



CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

EST. 1946

CIDESCO LINK

Issue 96 · 2023



The Graduate Issue

President's Message



**KARIN LUGGENS,
PRESIDENT,
CIDESCO INTERNATIONAL**

DEAR COLLEAGUES AND FRIENDS

Welcome to this issue of the CIDESCO LINK magazine, our graduate special issue. With great pleasure I will take you through some of the articles we have covered.

There is so much going on and so much to tell you about. In January this year there was the announcement of the CIDESCO Global Award winners. Entrants came from all over the world and in different categories including Nails, Massage, Beauty Therapy, Make-up, Spa, Beauty and Spa management. All the candidates were judged by well-known judges from the industry and we congratulate all the winners and thank everyone for taking part.

We are pleased to inform you of a new CIDESCO partnership with Charlotte Tilbury, the well-known make-up, skincare and beauty brand. Charlotte Tilbury is more than 28 years an icon in make-up and is famous for the "flawless skin". You can read the full story in this LINK magazine.

Another feature to enjoy reading in this issue are the many Graduate stories from CIDESCO graduates. It is interesting to read their reasons for choosing a CIDESCO education, where they are now on their career journeys and what they are looking forward to in the future.

"The New CIDESCO Career Guide" is a guide to a career in Beauty and Spa Therapy. It gives you a good overview of: choosing a career as Beauty and Spa therapist, qualifications, opportunities and career options. We hope it will help you in your career.

In March CIDESCO was at Professional Beauty in London in the UK for the second year running. Our CIDESCO schools meeting with speakers like Julie Bach, Neil Orvay, Jacqueline Kennedy and Mary O'Donogue and Gerard Gordon were a great success. During this meeting they had a chance to introduce CIDESCO Accredited CPD courses to new schools.

CIDESCO also had a booth at the Show where visitors could collect all kinds of information about our qualifications or speak to a member of our team.

I hope you enjoy reading this issue of CIDESCO LINK magazine!

**Best wishes,
Karin Luggens
President**

"It is interesting to read the graduates' reasons for choosing a CIDESCO education, where they are now on their career journeys and what they are looking forward to in the future. "

Introducing CIDESCO Values



Our values lay the foundation for what we care about most. They provide a common purpose that each member of CIDESCO should understand, work towards and live by. At CIDESCO International this year we have redefined our values and have pleasure in sharing these with you.

- *World Class Education*
- *Sustainability*
- *Inclusivity*
- *Comprehensive Wellbeing*
- *Global Excellence*
- *Best Customer Experience*

Charlotte Tilbury partners with CIDESCO on new education program



Charlotte Tilbury, the global luxury beauty and skincare brand, has partnered with CIDESCO, the world standard for beauty and spa therapy, for international certification of its new educational certificate program “Charlotte’s Expert Skin Program”. This will be Charlotte Tilbury’s first CIDESCO-endorsed educational program.

“Charlotte’s Expert Skin Program” comprises a Charlotte Tilbury Expert Skin training course covering theoretical and practical training, an MCQ examination, practical examination and submission of five Case Histories.

The new program has been created specifically for Charlotte Tilbury Beauty Therapists, Beauty Advisors and Make-up Artists with the aim of helping them provide world standard facial services.

These standards include having an expert level of understanding of ingredients, skin types and dermatology to establish a customer-centric approach for the development of skincare routines and to drive retail sales.



CIDESCO Education Workshop at Professional Beauty London

The CIDESCO International team were at the Professional Beauty Exhibition in London on 5/6 March for the CIDESCO Education Workshop. There was a huge turnout for our schedule of inspirational expert speakers and interesting topics including:

The Importance of Facial Lymphatic Drainage Massage Pre and Post Cosmetic Surgery - Jacqueline Kennedy; **Essential Facial Massage Techniques for Total Skin Rejuvenation, Glow Massage** - Lydia Sarfati; **Holistic integrative anti-aging massage** - Alexander Thang; **Massage for Mental Health** - Hayley Snishko; **How to revive your clients perimenopausal/menopausal skin and get back their glow!** - Jacqueline Kennedy and Alison Bladh; **Oncology massage** - Julie Bach and Martina Crkonova; **Barrier Disruption and Understanding Skin “Inflammaging”** - Lydia Sarfati; **Buccal Massage** - Dimple Amani.

