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THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

CIDESCO INTERNATIONAL

LINK

Issue 87 · 2018

CIDESCO World Congress Highlights

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President's Message



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

DEAR FRIENDS AND COLLEAGUES

It was a privilege to spend time with many of you at the CIDESCO International World Congress in my home city of Stockholm and I hope you found it as rewarding an experience as I did. Thank you for attending. Our thanks must also go to Annica Joensuu, President of CIDESCO Section Sweden and her team for all the hard work and many hours they put into the Congress which made it such a success.

It is always a pleasure to meet with our members from around the globe. While we each may have our different cultures and traditions, isn't it interesting how we also have so much in common? A shared passion and determination for maintaining high standards in our industry, a love of learning and self-improvement and always looking forward to ensure we are meeting the needs and demands of all educational systems and future generations.

Part of this ongoing development has included the recent launch of the new CIDESCO Certificates. By introducing these we have the opportunity to reach out to so many more candidates that can aspire to be internationally accredited. These Certificates cover segments of the original Beauty Therapy Diploma Syllabus to maintain the same high level of quality and I'm pleased that they have already been well received by many of our member schools. I hope you will support us with the roll-out and implementation.

Another important event which took place at the CIDESCO World Congress was the appointment of two new CIDESCO Sections: the UK and Qatar. I would like to welcome the both of them to the membership and am excited to see our expansion in these countries which offer so many opportunities.

All our latest news is covered in this issue of LINK including a round-up of the CIDESCO World Congress as well as School success stories and some excellent features on pH skincare, developing a dream team and advice on how to make your own events a success. I hope you enjoy reading!

Kind regards
Anna-Cari Gund

CIDESCO Signs MoU with India



CIDESCO International has signed a Memorandum of Understanding (MoU) with India's Beauty & Wellness Sector Skill Council (B&WSSC). This will enable Indian candidates in the field of beauty to gain the CIDESCO internationally recognised Certificate in Skincare, thus increasing overseas employment opportunities for trained professionals from India.

The Beauty & Wellness Sector Skill Council was established under the directive and support of the Indian Government to improve skills in the Beauty and Wellness industry. It was established to standardise the quality of education and to enhance employability of the Indian workforce globally.

Announcing the MoU, CIDESCO International President, Anna-Cari Gund says "This MoU will help in fast tracking India's mission to produce world class beauty professionals. We are delighted that CIDESCO is part of this mission. The CIDESCO International Board and CIDESCO Section India are proud to be working together with this superb team."

"This MoU will help in fast tracking India's mission to produce world class beauty professionals."

Vandana Luthra, Chairperson of B&WSSC, said, "It is the first-of-its-kind initiative in which a Sector Skill Council has signed a MoU with an international body for boosting the global mobility of the candidates trained in Beauty Therapy."

She added that this association will not only help to establish service delivery parameters but also bring about uniformity in training, increasing global work mobility, along with helping in knowledge exchange between India and other countries.

From left to right: CIDESCO Section India, Maya Paranjape; CIDESCO International President, Anna-Cari Gund; Chairperson of B&WSSC, Vandana Luthra

Medal-winning students



Over 50 students from India's LTA School of Beauty celebrated passing their CIDESCO practical exam in Beauty Therapy and Make-Up discipline with four of their students going on to win Gold, Silver and Bronze medals in beauty therapy skills at the national skills competition in New Delhi. One of the competition winners will be going on to represent India in the Worldskills competition to be held in Kazan-Russia in August 2019.



Pune's most powerful

Leena Khandekar (above left), Director of Lees Beauty Salon and Spa and Lees Beauty Institute, an award winning training academy in Pune, India, has been named in Pune's Most Powerful 2018-19 by one of India's leading magazines - Femina. Our congratulations go to Leena for this remarkable achievement.



GLOBAL WELLNESS
SUMMIT

Shaping global wellness



This October, CIDESCO International's President, Anna-Cari Gund (pictured here with summit delegates) represented CIDESCO at the 2018 Global Wellness Summit in Italy which brought together over 600 industry professionals from around the world. The theme of the event was 'Shaping the Business of Wellness' around the 10 pillars of wellness: Beauty & Anti-Ageing; Healthy Eating, Nutrition & Weight Loss; Preventative & Personalised Medicine & Public Health; Wellness Tourism; Fitness & Mind-Body; Complementary & Alternative Medicine; Wellness Lifestyle Real Estate; Spa Industry; Thermal/Mineral Springs and Workplace Wellness. Delegates heard from leading voices on future trends as well as participated in Round-tables designed to elicit collaboration.



