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THE WORLD
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FOR BEAUTY
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CIDESCO INTERNATIONAL

LINK

Issue 86 · 2018



Lash Perfect

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President's Message



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

DEAR FRIENDS AND COLLEAGUES

We are quickly approaching our 66th CIDESCO World Congress this year in Stockholm and I am very much looking forward to seeing as many of you as possible. It's a once a year opportunity for us all to come together from all parts of the world to discuss one thing we all have in common: maintaining high standards in our industry. We all recognise in our changing world this is not an easy thing to do but I'm proud to work with so many professional people dedicating their working lives to this. You only need to speak to our Examiners or look on social media to see the joy of achievement from our CIDESCO students reaching Diploma status and the feedback from employers to show the important position CIDESCO has in the industry.

With so many nationalities involved, I always view CIDESCO as the United Nations of Beauty & Spa Therapy. Just like the United Nations we are continually looking to bring more countries into our membership, establishing Sections and accrediting schools in new territories. It has been a pleasure this year to welcome Lebanon, the Cayman Islands and Nigeria.

I was privileged to be invited by CIDESCO Section USA to attend America's Beauty Show earlier this year where I presented CIDESCO's first Signature Facial Treatment. The response was incredible and we're looking forward to rolling the training out to the membership over the coming months. We are in the process of releasing the video of the facial treatment training which will be available via the Knowledgebase and exclusively to CIDESCO Accredited Salons and Spas.

This issue of LINK has some fascinating features to read including a look at lash innovations which have become one of the most popular treatments for many salons and therapists. Jyotsna Thopte has also interviewed sleep science specialist, Dr. Prasad Karnik who explains the importance and benefits of sleeping well. The importance of sleep should never be underestimated.

I hope you enjoy reading all our latest news and look forward to seeing as many of you as possible in Stockholm.

With best wishes

Anna-Cari Gund

CIDESCO Live at America's Beauty Show



CIDESCO International's President, Anna-Cari Gund was privileged to be a special guest and educator at America's Beauty Show earlier this year, invited by CIDESCO Section USA. This presented Anna-Cari with the opportunity to showcase CIDESCO's new Signature Treatment for the very first time: the CIDESCO Age-Defying Facial.

The CIDESCO Age-Defying Facial is a 90-minute treatment, exclusive to CIDESCO members, that has been developed to combat the first signs of aging and encourage younger looking skin, bursting with vital energy. A highlight of the experience is an exquisite eye and face massage.

Pictured left to right: Larry Silvestri, President of Cosmetologists Chicago; Katarzyna Armata, CIDESCO Diplomate; Anna-Cari Gund, President of CIDESCO International; Lydia Sarfati, Chair of CIDESCO USA; Monika Machej, CIDESCO Diplomate; and Paul Dykstra, CEO of America's Beauty Show by Cosmetologists Chicago and CIDESCO USA.



Wellness at Work

The CIDESCO International Board celebrated Global Wellness Day in Zurich. With over 100 countries taking part, this year's Global Wellness Day theme was 'Wellness of Kids'. In answer to this, CIDESCO encouraged its members, schools and students to support 'Wellness in the Learning Place' as well as 'Wellness in the Workplace' with the launch of a carefully devised 7-step manifesto.

Picture shows from left to right: Pamela Adkins, Education; Sandy Fuhr, PR; Anna-Cari Gund, President; Biju Nair, Treasurer; Karin Luggens, Vice President and Vicky Harper, Education.

Steiner Visits Belgrade

It's well known that Steiner is one of the very important companies for recruiting people for on-board jobs. But did you know that Steiner has a recruiting centre in Belgrade, Serbia? The centre was created for recruiting people from all over South-East Europe interested in working at sea. For the last few years the centre has been run by Mrs Dana Ristic who widened the centre's activities to cover the whole of Europe and more. Ms Debbie Weaver, The Head of Recruitment at the Steiner Company London visited Belgrade to meet and give thanks to all the people at the centre who have been involved in the education of future on-board crew.

The recruiting centre prepared a lovely dinner in a beautiful Belgrade restaurant. The guests were people and schools who had collaborated with Ms Debbie Weaver to help develop the centre. Ms Weaver was pleased to meet the President of CIDESCO Serbia, Vera Zec, leading professor in Aquatone Beauty Academy International which provides a lot of the candidates for on-board spa jobs after their training.



Ms Debbie Weaver mentioned that the Steiner Company rated highly each CIDESCO Diploma and candidates with these are always well prepared. She spent plenty of time in conversation with CIDESCO Section Serbia representatives and underlined that collaboration with CIDESCO is very important for the Steiner Company and the Steiner Recruiting Centre.

VERA ZEC, PRESIDENT CIDESCO SECTION SERBIA AND PR COMMITTEE MEMBER

CIDESCO Celebrates Beauty Diversity

CIDESCO is inviting its schools, members and the general public to join in the celebrations for CIDESCO's International Beauty Day on Sunday 9th September 2018.

The special day, which was started by CIDESCO Section Russia in 2015, will celebrate inner and outer beauty around the world and raise awareness for the importance of the beauty industry as a whole.

CIDESCO will be asking members and the public to share their own personal definition of what beauty is. The campaign will see countries globally joining in on #InternationalBeautyDay by sharing

their definitions of beauty through words, images and video content. This will then be collated into CIDESCO's exclusive 'International Beauty Dictionary', providing insight into the beauty industry worldwide and bringing together the collaborative ideas from its students and clients in countries far and wide.

As well as sharing their thoughts on what 'beauty' means, CIDESCO is encouraging schools and members to get involved by offering beauty treatments to those in need such as carers and nurses, arranging special 'one day only' offers and providing introductory talks on the diplomas and courses their schools offer.

Announcing CIDESCO's celebration of International Beauty Day, Anna-Cari Gund, CIDESCO International's President says; 'The beauty industry is extremely valuable as it helps people across the world look and feel good, inside and out. International Beauty Day is a fantastic opportunity to celebrate how CIDESCO has affected the lives of our schools, students and members worldwide.'

