



CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

EST. 1946

CIDESCO **LINK**

Issue 94 · 2022

Skincare Exposure

INSIDE THIS ISSUE

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- How to treat skin damaged by sun
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President's Message



**KARIN LUGGENS,
PRESIDENT,
CIDESCO INTERNATIONAL**

DEAR COLLEAGUES AND FRIENDS

Welcome to this issue of the CIDESCO LINK magazine. In the last LINK we mentioned: "CIDESCO IS BOOMING" and we're pleased to say this is still very much the case. So much is going on: from new Diplomas, new qualifications, being on the judging panel for the Scratch Nails awards, webinars, Las Vegas exhibition, Global Awards, CIDESCO International World Congress. It's a very exciting time for CIDESCO.

Introducing qualifications that meet student current demands has been a priority and we are pleased to have launched the Nail qualification, with Mani/Pedi, Natural Nails and Professional Nails. Our new Teacher Training qualification has been received extremely well and we're pleased to welcome our first Teacher Training school in the USA. There is a new Diploma in Holistic massage, and more qualifications will be launched during the year including Microdermabrasion, Microneedling and IPL/Laser. Before these are released, we will be hosting webinars for each of the qualifications so you can find out more details.

"So much is going on: from new Diplomas, new qualifications, being on the judging panel for the Scratch Nails awards, webinars, Las Vegas exhibition, Global Awards, CIDESCO International World Congress..."

Timea Vaczlavik of CIDESCO Head Office has been invited to be an Educational Judge for Scratch magazine for their Scratch Stars Awards which will be great recognition for us in the nail market.

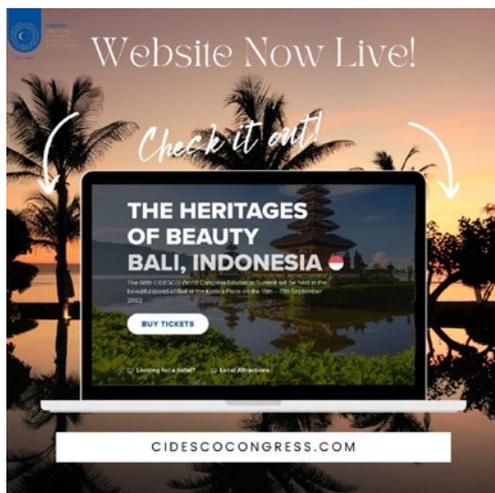
The past few months has seen us present at a number of exhibitions around the world with the most recent in Las Vegas. We met students and school owners and Jacqueline Kennedy from CIDESCO Head office gave a very beautiful and interesting demonstration of Lymphatic massage.

And let us not forget the CIDESCO Global Awards which cover qualifications, such as Beauty Therapy, Make-up, Spa, Beauty and Spa Management, Nails and Massage. The judges for the Global Awards are all well known in the industry so it's a great opportunity for getting yourself known. Note the application deadline is 3rd October 2022.

And last but not least, the CIDESCO International Congress is taking place in Bali, Indonesia 15th-17th September this year. The Congress website is now live for tickets and hotel bookings. We are really looking forward to meeting you all in person after two years of postponement.

Until then, enjoy reading this issue of the CIDESCO LINK magazine.

**Best wishes,
Karin Luggens
President**



Register now for the CIDESCO World Congress

The new CIDESCO World Congress website is now live and open for registrations. There you can find all the details of our 68th World Congress taking place in Bali, Indonesia this 15th-17th September including how to register.

We are looking forward to seeing everyone again.

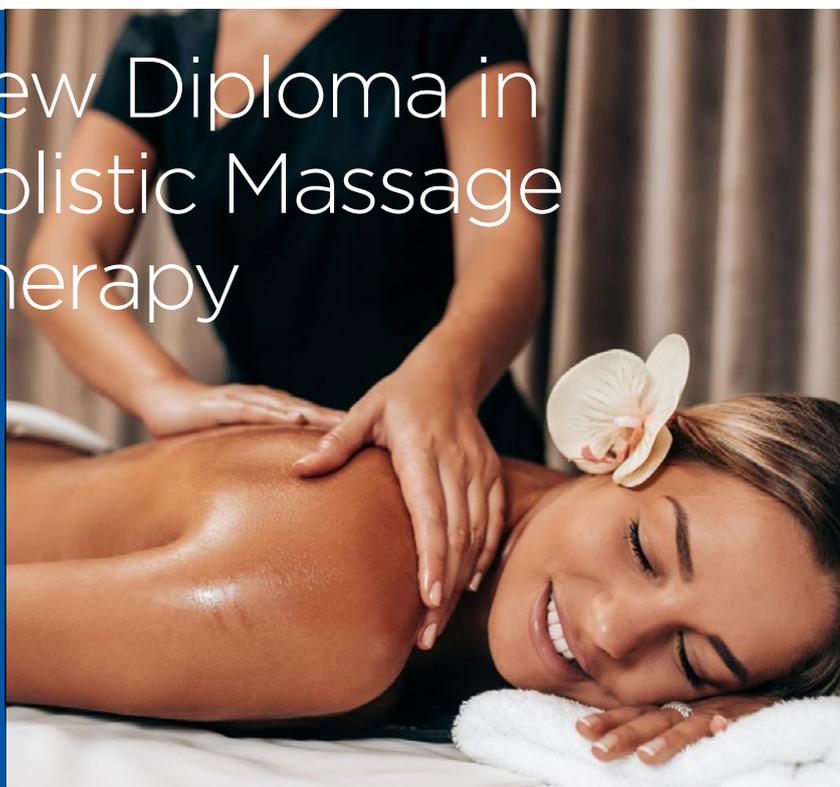


In response to development of the professional beauty industry and modern day student requirements, CIDESCO is launching a number of new Certificate educational courses over the next few months. These include:

- **Certificate in Microdermabrasion**
- **Certificate in Facial Electrical Treatments**
- **Certificate in Micro Needling**
- **Certificate in Laser and IPL Treatment**
- **Certificate in Skin Peeling**

Schools and colleges interested in finding out more about these training units should contact their country Section or email info@cidesco.com

New Diploma in Holistic Massage Therapy



CIDESCO has introduced a new massage Diploma course in Holistic Massage Therapy.