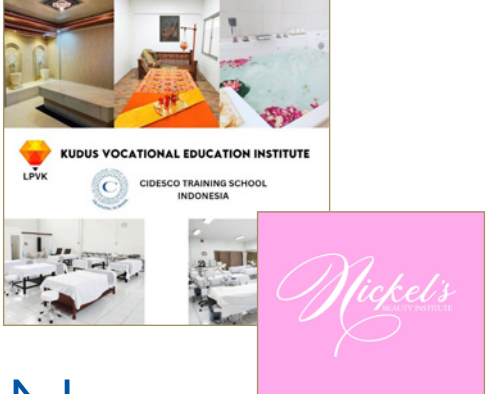
We thank all our speakers and supporters for contributing to this successful event.



Wellness in Vietnam

CIDESCO's Board Director, Pamela Adkins and Global Head of Business Development, Jacqueline Kennedy were honoured to attend the Wellness Education Congress and CIDESCO Graduation ceremony in Vietnam towards the end of last year.

This excellent program was hosted by the Võ Dung Spa International Academy and included Pamela Adkins performing the CIDESCO signature treatment and Jacqueline Kennedy promoting CIDESCO's Aims and Qualifications.



New Schools

A big welcome to our new CIDESCO accredited school in Indonesia, Kudus Vocational Education Institute (LPVK). LPVK is engaged in high education standards, supported by qualified teachers with international standards.

We are also pleased to report that Nickel's Beauty Institute has become our first CIDESCO training school in Barbados.

We look forward to working with them and welcoming their students to the CIDESCO International membership.

CIDESCO partners with the Evolution-U Spa Academy



The Evolution-U Spa Academy "Top Performing Spa & Salon Series" is the first corporate level business psychology training to be developed for the spa and salon industry and to be approved by CIDESCO.

Based on the linguistics, psychology and 20 years of successes (and failures) of 100+ award winning Hong Kong spa salon brand Sense of Touch, the Top Performing Spa and Salon series gives spa and salon managers, therapists and receptionists the tools they need to excel.

New CIDESCO Expert Guide

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 new Expert Guide to a career in beauty and spa therapy includes insights from CIDESCO industry experts on choosing a career in beauty or spa therapy.

CIDESCO GLOBAL AWARDS RESULTS

CIDESCO International announces the winners of its annual awards that celebrate the best in beauty and spa graduates, students and professionals. With categories spanning Beauty Therapy, Make-up, Spa, Massage and Nails, the awards attract entries from all over the world.

The CIDESCO Global Awards are free to enter and judged by a panel of industry experts from each category. Sponsors included: Biologique Recherche, Babor, Repêchage, Cosmoprof, Lemi and Scratch magazine.

Monita Image Art College in China swept the board with its talent in beauty therapy and make-up while Qatar-based Kanittha Faesawat was voted the winner of the Spa Professional category and Hayley Snishko from the UK led the Massage Professional category.

BEAUTY THERAPY AWARD (STUDENT)

Winner: Lei Wenwen, Dalian Monita Image Art College, China

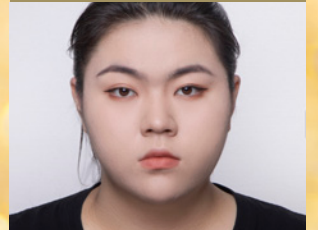
Runner-up: Wen Hua Bing, Beijing Monita Image Art College, China



MAKE-UP (STUDENT)

Winner: Yu Jing Qi, Dalian Monita Art College, China

Runner-up: Fu Hui Hui, Dalian Monita Art College, China



BEAUTY THERAPY AWARD (GRADUATE)

Winner: Zhang Lian, Dalian Monita Image Art College, China

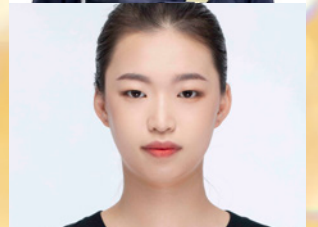
Runner-up: Liu Yu Zhu, Zhenzen Monita Image Art College, China



MAKE-UP (GRADUATE)

Winner: Hu Ju, Dalian Monita Art College, China

Runner-up: Liang Hui Ying, Zhenzen Monita Image Art College, China



MASSAGE PROFESSIONAL

Winner: Hayley Snishko, London, UK

Runners-up: Mohsin Shaikh, Mumbai, India; Natsuko Kamata, Japan



NAIL PROFESSIONAL

Winner: Tsui Ho Shan, Hong Kong, China

Runner-up: Yuen Ka Wing, Monita Academy, Hong Kong, China



SPA PROFESSIONAL

Winner: Kanittha Faesawat, Spa Body Massage, Qatar





YOUR TREATMENT ROOM ESSENTIALS

Repêchage® loves beauty therapists, helping them customize treatments to create perfect skin every time. Expertly formulated with the most efficacious, bioadvanced ingredients, Repêchage® provides the highest standard of **award-winning, dermatologist tested and clinically proven** seaweed based skin care products worldwide.