Join in on Saturday 9th September by sharing 'what beauty means to you' on social media using the hashtag #InternationalBeautyDay.



New CIDESCO Collateral

We're pleased to advise that some of the CIDESCO marketing materials available to members have now been updated. A new Tear Drop Banner is available, with an updated brochure and pull up banner following soon.

Please contact head office to acquire the new materials.

CIDESCO Certificates



Have you seen our new Certificates? They are ideal for CIDESCO Schools wishing to facilitate the growing number of students who are keen to develop and progress in specific areas of beauty. The three new certificates consist of; Certificate in Skincare, Certificate in Aesthetics and Certificate in Body Therapy.

Contact info@cidesco.com for full details.

They're growing their fans and followers and the attraction of brands, stimulating a rethink on what constitutes reality on social media.



The rise of Virtual Beauty Influencers

Influencer marketing has become big business for beauty brands and the influencers themselves. But now there is a new batch of influencers who, this time, are not real people.

Virtual influencers are either digital creations or robots who have their own profile on social media. Those making a name for themselves include Miquela Sousa, Shudu and Sophia the Robot. The robots take on a life of their own, appearing in women's fashion magazines and interacting with real life celebrities. The others are computer generated images interacting only with other avatars. However, all are growing their fans and followers and the attraction of brands, stimulating a rethink on what constitutes reality on social media.



Hand Washing Advice

You would think hand washing was quite straight forward but a recent study from the US Department of Agriculture reveals that 97% of the time, we're doing it all wrong. As a result, this can lead to contamination of food and surfaces and foodborne illness.

The Center for Disease Control and Prevention recommends that people rub their hands with soap for 20 seconds and then dry on a clean towel.



Piracy Watch List

Trade in counterfeit and pirated products amounts to around \$420.8 billion worldwide.

The European Commission has announced that it will publish a Counterfeit and Piracy Watch-List this year which will name and shame marketplaces that sell fake goods, including cosmetics.

The watch list aims to identify markets outside of the EU where counterfeiting, piracy and other forms of IP abuse are common practice.

Earlier this year, the US Trade Representative released its own notorious markets watch list, citing illicit streaming devices as a growing piracy concern. China was again identified as the primary source of counterfeit products, with Argentina, Canada and India also making the watch list.

The Commission's future watch list is expected to help raise awareness of consumers that might be buying products in those marketplaces, and encourage a crackdown on IP abuse.

Trade in counterfeit and pirated products amounts to around €338 billion (\$420.8 billion) worldwide.

Meet the Northern Lights

Welcome to Stockholm 2018



Stockholm, the capital of Sweden, has the privilege of hosting the 66th CIDESCO World Congress & Exhibition between the 6th and 9th of September 2018. The bi-annual Hud & Kosmetik mässan (Skin & Beauty Exhibition) will be run in parallel, making this one of the most important days in Scandinavia for therapists in the Beauty Industry.

We have the pleasure of presenting an impressive list of guest speakers and the list of exhibitors includes world leaders in products and equipment for the spa and beauty treatment industry.

This is the meeting event of the year for beauty therapists, spa therapists, suppliers of cosmetics and spa managers. The ideal opportunity to build your network, learn what is new within the world of beauty treatments and products and listen to interesting presentations.

We wish you a very warm welcome!

**For more information please visit
www.cidescocongress2018.com**

**ANNICA JOENSUU
PRESIDENT CIDESCO SECTION
SWEDEN**

CIDESCO World Congress Speaker Line-Up

This year's CIDESCO World Congress welcomes some of the world's top industry experts to speak on a whole host of interesting and informative topics ranging from healing waters and spa trends to radio frequency and plasma technology.



RENÉ NAGELS: Dermato-cosmetic scientist and founder of Nannic R&D.

Presenting 'Choosing the right type of radio frequency for non-surgical anti-ageing treatments'



TREVOR STEYN: South African chemist and founder of Esse Probiotic Skincare. Known as the 'Father of Probiotic Skincare', Trevor was the first person in the world to develop a live probiotic skincare product.

Presenting 'Billions of live Probiotics (beneficial bacteria) - The future in professional skincare!'



DIRK HUNDERTMARK: Professor and chemistry specialist with over 20 years of experience in the beauty industry and a vast knowledge of micropigmentation. He is the founder and owner of Purebeau New Cosmetics.

Presenting 'The principle of Plasma technology. Fibroblast non-ablative lifting without surgery.'



DR ANDREW CHRISTIE: Skin and microneedling expert who has lectured in over 50 countries. Andrew has authored several books on microneedling and written over 600 papers for industry publications and journals.

Presenting 'Microneedling & Papulopustular Acne - delivering innovative and effective patient solutions'



DR ANDREA BOVERO PHD: Opinion leader in Beauty, Wellness & Lifestyle. He is considered one of the most appreciated Spa experts and critics. His reviews issued on magazines, blogs and social networks earn him the 'Spa Spectator' title.

Presenting 'Spa & Beauty Evolution: Market Trends and Innovation'

CIDESCO World Congress Speaker Line-Up



MICHAEL Q. PUGLIESE: An informed educator, writer, and asset to the skincare industry, having created skincare regimes for every skin type in the world.

Presenting 'Innovative Ingredients Technology'



LINDA MEHRENS FLODIN: Make-up artist holding 30 years of experience within the cosmetic industry. Founder and creative director of MEHRENS ACADEMY, Scandinavia's first stand-alone CIDESCO Media Make-up School.

Presenting 'To work professionally with Make-up'



JENS BERGSTRÖM: Tattoo artist since 1997 and founder of Tattoo and Piercing Education 2010. Consultant and educator on hygiene and safety in the workplace.

Presenting 'Breaking the skin barrier and keeping it safe'



SOPHIE ALEMANY: Former Training Manager for Givenchy in Europe and the Middle East.

Presenting 'Mineral therapies - health or skincare?'



DIMITRA TSANTIDOU: Member of the Greek Health Tourism Association and assistant at the Greek Thermal Medicine Academy. She advocates nature's impact on human entirety as an approach to total wellness.

