realisation of his goal to create a textbook for teaching esthetics that would meet the needs and standards of American schools, their teachers, students, and state boards of cosmetology.

The STANDARD TEXTBOOK FOR PROFESSIONAL ESTHETICIANS, by Joel Gerson, was the product of many years of research and experience as a professional esthetician and educator.

In reviewing the book for the NATIONAL BEAUTY SCHOOL JOURNAL, Erica Miller, a Diplomat of CIDESCO International said: “In a word, this book is an answer to an esthetician’s prayer...; this book finally sets America on its own in the field of esthetics. Everyone in the beauty field in America - whether the prospective student of esthetics or the veteran cosmetologist - must read and the study this book.”

The book is now in the fifth edition and has been revised with each edition. It has become the most widely used textbook for estheticians in the United States, and is also used in cosmetology schools in Australia, Canada, England, South Africa and Japan. Since its first printing, every State has developed separate licensing for estheticians and cosmeticians. According to PRODUCT MARKETING MAGAZINE, “many people in the trade consider the book to be the ‘bible of skin care’”.

Mr. Gerson’s professional credits include: Resident Make-Up artist for The House of Revlon, NY, Spokesman for Lever Brothers, NY, Vice President of Education for Christine Valmy, Inc., NY, Technical Director for the International School for Estheticians and Makeup Specialists, NY. Mr. Gerson was a licensed cosmetologist and held a teaching license for Esthetics, Scientific Facial Treatments, and Make-Up from the University of the State of New York.

Our thoughts are with his family and many friends at CIDESCO USA and worldwide.

CIDESCO launches its first Signature Treatment Experience



CIDESCO announced its first prestigious Signature Treatment Experience available from April 2018. Exclusively designed by CIDESCO's most senior educators and examiners including President Anna-Cari Gund and Board Member for Education Vicky Harper, the treatments incorporate some of the best techniques and practices from around the world. The first treatment to launch is the CIDESCO Age-Defying Facial with the CIDESCO Pure Relaxation Top to Toe Body Experience to follow.

Available exclusively to CIDESCO Accredited Salons and Spas, the treatments have been developed from a treatment perspective rather than a brand focus, meaning that they will be completely brand neutral. Incorporating specialist skills that a CIDESCO graduate will acquire, the brand neutral treatments will allow therapists to use them in conjunction with their salon's product houses and demonstrate their own outstanding skills.

Involving the therapist on a physical and emotional level, the treatment will begin with the very first welcome. With the client at the centre of the experience, the treatment will focus on touch in both the physical and emotional dimension. A memorable CIDESCO welcome and a touching close at the end is combined with signature massage techniques to ensure that the treatment is focussed, powerful and unforgettable for the client.

Exceptional and attentive customer service is at the heart of the CIDESCO Signature Experiences and the treatments will allow therapists to demonstrate their excellent massage skills, professional expertise and client care with the aim to exceed all expectations.

CIDESCO's Age-Defying Facial will be taught by CIDESCO President, Anna-Cari Gund for the first time at America's Beauty Show & IECSC taking place on 28th-30th April in Chicago, USA.

CIDESCO AGE-DEFYING FACIAL

The 90-minute CIDESCO Age-Defying Facial has been developed to combat the first signs of aging and encourage younger looking skin that radiates. A focus and highlight of this CIDESCO experience is the carefully designed and exquisite eye and face massage.

The treatment begins with CIDESCO's signature welcome comprising of a welcome drink followed by a hot towel massage to ignite immediate relaxation. A double cleanse and tone will follow across the face, neck and décolleté.

With the face cleansed, the therapist will conduct a thorough skin analysis to determine the skin's condition and the client's bespoke needs. An expert massage around the eyes, face, neck and décolleté follows an exfoliation of the face, hands and arms. On the application of a firming mask, the therapist will further promote relaxation by carrying out a massage to the hands and arms. On removal of the mask, a toner is applied to the skin followed by moisturisation. The treatment closes with guided breathing techniques to ground the client and aid them to wake gently and calmly.

Announcing the launch of CIDESCO's first signature treatments, CIDESCO International President, Anna-Cari Gund says "We are absolutely delighted to be launching CIDESCO's first signature treatment which truly reflects the skills of our Diploma therapists and their positioning as amongst the best in the world. It is very much taken from a treatment perspective rather than a brand one so gives our members something just for them which incorporates some of the specialist techniques and super service our members are taught as part of their CIDESCO Diploma."