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“I know that the key to success is creating customized treatments that truly address each clients’ skin concern. Repêchage® has been providing beauty therapists with everything they need to create beautiful skin since 1980, with cleansers, toners, moisturizers, masks, exfoliators, peels and more in professional sizes to keep essentials always in stock.”

— LYDIA SARFATI, FOUNDER AND CEO, REPÊCHAGE®



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To find out more contact info@cidesco.com

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

There are a number of benefits to becoming an Associate member of CIDESCO. This includes use of the CIDESCO Associates logo, a profile on the CIDESCO International website and connection with the CIDESCO global membership which spans worldwide.

There are three types of Associate Membership available:

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

Our current Associates include: Biline Jatò, Biologique Recherche, Eve Taylor, Medicera, pHformula, Professional Beauty, Repêchage, Sothys, and Xlash Cosmetics.

Reach beauty and
spa professionals in over
40 countries worldwide

**TO ADVERTISE IN THE CIDESCO
INTERNATIONAL LINK MAGAZINE**

Contact Erika Ferreira at CIDESCO International

Email: info@cidesco.com

Tel: +41 44 448 22 00





Image credit: Madison Lavern

The Future of Wellness

The Global Wellness Institute has released *The Future of Wellness 2023*. The report identifies 12 key wellness trends impacting the wellness economy this year and beyond.

Read the full report here. globalwellnesssummit.com/2023-global-wellness-trends/

Trends include:

1. **WELLNESS + GATHERING** - Wellness Comes for the Loneliness Epidemic
2. **WELLNESS + TRAVEL** - From Global Smorgasbord to Hyper-Indigenous
3. **WELLNESS + WORKPLACE** - Workplace Wellness Finally Starts to Mean Something
4. **WELLNESS + BEAUTY** - From “Clean” to Biotech Beauty
5. **WELLNESS + CITIES** - Urban Infrastructure Just Might Save Cities
6. **WELLNESS + WEIGHT** - The Skinny on Brown Fat and Eliminating Obesity
7. **WELLNESS + GOVERNMENTS** - The Case for Coming Together
8. **WELLNESS + WATER** - Blue, Hot and Wild
9. **WELLNESS + SPORTS** - New Business Models for Hospitality
10. **WELLNESS + SENSES** - Multisensory Integration
11. **WELLNESS + BIOHACKING** - The Wild, Wild West of Biohacking so we can become super human
12. **WELLNESS + FAITH** - Having Faith in Business

Life Saving Saunas



Image credit: gpainstudio on Freepix

Frequent sauna bathing has been shown to reduce the risk of respiratory ailments and infections, so reveals a recent study.

Taking a sauna at least twice a week could significantly reduce the risk of infections, including pneumonia. The study conducted at the University of Eastern Finland and the University of Bristol found that men who regularly visited saunas were almost 30% less likely to develop pneumonia, while taking a sauna four times a week cut the risk by 40%.

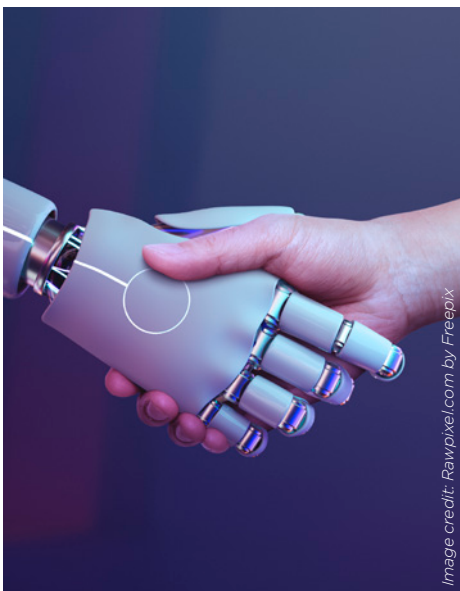


Image credit: Rawpixel.com by Freepix

Rise of the Massage Robot

Singapore robotics firm AiTreat is embarking on a new product evaluation in the US for their massage robot powered by artificial intelligence at Mayo Clinic, USA. At the same time, a randomised controlled trial (RCT) comparing the efficacy of the massage robot with existing therapies such as manual Tuina – a massage used in Traditional Chinese Medicine – in managing chronic low back pain is also being planned in Singapore.