Presenting 'Healing Waters'



DR GHONCHEH YAZDANI: Qualified physician with broad knowledge encompassing years of experience in traditional healthcare, private medicine and entrepreneurship.

Presenting 'Innovative treatment for Acne Vulgaris shown in a new study'

To register visit: www.cidescocongress2018.com



Making the Most of Your CIDESCO Qualifications

Achieving a globally renowned beauty qualification can be an amazing feeling. Our CIDESCO graduates know that obtaining a CIDESCO Diploma places the world at their fingertips. Having completed a CIDESCO Diploma, graduates will want to maximise their potential and ensure their clients see the benefit of opting for CIDESCO qualified therapists.

Here are some tips for making the most of your achievements:

Register your Spa or Salon

Encourage your salon owner to register the facility as an accredited CIDESCO Spa/Salon. This will enable them to utilise the credibility of CIDESCO to enhance their marketability, quality and status of their treatments.

Start with the clients

Whether working for a spa or salon or self-employed, setting yourself apart as a professional therapist will get you noticed by clients. With all new and even regular clients, explain the importance of having a therapist they can trust and how your qualifications place you as one of the world's most skilled therapists. Once a client feels truly confident and comfortable that you have the knowledge and education to deliver the highest calibre of treatment, you will gain their loyalty and repeat business.

Post on your website

Since more and more guests at spas and salons are seeking experienced, qualified therapists, setting up your own website with a section dedicated to your qualifications will distinguish you as a professional in the trade. Your website can be the central hub where you advertise your skills. Set up a specific page where all of your qualifications can be found with details on the calibre of each. You can even include an electronic copy of your certificate for fast and easy download by clients.

Make the most of Social Media

Once you have a website set up, you can encourage traffic to the website using social media. Social media is a brilliant way for new clients to find you. Twitter is an excellent channel for engaging in discussions and sharing your knowledge, meaning you can make it your own personal, educative platform. Instagram, with its visual-led format, is also ideal for sharing before and after photos, as well as a 'behind the scenes' look at your work. You can use your qualification as a hashtag so fellow therapists can connect with you eg: #CIDESCOQualified or #CIDESCODiplomaHolder. LinkedIn is also a great platform to connect with other professionals. Remember to keep directing people to your website in your posts to maximise interest.

Let your certificates and diplomas be seen

If you work in a spa or salon, try and have your qualification certificate or plaque displayed somewhere prominent. If you aren't able to display this, make sure you're wearing your CIDESCO badge with pride! This can be a great talking point, prompting clients to ask about your qualification and allowing you to show off your expert knowledge.

Make sure you're wearing your CIDESCO badge with pride! It can be a great talking point with clients

Cellulite is the most common skin condition of the contemporary world

THIS ARTICLE IS FROM DR VERA ZEC'S LECTURE AT THE INTERNATIONAL MEDICAL CONGRESS IN RIO DE JANEIRO IN 2011.

It is a well known fact that the deepest layer in the skin is the Hypodermis and it is mainly built up from the fat cells known as lipocytes. In the hypodermis, beside lipocytes there are also blood vessels – veins, venules, arteries, arterioles, capillaries, lymph vessels and nerves.

In normal conditions the basic functions of fat tissue are:

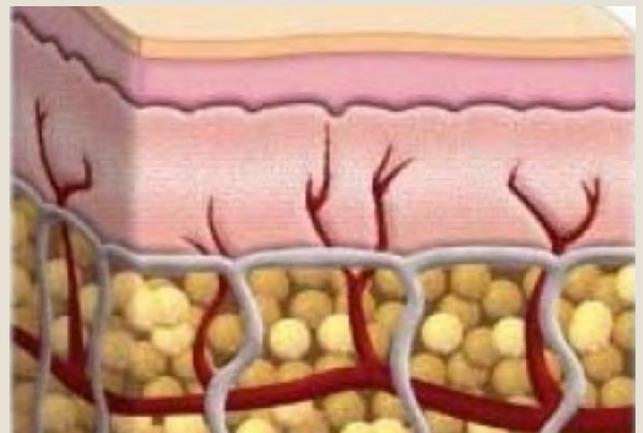
- the deposit of energy in our body,
- a good insulation from thermal differences of outer environment
- a good protection of mechanical influences of the outer environment
- but it also gives a pleasant shape to the woman's body

Lipocytes depend on many factors. They can increase their numbers in the hypodermis and in this instance we have an increased quantity of fat tissue. That disorder is called 'obesity'. This increase in the quantity of lipocytes and fat tissue happens when we have a bigger caloric food intake compared with the caloric consumption of the body or when the body needs a bigger deposit of energy.

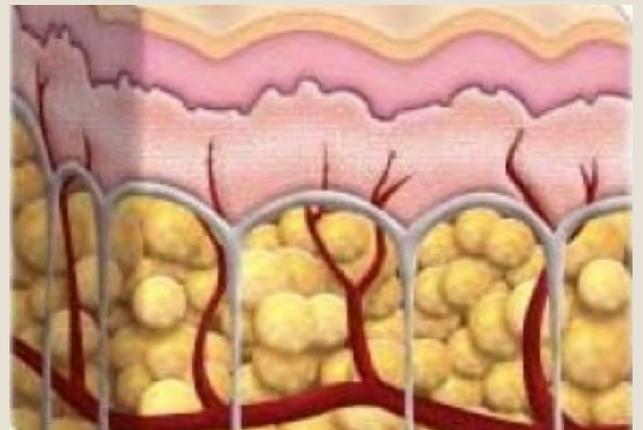
When cells and tissue function are in a normal condition, the distribution of water is in balance in the body. Also, in healthy cells there is an osmotic balance of exchanging water in and out of the cells (water with nutri materials/eliminated materials).

When for some reason, there is a disturbance in the function of lipocytes i.e. misbalancing of osmotic exchange between cells and extracellular matrix and when it lasts for some time, it will result in histopathological disorders of lipocytes and disorders in the fat tissue.

