



EST. 1946

CIDESCO  
THE WORLD  
STANDARD  
FOR BEAUTY  
& SPA THERAPY

CIDESCO  
INTERNATIONAL  
GUIDE SERIES

# CIDESCO INTERNATIONAL GUIDE TO A CAREER IN BEAUTY & SPA THERAPY

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## CHOOSING BEAUTY OR SPA THERAPY AS YOUR CAREER



There has never been a better time to study beauty and spa therapy with global demand for therapists at an all-time high. As a career, it offers you variety and self-fulfilment plus the option to work all over the world. It also gives you the opportunity to specialise in certain treatments or therapies, progress to managing some of the finest industry establishments or even become the founder of your own beauty salon or spa. The CIDESCO membership alone is filled with hundreds of successful business people, all enjoying the benefits and job satisfaction of their career in beauty and spa therapy long term.

This Guide includes insights from CIDESCO industry experts on choosing a career in beauty or spa therapy.

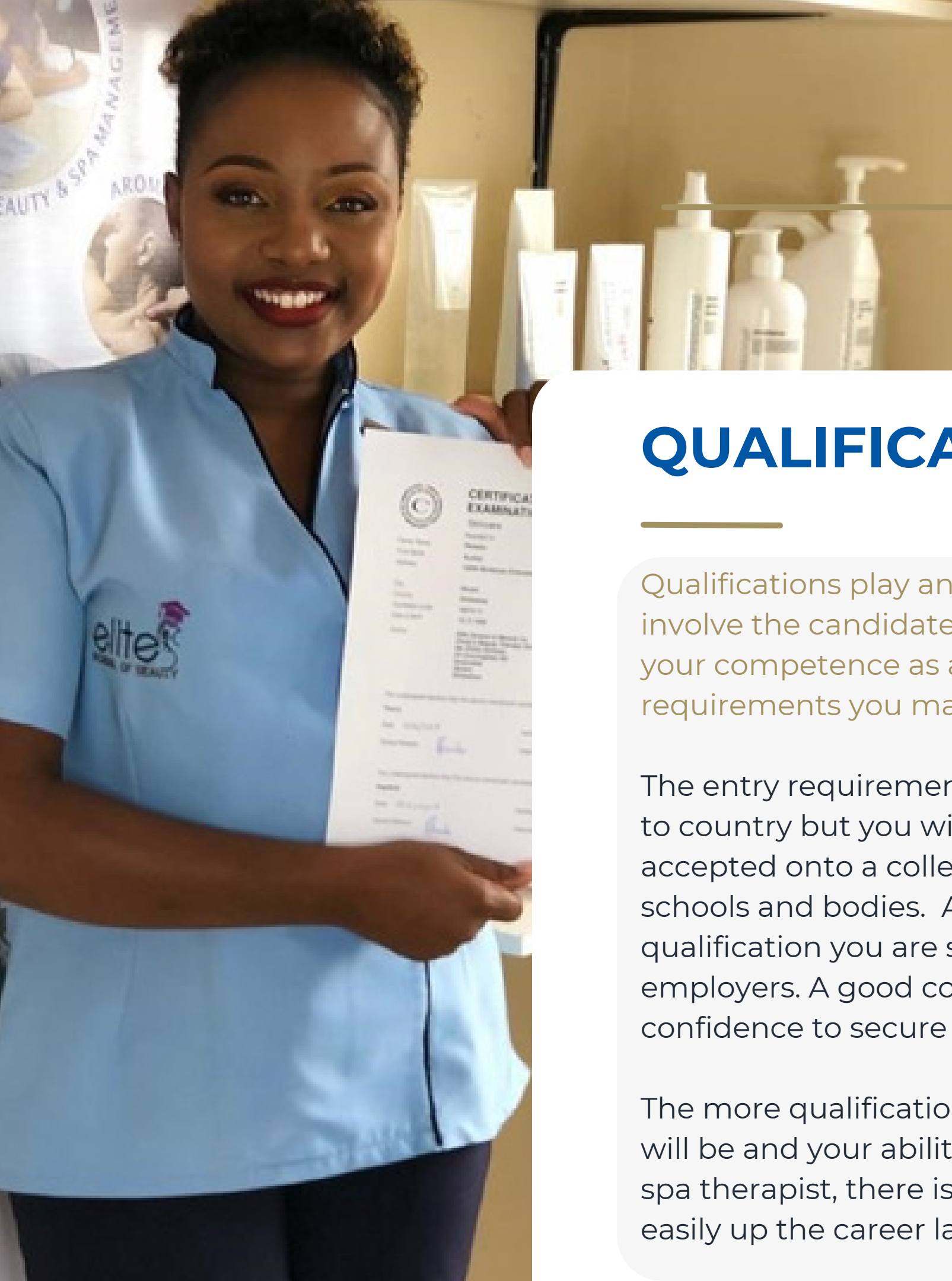
**Gerard Gordon**  
Executive Director, CIDESCO International