These research projects are aimed at alleviating the manpower shortage of skilled massage therapists and possibly to augment the work of physiotherapists in managing less complex cases.

The RCT will be jointly led by the biomedical sciences and Chinese medicine programme at Nanyang Technological University, Singapore (NTU Singapore) and Singapore General Hospital (SGH).

roboticsandautomationnews.com/2023/02/14/massage-robot-to-start-product-evaluation-in-the-us-and-clinical-trial-in-singapore/60259/

CIDESCO Graduate Stories

Imagine a world of endless possibilities, where you can pursue a career in beauty or spa that can take you to new heights. The good news is, with CIDESCO training, this dream can become a reality.

Don't just take our word for it, we're excited to share with you inspiring stories of our graduates who have gone through the rigorous training and are now enjoying the fruits of their labour. While their journey may have been filled with hard work, they all agree that it was worth it.

We hope that their tales of success will ignite a spark and inspire others to join the ranks of our talented beauty and spa professionals.



ARDITA KIDA, SWITZERLAND

In 2021, Ardita Kida decided that it was time for her to take on a new professional challenge and took the first step by enrolling at the Dobi Beauty Academy in Suhr-Switzerland, a CIDESCO accredited School.

When she started training at the Dobi Academy, she was having a challenging time with the German language which was not her native tongue. Sometimes it was very difficult for her because there were many professional and medical terms that she had never heard or known before. But she always had the support and patience of her tutors who supported her and explained in detail any question she might have.

Another challenge for her was to study while raising three small children at home. There were nights

when she hardly slept just to meet the study goals.

Just before her final exams, she had a loss in her family. It was the tragic death of her 25-year-old cousin, with whom she had a very close relationship. It changed her whole perspective on life and she lost all motivation. Thanks to the many people around her and her tutors who supported her and gave her the strength she needed to try, she passed her final exam.

Ardita is now a certified CIDESCO esthetician and owns her personal beauty salon in Kölliken, Switzerland, and keeps winning new clients with her amazing and rewarding work.



BIN CHEN, CHINA

Bin Chen is the owner of the Shanghai JACKY Health & Beauty Education Studio in China in addition to working as City Sales Manager for L'Oreal Group and Director of National Education Of Leduzhiyao nuanpizhi, a Japanese brand.

“This is the most impressive time in my beauty career! I finally graduated from the 51st exam of CIDESCO International Beauty Diploma in Wuhan Wuxin, a CIDESCO School! It's a very memorable and rewarding experience to receive this most prestigious beauty Diploma in the global beauty industry. It made me feel confident to utilize and share my CIDESCO Beauty knowledge and skills to other beauticians and students in China through my Beauty Education Studio in Shanghai.

After obtaining the CIDESCO Diploma in Beauty, I was given responsibility by two well-known cosmetic companies to provide international level beautician training and beauty salon operations. In the training I provide, I have highlighted CIDESCO's International high standard in Beauty. The international beauty curriculum has attracted many experienced beauticians and college students. Sharing CIDESCO's Beauty knowledge and skills has become my commitment and mission.

I have always been proud of my CIDESCO Diploma, I will continue to study and assess IPL Light Therapy, Microneedle Therapy, Aromatherapy Therapist courses, as these are the future trends and needs in mastering health & beauty. I insist on constantly challenging myself to maintain a high standard In China's Beauty Industry.”



CASSIDY HUGHES, SOUTH AFRICA

Cassidy Hughes is a CIDESCO graduate from Total Concept Academy, South Africa. Cassidy talks about her passion for beauty and the important role it has in inspiring confidence.

“Growing up in a household where the women in my life never cared for outer appearances, the beauty industry seemed so far and foreign. I was taught that just being your natural self was best and applying a single coat of lipstick was all you needed to enhance your natural beauty. All these opinions and negative connotations of the beauty world seemed to dim the budding passion I had for it. What was once a dream got compartmentalised and labelled as a hobby.

However, despite putting my passion on the backseat, it managed to sneak it's head around the corner when it came to choosing the career I'd like to work in. I always knew no matter which field I tried to study in, my heart was always facing one direction— beauty therapy. The week after I finished my secondary education, it came as no coincidence that an advertisement for an internationally recognised beauty Academy popped up. This was the start of my journey as a therapist. Studying at a CIDESCO accredited Academy opened my eyes and exposed the beauty world to me on a different level.