Free Membership Extended

Following the success of CIDESCO's Free Membership offer to beauty salons and spas in 2017, CIDESCO has extended this offer into 2018. This means that beauty salons and spas worldwide will be able to claim a year's free CIDESCO membership, provided they meet the CIDESCO requirements.

This offer is available to salons and spas which take out membership during the course of 2018. Applicants will only be required to pay the one-off Application and Inspection fee.

CIDESCO membership, which spans over 40 countries across five continents, enables members to have their business certified with the prestigious global accreditation and use the CIDESCO logo on all their marketing materials. A number of additional benefits are included, such as access to one of the largest global networks of beauty and spa professionals which continues to set and encourage the highest standards within the industry.

Other benefits include instant access to educational documentation and professional papers through the CIDESCO Knowledgebase; invitation to the annual CIDESCO World Congress; admission to workshops at the CIDESCO International and National Congresses; a quarterly online magazine, CIDESCO LINK International; and access to a community of CIDESCO students and graduates studying the range of CIDESCO Diplomas.



Beauty salons and spas worldwide will be able to claim a year's free CIDESCO membership, provided they meet the CIDESCO requirements.

The Skincare Pioneer

We were delighted to see Lydia Sarfati interviewed by India's first professional hair and beauty magazine, Style Speak. Lydia spoke about the importance of education saying "Education is very important. Being the CIDESCO chairman for the last 12 years, I also try and contribute as much to educate students in different parts of America and around the world which includes India as well. It is important for students to be trained to be extremely professional and have a good understanding of the business."



New Initiatives in Spa Tourism for Fiji



With her passion for providing training and employment opportunities and creating career pathways for women in Fiji, Debra Sadranu has launched two exciting new initiatives to support her Mission.

Recognising that competition amongst Spa Tourism destinations continues to grow, Debra has been focused on building the Fiji and South Pacific footprint in this market, primarily through education.

Having identified a gap in Beauty & Spa Therapy Education when she first came to Fiji in 1998, Ms. Sadranu shared her vision of starting her Spa Academy before expanding her business through Senikai Spas, and growing it to encompass the Essence of Fiji Rejuvenation Centre, which is a transit option for visitors between flights.

Her work has led to the formation of a CIDESCO Section which will cater for the Pacific Islands. The launch of the CIDESCO Fiji Section is the final step in establishing Quality Assurance (QA) mechanisms for Fiji and the Pacific Islands, thus ensuring that they support the Resorts and Spa Tourism Industry in working towards becoming one of the leading Spa Tourism destinations in the world.

Acting Prime Minister and Minister for Industry, Tourism and Trade, Faiyaz Koya, was the Chief Guest at the launch of the CIDESCO Section on 18 November and he praised Ms Sadranu for promoting Fiji's spa tourism.

Koya added that it was a huge thing for Fiji and it would greatly benefit the spa tourism industry, which was usually never acknowledged. "We talked about other things when it comes to tourism but never talked about spa tourism and we never took it to the next level. This is exactly where it should be heading, this is a certification needed for us to take the industry forward,"

He added that spa therapy in Fiji was big and described Ms Sadranu as 'Champion in the Spa Industry' taking it to another level.

Having the Last Word



CIDESCO International's President, Anna-Cari Gund was proud to have the 'last word' in the January issue of European Spa magazine. Anna-Cari spoke about the benefits of marrying medicine and wellness disciplines for the benefits of wellbeing.



Our special guest in USA

CIDESCO International President Anna-Cari Gund is proud to be the special guest and educator at America's Beauty Show and IECSC, held in April 28-30, 2018 at McCormick Place, Chicago.

"We are pleased and proud to welcome CIDESCO International's President to Chicago," noted CIDESCO USA CEO Paul Dykstra. "We are also excited to announce that CIDESCO's International World Congress, which is held annually in a different country, will take place in conjunction with America's Beauty Show and IECSC in 2019."

Dykstra went on to say "Our growth, in the one and a half years since Cosmetologists Chicago became the administrator for CIDESCO USA, has exceeded our original goals. Hosting Anna-Cari this year and the top estheticians, educators and salon/spa owners from around the world in 2019 is both a pleasure and an honor."

During her visit, Anna-Cari will be teaching the NEW prestigious CIDESCO Signature Age-Defying Facial as part of her presentation during America's Beauty Show and IECSC.