## WHAT ATTRIBUTES DO YOU NEED TO BE A BEAUTY OR SPA THERAPIST

Beauty and Spa Therapy is a service career so it tends to suit people who love dealing with people and enjoy the rewards of making them look and feel better. Other traits that are important to have are:

1. A passion and interest in beauty, skincare or spa therapies.
2. Excellent communication and interpersonal skills and sensitive to each individual client's needs.  
Customer service is one of the most important elements of this role.
3. Pride in providing treatments which are of a high quality.
4. Interested and open to learning about new techniques and skills.
5. A high level of professionalism which includes being discreet with client information. For some clients you will be a shoulder to lean on, so it's important to keep any personal information to yourself.
6. Positive and calm.
7. Work well as part of a team.
8. An interest in hygiene and keeping clients safe.
9. Ability to soft sell products that will benefit your clients.
10. Punctual and organised. Providing treatments requires you to organise your time and be prepared.
11. The role can be physically demanding particularly where massage is concerned so a certain level of fitness and stamina is required.
12. Quite often you will need to work shifts including weekends so being flexible in your approach to the business is important.



## A CAREER IN BEAUTY & SPA THERAPY

### QUALIFICATIONS

Qualifications play an important and essential part in the career of a beauty or spa therapist and involve the candidate taking both practical and theory examinations. These qualifications confirm your competence as a therapist and give reassurance to your clients. They will also fulfil any insurance requirements you may need to do your job.

The entry requirements to becoming a qualified beauty therapist or spa therapist vary from country to country but you will generally need a minimum level of exam achievement at school to be accepted onto a college course. Alternatively, there are specialist courses run by private training schools and bodies. Always do your own research into the best course for you to ensure the qualification you are studying for is giving you the best possible skills and is widely recognised by employers. A good course will not only teach you the skills but it will also help you gain the confidence to secure the best possible job once you are qualified.

The more qualifications you hold and experience you have, the more well-rounded your education will be and your ability to help clients will be greater. This is one of the great joys of being a beauty or spa therapist, there is always something new and interesting to learn which can help you move more easily up the career ladder.

## "I'D LIKE TO THINK THAT AESTHETICS CHOSE ME"



Laura Schirmer, @skinbylauralynn is a licensed Aesthetician, Massage Therapist, Nail Technician and a CIDESCO diplomat. She studied at The Institute of Cosmetology, Esthetics, & Massage in Houston, Texas. Laura tells us about her career path in beauty.

If I could go back and relive esthetic school days- I would in a heartbeat! The CIDESCO program has given me in-depth knowledge, and technique that sets me apart from others, giving me confidence to excel in the Aesthetics Industry. Holding a CIDESCO diploma is so much more than a piece of paper. It's a community of inspiring, intelligent, international education. It's The World Standard for Beauty and Spa Therapy.

My career as a CIDESCO diplomat and Aesthetician has provided me with many opportunities in the last 6 years. From school, I was employed at LifeSpa in Sugar Land, TX where I was supported as a new esthetician and was finally able to apply what I learned in school. In 2020, I had the opportunity to work in London as a HydraFacialist for HydraFacial EMEA at their pop-up location.

I have most recently been employed as an Aesthetician and Laser Specialist at SpaDerma in Chicago, IL. This was my first experience in the medical side of aesthetics. I've learned that no matter how much experience you have, there's always room to learn and grow in this ever-evolving industry.