At the Summit, the Global Wellness Institute released an in-depth research report, the 2018 Global Wellness Economy Monitor revealing that the global wellness industry grew 12.8% in the last two years, from a \$3.7 trillion market in 2015 to \$4.2 trillion in 2017. This all-new data on the ten markets that comprise the global wellness economy provides fresh evidence that wellness remains one of the world's biggest and fast-growing industries.

[View the report: visit **globalwellnessinstitute.org](http://www.globalwellnessinstitute.org)**

New China Members

We are pleased to announce that Flower & Show Beauty Salons from China which have four beauty salons, are now accredited by CIDESCO.



Left: Pamela Adkins, Board Member for Education with the team at Flower and Show Beauty Salon (Nan Hu salon); Right: Yue Xiu salon; Below left - Jiang Han Road salon; Below right - Zhong Nan salon





A success story of advancing beyond beauty

40 YEARS FOR ISA CARSTENS ACADEMY

Isa Carstens Academy (South Africa) is celebrating its 40th anniversary this year.

Isa Carstens, founder of the Isa Carstens Academy, was an internationally renowned therapist, businesswoman and educationalist who founded the Academy in the historic town of Stellenbosch (South Africa) in 1978.

The Isa Carstens Academy became the first South African school recognised by CIDESCO in 1978.

In 1984 Isa Carstens was awarded the Medaille du Esthetique for her dedication and advancement of the education of therapists.

In 1993, Isabel Carstens-Roos, her daughter took over as managing director following in the footsteps of her mother who passed away in 2002. In 2007, Isabel Carstens-Roos was awarded the Medaille du Merite for high standards and professionalism by CIDESCO.

The Academy started small, but developed into a fierce competitor in an ever evolving Industry. The original one-year Diploma was transformed into the current three-year Diploma in Somatology (NQF6), with various additional short courses offered, like the Spa Reception Course.

Continued research and constant developments in the Industry, specifically in the medical aesthetics field, highlighted the growing demand for qualified and trained therapists, which led to the Academy developing the first Advanced Diploma in Dermal Aesthetics in South Africa on a NQF Level 7. The Dermal Aesthetics Diploma is a unique distance learning programme that will afford somatology graduates the opportunity to specialize in the medical aesthetics field.

Today, the Academy has grown into a leading and trusted accredited service provider in tertiary education and training in South Africa, under the strong leadership of Isabel Carstens-Roos and her team. The Academy has two Campuses, one based in Stellenbosch (Western Cape, South Africa) and the other one in Pretoria (Gauteng, South Africa), with residences for each Campus where students from out of town are accommodated. Both Campuses have state-of-the-art lecturing facilities as well as equipment. Each boasts a salon that is open to the public - this is where students are trained within a real work place environment.

It took a step of bravery 40 years ago for the late Mrs Isa Carstens to open the doors of the now known Isa Carstens Academy

Isa Carstens Academy formally celebrated 40 years of advancing beyond beauty and shared the memories, the history, the successes and the friendships made over 40 years with students, colleagues, alumni, friends and various partners in the Industry.

It took a step of bravery 40 years ago for the late Mrs Isa Carstens to open the doors of the now known Isa Carstens Academy. Today, 40 years later we know that it took even more courage from her daughter Isabel Carstens-Roos and her team, to have established an Academy in the Health and Skincare Industry which is leaving footprints all over the world.

Above: Isabel Carstens-Roos (centre) with lecturers and staff of Isa Carstens Academy.

CIDESCO International appoints new Business Development Officer



We're pleased to announce that Jacqueline Kennedy has joined CIDESCO's head office team as Business Development Officer. We interviewed Jacqueline to find out more about her new role and views on the industry.

Born and raised in 'bonnie' Scotland. I am very fortunate to have lived since 1982 in one of the most beautiful areas of Germany. I live at the Lake of Constance which borders three countries - Germany, Switzerland and Austria. It's a great place to live where one can enjoy swimming in the lake in the summer and walking in the Swiss Alps in the winter.