Metabolism of the fat cells slows, lipocytes deposit water and toxins, and that leads to the development of pathological changes in the cells. These pathological changes of the fat cells happen slowly, are painless and as a final result we have the disease or pathological changing of fat tissue we call 'cellulite'.



Healthy fat tissue

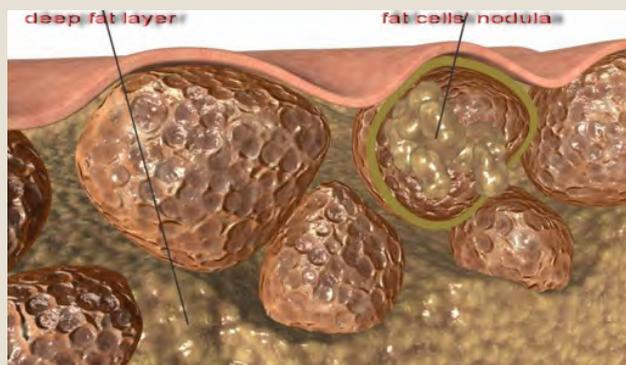


Cellulite fat tissue

There are two forms of cellulites:

- Oedematous form or so called "soft" cellulite (left)
- Fibro sclerotic form or so called "hard" cellulite (right)





Nodular cellulite

There are 4 stages of cellulite:

- First - almost invisible with some slight oedema of tissues, when skin is tight you can see a slight orange peel.
- Second - the oedema looks more solid; when you press the skin the orange peel is more visible.
- Third - is named micronodular when the orange peel is visible and when you press the tissue it can be strongly seen.
- Fourth - macronodular or atrophy stage is the most serious stage when cellulite is painful, veins are strongly squeezed, highly visible bumps appear, broken veins and capillaries are visible and the skin gets blue and cold.

Factors Involved in Cellulite Formation

1. Genetic predisposition
2. Endocrine system disorders
3. Disruptions of water and salt balance, low water intake
4. Microcirculation disorder in hypodermic fatty tissue
5. Insufficient exercise, low fresh air breathing
6. Unhealthy diet (with prevalence of animal fats, cholesterol, non-organic salts, disbalance in food calorie intake and calories consumed)
7. Bad digestion, bad toxin elimination
8. Urinary tract malfunction - fluid retention
9. Bad oxygen - carbon dioxide exchange on cells' level
10. Stress - oxidative stress
11. Inappropriate clothing or shoes
12. Inactive lifestyle - Sophisticated city life
13. Some medication intake
14. Some toxins intake
15. Injury

Cellulite is a condition which attacks women and men

Usually there are places on a human body where cellulite attacks women and places where cellulite attacks men. So we have the 'Gynoid' type of cellulite and the 'Android' type of cellulite. But this doesn't mean that there are places on human bodies reserved for cellulite for women and places reserved for men

Cellulite is the most common skin condition of the contemporary world

Women suffer from cellulite more than men. Around 80 per cent of women over the age of 20 develop cellulite.

Women are more greatly affected than men due to the difference in skin structure between the sexes. Men's connective tissue forms in a crisscross pattern, whereas women's appears as vertical columns and, along with having thinner skin, these columns allow more space for fat to push through to the skin's surface.

Also the important feature of cellulite is that cellulite never attacks the body in a proportional way. It is localised on some parts of the body which damages the figure of the body. And the worst cellulite can damage the posture of the body. Further, cellulite in an advanced phase can disturb the vertebral column, blood circulation, lymphatic circulation, joints, wrists etc.



Conclusion

Cellulite should be treated in the very early stage when elimination is easy and relatively quick. But don't forget that cellulite is a disorder and cannot be cured without elimination of factors which involve cellulite

DR VERA ZEC, PRESIDENT CIDESCO SECTION SERBIA AND PR COMMITTEE MEMBER.

Principal and professor of Aquatone Beauty Academy International, Belgrade, Serbia Educational Director and professor of iMaster eAcademy International - Singapore, SG



Sculpting Technology

BY SUSANNA DISOTTO
SATIN SMOOTH, CIDESCO USA
ASSOCIATE MEMBER

There is a long standing debate about the efficiency of non-invasive cellulite and skin firming treatments. Sculpting technology is a safe, non-invasive and affordable option for salon and spa owners, as well as Medi-Spa and physician practices, to provide noticeable results and build happy clientele.

Treatments working on the lymphatic system serve as a cleaning service for the circulatory system. A combination of vessels, fluid and filters, the lymph system pulls toxins, waste and debris from the cells and returns clean, enriched lymph to the bloodstream. Unlike blood which is pumped through vessels by the heart, lymph fluid moves passively - mostly according to our own internal and external body movement. Sluggishness and stagnation in the lymphatic system is known to cause Oedema which puts a strain on the excretory, circulatory, immune and nervous systems. Any compromised health causes stress on the body and, as we know, stress and poor health tend to rob us of our youthful appearance.

Sculpting technology works by encouraging more efficient lymph movement in target areas and stimulating fibroblast activity. Aesthetic results such as better blood circulation leading to increased oxygenation of the cells; a brighter, clear complexion; stimulation to the fibroblasts thus, firmer, tighter skin and reduction in the appearance of cellulite can be achieved through an efficient lymphatic system.

A common concern for clients seeking sculpting treatments is the appearance of cellulite. Cellulite is an accumulation of stored fat - which is made more visible by water retention, connective tissue deformity, skin looseness, and toxin accumulation. This condition can affect both men and women, but it is more common in females due to the different distributions of fat, muscle and connective tissue. Between 80 and 90 percent of women will probably experience cellulite at some point in their lives, with hormonal factors and age playing a huge part. Promoting detoxification and encouraging fibroblast activity through lymphatic stimulation can result in the creation of new collagen and elastin. When targeting specific areas of cellulite such as thighs and buttocks, these highly-specialised treatments result in visible skin tightening and size reduction.

The demand for body contouring is rapidly increasing, and interest in non-invasive approaches has also grown. Aside from avoiding surgery, other benefits include convenience, natural results, quicker recoveries and fewer complications. Many Salons and Spas have introduced such treatments to their clientele, offering much needed support in the quest to deter cellulite.