Click here to register and check in at AmericasBeautyShow.com

Red Cross Support for Birthday Celebrations



CIDESCO Medaille d'Or Award Member, Kate Wacz was pleased to be joined by CIDESCO International's President, Anna-Cari Gund, Yvonne Ryding and Dr Sten Axdorph as she and her husband, Nick, celebrated their 85th and 90th birthdays. The celebrations took place at the historical restaurant KB in Stockholm on 19th November 2017.

CIDESCO was pleased to gift Mr and Ms Wacz a certificate showing that the organisation had donated money to the Red Cross in Nick and Kate's name.

photos taken by Ingemar Åkesson



Don't Miss

20th March · Massage Makes Me Happy Day. CIDESCO will be supporting the Global Wellness Institute's new wellness initiative – Global Massage Makes Me Happy Day. Join us by promoting the benefits of massage therapy and massage therapist careers to your own students and clients. Why not run a mini massage-athon or give complimentary massages for those most in need?

April · CIDESCO Health & Safety Month – this was a great success in 2017 so this year we hope more of you will join us in promoting the importance of health and safety in salons and spas.

April · The exciting launch of the CIDESCO Global Signature Facial and separate Face and Body Certificates



Microbeads ban

Last year we highlighted the environmental dangers of using beauty products containing microbeads asking CIDESCO members to use alternative products. We're therefore pleased to report that the USA, Canada and the UK governments have now put a ban on the manufacture of products with many other countries due to enforce this ban during 2018.

These damaging beads can cause serious harm to marine life, but the ban – praised by campaigners as one of the toughest in the world – will help to stop billions of microbeads ending up in the ocean every year in international efforts to crack down on plastic pollution.

Massage helps muscles regrow

Massage could increase the regrowth of muscle tissue after an injury - even when applied to the opposite, uninjured limb - according to researchers from Colorado State University (CSU) and the University of Kentucky.

In a paper published in *The Journal of Physiology*, the researchers showed muscle grew faster after a massage because the making of protein in cells was improved. They also showed that when one leg was massaged, the muscle in the other, non-massaged leg also grew faster.

Muscle is lost very quickly during periods of disuse, such as during bed rest or a hospital stay, and it is extremely difficult to grow back, especially in older people. Massage is an easy-to-use treatment with very few side effects that can lessen pain, decrease anxiety and stress, increase flexibility, improve immunity, and increase blood flow but its value for muscle regeneration had not been demonstrated before.



Karyn Hamilton and Ben Miller from CSU's Department of Health and Exercise Science who were first authors on the paper, say the concept that massaging one limb might also lead to benefits in another non-massaged limb is ground breaking. "For instance, if you injured one leg and couldn't massage it because of that injury, we now have evidence suggesting that massaging the other non-injured leg could lead to benefits in the injured leg," Hamilton said. "That's a novel finding with potentially very important implications."

Are Wellbeing Apps anti-wellness?



Over the next few years, the issue of how technology affects wellness will become one of increasing relevance says Thierry Malleret, economist in a recent article for the Global Wellness Institute, as academic research conclusively demonstrates that the over-consumption of technology/social media is detrimental to well-being (and in particular to mental health).

"Technology tends to deprive us of, or distance us from the real sources of wellness and happiness: our friends and family, and the quality of our social interactions within our communities. More and more, the technological tools that support us in our quest for well-being advise us and incite us to focus on ourselves to the detriment of the outside world, as if happiness can only be found from within."

"Most happiness apps, for example, lock us up in our private emotional experience rather than helping us connect with people. Every reputable piece of research in psychology now tells us that this is the wrong approach to well-being. The question is: will we continue to consume the thousands of well-being apps and the self-help industry in general (now a \$1 billion a year business just in the United States) in the same quantity or is this segment of the industry potentially facing a big financial hit?"

Oradea Insights

KARIN LUGGENS
CIDESCO INTERNATIONAL
VICE-PRESIDENT



Have you heard of Oradea? I admit, I did not know of it either until recently. On behalf of the CIDESCO International Board I went there to be one of the speakers at Termalia, a new spa industry event.

Oradea is Romania's capital of art nouveau and thermal baths. One of the biggest spas is Baile Felix, just outside Oradea, a unique spa with hot springs. The water is so pure it can be drunk directly from the spring. The benefits of this thermal water is that the water temperature is between 40 and 49 degrees and the salt concentration of slightly more than 1 g per litre giving this water miraculous properties for most muscle and bone disorders and classifying them within the category of oligo mineral waters.