Studying beauty wasn't just about applying makeup or painting nails, it became about understanding the inner and outer workings of the body. Receiving a world class education and understanding the body on a molecular level taught me

“Beauty and confidence is an ongoing learning experience, a journey of growth that never ends.”

that everyone might have the same makeup but different needs and becoming a therapist helped me to meet those needs. This changed my perspective of the industry; you're not just performing a treatment, you're touching a person's life and forming a connection, you're changing what was once an insecurity into a charm waiting to be exposed. As a therapist, you're giving your client a second chance at getting their confidence back and that makes my job fulfilling. Having a client walk in with dropped shoulders and tired eyes leaving feeling relieved and happy, is what being a therapist is all about. Beauty restores confidence, it exchanges a tender touch and it creates a connection or memory that can never be forgotten.

Joining the beauty industry and becoming a therapist has been an uplifting and empowering process. It taught me values, morals, discipline and it gave me confidence. The beauty industry is so vast and is continually growing, there is always new technology developing and more to learn. Beauty and confidence is an ongoing learning experience, a journey of growth that never ends. Working as a therapist has been a humbling experience that has allowed me to share parts of myself with others.

It's about pouring from your full cup into someone's empty one, sharing advice and knowledge in an educated and safe way, changing lives with one appointment at a time. I'm proud to be installing confidence in others through beauty.”



ELIZABETH DWI SUSILOWATY, GERMANY

Elizabeth Dwi Susilowaty is a Cidesco Aesthetic Diploma graduate from Puspita Martha Tilaar Beauty School, class of 2008 in Indonesia.

“When I graduated from Cidesco, I had managed to accomplish one of my dreams which was to run my own Salon in Cibubur, East Jakarta. However, in 2012, I had to close down the business because I was getting married and moving to Germany with my spouse.

After living in Germany for a while, learning the language, the culture, the people, I was encouraged to start my Salon business again in Schortens, the city where I live.

In the beginning, It was not easy. There were challenges trying to find the right location, set a reasonable pricing strategy locally and market the business in the neighbourhood. However, with a lot of hard work and

professionalism which was down to providing the highest possible service to each and every client, my Salon in time became well known, driven by all the positive word-of-mouth. Today I am pleased to have a lot of regular clients who are very happy with their treatments.

For this opportunity, I would like to express my gratitude towards the Puspita Martha Beauty School for everything I was taught, and now I can proudly promote both Puspita Martha & Cidesco in the city where I run the business. I wish all the best for Puspita Martha Beauty School and all the students & graduates, especially towards Mrs. Martha Tilaar, Mrs. Wulan Tilaar Mrs. Pinkan Tilaar, and Cidesco.

I would also like to thank my beloved mama, my brother, my husband and my lovely daughter for the continual support they give me every day.”



HANNAH DONNELLAN, IRELAND

“Beauty therapy has been in my family for many years. My grandparents launched Flair Hair and Beauty Supplies which today, my father and uncle run, supplying the hair and beauty industry in Ireland and the UK. Working here part-time as a student instilled a passion for beauty within me.

I decided to pursue beauty therapy because of the positive impact that beauty treatments have on the client’s physiological and psychological health. I chose to qualify as a Cidesco beauty therapist at Georgina Price in Galway because of the high standard of training the college upholds when training their students. I found the college to be a supportive yet efficient environment which helped to facilitate my learning.

Having a Cidesco qualification enables graduates to work worldwide. Not only did holding this high standard of training help me to become a highly trained therapist, it also helped me to get a job in an environment that I really love working in. Aryella, where I work today, is a friendly, professional environment and my Cidesco qualification gave me the opportunity to work here. This is enabling me to perfect my skills as a beauty therapist. I have been able to work with well-known brands such as Casmara, CND, The Manicure Company, Bperfect and Charlotte Tilbury. In addition to this, I have been able to continue professional development training to expand the range of treatments that I can perform. I would highly recommend to any therapist considering Cidesco exams to obtain this qualification.”

HELENE FLINK, SWEDEN

“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 Uddevalla, 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, makeup & 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 I feel 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.

Another highlight in my career was when I was on the jury for the SPA awards for three years. During this time I had to try several hundred professional products. I felt very honoured to do this but it was also a fun mission!

In my spare time, I am an active cold bather and swim all year round, even in ice. I also enjoy writing, painting, drawing and decorating.