Lashes Unite the World

**BY KAREN HODGES
CO-FOUNDER, SALON GURUS, LLC**

Eyelash extensions first entered the scene with the new millennium and artists around the globe are pushing the boundaries with innovative techniques.

Lash extensions were first performed by placing a single lash extension along the shaft of a natural lash in a “paint the lash” application of adhesive. Refinements in adhesives over the years made it possible to adhere extensions with the tiniest possible single bead of adhesive, which allowed extensions to be attached only at the base of the natural lash, thus effectively doubling the volume of the lash line.

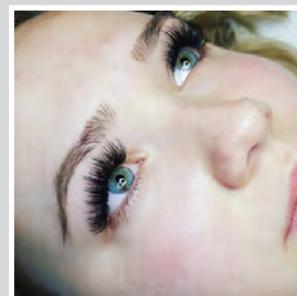
Russian artists broke one of the first barriers when they came up with the idea to set multiple lash extensions at the base of the natural lash in a “fan” or “bouquet” formation. There was resistance, at first, because a healthy lash line must be maintained and too much weight (extensions that are too large in diameter and/or too long) adhered to the natural lash can result in premature shedding. If this happens enough, the follicles can be injured and go dormant, causing thin, sparse natural lashes. The answer was shorter, lighter weight lashes and “volume” styling streaked through the lash community.

Lash artists found that a curlier lash makes more of an impact than a straighter lash and the original “J” and “B” curl lashes were supplemented with a variety of curl styles designated as C, C+ D and DD. For clients with downward growing lashes, the curlier extensions gave them a flirty look that had been unavailable to them.

Americans, of course, added their own twist to volume lashes with interspersing different lengths, resulting in a more casual styling (think along the lines of “beachy hair”).



1. Classic lashes are one extension per lash.
2. Russian volume lashes are characterized by uniform, precise styling with very full lash lines.
3. Russian artists have pushed the Volume boundaries with their Mega Volume



4. American volume lashes are less stylised.
5. Cat eye styling can open up a heavy eyelid.
6. Reverse cat-eye styling is great for widely spaced eyes to visually bring the eyes closer together.



7. Tahitian feathering is created by layers of fans of various lengths and curls
8. Hollywood lashes created to mimic certain celebrities
9. Lash extensions now are available in every possible colour. Exciting colour effects such as this layered look or even ombré lashes can be created.

Styling also became experimental along the lash line—extending the outer few lashes created “cat eye” styling. Artists worked to create a taper from shorter extensions along the lash line to the longest lengths at the outer ends.

Artistic creativity has flourished and many variations on lash styling is found.

Lash extension artists over the world are exercising their innovation and creativity for their clients. Custom lash services are going to cost more—clients might pay around 50% more for Volume lashes (multiple lash extensions per natural lash) than Classic lashes (one last extension per natural lash). Clients might pay two to three times the Classic rate for custom designer lashes to compensate for special lashes the artist will need to stock and the extra time needed for “couture” lashes.

Photos used with permission. 1: Artist: Melena Langford, London Chic Lash and Brow Lounge Hallett Cove, South Australia; 2: Artist: Rachel Sauer, Sirène Spa, Nampa, ID; 3: Artist: Liuda Apostol, Chisinau, Moldova; 4: Artist: Rachel Sauer, Sirène Spa, Nampa, ID; 5: Artist: Lena Toh Lloyd, Chez Adelina - Eyelashes and Skin Care, Perth, Western Australia; 6: Artist: Samantha Maline, Sirène Spa, Nampa ID; 7: Artist: Clare Whibberley-Cross Declare Beauty and Wellbeing, Buxton, Derbyshire; 8: Photo credit: Michelle Meredith-Rath, Lash artist: Artist: Julia Vedeshkina, Trainer: Sinful Lashes, Studio City, CA; 9: Artist: Tania Withers, Lashings of Beauty and Training, Plymouth, Devon

Which Lash Treatment?