The aim of the course is to provide learners with the knowledge, skills and understanding to carry out Holistic Massage Therapy treatments and become skilled and competent in this specialism and progress into employment or further study.

There is no pre-requisite, the qualification is for those interested in Massage therapy. It is suitable for individuals currently working in the Beauty and Spa industry or for those wishing to enter the industry.

All Candidates wishing to take the CIDESCO Diploma in Holistic Massage, must have completed their training of 235 Guided Learning hours within a CIDESCO School and a Total Qualification time of 371 hours covering all subjects of the Holistic Massage Syllabus.

The examination for the CIDESCO Diploma in Holistic Massage consists of a Multiple Choice Question (MCQ) paper, and a Practical Examination.

CIDESCO provides world class education at IECSC

CIDESCO International was pleased to be at IECSC in Las Vegas in June meeting up with CIDESCO Section USA and our many members across schools & colleges, spas & salons, students and associates.

Live presentations included 'The importance of Facial Lymphatic Drainage Massage Pre and Post Cosmetic Surgery' presented by our Global Head of Business Development, Jacqueline Kennedy.

Other highlights included 'Essential Facial Massage Techniques for total Skin Rejuvenation' from CIDESCO USA President, Lydia Sarfati and 'Acne and Rosacea - Facts vs Myths' from CIDESCO Diplomat and President of The New Age Spa Institute, Monika K Machej.



Winning Words



CIDESCO's first ever Global Awards Spa 2021 winner Mohsin Shaikh from India talks about what it means to him winning the competition last year. Mohsin says that entering the awards gives you a great sense of confidence for yourself and your skills and helps you stand out in the market. You can listen to Mohsin's full video interview on the CIDESCO International social channels.

The CIDESCO Global Awards are open in the following categories: Beauty Therapy, Spa, Massage, Beauty & Spa Management, Nails and Make-up. To enter please email info@cidesco.com. The application deadline is 3rd October 2022.

CIDESCO Webinars



CIDESCO International will be launching a series of educational business webinars later this year exclusively for members. These will be hosted by industry experts and cover topics including social media and diversity.

Special offer for CIDESCO Members

World leading Nail magazine, Scratch Magazine is offering CIDESCO members 25% off an annual print subscription. Simply head to www.scratchmagazine.co.uk/store and use the code **CIDESCO to take advantage of this offer.**

Head to scratchmagazine.co.uk/store & use code: **CIDESCO**

VIEW POINT



CIDESCO welcomes its first teacher training schools



“Enable the candidate to do what they enjoy and are passionate about”

By Mohsin Shaikh, India
- CIDESCO’s first ever Global Awards Spa 2021 winner

“Spa and wellness industries are making a significant impact all over the world and this is also turning out to be a booming field as people seek more preventive and wellness measure for better wellbeing.

While the industry is growing and profiting, it also offers jobs and opportunities to many people. This is all great but one thing that often goes unnoticed or lacks importance is the process of recruitment. This arises because of many myths that are associated in our industry with male candidates.

Myths from management

1. Male therapists don't bring business
2. There is no demand or need for male spa therapists

Myths from Spa guests

1. Male therapists have hard rough hands
2. Male therapists give very deep painful massage
3. I want a female therapist. Guests don't tend to complain when they receive a male doctor instead of a female one so this should be viewed similarly for spa therapists. It's all about promoting our professionalism. When the intention/approach is right then there should be no difference.

Often the male candidates seeking employment in hotels are neglected and if hired, then only on various conditions:

- therapist should also be a lifeguard at the pool or
- therapist should also work as instructor in the gym/yoga instructor or
- therapist should also work as a receptionist.

There has to be an approach from the management to provide equal opportunities to both male and female candidates, promote every employee equally and respect their speciality. Enable the candidate to do what they enjoy and are passionate about rather making them do things they are not interested in or don't feel confident to execute.”

We're pleased to announce that uptake for our new Teacher Training Certificate has been fantastic. Amongst the first schools to sign up is India's largest international beauty academy, LTA School of Beauty; Seema Institute; ISAS School and Institute of Cosmetology Esthetics & Massage; FinesseBeaute Academy, Camelot Durban International Health & Skincare Education; and Takara International Esthetic College.

If you're a school looking to find out more about the CIDESCO Teacher Training Certificate, please contact your country CIDESCO Section or email info@cidesco.com

News from Cosmoprof



In May this year, CIDESCO was pleased to have a strong presence at Cosmoprof, Bologna. This included our partnership with the World Massage Meeting which attracted a great many visitors and engagement on social media.



Sothys goes Plastic Neutral with Sothys Organics™

CIDESCO International Associate member, Sothys has become a partner of Plastic Bank® and makes its Sothys Organics certified Plastic Neutral by Plastic Bank®.