I have had quite an interesting career pathway. In Scotland I worked as a clerical assistant in an office. In Germany, first of all I worked as an Au Pair to learn the German language, then I worked in a café/bar/theatre as an assistant manageress. That was a very good stepping stone as it improved my social skills enormously.

From 1989 to date I have had the extreme pleasure of working as a Beauty Therapist. Simultaneously I taught for 24 years in an International CIDESCO School in Germany and afterwards two years in an International CIDESCO School in Switzerland. I find teaching to be very rewarding. My dream came true when I became an International CIDESCO Examiner. However, in 2016 I decided to change my career pathway. I accepted the offer of employment as the manageress of a perfumery which really improved my business way of thinking on a totally different scale.

In my new position for CIDESCO International as Business Development Officer, half of my time will be spent working in the head office in Zurich updating documents, creating strategic educational and business plans. The rest of my time I shall be travelling around the world, inspecting new schools, supporting CIDESCO International Sections and CIDESCO International Schools, Salons and Spas.

On a need or request basis I shall conduct online and onsite training courses for CIDESCO International Examiners. One of the most important major goals is to positively communicate CIDESCO Brand Values and Attitude.

What excites me most about working with CIDESCO is meeting new colleagues from all over the world, to exchange wisdom and experience and also to gain new ideas. Communication is very important. I love to travel. Travelling opens up your mind. It's always a wonderful experience to learn new cultures and customs.

If you could change one thing about the beauty industry, what would it be?

I would love to see the packaging of beauty products became more environmentally friendly. Especially from all the major beauty companies of the world.

What's your favourite quote or the best advice you've ever been given?

"You only live once, but if you do it right, once is enough" Mae West

What's your favourite beauty treatment and why?

I really enjoy facial manual lymph drainage from Dr. Vodder. It's extremely relaxing and stimulates the immune system.

What do you like to do in your spare time?

I enjoy being outdoors in the nature. Walking, swimming and cycling around the lake front or relaxing in the sauna.

The rise of the Jade Roller



If you've been looking through your social media recently, you will have come across the jade roller which has been proving a popular buy. This is basically a derma roller that is made of the gemstone, jade or in some cases other precious stones such as rose quartz.

Chinese women have been using this in their skincare regimes as far back as the 7th century and now it's having a renaissance as we discover the benefits of age old techniques and facial massage.

Using a jade roller can help reduce puffiness and inflammation in the face due to stagnation of the lymphatic system. It can also help reduce dark circles under the eye and brighten complexions.

Proof hugs make you feel better



Latest research published by PLOS ONE shows that a hug can promote better relationships and individual wellbeing.

Over 400 adults were interviewed over a 14 day period about the positive and negative effects of their social interactions and conflicts and number of hugs they received. Results indicated that hugging helped people feel less poorly after some kind of conflict or negative event during their day.

This effect was seen across all genders and ages in the study, although women reported more hugs than men.



On the horizon: an acne vaccine

"The potential impact of our findings is huge for hundreds of millions of individuals"

A new study published in the Journal of Investigative Dermatology reports important steps that have been taken towards the development of an acne vaccine. The investigators demonstrated for the first time that antibodies to a toxin secreted from bacteria in acne vulgaris can reduce inflammation in human acne lesions.

"Once validated by a large-scale clinical trial, the potential impact of our findings is huge for the hundreds of millions of individuals suffering from acne vulgaris," explained lead investigator Chun-Ming Huang, PhD, Department of Dermatology, University of California, San Diego. La Jolla, CA, USA, and Department of Biomedical Sciences and Engineering, National Central University, Jhongli, Taiwan.

This vaccine would be the first to target bacteria already in human skin, instead of invading pathogens.



Under Northern Lights: CIDESCO Celebrates 66th World Congress & Awards in Stockholm



Beauty and Spa professionals from all corners of the world, gathered together in the beautiful city of Stockholm, Sweden for the 66th CIDESCO World Congress, an annual event which aims to further CIDESCO's mission to maintain world-class standards in the beauty and spa industries.