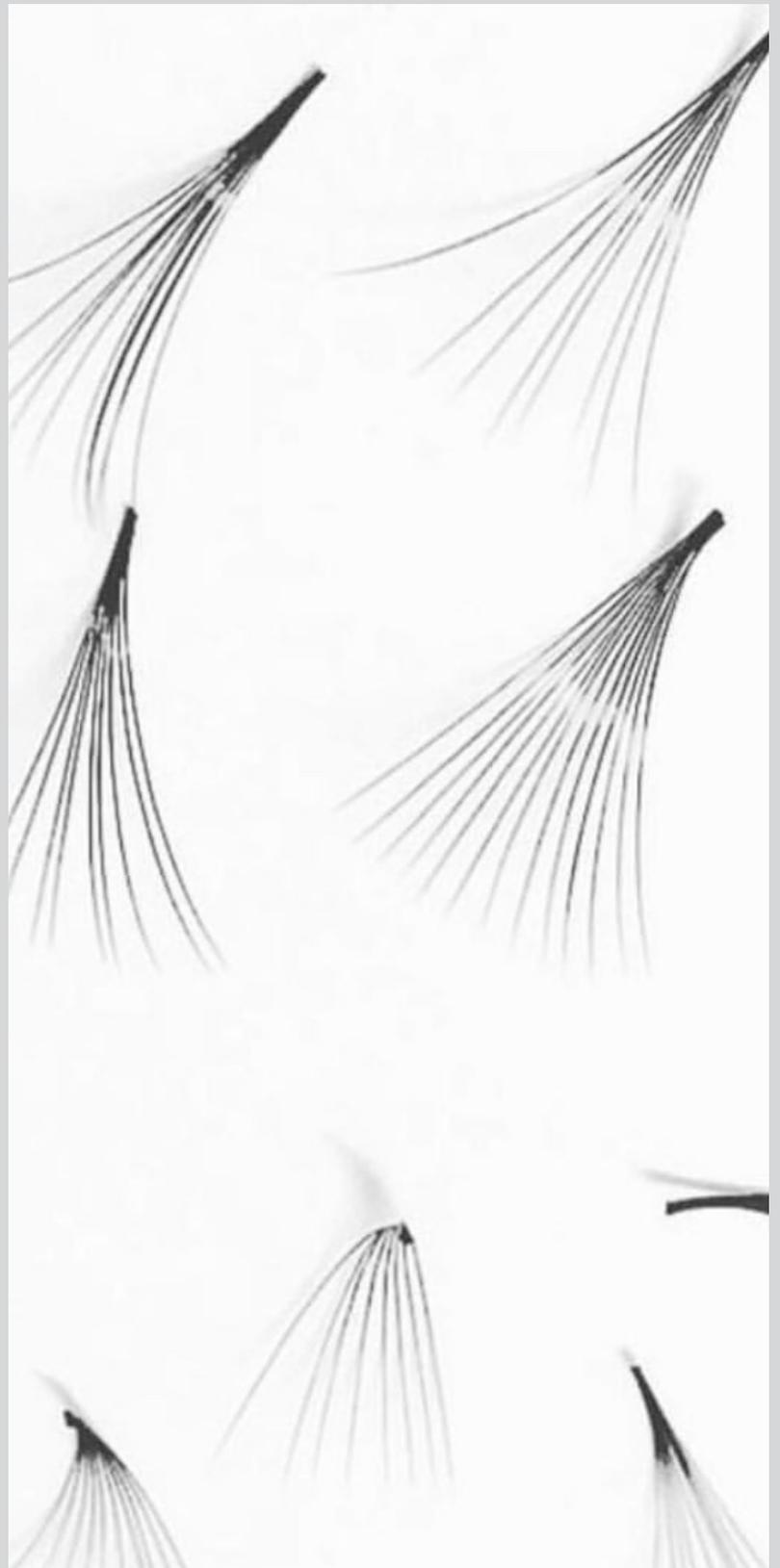


ELISABETH BEXTER
CIDESCO DIPLOMA SKIN
THERAPIST, DIRECTOR AND
FOUNDER OF BEAUTYLOUNGE
STOCKHOLM, FOUNDER OF THE
AWARD WINNING SWEDISH
BEAUTY AND LASH LIFT BRAND
“BY BEXTER”, INTERNATIONAL
MASTER LASH ARTIST TRAINER

Do you want longer and fuller eyelashes? There are many ways to get to those of your dreams – this ranges from lash extensions to lash lifts and different serums. Here I list the advantages and disadvantages of the most common lash salon treatments.

The myth that it is possible to turn your eyelashes into long, fluttering, solar springs using a mascara – whatever the advertisements say – has long been dead. At the same time, more and more people are being seen proud in cities around the world with their new handsome, volume eyelashes.

So, it is possible to get your dream lashes, but how? Well, there are many methods, depending on the results you are looking for. Are you finding that your eyelashes no longer curve and mascara doesn't do the job anymore? Or do you just want to have nice lashes with minimal effort?



It is possible to get your dream lashes, but how?

Lash extension - for both dramatic and natural results

A dramatic solar fever effect or natural result with single lashes. It has been a few years since eyelash extensions broke through, and the trend does not seem to be slowing down.

I have noticed that those who come to me and want to have extensions are doing so more and more each year. When I ask my customers why they like the method, they say it's comfortable, it saves them time and they do not have to worry about their mascara being smudged during the day.

When you make a lash extension at the salon, the false eyelashes are glued to the natural lashes. How many lashes set depends on the number of natural lashes the customer has and desired results, but it can include up to 100 lashes on one eye. As part of the consultation with the customer, we choose the length and bend, and whether they need single transverse or volume lashes. We also discuss colour. Black lashes are the most common, but an increasing number of customers also want brown lashes for that extra natural effect. Coloured lashes are becoming more and more popular and the colour can be used in extensions as a type of 'highlighter' for a little extra effect.

The volume lashes are glued and consist of several thin and super thin lashes, between two and ten, for a result that can either look very natural or very dramatic. The small fans are done by hand by the Lash art stylist.

Are there any risks of eyelash allergic reactions?

There have been cases of allergic reactions to the glue, but I have had thousands of customers during my years as a Lash art stylist and maybe four to five of them have had an allergic reaction. It is so important to study and choose good lash training. Check out and compare the different educators before choosing. How many days does the education include? Is there any support after you have completed the training? What's included, what do you learn?

To work with the Lash glue, by law we have to have thermoplastic training to get more insight into the fact that it is actually chemicals we are working with daily. We must also have a certificate of service from a company doctor who approves of good health practice and that we can work with the glue without risks.



Pros and cons of eyelash extensions:

Time: 1.5 - 2.5 hours.

Shelf life: Up to six weeks, but needs to be completed approximately every three weeks.

Advantages: The result is immediate and fits those who do not want to spend too much time on makeup.

Cons: For the best results, the lashes must be filled in approximately once a month. There have also been cases of allergic reactions to the glue.

To keep in mind: For the lashes to keep, it is important not to use oil-based products on eyelids, lashes. One must also be careful not to rub the eyes, as the lashes can then loosen.

Education: The actual basic education in lash extension is about three to five days, but it takes time a lot longer than that to learn how to master the technique very well. You will also need to study several advanced courses to expand your skills and improve.

Lash-Lift - Provides curved eyelashes

Lash-lift or lashperm is a method that has been around for quite a while. In recent years it has become a popular alternative to the lash extension.

It has been on the market for a long time, but has become really popular only now because the technology has improved incredibly. There have been supersaturated liquids and better tools that facilitate the treatment itself and provide a much better and more sustainable result than before. In 2017, I decided to develop one of the most gentle lash lift brands on the market, the result was a whole new Swedish series of lash lift products and also a new keratin treatment that can be combined with the treatment.

The lashes are coloured black and bent by gluing against a small silicone coil, which is attached along the fringe line. When the fringes are in place, apply a mild permanent liquid.

This suits someone who wants a more natural result, as you only work with the client's own natural lashes.