## A CAREER IN BEAUTY & SPA THERAPY

### A WIDE CHOICE OF CAREER OPTIONS

When you train to be a beauty or spa therapist, you have a wide choice of career paths to follow depending on your personal interests and career goals.

You can become a beauty therapist, spa therapist, facialist, salon manager, spa manager, spa director, wellness manager, nail technician, makeup artist, massage therapist, mobile therapist, salon owner, cosmetic counter consultant, and even run your own beauty or spa business. With further training you can also choose to specialise in a specific skill such as reflexology, aromatherapy, certain types of massage, reiki etc.

Alternatively, some therapists move into working for beauty brands or product houses and other suppliers working within the industry in sales, marketing and other management positions. And these are just some of the opportunities.

It's a flexible role and you can work as much, or as little as you like so it's the perfect job for working around a family or combining with other interests. It's also one you can come back to after a career break.

Many CIDESCO members who have started as beauty therapists have gone on to have long and rewarding careers, at the same time forging valuable, long term friendships.

## "I LOVE TO SEE THE RESULTS WE GET TOGETHER, THE CUSTOMER AND I"



Helene Flink is a CIDESCO certified and authorised Skin and Body therapist who for 30 years has been running Clinique'91, Helene Flink Hud & Makeup, a CIDESCO accredited salon in Sweden.

I completed my professional beauty education in Oslo and graduated in December 1991. I am also a member of SHR, the Swedish House Therapists' National Organization.

Over the years, I have constantly updated my knowledge with various courses, lectures and training in, among other things, skin care, body care, anatomy & physiology, make-up & entrepreneurship. Tailoring products and treatments, individually for each customer's skin condition and needs, is a task that I do with great commitment and joy. I love to see the results that we get together, the customer and I!

For several years I have also been a volunteer for LGFB - Look Good Feel Better where I teach skin care and makeup to women with cancer. This is close to my heart and feels that it is important to be able to give my knowledge to women in a difficult life situation, where for a few hours they get to focus on themselves, to feel better.

During my years, I have also mentored and coached several skin therapists in the industry which has been so rewarding. There's nothing better than seeing a person grow in their role and dare to do what they never thought possible.





## A CAREER IN BEAUTY & SPA THERAPY

### WORKING ABROAD

The Spa and Beauty Industry provides fantastic opportunities to work aboard, particularly when you hold an internationally recognised qualification.

One of the easiest ways of working abroad is on board a cruise ship. Many of the most highly respected therapists have learnt their skills onboard, at the same time fulfilling their desire to travel the world. Many countries are also lacking skilled beauty and spa therapists so spas and hotels in these locations will quite often sponsor someone from abroad for a set time. The CIDESCO Guide to Working Abroad is full of information on this topic.

“Working abroad has made me a more competent, confident and well-rounded therapist, having learnt how to approach different nationalities and how to be adaptable to all situations. Thanks to my CIDESCO qualification, I have always been welcomed into the global Beauty Industry and have stood out as being a Therapist of a high standard.”

Taryn Houlsby, CIDESCO member



# MENTORS FOR CAREER ADVANCEMENT

## A CAREER IN BEAUTY & SPA THERAPY

Mentorship can provide numerous benefits for someone starting out in the industry. This includes:

1. **Knowledge and information** – when you start out in the beauty or spa business, there's a lot you have to learn. A mentor can share their own experience and skills with you, helping you to work smarter, avoid mistakes leading you to fast-track your career. This information often extends to general business advice around business planning, handling daily operations and making strategic decisions.
2. **Clear Insights** – when someone has experience, they can often see clearly where we need to improve by providing honest constructive criticism. By understanding our weaknesses we know how to improve and grow.
3. **Personal Development** – we are all different so a good mentor will understand how to encourage each individual's personal growth to bring out our best assets.
4. **Encouragement** – sometimes it's difficult to keep pushing ourselves and developing. A mentor is always there to cheer us on and provide the necessary guidance when we need it.
5. **Sounding Board** – having someone to discuss your ideas and thoughts with is extremely valuable, especially when you know you will receive an honest opinion. This can help you avoid time going in the wrong direction and encourage you more in areas which shows potential.
6. **Connections** – mentors can often provide access to others within the industry that could be of benefit to you for their skills and own contacts. This industry networking might include trusted suppliers, new partnerships and even funding for your business.