Termalia is a new project, the first one of its kind in Romania and dedicated to Spa owners, Spa investors and Spa and Termalism Business/consultants. It was a one-on-one event, and the main goal was to provide a better networking system in order to share the knowledge about this domain with other professionals.

Termalia hosted by Isabela Vasile, took place on 30th September 2017 and was a day full of interesting speakers. Speakers included Dr Andrea Bovero, President of CIDESCO Italy. His lecture was about tourism and Spa and Spas in Italy. There were also lectures from Esthederm, tourism in Oradea combined with Spa visits, Spa management and working together with other Spas in Hungary.

It was an interesting and useful day for networking and we hope, as a result, to attract Romanian spas to the CIDESCO membership.



*Top left: Dr. Andrea Bovero, President of CIDESCO Italy;
 Top right: Karin Luggens, Vice-President CIDESCO International; Above: Attendees at Termalia*

Sparkling Party in Spa



**BY DR ANDREA BOVERO
PRESIDENT,
CIDESCO SECTION ITALY**



CIDESCO Section Italy celebrates the renaissance of Wellness 'Made in Italy'

From a place of enjoyment of wellbeing to a space to live beyond the boundaries of the senses. This is the evolution of today's spa, an innovative vision that recovers the tradition of the ancient Roman baths and combines it with modernity. And it was precisely in the environments of these "cathedrals of wellness" that CIDESCO Section Italy met managers, professionals and entrepreneurs to give life to unprecedented social relations and new projects with the aim of experiencing the best of excellence 'Made in Italy'.

This was the theme of Sparkling 2017, the SPA & BEAUTY FORUM and 67th CIDESCO Italy Congress organised by LIFEXCELLENCE-scheduled in December at the A. Roma Wellness & Spa in Rome, one of the most beautiful structures in Italy. For the first time, the people from a scientific Congress were introduced to spa to experience the innovative frontiers of the sector and hundreds of professionals found themselves in bathrobes to confront the future prospects of wellness.

The evening started with the thermal area of the Spa becoming the scene of an unprecedented spectacle. Among the vapours of the Hammam was staged a ritual "the Thousand and One Nights", where guests had the opportunity to savour wonderful treatments such as scrubs with Alum Stone, the Rassoul mask of orange blossoms, the Turkish foam bath and the Savonage Maghreb under the careful direction of specialists and professionals of the Turkish bath.

As a particularly suggestive and emotional introduction, the essential oils from a wild plant were the protagonists of the exclusive Spa Party. At the entrance guests received a live scented olfactory bracelet with two drops of essential oil to surprise them.

This was complemented by the olfactory path between installations created ad hoc to evoke the magical atmospheres of meadows, woods, vineyards, bays and oasis, through the five stations distributed along the Spa. Then it was the turn of the suggestive ritual Aufguss (gusts of steam in the sauna), a true symphony of essential oils exalted by the rituality of the technique and accompanied by music and spectacular colours.



A large space was dedicated to food and wine, with the Gala dinner in bathrobes (dress Code Black & Gold) and the tasting of dishes and specialties based on essential oils. Some lucky guests enjoyed the benefits of the PMP welcome ritual, an innovative treatment that gives wellbeing to the whole person.

Towards the end of the evening, poolside cocktails were served, the drinks based on essential oils to combine taste, style and fun in a unique context in which the guests were able to get to know each other and share opportunities and work experiences.

Sparkling 2017 represented the dawn of a new era for wellness made in Italy, oriented to create experiences of consumption rich in suggestions, traditions and authenticity, according to a unique philosophy in the world that sees Italy as the leader of a vision where the product is not the end but the ideal tool to narrate stories of life, evoke deep emotions and generate pure pleasure.

An Italian project that will soon be exported to the world.

The Touch of Paris in Zagreb



For many years the Association for Scientific Cosmetology, Spa & Wellness – CIDESCO Section Serbia, developed a very good relationship with Beauty Associations in nearby countries and frequently invited them to be guests at the CIDESCO Serbia Congresses.

Last autumn, just after the very successful Cosmetic Fair “The Touch of Paris” which took place on 14th and 15th October in Belgrade, Serbia, the Croatian Beauty Association organized a Cosmetic Fair and Congress in Croatia. The Beauty Event was held on 9th and 10th December in Zagreb, the capitol of Croatia. Serbian colleagues helped them with the organization so the Croatian Beauty Event was named “The Touch of Paris in Zagreb”.