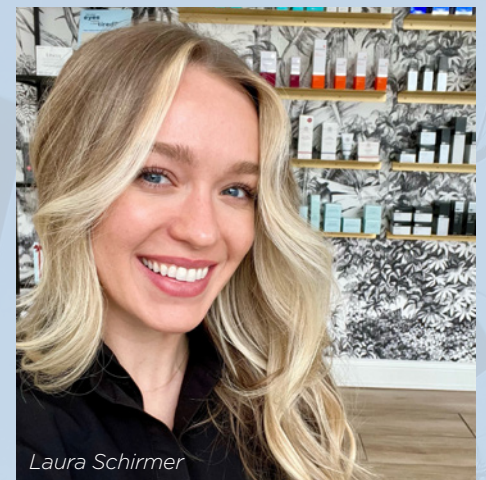
Having a salon which is CIDESCO accredited means that it has an international quality assurance of the premises, equipment, insurance and hygiene.”

**LAURA SCHIRMER, USA**

“My name is Laura Schirmer, @skinbylauralynn. I am a licensed Aesthetician, Massage Therapist, Nail Technician and a CIDESCO diplomat. I studied at The Institute of Cosmetology, Esthetics, & Massage in Houston, Texas. 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.

I’d like to think that aesthetics chose me. Skin, the largest organ of the body, always fascinated me. Its ability to repair, protect, secrete, excrete, absorb, regulate temperature. It’s the external mirror for internal disruptions. The start of my aesthetics journey began as a teen, I struggled with acne which followed into adulthood. Now in my 30s, my skin struggles expand to melasma, fine lines, sun spots, elasticity loss, etc. Skin conditions and disorders, although frustrating, allow connection with others. No one is perfect.

My career as a CIDESCO diplomat and Aesthetician has provided me many opportunities in the last six years. Out of school, I was employed at LifeSpa in Sugar Land, Texas where I was supported as a new esthetician and was finally able to apply what I learned in school. At the same time, I learned so much more about myself and the



provider I aimed to become. In 2020, I had the amazing opportunity to work in London as a HydraFacialist for HydraFacial EMEA at their pop-up location. Although Covid-19 lockdowns impacted the extent of my time there, it is a memory I will always remember! CIDESCO is internationally recognized. For me, it has opened the doors to endless possibilities and as a United States citizen, it has given me options and security to wherever my life and career takes me.

Until March 2023, I was employed as an Aesthetician and Laser Specialist at SpaDerma in Chicago. This is my first experience on 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. Don’t be afraid to ask for more help, more trainings, advice, to not only make yourself feel more comfortable but to ensure patients feel your confidence in treatments and skincare recommendations.

My career has taught me how important it is to find the right fit that shares my values and supports my goals, rather than just finding a job to make money. It’s YOUR career and YOUR name. Be proud of yourself. Follow your dreams and know every step of life plays a part in where you are today! I’m thankful for my acne as a teenager because it started my passion for aesthetics. “

Laura has now moved to Barcelona in Spain where she is seeking a new aesthetic therapist position.

LAURA STENGRĒVICA, LATVIA

"I graduated from "Banku augstskola" school of Business and Finance (BASBF), one of the leading, self-financing business schools in Latvia. I worked in sales for many years - my last work experience was in an IT company, where I advised companies and state institutions on software licenses. Before I started my studies at the International CIDESCO Riga School of Cosmetology, I was a full-time mother to my three pre-school children.

I decided to become a beauty specialist in cosmetology for several reasons. One is that I am very attached to the profession of a doctor, but since I have such a large family and my children are still small, I could not take such an important step to start studying medicine, knowing how much time and resources it would require from me. This profession seemed like a good alternative, because I can also help people and it was possible to learn this profession in a much shorter period of time. As a result, I am very satisfied with my choice - I not only received a good education, but also made new friends and gained a great job!

When I decided to become a cosmetologist, I researched the opportunities offered in Latvia, I also interviewed friends who had graduated from the CIDESCO Riga School of Cosmetology and other schools. I chose the CIDESCO Riga School of Cosmetology due to its good reviews, as well as the fact that the school is one of the sub-companies of "Veselības centra 4", Ltd. and VC4 currently is one of the largest private outpatient medical institutions in Latvia. This created additional credibility and I thought to myself that this company could potentially be my future workplace if I can prove myself well. My first impression of the school was its beautiful environment and fantastic instructors - you could see it from the very first lectures.