A mentor is also free which makes them a priceless asset when it comes to career advancement.



## MY CAREER JOURNEY IN BEAUTY



Horace Au-Yeung studied for the CIDESCO Diploma in 2002 and is now founder and Director of export/import agency, Everwin Perfect Partners (Int'l) Ltd in Hong Kong.

Horace has worked with several internationally renowned skin care companies including Edes in Switzerland, Circene in Switzerland, VIP s.r.l in Italy, Sothys, Phytomer in France, In Essence in Australia, Alqvimia in Spain, Dermalogica in the USA and Eve Taylor in the UK, where he was mainly responsible for sales and professional training.

With the opportunities of studying and training abroad, Horace profoundly understands the importance of professional knowledge and skills of beauty practitioners, especially experience sharing. He believes a maximum synergy benefit of combining product theories and practical experiences can improve beauticians' aptitudes and attitudes to be more professional & customer-oriented and gain respected relationships.

Horace set up his own company in 2006. He collaborated with the Swiss Biochemical Research Group to develop the Swiss De La Core "core skin care," and he was the agency of Zell-V cell therapy products of Switzerland/German and the Eve Taylor brand of British, responsible for brand marketing and sales training. He has further acquired professional training in CMM Monita Beauty Academy and CIDESCO International courses thereby attaining acceptance & recognition in the industry and achieving a win-win situation of B2B and B2C.



# CIDESCO QUALIFICATIONS

**A CAREER IN BEAUTY  
& SPA THERAPY**

CIDESCO offers a choice of over 24 courses to gain an internationally recognised qualification to work in the beauty or spa industry. Here we spotlight three of our most popular qualifications for starting a career as a beauty or spa therapist.

## BEAUTY THERAPY DIPLOMA

Our most popular course for newcomers to the industry which will equip them with the required skills to operate as a beauty therapist for the face and body. Students must undergo a course of at least 1200 hours of training in practical and theoretical work in a registered CIDESCO School. On completion of the course, students take the CIDESCO Examination which consists of: facial examination, body examination, project and written examination.

## SKINCARE DIPLOMA

This qualification provides candidates the required information and qualification to be able to efficiently and effectively work as skin care therapists including facials with electrical treatments, waxing and make-up. Candidates are required to have completed a course of at least 690 hours at a registered CIDESCO School covering all subjects in the CIDESCO Skin Care Syllabus.

## SPA THERAPY DIPLOMA

This Spa Therapy course is a complete training course which does not require the student to have any previous Beauty or Spa Therapy knowledge. It encompasses all areas of Spa Therapy enabling the graduate to safely and effectively gain employment within the world-wide Spa industry. Candidates are required to have completed a course of at least 600 hours at a registered CIDESCO school, covering the Spa Therapy Training Syllabus.

For the full list of CIDESCO qualifications visit [www.cidesco.com](http://www.cidesco.com).



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## "THROUGH CIDESCO I HAVE FOUND MY PURPOSE! "



Sabrina Downes runs her own Beauty and Aesthetics business in the UK

From as early as I can remember I always wanted to do something meaningful. My need to help others was apparent all my adolescence and my need to help others was something that just kept growing.

I also had the worst acne you could possibly imagine and it was way into my adult years that I decided to do something about it. I started visiting places that said they were for skin and that they could help me. But was sold products after products that did nothing. I was totally defeated and felt stuck with this problematic skin which was embarrassing.

A few years later whilst applying make-up, another family member commented on how talented I was and that I should do something in beauty. I remember thinking to myself she didn't know what she was talking about because you need to be creative to do beauty and make-up and creativity was not my thing. But the seed was planted. I attended The London School of Beauty and Makeup, which is in the heart of London and I qualified with honours in all things and completed my CIDESCO exams.

I now own and run a successful Beauty and Aesthetics business where I am changing other people's lives. I have treated myself and through CIDESCO I have found my purpose. I have gained the skills and knowledge to help and support others with their problematic skin and other concerns. I have been able to team up with a dermatologist who I can now send my clients to if they need something prescriptive whilst having treatments with me. This is all on the back of the recognised and respected CIDESCO Qualification





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