The fair and exhibition was big with 1500 m² of exhibiting space and attracted very important exhibitors from Croatia and abroad.

CIDESCO Serbia was represented at the show by Vera Zec, President and Lidija Radovanovic, Board Member. The Section held two presentations:

Vera Zec explained to the Congress auditorium general information about CIDESCO: membership, accreditation of beauty salons and spas, school accreditation, CIDESCO Diplomas, PG Diplomas and all the benefits of CIDESCO. The people showed great interest in all the possibilities that CIDESCO offered and there were many questions about CIDESCO, diplomas, accreditations etc.

Lidija Radovanovic, Board member of CIDESCO Serbia gave a very interesting lecture with the topic: “CIDESCO and financial benefits for beauty salons”. Lidija explained how an accredited beauty salon or spa can increase profit by becoming a CIDESCO Accredited beauty salon. People listened very carefully, explained the problems they encountered in the Croatian beauty industry and asked Lidija for advice.

On behalf of the Croatian Beauty Association, Vera Zec, President of CIDESCO Serbia together with Petra Kump, president of the Croatian Association delivered small CIDESCO flags.

At the end of the Congress Vera Zec invited beauticians from Croatia to attend the CIDESCO World Congress in Stockholm, 2018 where they can meet the CIDESCO family.



CIDESCO Section Serbia was represented at the show by Vera Zec, President and Lidija Radovanovic, Board Member.

**DR VERA ZEC
PRESIDENT CIDESCO SECTION SERBIA
PRINCIPAL AND PROFESSOR OF AQUATONALE BEAUTY
ACADEMY INTERNATIONAL, BELGRADE, SERBIA
EDUCATIONAL DIRECTOR AND PROFESSOR OF IMASTER
ACADEMY INTERNATIONAL - SINGAPORE, SG**

The Rise of Luxury Organic Skincare



Luxury organic skincare sits perfectly with spas. Not only do the products now deliver the skincare and body care results that clients demand but they also align much more closely with the ethos of spas and wellness.



**BY TRACEY
STAPLETON
CIDESCO PR
COMMITTEE
MEMBER**

The demand for cleaner beauty has never been greater. The value of the organic and natural beauty market is expected to reach \$13.2 billion in 2018 outselling traditional competitors by two to three with some research firms predicting a decline in the synthetic cosmetics sector over the next two years.

Within the organic and natural beauty market, one of the biggest growths has been at the premium end where established natural brands have recognised that customers want products which are not only better for their wellbeing but also look and feel luxurious.

Organic products used to be unglamorous perhaps due to the image of them being more

homemade and being cased in more natural packaging. However, gradually organic beauty has become more mainstream delivering both results and the looks which can compete with the synthetic brands, with the added benefit of being better for your health and wellbeing.

Luxury organic skincare sits perfectly with spas. Not only do the products now deliver the skincare and body care results that clients demand but they also align much more closely with the ethos of spas and wellness. With irresistible stories of products developed with yoga masters and chakra healers along with mineral and vitamin rich ingredients such as seaweed, honey and exotic essential oils, it's no wonder spas are seeing the commercial advantage of having these brands on board.

Here we take a look at some of the ingredients used by CIDESCO Associate members in their natural and organic luxury skincare brands and find out how they can be of benefit to the skin and mind.

Seaweed



Picture: VOYA

Did you know that Seawater and blood plasma have an almost identical chemical composition? **VOYA**, an Irish company specialising in organic seaweed based products and treatments tells us that seaweed naturally absorbs its nourishment from the sea. As a result, it contains countless minerals, vitamins and beneficial ingredients in high concentrations making it the perfect solution for replenishing the body's minerals, protecting skin against free radicals, and aids in treating several skin conditions including psoriasis, eczema, and acne.

Seaweed naturally cleanses and purifies the skin, helping to improve its suppleness and elasticity, thus improving the signs of aging by toning, smoothing, moisturising and stimulating skin cells.

Mud



Picture: Spa Find

Mineral mud sourced from the Dead Sea is 100% natural and has been proven to be effective in bringing relief to the soreness and irritation of sensitive skins and very dry skin conditions. The therapeutic value of these minerals is, therefore, priceless in the maintenance of a healthy, glowing skin and wellbeing says **Finders International** who have been specialising in Dead Sea products and treatments for many years.