In order to cope with the study load and intensity, it was necessary to give up several entertainments and free time with the family, instead devoting time to studies. Definitely, it was not



easy and more than once I was on the verge of "burnout", ready to give up on everything. With no accumulated academic debt and with good grades, dropping everything just didn't seem like a logical step. The biggest support was my husband - and I thank him for that!

After graduating from the school I felt incredible and was very proud of myself - I did it! I felt great satisfaction for what I had done. My parents and other relatives showed genuine joy.

Following my graduation, I set myself a goal and went for it. I was noticed and given the opportunity to be an employee of "Veselības centra 4" - I tried as much as I could and I succeeded! Immediately after graduating from school, I started working at the "Veselības centra 4" branch Beauty Institute "Liora" as a body aesthetics specialist and I really enjoy what I do.

For future students, I would advise to be diligent and take the learning process seriously, but also respect the teachers and the work they put in more. To be flexible in various unexpected situations, to be forthcoming and to show initiative when needed, to be ready to cooperate. It will be appreciated not only by future colleagues and teachers, but also by potential cooperation partners and employers."

LAUREN SANKEY, USA

Lauren Sankey is a CIDESCO Diplomate & licensed esthetician in both Massachusetts and New York. She obtained her CIDESCO Diploma in 2018 and has since excelled in the field of aesthetics as an educator and practicing clinical esthetician.

In high school, Lauren was a competitive dancer when her Mom was diagnosed with skin cancer. This close to home medical scare prompted her to investigate careers in skin health. She was not impressed with her state's education requirements of only 300 hours so she searched for a more comprehensive education program and found The Aesthetic Science Institute, a CIDESCO certified school in Latham, New York which was 90 minutes from home. Once she passed their standard curriculum of 600 hours and obtained her state license, she went onto their CIDESCO program for an additional 600 hours to receive the 1200 hours required for the diploma.

The advanced education gave her more in-depth knowledge on skin anatomy and aesthetics, it also set her apart from other state licensed estheticians in the competitive job market. She went on to apply for a cruise ship job through the One Spa World, an organization that provides staffing services for cruise ships. There were two job openings and 40 esthetician applicants applying for the spots. Lauren was the only CIDESCO diplomate and was promptly selected and sent to the London Wellness Academy for nine weeks of training. Lauren was excited to work as a Beauty Therapist for the prestigious Norwegian Cruise Line and was able to visit 22 countries in just four months! Lauren now enjoys working in a Medical Spa as well as an Aesthetic Medicine practice. She is currently a four-time certified laser technician, trained in advanced and medical aesthetics. Lauren's passion and drive are impressive, her clients benefit greatly from her dedication to excellence and advanced education.

Together, everything is possible!

MARIA RYLLOTT-BYRD, UK

“When I successfully completed my CIDESCO qualification back in the late 80’s, I could not have known what a fulfilling career lay before me.

Age and experience have brought a new-found confidence and a desire to leave a legacy behind. Phenomenal opportunities have opened up before me and I have welcomed them all.

Having embraced the principles of corneotherapy, I am on a mission to help others have a deeper understanding of skin health. To be invited to convey my message for trade publications, podcasts and summits is something I’m particularly proud of.

I’m also thrilled to have trademarked SK-INTELLKET®, which is my methodology for success. It’s a functional, holistic, and common-sense approach to skin health focusing on the four elements that I believe are essential for success. Nutrition, Gut Health, Topicals and Lifestyle; I call it the intelligent way to care for your skin, and I truly believe treatments are futile without it.

Sadly, not everyone understands the value of qualifications like CIDESCO to underpin their knowledge. There is, unfortunately, a huge disparity in education in our industry.

This is why I joined forces with four fellow skin specialists to start Skin Professionals UK™. Our mission is to help those specialising in skin to evolve their learnings and excel at what they do. We are gathering momentum, with some real movers and shakers from the industry getting involved. We collectively believe that the future of our industry lies in education.

After 30 plus years in this industry, there is not much I have not seen or experienced, which is why mentoring seemed a natural addition to my offerings. I specialise in helping solopreneurs just like me. We all sometimes need a little bit of support and a sounding board to help us progress.

There are so many directions this wonderful career can take you. My advice? Embrace them all!”



“I want to be an inspiration where “no matter your age, no matter where you come from, no matter who you are”, you will achieve your dreams by believing in it.”