Highly specialized, Sothys has stood out ever since its founding by its unfailing commitment to beauty research and innovation so they can offer their customers the best of nature's benefits. In the heart of France's Corrèze, through their Advanced Research Laboratory, Sothys has created the Sothys Organics™ line, the perfect combination of certified organic skin care and advanced efficiency, vegan with a cosmeceutical touch.

An initiative to fight plastic pollution

As well as creating packaging that uses eco-design as far as possible, Sothys is committed to an initiative to fight plastic pollution and poverty by enabling its customers to play an active role and make responsible and useful purchases.

Plastic Bank, fighting ocean plastic.

Plastic Bank builds ethical recycling ecosystems in vulnerable coastal communities and reprocesses the materials for reintroduction into the global supply chain. It currently operates in Brazil, the Philippines, Indonesia and Egypt.

1 Kg of plastic used, 1 kg of collected plastic.

Each kilogram of plastic used to produce packaging is offset by an equivalent weight of used plastic collected. And beyond that, each kilogram collected directly and concretely helps collectors by providing them a premium which they can use to purchase basic needs such as a regular income, health insurance and education.



The perfect combination of certified organic skin care and advanced efficiency, vegan with a cosmeceutical touch...

1% Invested in Jardins Sothys®.

Sothys also invests 1% of its revenue into protecting nature through Jardins Sothys® and by sustainably managing its 4-hectare site within a 26-hectare protected forest reserve.

In addition, all of the Sothys Organics® products were created using an eco-design approach:

- The materials used are recycled and/or recyclable
- The different packaging is manufactured in France or in Europe
- The cardboard used for the boxes comes from sustainably managed forests
- The boxes are printed on both sides so that a printed insert is no longer necessary

www.sothys.com



The Wellness Divide Sharpens

The Global Wellness Institute reports that the 'Wellness Divide' between low and high income countries will further sharpen due to the fact that the global economy is facing "a confluence of calamities." In the European Union, because of the war and the supply shock inflicted by commodity prices; in China, because of its inflexible Covid policy and the harm this causes to activity and supply chains and in the US, because of sharply tightening financial conditions.

High-end wellness industry segments (i.e., spas, beauty, wellness travel and wellness real estate) will perform very well. But, at the same time, policymakers will also increasingly

incentivize public wellness measures that have little market value for the wellness industry like new initiatives for walking and biking in cities, rewilding the urban landscape, etc.

As a result, the wellness industry will become more "scrutinized." The "me-focused" aspect that often confuses the pursuit of happiness (or subjective wellbeing) with the pursuit of "self" will be called into question. A more minimalist approach in wellness will perhaps prevail, less flashy and more preoccupied by finding the proper balance between "me" and the community to which we belong.

[Read more here](#)



New technology reduces skin aging by 30 years

Scientists in Cambridge, UK, have rejuvenated a 53 year-old woman's skin cells so they are the equivalent of a 23 year-old's.

The eventual aim is to develop treatments for age-related diseases such as diabetes, heart disease and neurological disorders to keep people healthier for longer as they grow older. The technology is built on the techniques used to create Dolly the cloned sheep more than 25 years ago. Head of the team, Prof Wolf Reik, of the Babraham Institute in Cambridge said there were several scientific issues to overcome before it could move out of his lab and into the clinic but it does demonstrate for the first time that cell rejuvenation is possible which is a critical step forward.

Cosmoprof Future View 2022-2027



Cosmoprof Worldwide Bologna has presented a new edition of the CosmoTrends Report, a collaboration with renowned global beauty trend source BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry that showcases product innovation and notable brands among the exhibitors of Cosmoprof Worldwide Bologna 2022.

For this initiative, Cosmoprof invited all exhibitors to submit their latest product innovations. BEAUTYSTREAMS analyzed hundreds of online submissions and identified the most striking trends. This report summarizes what is new and next, and provides a vital perspective on where beauty is headed.

From intelligent delivery systems and water conscious formulations to lab-born naturals and a tribute to ancestral rituals, the report has it covered.

[Download the report here.](#)

How to treat skin damaged by sun exposure

MARTINA RICHTER

A moderate dose of sun can be an easy way to gain many health benefits. One of them is that the sun produces vitamin D. This helps to regulate the amount of calcium and phosphate in our body to keep bones, teeth, and muscles healthy.

The recommended amount of daily sun exposure depends on multiple factors. In general, getting 10-15 minutes of sun three times a week is adequate.

But too much sun, can burn and damage your skin. The sunlight consists of UV radiation. As it approaches the earth, the highest energy wavelengths as UVC and about 90% of UVB are absorbed by the oxygen and ozone in the atmosphere. The remaining 10% of UVB and all the UVA passes through.

The UVB rays reaches the surface of the skin and in large doses it can cause burn damage. The UVA rays go deeper into the skin and destroy the collagen. This leads to the loss of skin elasticity. Some say that UVA is what ages the skin and UVB stands for burning.

The sun can cause several damages to the skin as dark spots and the loss of elasticity. Below I have gathered different types of skin impairments, how to recognize them and what treatments are suitable.



Far left:
Solar lentigo;
Left:
Melasma

DIFFERENT SKIN DAMAGES

Solar lentigo

These are flat, brown marks. Unlike freckles, they do not fade over time.

Treatments: laser therapy, pulsed light, and chemical peels as TCA. All these have excellent clinical success rates; however, don't forget that it requires repeated treatments several times to get a good result.