The calming effects of the bromide and other complimentary minerals such as Magnesium (for anti-stress), Potassium & Sodium (for purifying and hydrating), Calcium (for anti-ageing), Sulphur (for healing) and Iodine (the detoxifying mineral) are greatly beneficial to the general aches, pains and strains of modern day living.

Herbs



For centuries herbs have been used as both for both medicine and skin healing. What's more, herbs have also been tightly linked to spirituality which is thought to have originated from primitive tribes' fear of the uncontrollable powers of nature.

Natural skincare brand, **Ilcsi** from Hungary uses a range of herbs in its skincare including Fenugreek which is known for fighting skin infections. Due to its anti-inflammatory properties. Fenugreek can reduce swelling, pain, redness on the skin and can help with acne and eczema.

Nail Art Trends *Through the decades*



CARMEN DANTU
PRINCIPAL, BEAUTY THERAPY
INSTITUTE @ SORBET, RIVONIA,
SOUTH AFRICA

Nail art has become part of everyday living, where people need to have nail art on their nails whether it is something simple or making a statement with advanced techniques. Nail art is a creative way in which one can decorate their nails to suit each and every personality out there.



Nail art can be done on fingernails and toenails using different methods and even combine systems together to get that perfect look. Nail art has become a form of nail fashion or, as some refer to it, as “nail real-estate” and is taking over the world. Hollywood stars like to flaunt the newest trends. This is a very fast-growing industry where this week reverse French will be in style and next week it will be 4D bows over a floral design. Nail art is often done on sculptured nails and can even be pierced to create a specific design.



Ancient Nails

Nail Art has its origins in ancient Egypt, where nail colour indicated one’s status. The first nail polish, made from beeswaxes and gums, originated in ancient China in 300BC. Modern Nail Art started in the 1932 where the half moon manicures became very popular. The first Revlon nail was released in 1930, making fashionable nail options more accessible. The first set of acrylic nails was created by a dentist in 1950 as he tried to fix a broken nail for one of his clients and that’s how nail sculpting came about.

21st Century Nails

In the 2000`s everyone wanted the classic French manicure. People later started adding glitter to the tips and being more creative and playful with colours and rhinestones. Late 2000`s people started using more textured colours and designs and this sparked the nail art industry.

Today we have so many resources to create the perfect design from dip system to acrylic to gel. We have mirror powders and colour changing gels, anything you can think of. People compete in competitions all over the world creating nail designs to match holidays and even movies. Nail art is trending in all forms of social media, Pinterest and Instagram being the biggest. Youtube and Facebook have daily tutorials on the latest trends and how to create them. Facebook now has live streaming where you can see the artist in action. The nail is a canvas where the nail technician can create nail designs that is unique to every client.

2017 Nail trends started out as simple designs and later became more advanced and extravagant. It started with your Ombre with colours and glitters on long stiletto shaped nails. Then the coffin nail shape made a comeback and had floral designs using one stroke painting with acrylic paints. Each nail had a unique hand painted flower. Later in 2017 we had the 4D bows with massive amounts of bling using rhinestones and who could forget the unicorn nails. Everyone wanted mirror powder and holographic powder with 3D acrylic designs to have the perfect set of unicorn nails.

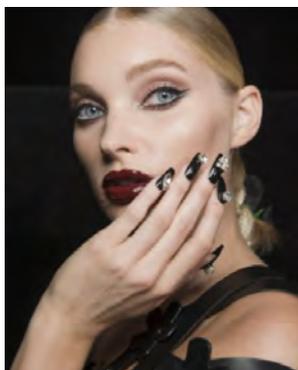
Inspiration

Nail art trends have been inspired by catwalks all over the world. Some 2018 new techniques have been simple single strip nails to 3D sparkle on glossy black nails and even leopard print which glow in the dark nails.

Logo nails are making a comeback on the 2018 summer runway collections. Swarovski crystals are used to create bling nails and which lady can't resist a bit of bling. Over 6000 crystals are used per show in order to create the perfect design.

2018 is going to be an exciting year for nail art with great inspirations and more extravagant designs.

Nails are a fashion statement so be bold and creative this year and show off that perfect nail art set. Top your nail art design off with that extra bit of rhinestones or Swarovski. Remember Nail art isn't just art it's a language!



Setting up a Beauty Salon

Part 1



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

Setting up your own beauty salon is a dream of many therapists and entrepreneurs. When trade publication, Professional Beauty magazine asked Beauty Therapists 'what is your ultimate goal as a Beauty Therapist?', 40% said it was 'to open my own salon.' Running your own beauty salon business can be rewarding in many ways but making it a success can be a challenge and fraught with obstacles. It's not all about beauty, as business skills are essential. Here we take a look at some of the advice given by our own successful beauty business owners to help the next generation of beauty entrepreneurs.