Held in conjunction with Sweden's largest beauty exhibition, Hud & Kosmetik, visitors were able to enjoy a full programme of lectures from international beauty experts along with the CIDESCO Congress programme and networking. Organised by CIDESCO Section Sweden and its President, Annica Joensuu, the theme was Beauty of the Northern Lights where the Congress celebrated Swedish culture with a welcome of traditional music and folk dancing followed by Swedish FIKA in the form of Swedish cinnamon pastries and coffee.

PR Board Member, Sandy Fuhr commenced the opening ceremony introducing each of the 40 countries, many representatives of whom wore traditional dress.



All photos: Sauman / smileforthecamera.se

CIDESCO WORLD CONGRESS



All photos: Sauman / smileforthecamera.se



The seminar programme followed with talks on probiotic skincare, acne solutions, microneedling, spa market trends, healing waters and more by world leading aesthetic, skincare and spa professionals including dermatocosmetic scientist, Rene Nagels; Trevor Steyn, the 'Father of Probiotic Skincare' from South Africa; Professor and chemistry specialist, Dirk Hundertmark; microneedling expert, Dr Andrew Christie; world leading spa expert and President of CIDESCO Section Italy, Dr Andrea Bovero; skincare educator and author, Michael Q Pugliese; make-up artists, Lirida Mehrens Flodin; tattoo artist and educator, Jens Bergstrom; former training manager for Givenchy, Sophie Alemany; member of the Greek Heath Tourism Association, Dimitra Tsantidou; and physician Dr Ghoncheh Yazdani.

A Media Make-up and Body Art Competition saw Sweden's professional and student make-up artists compete under the theme of 'Gods and Creatures of the Norse Mythology'. Entrants created unique, artistic looks influenced by Nordic tradition and heritage.

The four day programme of events comprised of the CIDESCO Examiners' and Schools' Meeting, the PR meeting for all CIDESCO Sections to attend and the annual General Assembly. Two new CIDESCO Sections were welcomed into the fold from Great Britain and Qatar.



A fascinating cultural evening was held at Junibacken where we discovered the world of children with the characters created by Astrid Lindgren. The gala dinner was held at the Dynamite Factory in Vinterviken. The life of Ms Kate Wacz was celebrated together with the 60 year Section anniversary of Denmark and Greece.

The 2019 CIDESCO World Congress will take place between 18th and 23rd September in Chicago, USA hosted by CIDESCO Section USA. CIDESCO Section Fiji has also been accepted to host the 2020 congress.

Schools Meeting Learnings



“When we fail, we think about why we failed, however, we should think why we succeeded when we meet with success.”

At this year's Schools Meeting at Congress we were pleased to welcome some enlightening speakers. This included Ms Gunnel Ryner, a professional speaker, coach and leadership trainer from Sweden. Ms Ryner believes that people flourish and perform much better if they feel happy, proud and engaged at work and to achieve that, we need to focus on our strengths and what we do well, instead of searching for problems and weaknesses.

Tomie Ouchiyama, a CIDESCO teacher who was in the audience, gave us her feedback.

“Thank you for the lecture. It was so interesting and it was also easy to relay to our students. Just after the schools meeting, I told our students the words which impressed me most: “When we fail, we think about why we failed, however, we should think why we succeeded when we meet with success.”



The Art of The Gods

Congratulations to the winners and runners-up in the CIDESCO Media Make-up and Body Art Competition who competed under the theme 'Gods and Creatures of the Norse Mythology'.

CIDESCO MEDIA MAKE-UP AND BODY ART COMPETITION

STUDENT CATEGORY:

1st - Jovita Krasauske

2nd - Jonna Westman

PROFESSIONAL CATEGORY:

1st - Neta Kalnina.

2nd - Hanna Ottosson.

3rd - Dennis Ivanov

4th - Dorion Chang

Section USA to host 67th CIDESCO World Congress

The American section of CIDESCO International will be hosting the 67th CIDESCO World Congress & Exhibition which will take place in Chicago, IL, from Wednesday, September 18 through Monday, September 23, 2019.

"How exciting it is for CIDESCO USA to join with our peers in the international esthetics, beauty and wellness community for this global event that explores further the benefits of the unrivaled CIDESCO education," noted CIDESCO USA CEO Paul Dykstra.