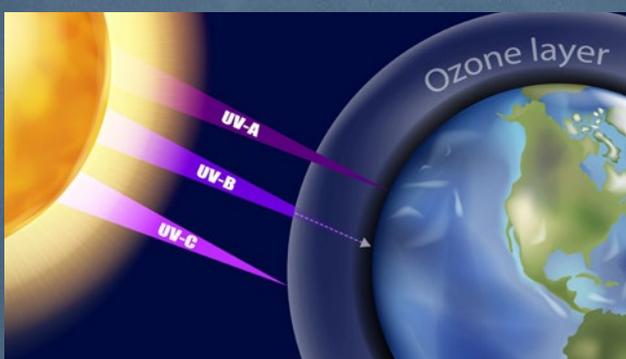
Also important is to inform that some treatments can cause some side effects.

Melasma

These are more common in people who tan easily or who have an olive-skin complexion. Melasma are larger dark patches of pigmentation, sharply demarcated. They can appear on the cheeks, temples, above the upper lip and/or forehead and is also called a 'pregnancy mask' as it often occurs with hormonal changes at this time.

Treatments: TCA, laser- and light-based devices have mixed results. Also, chemical peels containing tranexamic acid can help in some cases.

The most effective treatment for melasma, is hydroquinone, a cream that is only prescribed by a dermatologist.



Post-inflammatory hyperpigmentation (PIH)

This is another type of pigmentation that is more common in darker skin phototypes. These are stubborn brown patches triggered by inflammation in the skin, such as acne, eczema, or trauma. The melanin pigment in PIH may be located in the epidermis, which is easier to treat, or may drop down into the papillary dermis.

Treatments: Chemical peels as TCA. In some cases, AHA and BHA acid peels can have some minor effects.

Skin laxity

A good technique for testing skin elasticity is to gently pinch the skin on the cheeks, arm, or abdomen. If the skin doesn't snap back to its regular form, you have loss of elasticity or dehydration.

Treatments: IPL, chemical peels as TCA, micro-needling, RF micro-needling or CO2 laser.

Follow up at home treatments

It is of great importance to advise your client to continue with additional treatments at home.

Products such as creams or serums with Vitamin C inhibit melanin synthesis by downregulating the activity of an enzyme known as tyrosinase. It's widely used in dermatology for depigmentation of hyperpigmented spots on the skin.

Cyspera Intensive Pigment Corrector is an effective cream with cysteamine which has similar effects as hydroquinone according to some studies*. It is clinically proven to diminish the appearance of stubborn skin discoloration.

This novel pigmentation product has been proven to treat all types of pigmentation including post-inflammatory hyperpigmentation (PIH), melasma, freckles, and hyperpigmentation. It has even been shown to treat darker body areas like underarms, knees, elbows, etc. Cyspera is a skincare product that needs no prescription.



Above: Post-inflammatory hyperpigmentation; Above left: Skin laxity

Sun protection

Always take good time to explain how important it is to use sun protection. You can recommend SPF 30 as it has 97% UVB protection. SPF 50 has just 1% more UVB protection compared to SPF 30, so not a great deal. Tell your customer to try and avoid the sun in the first 3 months after the treatments.

Sun damaged skin should undergo treatments in autumn and winter when the sun is less intense.

**Practical Dermatology <https://practicaldermatology.com/news/cyspera-demonstrates-efficacy-safety-in-three-published-studies>*



About Martina Richter

Martina has a background in marketing and communication and speaks English, German, Portuguese, Spanish and Swedish. Her expertise is in skincare and medical aesthetics. She has developed several products and devices for the beauty sector and patented an award-winning innovation in sun protection, SunControl by SkinPlan.

Her advocacy: Invest in your skin, always!

Three unique types of Massage

When it comes to massage, one type doesn't fit all! There are hundreds if not thousands of different massage therapies which have been developed to treat specific health and wellness concerns. Here we look at three very different massage techniques: Oncology, Pregnancy and Facial aesthetics.



Massage in oncology

If you are born after 1960 you have a 1:2 chance of a cancer diagnosis. Research supports that massage is hugely beneficial for managing multi-dimensional and persistent symptoms of cancer and its treatment.

Cancer patients complain of universal muscle and joint pains associated with surgery, radiotherapy and hormone treatment. Techniques can be used to help stretch and mobilise tight connective tissue and scar tissue to improve comfort and mobility.

Massage when applied sensitively can relax the mind, body and emotions, provide a period of escapism, mindfulness and a sense of peace. It can help to initiate the parasympathetic system to rebalance the body, slow the heart rate, relax the muscles, regulate breathing and alleviate breathlessness.

For 'total pain', pain not just in the tissues but entwined in emotion and psychological beliefs and neuropathic pain, caused by damage to the peripheral nervous system, massage can promote non-pharmacological pain relief. Soft touch can create distraction.

Oedema in oncology is common and can occur where the lymph system has been impaired. Lymphatic drainage encourages lymph to drain from the affected tissues into an area that can drain normally or independently. Massage also improves a sluggish circulation – especially the micro circulation. This may improve the rate drugs enter the blood stream and minimize side effects.

Medication often causes constipation. Avoiding cases where there is abdominal cancer, abdominal massage techniques can help to stimulate peristalsis to promote defecation.

Is oncology massage different to other forms of massage? In many ways it isn't. Treatment should always be patient centred. Therapists need to assess patients fully and listen carefully to their story. At what stage is the patient in their disease trajectory and where is their disease? Is the patient well enough to tolerate treatment and for how long? Your selection of techniques will depend on symptoms and how cancer has affected the body. Working over or manipulating diseased tissues and lymph nodes must be avoided. Techniques should be defined, slow, rhythmical, even hypnotic, working to calm the nervous system, induce relaxation and enhance wellbeing.