1. CHOOSE YOUR LOCATION WELL

The right location can be the 'make or break' of a salon business so it pays to give yourself every chance of success by finding a location which gives you the best start.

Find a location which you are familiar with, has good footfall and passing traffic which is easily accessible and offers car parking close by. Ideally there should be other retail businesses nearby which can help generate business for you. As well as high street locations, consider shopping centres and also ground floors of large office blocks in city locations as long as they have good weekend traffic.

Choose a property which offers natural light and has a good ambience. Whether you believe in 'feng shui' or not, certain buildings due to their aspect and build have a tendency to be more uplifting for their inhabitants than others.

Make sure the space is the right size. This will depend on how many treatment rooms you are planning, reception, retail, storage and staff facilities. If the building hasn't been used as a salon before, carefully consider the modifications you are going to have to make eg: water, ventilation, electrics and lighting, what's possible under ownership/lease of the property and the costs thereof.

2. DEVELOP YOUR SALON BRAND

Developing a strong salon brand gives your business a much greater chance of success. Don't underestimate the power of the brand. This is the face that your business presents to the world, to guide people's perception of your business and influence them to visit and recommend you.

To develop your brand, first you need a clear vision of what you want your business to be. What do you want people to be saying about your business? Define the messages and be consistent with your communication of them.

From your brand messaging, develop an attractive brand design and identity which can be used across all your marketing collateral including social media platforms.

What do you want people to feel? Brands are emotive so give your brand a personality. If it was a person what sort of person would that be? Are you influenced by a particular culture? How will your brand make the world a better place?

Define your brand to stand out from the competition. Make sure it has some notable unique selling points. Having a strong point of difference in the market will give people a greater reason to visit and recommend you.



3. BEWARE OF LEGISLATIONS

In addition to qualifications, licences and insurance needed for the various treatments you will be offering, there are also other rules and regulations which apply to beauty salon businesses to ensure health and safety, responsible business practices and compliance with the law.

Contact your local authority and ask them to provide you with a list of the regulations which apply to beauty salon businesses. If you are planning a refit of the premises then find out if planning permission is required. Requirements change frequently so put a system in place to re-evaluate every 6 months.

“Salon owners are responsible for the health and safety of their staff and clients, so ensure you have vigorous hygiene standards and a code of practice in place which every staff member is familiar with. Employees must follow basic practices when it comes to cleaning equipment, floors and washing hands.”

Says Dr Vera Zec, chairperson, CIDESCO Section Serbia

Some chemicals used in beauty salons are hazardous and have to be disposed of very carefully. Ensure all staff clear up any spills immediately and check with your local authority on the protocol required for disposing of hazardous materials.

4. HIRE THE BEST EMPLOYEES

One of the most challenging aspects of starting your own beauty salon business is finding the right staff. Their skills will affect every aspect of your business so it is critical to recruit carefully. This is made all the more difficult because on a worldwide basis there is a genuine skills shortage and good therapists are greatly in demand.

Here are five ways to ensure you attract the best employees:

1. Have a strong brand. If you have a good reputation and image, then not only will this attract customers but it will also attract good staff.
2. Make your first staff recruitment ambassadors. Encourage them to talk about your business to their friends and contacts and offer an incentive scheme to help you attract new employees.
3. Introduce yourself to local colleges and training academies offering work experience. Put yourself forward for talks and conferences. Attend the career expos. Many of the independent training academies have new students graduating every month so make sure you're registered with them.
4. Create an attractive package. While salary is important, many job decisions are affected by other elements such as prospects, flexibility and added value. Stand out from other salons by creating an exclusive package which will appeal to the types of people you are looking to recruit.
5. Develop an ongoing recruitment campaign across your social media platforms, website, blog and other marketing channels.

5. EXCELLENT CUSTOMER SERVICE

Once you've created a salon environment which will appeal to your clients, you need to ensure this is followed through with excellent customer service. This is what encourages clients to return to you and spread positive word-of-mouth to their friends, family and colleagues.

Good training forms the basis of any customer service strategy and should be offered to your staff throughout their career with you. Make the most of the training your product houses offer and help your staff progress in other areas of the business such as management and marketing support, allowing you to focus on taking the business forward. Have ongoing team meetings with your staff and show them how to do it by example.