"The CIDESCO World Congress travels the world annually for our international esthetics community," noted Anna-Cari Gund, President of CIDESCO International. "Each year, the CIDESCO World Congress sets the bar higher. Engaging meetings with leading professionals and insights delivered by successful business leaders, make this a can't-miss event for us all," she concluded.

"Attending the CIDESCO World Congress offers a chance for guests to meet new colleagues, to exchange ideas, knowledge and gain expertise," said Lydia Sarfati, Chairman of CIDESCO USA. "And now, with the inauguration of the CIDESCO certification, estheticians in the U.S. will be on the forefront of global exchange of professional information and experiences."

The five-day event will host meetings with CIDESCO Examiners, Schools, a General Assembly and Expo. CIDESCO International President Anna-Cari Gund of Sweden will be a special guest along with CIDESCO Diplomats, Delegates and Associate Members. The World Congress offers estheticians, spa and wellness professionals valuable educational lectures, a cultural evening and the famed CIDESCO Make-Up and Body Art Competition. Educational offerings will explore techniques, ingredients, trends, procedures and business building offerings. Guests, by invitation, may also attend the CIDESCO World Congress Gala Dinner and Cultural Evening.

Chicago's buzzing centre hosts internationally recognised stores and restaurants on the 'Magnificent Mile', as well as the sprawling Millennium Park and entertaining Navy Pier. **The theme of the 2019 CIDESCO World Congress is "The Architecture of Beauty,"** a perfect fit as architecture is the essence of the city's revolutionary beauty.

"CIDESCO Diplomats are masters in their areas of esthetics expertise. They often travel the world to serve clients with the most innovative spa and wellness techniques and we are thrilled to welcome them to our host city of Chicago," added Dykstra.

Further details of the 2019 CIDESCO World Congress, the first to be held in the United States in many years, will be forthcoming. **Visit americasbeautyshow.com for the latest information.**

Striking a balance: pH Skincare



BY IZABELLA HETTINGA



CIDESCO Chair member for The Netherlands, co-founder of the innovative cosmeceutical brand Déhaar Cosmetics based in Cyprus - an Associate Member of CIDESCO International. Skin therapist and international business development specialist.

Can we help skin problems in a non-aggressive way?

Nowadays we see more and more treatments coming on the market with very aggressive ways to treat skin problems and sometimes when the treatment is not performed in a correct way or the customer is not careful, this can cause even bigger problems like acne, scars or pigmentation-spots.

With a lot of treatments we harm the pH value of the skin but we need to be careful not to harm the skin. It is important to maintain a balanced pH in your skin because it can either heal or cause distress to your skin if unbalanced.

Your skin is naturally designed to fight infection and environmental stress. Its ability to do so is affected by the pH level. This pH level refers to how acidic or alkaline the skin is. On a scale of 1-14, 7 is considered a neutral reading for your skin's pH, with 1 being the most acidic and 14 the most alkaline.

Your skin has a thin layer on its surface, known as the acid mantle. This mantle is made up of sebum excreted from the skin's sebaceous glands. It mixes with lactic acid and amino acids from sweat to create the skin's pH, which ideally should be at about 5.5, which is slightly acidic.

Factors that affect pH balance

Many factors can interfere with the balance of the skin's acid mantle, both externally and internally. As we age, our skin becomes more acidic in response to our lifestyle and our environment. Everything that comes in contact with the skin (products, smoke, air, water, sun, pollution) can contribute to breaking down the acid mantle, disrupting the skin's ability to protect itself.

If your pH level is too alkaline or too acidic, the mantle is disturbed and skin conditions such as dermatitis, eczema and rosacea may result.

Cleansers like bars and soaps tend to be too alkaline for the skin and they strip away natural oils. This causes dryness and irritation. Skin that is too alkaline can be susceptible to acne because acidity is needed to inhibit bacterial growth on the skin.

Also, skin treated with products that are overly acidic also can be problematic. They too over-strip natural oils that can disrupt the lipid barrier of the skin.

How to achieve a balanced skin pH

Use products that are pH balanced. (For example, Décaar's pH balancing lotion supports and restores the skin's natural defenses. It contains Arnica montana and horse chestnut, a couple of plant extracts that make the skin more resilient.)