The huge benefits of oncology massage are varied and diverse. However, they need to be based on an individual treatment plan, to achieve desired results and are dependent on the therapist being trained to safely treat patients living with cancer and having thorough knowledge of:

- anatomy and physiology
- knowledge of the pathology of cancer
- common treatment effects to provide a safe treatment experience



Helen Beckmann is a Senior Physiotherapist at the Phyllis Tuckwell Hospice in the UK. Helen recently presented a talk at the World Massage Meeting with CIDESCO at Cosmoprof.



Wellness in Pregnancy - the journey of nurturing and support

What makes Pregnancy Massage a unique experience for both the client and the therapist? During pregnancy a woman's body undergoes many changes, some of them stressful and uncomfortable that can affect both her health and the health of her baby.

Through our research at Pregnancy Massage Australia® we have seen how Pregnancy Massage has a positive outcome for women. Having comprehensive training in Pregnancy Massage offers a clear understanding of the complex physiological, musculoskeletal, and emotional changes in pregnancy allowing the therapist to offer best practice and the latest up to date evidence-based treatments.

There are many conditions and presentations unique to pregnancy which will change the way we communicate with our clients. Learning the "Language of Pregnancy" allows therapists to connect more deeply with their client with confidence and empathy. Pregnant clients want to feel heard and understood therefore words before touch set the foundation of treatment.

During pregnancy over 70% of women experience Lower back Pain and 45% have Pelvic Girdle Pain, Neck and Shoulder Pain. 35% of these conditions can be debilitating for some women impacting on their day-to-day lifestyle and activities. Women choose Pregnancy Massage as their preferred modality from a wide range of Complementary Medicine Modalities, knowing that pregnancy massage can relieve the discomfort and pain associated with Lower back Pain, Pelvic Girdle Pain, and other painful musculoskeletal presentations.

There are other common health issues experienced during pregnancy including stress, anxiety, depression, poor sleep pattern and headaches. The prevalence of these presentations in pregnancy are high and have been associated with poor maternal outcome. Current research demonstrates the impact of pregnancy massage having a positive affect in improving sleep pattern therefore breaking the cycle of poor sleep which can lead to increased anxiety, stress, and depression. Pregnancy Massage improves mental health by connecting with the client and offering a specialised treatment connecting to breathe, calming the parasympathetic nervous system bringing balance and homeostasis to the body.

The overall benefit to mum and baby receiving a Pregnancy Massage supports the everchanging pregnancy flow from 1st trimester to birth. The kinaesthetic awareness of mindfulness touch promotes connection to mind-body- baby and therapist. It is an honour to have the experience of nurturing and supporting women through this time of change and growth.

Pregnancy Massage is a specialised treatment needing comprehensive training to bring knowledge, understanding, empathy and skilled massage applications with a focus on safety of lying positions unique to each trimester.



Catherine McInerney is the founder of Pregnancy Massage Australia (PMA), offering specialised training in pregnancy massage.

Catherine was the Director of the Copeland College which was a Registered Training Organisation (RTO) offering nationally recognised training for over 14 years. Catherine is a Remedial Massage Therapist and an experienced lecturer in Pregnancy Massage with a focus on women's health during the childbearing years.

Aesthetic Massage

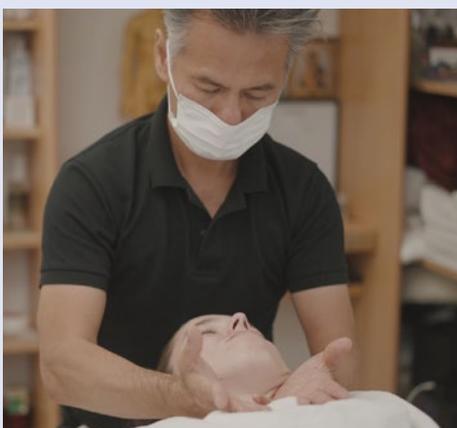
Facial massage, practiced since antiquity, has evolved greatly over time. Inspired by centuries-old practices around the world, and in particular traditional Chinese medicine (TCM), it is a massage that is becoming increasingly popular.

Originally, it was popular with women, but we can see today that men are using it more and more due to the fact that we have a large proportion of the population that suffers a lot of stress, anxiety, fatigue and mental overwork. This is because facial massage is recognised as being very deep, invigorating and liberating at the same time.

I'm proud to say that I have brought some innovations with a more holistic and global vision to the world of aesthetics in Paris. I was the first to introduce the ancient practice of Guasha into anti-aging massage in France and Russia, before it spread throughout Europe.

This new method that I created, inspired by ancient knowledge and focused on modern needs, allows a more integrative and global approach in the world of beauty. It is a method that combines ancient arts and practices (Guasha, Tuina, Dynamic Acupressure and Qi work). It is associated with a pulse taking and diagnosis beforehand, which allows me to become aware of the energetic state of the person and thus to better target the massage protocol that I will deliver to them, according to their general condition.

The "Alexandre Thang" method was thus born. I made it evolve by introducing various innovations: The fruits of my understanding of the main principles of traditional Chinese medicine, my experiences in different types of massage and the culmination of my professional experience. It is a new method of holistic aesthetic massage that places the individuals in their globality, or consciousness of the world.