The result will be a pair of curved, dark eyelashes. Even though they are not extended with an extension, they can look longer and fuller, depending on how curved the customer wants them.

Pros and cons of lash lift:

Time: About 40 minutes.

Shelf life: Up to 12 weeks. The Permanent releases gradually and many choose to redo the treatment after about six weeks.

Advantages: The lashes look wonderful when you wake up, so you do not have to spend much time on make-up. But you can still use mascara if you want extra effect.

Cons: The result is discreet and does not give the same wow effect as extension or false eyelashes.

To keep in mind: The first two days the user should avoid exposing the lashes to stresses such as make-up, heat and water.

Education: The training takes one day and you are ready to take customers right away. No need to do further training.



Keratin treatment - a nutritional boost for the eyelashes

A whole new salon treatment for stronger, fuller eyelashes is keratin treatment, a favourite with celebrities. Keratin is a fibrous protein found naturally in hair and nails. In recent years, keratin has been popular in various hair treatments, as it strengthens and "fixes" damaged hair. What everyone does not know is that the same can be done with the eyelashes.

The purpose of a keratin treatment is to nurture, and the keratin put on the eyelashes encapsulates them, but also contains vitamins that will nourish the lash in depth.

But as with serum, keratin treatments can contribute to natural longer lashes.

Pros and cons of keratin treatment:

Time: About 10-15 minutes.

Shelf life: Up to 12 weeks.

Benefits: Strengthens and builds damaged eyelashes or eyebrows and can be done in combination with other treatments.

Disadvantages: Does not replace the effect of, for example, a lash extension.

To keep in mind: The first day you should not wash the lashes, because the keratin must have a chance to set.

Training: Included in the lash lift training but if you have been working with lash lift before, you do not need to do any further training to learn how to do a keratin treatment.



Sleep well - go well

A chat with Dr. Prasad Karnik

It is said that a good laugh and a healthy sleep are the best cures!

Sleep is one of nature's best kept secrets and we can define it as a dynamic and regulated set of behavioural and physiological states during which many processes, which are vital to health and wellbeing, take place.

Why is sleep so important?

Sufficient sleep is essential for maintaining optimal physical health, mental and emotional functioning, and cognitive performance. On the contrary, inadequate sleep time and poor quality sleep interfere with quality of life and can be hazardous to health.

Deep sleep, contributes to what we call "beauty sleep"- as secretion of growth hormone in this period helps repair and rebuild body tissues, like muscle and bone. Many of the body's cells also show increased production and reduced breakdown of proteins during deep sleep. Proteins are the building blocks needed for cell growth and for repair of damage from factors like stress and ultraviolet rays. Deep sleep also helps to nullify the bad effects of cortisol - a stress hormone. Activity in parts of the brain that control emotions, decision-making processes, and social interactions is drastically reduced during deep sleep, suggesting that this type of sleep may help people to maintain optimal emotional and social functioning while they are awake. Perspiration during sleep also works as a natural moisturiser.

So, what is meant by deep sleep?

There are phases of sleep:

- **Non Rapid Eye Movement (NREM)**
The third phase of this type of sleep is considered as a deep sleep which helps our body to rejuvenate, refresh and repair. During NREM sleep, the heart rate, breathing and blood pressure decrease;
- **Rapid Eye Movement (REM)**
sleep - during REM period, these rates fluctuate. Awakenings (brief/prolonged, conscious/unconscious) result in increasing the rates, in turn making the heart work harder. In this phase, most dreaming occurs, it can be distressing and exhausting.

Sleep deprivation applies stress to the brain and body and leads to an unhealthy appearance affecting skin tone and harms the body's ability to repair itself. While doing consultations as a beauty therapist, we can find the causes of a flaky, dull complexion, puffy bags and under eye circles, poor hydration and more visible wrinkles, inflammation, acne breakdown, increased skin sensitivity



in an improper sleeping pattern. Increased inflammatory cells also may lead to increased breakdown of collagen and hyaluronic acid - the molecule giving glow, translucency and bounce to skin. It may also flare immune related skin diseases as psoriasis and eczema.

It is said that, 'You don't stop sleeping because you grow old, you grow old because you stop sleeping'.

Generally, those who get less than five to six hours sleep a day, may face serious health hazards. Other than the visible appearance, lack of sleep may lead to various effects as:

- Psychological - negative mood, anger, depression, sexual dysfunction
- Intellectual - memory problems, attention deficits, general IQ - low scores
- Physical - fatigue/tiredness, decreased productivity
- Social - having difficulty of getting along with others, possibility of accidents, temperamental behaviour, lack of fine eye/hand co-ordination, etc.
- Medical - weight gain, diabetes, hypertension. faster ageing.

These problems may get magnified due to negligence, leading to serious consequences.

Sleep and heart diseases

Among many sleep disorders, the most commonly found is Obstructive Sleep Apnea (OSA). It is the disorder of abnormal breathing during sleep and people with OSA have repeated interruptions in breathing during sleep, caused by the main breathing passage in the back of the throat closing or becoming too narrow. OSA has a direct link with hypertension and direct/indirect association with Coronary Artery Disease, Congestive Heart Failure & Stroke. Multiple sleep & wake cycles put pressure on the heart and it remains high, after some time, even during daytime. This leads to chronic high BP, i.e. hypertension.

Hence, sound sleep is a prerequisite for good health, energy and vigour or overall health will pay the price eventually if we are constantly sleep deprived.

Researchers attributed the disorders to stress brought about by a modern lifestyle, noise pollution and exposure to various kinds of lights, especially smart phones and computers. With today's crazy work timings, partying lifestyle, late night studying and net surfing, one is often sleep deprived. A repetition of such erratic sleep patterns could modify the body clock causing sleep disorders.

On the other hand, hypersomnia - oversleeping can also be termed as a medical disorder and linked to serious health problems including diabetes, obesity, headaches, back pain and heart disease. Sufferers may experience symptoms of anxiety, low energy, and memory problems as a result of their almost constant need for sleep.