Acne affects people physically and psychologically

Acne can be very harmful for mental health. Of those surveyed, 14% of acne sufferers have reported feeling suicidal over their skin. A staggering 96% of people with acne have reported feeling depressed over their condition. This has lead 46% to develop self-esteem issues over their complexions, and has caused 31% from declining to participate in social activities, instead opting to stay home.

Acne Treatments

There are a number of ways to treat acne. From over the counter anti-pimple products to strong prescription substances the dermatologist could recommend. Normally a person tries several methods to fight acne throughout their lifetime. The treatments involve sometimes an intake of hormones, like contraceptive pills.

Some of these methods can cause side effects and could lead to skin sensitivities due to peeling abuse. Natural methods are also available but their results are normally not as immediate as the ones you see with chemical acids.

A holistic approach based on a healthy lifestyle and a skincare routine based on the principles of proper cleansing, including regular exfoliation to remove dead skin cells that clog the pores, is the one that will cause no damage and will give best results in the long term.

Non-aggressive but effective peeling treatments do exist!

Décaar cosmetics developed an Algae peeling that stimulates the production of new cells from the inside out. So, without harming the PH value of the skin and first taking off the top layers

The micro-fibers of the peeling powder penetrate the skin causing an increased blood flow and production of new cells. Normally the skin needs approximately 28 days to regenerate but by applying this peeling treatment by a professional beauty therapist this process will be shortened to 10 days.

Because these cells are in the keratin layer the Décaar Algae peeling can also be applied to sensitive or rosacea skin. Because of the increase of keratin cells, redness in the skin reduces. Because the Langerhans cells are stimulated and the bacteria over-growth is killed acne, eczema and rosacea can be treated in most cases reduced.

'DARE TO BE YOURSELF'

In our core values we strongly believe on personal strength, encouraging you to dare to be yourself.

The skin reflects the state of mind, so the more stressed it is the more love and care you need to give it!



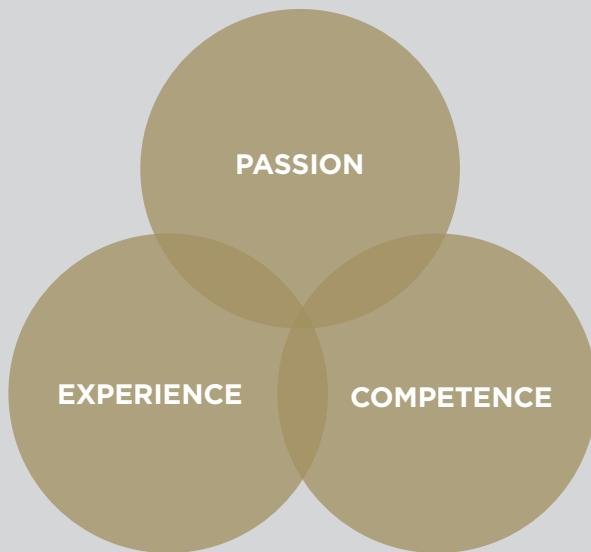


The Secrets of a Successful Event

At the CIDESCO annual World Congresses we are honoured to have so many outstanding speakers who impart some of their great expertise to the benefit of us all. One of these is the President of CIDESCO Section Italy, Dr Andrea Bovero who has a PhD in Pharmaceutical Sciences and is a journalist and international leader in the spa, beauty and wellness industry. In his business, Andrea and his team organise many events which have become recognised as outstanding in their delivery and results. At the PR Committee meeting, Andrea presented his tried and tested formula for organising a successful event. We have pleasure in sharing these with you.

It all starts with ensuring you have people with the necessary skills: a passion for the project, competence in achieving the end results and experience in arranging previous successful events.

The word 'passion' and 'workplace' are not often used in the same sentence but passion is the energy that keeps us going, that keeps us filled with meaning and happiness. It's the driving force behind success.



Competence is important as it demonstrates how effective and efficient we will be in organising an event. And nothing beats those with experience. Not only will you have a template to follow but you'll be able to make use of their contacts and avoid some of the pitfalls, saving time and money.

The Five Ps

Next step is to consider the five Ps. This refers to:

Participation – who do you want to attract to your event and what is it that you want your guests to gain from attending?

Product & Brand Experience – every brand has its own DNA which makes it unique. An event is a time to let your brand's core values shine.