Why is it holistic? Because it takes into account the individual as a whole, in its physical, emotional, mental and spiritual dimensions. There is a Taoist saying: "a stroke of joy, a stroke of youth; a stroke of sadness, a stroke of old age." From this aphorism, which is a great principle of traditional Chinese medicine (TCM), and from which I was inspired, I created my own method that I call "Aesthetic Therapy". It is a unique, anti-aging and innovative global method that I have developed over the years and that touches the entire being. It's a type of tonic, providing great and deep relaxation.

It works by preserving the integrity of the body by acting on four levels: physical, energetic, emotional and mental. It provides a sense of deep emotional well-being, a feeling of lightness and a sense of soothing with a sharper clarity of mind.

Alexandre Thang

Alexandre has been a holistic facial massage practitioner for 7 years and experienced in body massage since his earliest childhood, influenced by his grandfather who was passionate about massage techniques. Alexandre is also a facial massage trainer and works in his own practice, based in Paris.

In June 2022, Alexandre Thang won two medals in the World Championship of Massage held in Copenhagen, Denmark. A Gold Medal in 'Facial Massage' and a Bronze Medal in the 'Overall Massage' category.

www.alexandre-kobido.com

External benefits include:

- Smoothing of facial lines
- Skin tightening
- Boosting the production of collagen and elastin.
- Improvement of the general condition of the skin
- Redefinition of the oval of the face
- Relaxation of muscle tension and relieving some pain
- Obtaining a more open, lifted face.
- Suppleness to the skin and muscles.

Internal benefits include:

- Release of tension and pain
- Clarification of thoughts
- Noticeable improvements on the mind, providing better concentration
- Emotional calm
- Renewed vitality and joy
- Improved sleep

With the help of TCM, we now have a better understanding of the interweaving between our physical body and its psycho-emotional and energetic spheres. Our face is the interface that connects both our uniqueness and the image of our entirety, to the outside world. Isn't it said that, with a single glance, we can identify the physical, emotional and energetic state of a person? Hence the importance of always maintaining our balance and homeostasis, both physically and psychologically, to preserve this precious link with the world around us, and thus project an ever calmer and serene image to others!



A few months ago after a Mental Health speaking engagement, I got chatting with a young lady and we connected well. She opened up to me asking for mental health advice. While I couldn't assist her at that moment, I never forgot about her because mental health affects everyone and issues can't just be ignored, they need to be addressed. Just like how you would immediately take a painkiller when you have a headache, the same applies to your mental health.

What can you do when you are feeling low?

Firstly, let's acknowledge that we are not always "walking on sunshine". We are humans. We experience life and all experiences will have an impact on our mental health. Some good some bad, but the fact is that life happens. This all needs a personalised approach. What works for one person to feel better might not work for you and vice versa. While most mental health conditions are clinically diagnosable, research states that by ignoring our negative mental state, we can actually put ourselves at higher risk of developing mental health conditions. Given some power and control in our hands, why don't we therefore use the same principle and put ourselves at higher risk for enjoying a fun-filled satisfying fulfilling life! The question therefore becomes "how can I do that"? "What can I do to lift my spirits when I am feeling low"?

"I challenge you to choose your own happy!"



**GRACE ZICHAWO ,
ELITE SCHOOL OF BEAUTY
ZIMBABWE**

To make this article easy for the eye and to add a bit of whimsical fun, I challenged myself to share 15 items that one can do to lift their spirits when feeling low. Check out the list and choose what works best for you. Remember, while general advice is good, mental health needs a personalised approach. As long as it's healthy and legal, do what works for you - what sparks the most joy in your heart! So here goes, enjoy!

1. STEP OUTSIDE. Staying indoors, or worse staying in bed may have you too much in your thoughts which if not positive, can spiral down to depressive thoughts.

2. SHOWER AND CLEAN YOURSELF UP. Getting cleaned up can have a positive effect on your mood. After your shower, completely moisturise your skin, brush your teeth, and comb your hair. You will definitely feel better about yourself. Don't be afraid to take your sweet time while caring for your personal hygiene. Self-care is a huge contributor to mental health.

3. MOVE YOUR BODY. Go for a walk outside, a hike or anywhere that gets you moving. This can be done indoors using a treadmill or weights or even a five minute stretch. Getting exercise and moving has immense benefits on your health and mental well-being. My go-to activities are Zumba and trail walks.

4. LET THE LIGHT IN. Having a light and bright home or office space can brighten your day. Let opening the curtains or switching on the lights be the first thing you do when you wake up or enter a dark office.

5. LET OUT THE TEARS. Crying isn't fun but can help release any negative emotions. Find a quiet place in your home if you don't want to cry in front of anyone. Crying can help release pain, and you'll feel better afterwards. Allow yourself to feel the emotions when need be. Let them in, accept them and release them.

6. WRITE IT OUT. Writing helps me get my feelings and emotions in front of me where I can see them, helping me to get them out of my head and deal with them. I have been writing out my prayers for the last year and it's amazing when I go back to my words and read my answered prayers.

7. CUDDLE UP AND HUG. Touch is the first sense that connects humanity across the globe. Just the feeling of someone being close and holding us brings us back to when we were being held by our mothers when we were babies. Human touch can go a long way to making you feel better.

8. DISCONNECT. Find some time to turn off your phone. Turn off your social media, notifications and news. Scrolling through all the news feeds and negative things happening around the world can be a waste of time and make you feel low. More dangerously, scrolling leaves too much room for comparison. We forget that people share the highlight filtered reels of their lives. The more we watch, the more we risk harm to our own mental health.