Factors like alcohol, depression, some medications, low socio-economic status are strongly associated with oversleeping. Ignorance or less access to health care and therefore more undiagnosed illnesses, in turn, may cause oversleeping.

And then there are people who simply want to sleep a lot.

For constant conditions of sleeping too long or too less, it is better to see the doctor to find out the cause.

How much sleep do we need?

The amount that permits us to be energetic and alert throughout the day. It varies significantly over the course of our lifetime and from person to person. It depends on our age and activity level as well as our general health and lifestyle habits. During periods of stress or illness, we may feel an increased need for sleep. Experts generally recommend that adults should sleep between seven and nine hours each night.

Although many suffering from sleep disorders turn to temporary solutions like sleeping pills, alcohol and other medication, doctors suggest sleep therapy as an option for permanent relief.

'Sleep science' has been advanced and various therapies are available to diagnose and cure sleep related problems. This can bring good change in quality of life. Our body can be compared to a battery - it needs to be recharged on a regular basis properly or it will get run down and maybe even die!

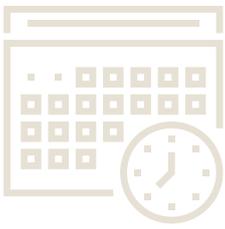
Regular sleep habits are important for the recovery process. It is good to avoid caffeine and alcohol close to bedtime. Exercising regularly, short meditation, use of calming aromatic oils, clean, soft, breathable cotton sheets etc. and making the bedroom a comfortable environment that's conducive to sleep can help to get a good sleep.

What does it profit a man if he gains the world but loses his own sleep.

So, sleep well... Go well...

JYOTSNA THOPTE
PR COMMITTEE MEMBER, CIDESCO
INDIA

(Information credit to Dr. Prasad Karnik - 'Sleep Science' specialist and research papers published on internet.)



Diary Dates

AUGUST

02 - 05 Estétika,
São Paulo, Brazil
www.congressoestetica.com.br/

04 - 05 ABC Congress,
Cape Town, South Africa
www.saahsp.co.za

23 - 24 Cosmo Tech Expo,
New Delhi, India
www.cosmotechexpoindia.com/

SEPTEMBER

02 - 03 Professional Beauty,
Johannesburg, South Africa
www.probeauty.co.za/

04 - 06 Cosmetics, Beauty & Wellness (Spa) Expo, Lagos, Nigeria
www.bkgexhibitions.com/exhibitions

06 - 09 CIDESCO 66th World Congress, Stockholm, Sweden
www.cidescocongress2018.com

07 - 08 World of Beauty & Spa, Prague, Czech Republic
www.beautyexpo.eu/

08 - 09 Beauty Expo Australia, Sydney, Australia
www.beautyexpoaustralia.com.au/

9 September CIDESCO International Beauty Day
www.cidesco.com

09 - 10 Esthetiworld, Bari, Italy
www.esthetiworld.com/esthetiworld-bari/il-progetto/

10-12 Diet & Beauty, Tokyo Big Sight, Tokyo, Japan
www.dietandbeauty.jp/en/

15 - 16 Cosmetica, Hannover, Germany, www.cosmetica.de/
cosmetica-hannover

18 - 20 XVII International perfumery and cosmetics exhibition, IEC, Kyiv, Ukraine www.intercharm.kiev.ua

19 - 21 Termatalia, Foz do Iguaçu, Brazil, www.termatalia.com

20 - 22 Beauty & Wellness, Manila, Philippines
www.globallinkmp.com/beautyandwellnessmanila

20 - 22 Beyond Beauty Asean, Bangkok, Thailand
www.beyondbeautyasean.com/

22 - 23 Beauty Forum, Warsaw, Poland
<http://beauty-fairs.com.pl/en>

27 - 30 Nevskie Berega, St. Petersburg, Russia
<http://nevberega.ru/en>

OCTOBER

01 - 02 Professional Beauty, Mumbai, India
www.professionalbeauty.in/

03 - 07 Feria Belleza y Salud, Bogotá, Colombia
<http://feriabellezaysalud.com/>

03 - 05 Beauty Africa, Lagos, Nigeria
www.beautyafrikaexhibition.com/

04 - 06 Beauty Expo Korea, Seoul, Korea www.expobeauty.co.kr/

05 - 07 Arena of Beauty, Sofia, Bulgaria
www.arenaofbeauty.bg/

06 - 08 Estetika, Brussels, Belgium
www.estetika.be/

06 - 08 Esthetiworld, and CIDESCO Congress Italia, Milan, Italy
www.esthetiworld.com/

11 - 13 Cosmobeauté Indonesia, Jakarta, Indonesia
www.cosmobeauteasia.com/

13 - 14 The Belgrade Beauty Fair 'The touch of Paris' and CIDESCO Congress Serbia, Belgrade, Serbia
www.sajamkozmetike.com/en/the-touch-of-paris

20 - 22 Salón Look Internacional, Madrid, Spain
www.ifema.es/salonlook_01/

21 - 22 Professional Beauty North, Manchester, UK
<http://professionalbeauty.co.uk/e/pbnorth/site/Home>

21 - 23 Beauty Professional, Kazan, Russia <http://expobeauty-kazan.ru/>

21 - 22 HJ Live North, Manchester, UK <http://salonexhibitions.co.uk/e/north/site/home>

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Around the World

CONGRATULATIONS TO EVERYONE WHO PASSED THEIR CIDESCO EXAMINATIONS RECENTLY.



Top: CIDESCO Students at the Esthetic Institute Training Center, Calgary, Canada; Middle L: CIDESCO Examiner celebrating the first CIDESCO Beauty & Spa Management Diploma exam in Malaysia (L-R: Norlisa Lee Abdullah, middle Jeannie Sim and Julie Lew Yoke Peng; Middle R: Ireland's Newest CIDESCO Beauty Therapists at the Sharon Leavy Academy; Bottom: Dr. Redkaya with successful students from the Cosmetic Educational Centre, St Petersburg, Russia.

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www.professionalbeauty.co.uk

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www.wellnessinteractive.com

World Wellness Weekend
www.worldwellnessweekend.org

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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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