Lydia Sarfati, founder & CEO of Repêchage says:

“The front desk staff give off the first impression when a client walks in the door. Thus, it is important they know how to greet clients, understand the treatments that are offered, and suggest appropriate upgrades when booking appointments. Routinely providing the entire staff with training, demonstrations, and allowing them to be hands-on during this process, will not only help the staff grow as professionals, but will help your salon grow as an industry leader. Incorporating this type of inclusive training into your salon, will also allow the relationships amongst the staff to grow, ultimately increasing the morale and productivity of your salon.”



Read Part 2 of the CIDESCO Guide to Setting up a Beauty Salon in the next issue of LINK magazine.



2018

Diary Dates

FEBRUARY

01 - 05 Bien-Etre, Paris, France
salon-medecinedouce.com

02 - 04 Health & Beauty Scandinavia, Lillestrom, Norway
www.health-beauty.no/

05 - 06 Professional Spa & Wellness Convention, Dubai, UAE
www.professionalbeauty.ae

05 - 06 Professional Beauty GCC, Dubai, UAE
www.professionalbeauty.ae

05 - 06 Beautyworld Japan, Fukuoka, Japan
www.beautyworldjapan.com

08 - 10 Intercharm Professional, Saint Petersburg, Russia
www.intercharmspb.ru

23 - 26 Nevskie Berega, Saint Petersburg, Russia
www.nevberega.com/

25 - 26 Professional Beauty, London, UK
www.professionalbeauty.co.uk

25 - 26 Belleza Fest, Mexico City, Mexico
tradex.mx/bellezafest/

26 - 28 Beauty Asia, Singapore
www.beautyasia.com.sg/

28 - 03 Tunisia Spa Expo, Tunis, Tunisia
www.mit-med.com.tn/

MARCH

04 - 05 Professional Beauty, Cape Town, South Africa
www.probeauty.co.za/ct.htm

05 - 06 Professional Beauty, Bangalore, India
www.professionalbeauty.in/

10 - 12 Estetika, Brussels, Belgium
www.estetika.be/en/

16 - 19 Cosmoprof, Bologna, Italy
www.cosmoprof.it/

26 - 29 Beauty Professional, Kuala Lumpur, Malaysia
www.beautyprofessional.com.my/

APRIL

02 - 03 Professional Beauty, Kolkata, India
www.professionalbeauty.in/home/our_shows/kolkata-show

07 - 09 Congrès International D'esthétique et Spa, Paris, France
www.congres-esthetique-spa.com/

14 - 15 Trends of Beauty, Graz, Austria
www.trendsofbeauty.at/trendsofbeauty.com/2017/de/graz/index.php

28 - 30 Americas Beauty Show, Chicago, USA
www.americasbeautyshow.com

GLOBAL AWARENESS DAYS

Shrove Tuesday (13 February)

World Thinking Day (22 February)

GWJ Massage Makes Me Happy Day (20 March)

Reach beauty and spa professionals in over 40 countries worldwide

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CIDESCO World Congress & Exhibition 2018 Stockholm, Sweden



BEAUTY of the Northern Lights

SAVE
THE DATE!

CIDESCO Section Sweden invites you to the 66th CIDESCO Congress in Stockholm Sweden 6-9 September 2018

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

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

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

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

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

Program

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

The venue for the congress is Stockholm Waterfront Congress Center.
To book a room at the hotel, please visit www.cidescocongress2018.com



www.cidescocongress2018.com

CIDESCO Section Sweden
Sveriges Hudterapeuters Riksorganisation



Around the World

Congratulations to everyone who passed their CIDESCO examinations recently.



CIDESCO Examiner Pamela Adkins with one group of over 50 successful candidates at Monita Dalian college, China.



Karen Thomason (third from left) with students from Elite (NZ474-1) Elite International School of Beauty and Spa, Wellington, New Zealand

CIDESCO Associate Members



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www.professionalbeauty.co.uk

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Tip Touch International www.tiptouch.com

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www.biologique-recherche.com

CosMed Kft www.pandhys.com

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www.findersbrands.com

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Ilcsi Beautifying Herbs

www.ilcsi-natural-cosmetics.co.uk

Celtic Seaweed Bath Products/VOYA

www.voya.ie

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Gharieni Group GmbH www.gharieni.de

Brightmond AB

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

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

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We welcome your feedback.