9. PLAN SOME FUN. Make an intentional effort to do activities that spark your joy. Whatever you enjoy doing, make it fun either by yourself or with friends. Go out for lunch, see a movie, have a small get together with the people you love.

10. INDULGE IN A HEALTHY TREAT. I like to eat or drink something healthy during the day. It just brings my energy levels up, helps revitalize me, and lifts my mood. It makes me feel like I am choosing my own health. I feel good!

11. DECLUTTER AND CLEAN YOUR ROOM OR WORK STATION. Cleaning may be the last thing you feel like doing when you're feeling down but the sense of accomplishment after your tiny task will make you feel better. Research states that you are able to focus and think much more clearly when you are in a clean environment.



12. TAKE A LONG DRIVE OR SLOW STROLL IN THE OPEN AIR.

Being away from the norm lets us reflect and unwind. For some people, being in the driver's seat comes with a sense of control that allows them to feel like they can accomplish anything. Same goes for breathing fresh air in an open field.

13. DO A RANDOM ACT OF KINDNESS. Making an effort to be kind to others will make you feel better. This can include checking up on a sick friend or visiting a lonely relative.

14. TAKE A NAP. A 10-30 minute afternoon snooze will improve your mood and boost alertness and productivity when feeling overly tired and lethargic.

15. GRATITUDE JOURNALING. Write down 3 things you are grateful for each day. This allows you to appreciate life as you take a break from all the negativity around you and it engages you with the present moment. You won't feel like you are just there existing and watching the days go by. By journaling your 3 items you are recording current time and choosing to be part of the time.

My final tip is my most favourite and that is to create an emergency "happy box". Fill a box with tickets from your favourite past trips or concerts, pictures of loved ones, postcards, old birthday cards, kind emails from co-workers, souvenir artefacts from past trips, past birthday cards, old artwork from way back, or old perfume bottles. Whatever makes you think of happy times, put it in there! If you're having a bad day, pull out the box for a happiness boost!

I challenge you to choose your own happy! Be it a person, a place or an activity, do more of what sparks the most joy in you! Be well!

Written by Grace Zichawo

**Certified Wellness Consultant,
Business Development Manager & Spa
Educator at Elite School of Beauty Zimbabwe.**

grace@eliteschoolofbeautyzim.com



Thea de Ruijter

In Memoriam

In loving memory of Thea de Ruijter, CIDESCO International Examiner since 1984, an amazing CIDESCO teacher and CIDESCO Section Netherlands Board Member.

Thea de Ruijter started her career as a Beauty Therapist in the late seventies. For many years she was a teacher at the Lya Goosmann Institute in Rotterdam. During a CIDESCO World Congress she sat and passed the CIDESCO Post Graduate exam and then became an International examiner in 1984.

Thea was an examiner from 1984-2016 and travelled extensively during her time as an International examiner with CIDESCO. She was extremely well-known and liked.

For her dedication and passion to CIDESCO, Thea was awarded the Medaille d'Or in 2007. At the same time she was still teaching mainly CIDESCO education at the Lya Goosmann Institute, and during these years she also became a director at the Institute.

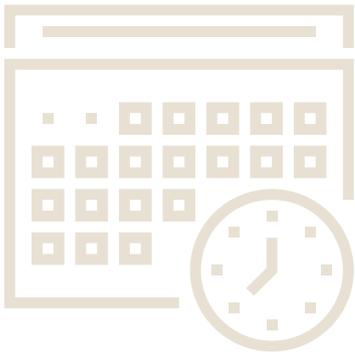
Many courses were taught by Thea, not only at the Institute but also at Cosinta, a beauty company in the Netherlands.

Thea was a board member for the CIDESCO Dutch section and co-opt president when Ursula van Deelen, who was at that time president of the Dutch section, became President of CIDESCO International.

The CIDESCO family will miss you.

You will live in our hearts and minds

1943 - 2022
in loving memory



Diary Dates

AUGUST 2022

11-15 Beauty & Wellness Expo, Hong Kong <https://event.hktdc.com/fair/hkbeautyexpo-en/HKTDCC-Beauty---Wellness-Expo/>

SEPTEMBER 2022

15-17 CIDESCO World Congress, Bali, Indonesia cidescocongress.com/

15-17 Cosmoprof ASEAN, Bangkok, Thailand www.cosmoprofcbseasean.com/en-us/

19-22 32nd Internal Federation of Societies of Cosmetic Chemists (IFSCC) Congress, London, UK <https://ifsc.org/>

20-23 Spatech Europe, Algarve, Portugal www.spateceu.com/

21-22 in-cosmetics Latin America, São Paulo, Brazil www.in-cosmetics.com/

21-23 InterCHARM, Seoul, South Korea www.intercharmkorea.com/

28-30 Cosme Tech 2022 International Cosmetic Development Expo, Osaka, Japan www.cosme-week.jp

OCTOBER 2022

1-2 Beauty Forum, Munich, Germany www.expobeds.com/event/beauty-forum-munich

2-3 Premiere Columbus, Columbus, OH, USA <https://premierecolumbusshow.biz>

2-3 Forum de l'Esthetique et du Spa, Paris, France www.cosmoprof.com/en/corporate/cosmoprof-network/beautyforum-exhibitions/forum-de-lesthetique-et-du-spa/