Promotion – numbers really do matter when it comes to running events as there is nothing worse than investing time in the organisation of the event with few guests. Promotion is therefore critical to getting people there. Make sure you leave enough time to promote and use all your marketing channels. The increasing use of social media and e-marketing allows you to more easily communicate and increase guest numbers like never before.

Probing – being thorough in your organisation of an event is extremely important. Don't assume anything, always check and recheck.

Purpose - An event needs a purpose or goal and this will influence all aspects of the event planning from type of event, types of guests, promotion and costs.

There is nothing worse than investing time in the organisation of an event with few guests.



Dr Andrea Bovero goes on to explain that when organising his LifeExcellence events they take these 10 key elements into consideration:

1. **Location** always has to be amazing. This will attract people to attend.
2. The **concept** they follow is 'Wellnesstainment'. It's important to give your own events a concept or strategy which helps guide all elements of the event planning.
3. **Format** is always dynamic. Getting people involved in activity at the event helps them to become more immersed in your brand, as memories and relationships are made.
4. The **program** should be interesting. Pass it round your team and externally to check it will appeal to your target audience.
5. Choose the best **Speakers** you can and make sure you give them the appropriate introduction, involving them with your audience.
6. The **Experience** needs to appeal to the emotional side of your guests. Connect with the feelings of others by connecting with yours.
7. **People**. Target your audience carefully. Once you know your purpose, your target audience should be pretty clear, whether it's partners, customers, industry experts or the media.
8. Ensure the **image** of your event reflects your brand.
9. Ensure **communication** is effective by having a concise, clearly identifiable message.
10. If there is a **price** charged it should reflect quality and value for money.





How to build a dream team

**BY VALERIE DELFORGE
CEO OF DELFORGE & CO, BUSINESS DEVELOPMENT STRATEGIST,
AUTHOR, KEY NOTE SPEAKER,
COMMERCIAL TRAINER & COACH**



Building the Dream Team is something that we all want as managers/owners as our focus always remains on creating a happy atmosphere for both customers and staff.

I am often asked: how do we build that great team and motivate all the various characters? With all the difficulties we are currently facing in recruitment, I understand the challenges, however, we must keep striving to achieve our perfect team.

Discover the 8 key points when it comes to building the dream team:

1. Know your business

Understanding your business means understanding your figures, costs, clients... the more you understand about your business the more you are able to know whether you have

to recruit or not. I have always believed that I would rather have an extremely busy team with a high occupancy than one that is bored because I'm overstaffed or my rota isn't managed properly to answer my customer's demands. Know your business to ensure that every single element of it is performing, which creates a smooth operation that everyone adheres to.

2. Communicate your Vision and Unique Selling Point (USP)

It is crucial to identify your Vision and USP: why clients come to you?

By identifying your Vision & USP, you will attract the right people beside you. The clearer you are; the more chance you have at being successful to find that ideal candidate.

3. Identify your perfect team member

Because recruitment is challenging at the moment, we tend to be a little bit more lenient about our interview techniques. Let's face it, we're so happy to find someone that answers our advert that we forget that person might not necessarily be the one we want!

We have entered a desperate stage and by that we are forgetting our needs as a business.

This is why I'm asking you to know your business: I would rather have 5 extremely good performance staff and keep them that way rather than employ someone out of desperation.

I once had a client who accepted for this new team member to finish on early shifts when no one else was allowed that. This generated a very unhappy team which made it difficult for the new team member and became an issue in the long run... Worth it? Months of disruptions...

Simply write down your perfect team member on a piece of paper: what do you want from her, when do you want her to work, how do you want her to perform etc.

4. No compromise at interview level

You are in charge of the interview! I would rather wait to find that perfect team member rather than hire somebody who can possibly, perhaps, be the one! Now, I know that perhaps it's difficult to have someone that ticks all of the boxes but at least you must know the key priorities you want from this new candidate. No matter how long it takes before we panic in recruiting, let's go back to basics and ensure we don't compromise on the important points we want from our ideal candidate, like the early shifts for example, I would never have hired this candidate.