03 CIDESCO Global Awards <https://cidesco.com/event/cidesco-global-awards-competition/>

6-8 K-Beauty Expo, Goyang-si, South Korea <https://k-beautyexpo.co.kr/fairDash.do?hl=ENG>

8-10 Cosmoprof India, Mumbai, India <https://cosmoprofindia.com/>

9-10 IECSC Florida, Palm Beach, FL, USA www.iecsflorida.com/

13-15 Beauty Istanbul, Istanbul, Turkey <https://beauty-istanbul.com/>

23-25 Expo Beauty Show (EBS), Mexico City, Mexico www.expobeautyshow.com/en-us.html

24-26 Beautyworld Japan, Osaka, Japan <https://beautyworld-japan-osaka.jp.messefrankfurt.com/osaka/en.html>

28-29 Cosmetica Frankfurt, Frankfurt, Germany www.cosmetica.de/cosmetica-frankfurt/

31-3 Global Wellness Summit, Tel Aviv, Israel www.globalwellnesssummit.com/2022-global-wellness-summit/

31-02 Beautyworld Middle East, Dubai <https://beautyworld-middle-east.ae.messefrankfurt.com/dubai/en.html>

NOVEMBER

6-7 Professional Beauty Ireland, Dublin, Ireland https://professionalbeauty.co.uk/e/Ireland/site/Home_show

12-13 Cosmetica Berlin, Berlin, Germany www.cosmetica.de/cosmetica-berlin/

18-19 Cosmoprof Asia, Hong Kong www.cosmoprof-asia.com/

GLOBAL AWARENESS DAYS

AUGUST

19 – World Humanitarian Day

SEPTEMBER

5 – International Day of Charity

10 – World Suicide Prevention Day

15 – World Lymphoma Day

15 – International Day of Democracy

16 – International Day of the Preservation of the Ozone Layer

20-25 – International Week of Happiness at Work

20-25 – World Reflexology Week

21 – International Day of Peace

22 – World Car Free Day

24 – World's Biggest Coffee Morning

OCTOBER

1 – International Day of Older Persons

1 – World Vegetarian Day

1 – World Smile Day

10 – World Mental Health Day

NOVEMBER

1-29 – National Scholarship Month

1-29 – November

2-5 – International Stress Awareness Week

9 – Social Media Kindness Day

13 – World Kindness Day

19 – International Men's Day

22-25 – International Leadership Week

25 – Black Friday

JOIN US AT THE 68TH CIDESCO WORLD CONGRESS

CIDESCO International invites you to the 68th CIDESCO World Congress, at the Kartika Plaza in Bali, Indonesia, held between 15th - 17th September. Organised by CIDESCO Section Indonesia, the theme for this year's Congress is THE HERITAGES OF BEAUTY.

PROGRAMME

15th September

- Welcome Reception
- CIDESCO Exhibition
- School & Examiners Meeting

16th September

- General Assembly (by invitation only)

17th September

- Congress Lectures Programme morning
- International Examiners' Lunch
- Congress Lectures Programme afternoon
- Make-up & Body Art Competition
- Gala Dinner

The CIDESCO International Congress also enable you to discover the many attractions of Bali which is an island known for its wellness in addition to its magnificent temples, arts and crafts, stunning beaches and splendid rice fields.

To find out further information and register visit www.cidescocongress.com



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- 2. CIDESCO Associate Corporate Membership for companies with over 50 employees**
- 3. CIDESCO Associate Individual Membership for individual professionals**

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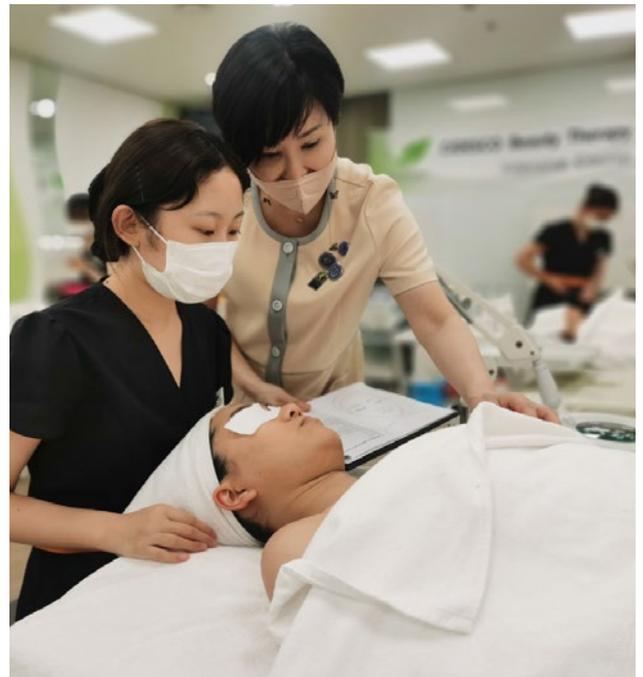
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Around the World

CONGRATULATIONS TO ALL CIDESCO STUDENTS WHO ARE EITHER IN TRAINING OR HAVE SUCCESSFULLY PASSED THEIR EXAMS. HERE WE CELEBRATE A SMALL NUMBER OF THEM FROM AROUND THE WORLD.



Seokyeong university in South Korea



Gilda International Beauty School in Sweden



BTI Lagos, Nigeria



Around the World...



TMC Aesthetic college, Malaysia



Art of Beauty School, Lithuania



Issamay School of Beauty first ever epilation exam, beauty therapy, and aromatherapy



Successful CIDESCO Beauty Therapy Diploma students from Enniscorthy Community College, Ireland.

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