5. Lead each team member to success

Leadership is something that is crucial in your business and we should be inspiring each team member to achieve their best. We should be giving them the reason as to why they should stay with us. Leading them to success means you need to put in place a strategy with each of them and make the goal very clear. Leadership to me, is the answer to the recruitment issue we are currently facing in industry.

6. Deal with under performers

Because we are so scared to recruit, we don't manage... and we certainly leave the under-performers to carry on with their ways. We think it's okay to have someone that doesn't really retail or doesn't really perform because she's okay as a therapist but is this really a long term solution to your business?

Dealing with the under performers will allow you to create a team that generates strong impact in your business. This is the true heart of Leadership: everybody is valued in your business if they perform, it's a win-win situation.

7. Create Individual Development Plans

I believe that an Individual Development Plan is the key to a successful team as it allows each team member to flourish. It is tailored to each ability and as long as each staff member performs to the targets you have set, again, everyone is a winner, both individual and business.

8. Be consistent in your leadership

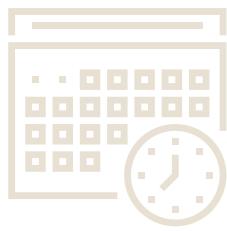
Consistency is possibly the most difficult aspect of our role simply because we are so focused on the day-to-day operational issues: someone phoned off sick, a customer is not happy, there is no water etc. we forget sometimes about the performance of our team. Consistency is possibly the only important part of creating your dream team because your team will see that you do what you set out to do.

I remember as a manager thinking that I had the perfect team at one point and that I could expect that something was going to happen: someone is leaving or goes AWOL which will throw us back into some sort of chaos... I know that as a manager my role is to prevent and anticipate for anything like that to happen.

If you are sure of your structure, processes and your goal, you will carry on attracting the right people for your team and performing at the level that you are expecting.

Value those that surround you, support your new starters and create your leadership strategy for business is the key to a successful dream team.

*Respect is earned.
Honesty is appreciated.
Trust is gained.
Loyalty is returned.*



Diary Dates

NOVEMBER

01 - 03 Beauty Azerbaijan, Baku, Azerbaijan <https://ceo.az>

03 - 05 Estetica, Pordenone, Italy www.estetica.show

08 - 11 Interstyle, Minsk, Belarus www.tc.by/english

10 - 12 Aestetica, Napoli, Italy www.aestetica.it/

13 - 16 Cosmoprof Asia, Hong Kong www.aestetica.it/

17 - 18 Cosmetica, Berlin, Germany www.ki-online.de/messe/cosmetica-berlin.html

23 - 25 Beauty Kenya, Nairobi, Kenya www.growexh.com/beautywellness

25 - 26 Beauté Selection, Lyon, France www.beauteselection.com

DECEMBER

01 - 03 Beauty Macedonia, Thessaloniki, Greece www.beautygreece.gr

02 - 04 Saudi Health & Beauty Expo, Riyadh & Jeddah, Saudi Arabia www.saudihealthandbeauty.com

03 - 07 Russian Health Care Week, Expocentre, Moscow www.rnz-expo.ru/en

09-10 CIDESCO Section Italy Spa & Beauty Forum, Rome, Italy www.cidesco.it/congresso-nazionale-cidesco

JANUARY

15 - 16 Cosmetagora, Paris, France www.cosmetagora.fr

26 - 28 International Salon and Spa Expo, Long Beach California, USA www.probeauty.org/isselb

GLOBAL AWARENESS DAYS

November - Movember

01 November - World Vegan Day

05 - 09 November - International Stress Awareness Week

13 November - World Kindness Day

23 November - Black Friday

25 December - Christmas Day

01 January - New Year's Day

01 - 31 January - Dry January

01 - 31 January - Veganuary

21 January - Blue Monday

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Around the World

CONGRATULATIONS TO EVERYONE WHO PASSED THEIR CIDESCO EXAMINATIONS RECENTLY.



Top: 'Les Blues' teachers celebrating success at the Catherine Sentin Ecole d'Esthetique; Above left: CIDESCO graduation students from the Cosmetic Educational Centre, St Petersburg with examiner Gabriele Frank from Germany; Above: Arcos with CIDESCO examiner Juanita van Emmenis; Left: Finesse 4th CIDESCO Graduation; Below: Successful CIDESCO students from LTA School of Beauty, India



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www.worldwellnessweekend.org

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