**LUBNA AMAR, INDONESIA**

My Make-up Journey

“It was 1998 when I become a graduate of CIDESCO International in Puspita Martha Indonesia, and right after that I followed my passion by working in a production house of contents such as films and soap operas. I become a stay-at-home mom for over 17 years and then decided to further pursue my skill as a makeup artist professional since 2015 where I began receiving requests from TV stations and production houses.

My career developed and my skills were further enhanced as a specialist for handling Artists from abroad & Indonesia too. I even got the chance to do makeup for Madam Kristalina Georgiva the managing director of IMF (International Monetary Fund)

in 2022. What became a great experience for me was when I got to travel to Oman, New Zealand, Thailand, and India. I was rather surprised by this, and my career as a professional makeup artist, I believe I owe it to CIDESCO.

My dream is to become an artist in Bollywood & Hollywood, though I know it’s rather far-fetched. As of now, I want to further my horizons by joining make up courses in other parts of the world in order to become a specialist in other fields and visit CIDESCO in Zurich, Switzerland .

I believe that, as a woman, I want to be an inspiration where ‘no matter your age, no matter where you come from, no matter who you are’, you will achieve your dreams by believing in it.

Thank you so much.”

“CIDESCO has helped springboard my career change into the beauty industry from fashion after finding my passion for skincare from experiencing my own skincare journey that affected my self confidence.”



RACHAEL YEUNG, UK

“CIDESCO has helped springboard my career change into the beauty industry from fashion after finding my passion for skincare from experiencing my own skincare journey that affected my self confidence. After finding out how to manage my own skin, I am now determined to help others and CIDESCO with their global high standards has helped open doors for me to work in the most prestigious clinics in London.”



RUTH MOORE, IRELAND

Ruth Moore successfully completed her CIDESCO International Beauty Therapy Diploma with the Kerry College of Beauty in 2022. Training in the College's new bespoke state of the art facility, equipped with a Spa wing, sauna, steam room and mood lit relaxation area, Ruth immersed herself in all aspects of industry training.

She created beautiful skincare services, body treatments and a range of tailored and personalised therapies during her training.

Ruth now works in the Angsana Spa in The Brehon Hotel in Killarney. Developed first in Phuket, The Maldives, Sri Lanka and now Killarney. Europe's flagship Angsana Spa at The Brehon Hotel & Angsana Spa, Killarney, offers an extensive range of non clinical treatments and massages to refresh and revitalise the physical wellbeing.



“I typed into Google: ‘The highest qualification in the beauty industry’... I now own and run a successful Beauty and Aesthetics business where I am changing other people’s lives.”

SABRINA DOWNES, UK

“From as early as I can remember I always wanted to do something meaningful. I didn’t want to be a doctor or anything like that (although I know my parents would have loved that) but I definitely realised I had a lot of empathy with others from a young age and would cry at night thinking about all the people suffering in the world.

My need to help others was apparent all my adolescence and some would say I had been taken advantage of, but yet, my need to help others was something that just kept growing.

Alongside my need to help and support others I 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 was tired of refusing offers of activities that sounded like fun because the heavy make-up covering all my imperfections would be disturbed.

I became depressed as I wanted to be one of those lip gloss and go girls, with flawless skin and shiny lips. I started visiting places that said they were for skin and that they could help me. But I 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 on a deceased aunt, 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 and I realised I would be able to help people who suffered like me with their skin if I only knew how. I typed into Google: “The highest qualification in the beauty industry” and a school came up advertising the most prestigious beauty qualification in the world. I was sold.

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 and later went on to complete level 4 laser and light therapy.

The course was amazing and although it was tough and intense, it was worth it. You can definitely tell the difference between a CIDESCO graduate and all other qualifications and I am proud to be CIDESCO qualified.

My qualification is recognised all over the world and I think the hardest part for me was completing my 600 hrs before I was able to receive my Diploma.

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.”

SANDRA PRANČA, LATVIA

“Fifteen years ago I obtained a bachelor’s degree in PR (Public Relations) and worked in the marketing and advertising industry for a couple of years. Over time, I realized that I was not enjoying my work and decided to radically change my profession and conquer the field of beauty care. I started as a masseur 10 years ago and worked in several SPA salons in Riga, until I realized that this is my true professional calling – and that became my goal.

I remember the beautician, Elita at the SPA salon, where I worked ten years ago. I remember the seriousness and depth she helped a client with severe acne problems and I remember the client’s smiling face when the first improvements were noticeable. That’s when I realised that I want to continue working in this field and help people medically. I wanted to become a knowledgeable specialist.

I found out about the CIDESCO School from from a friend who had already learned the profession many years ago. I also considered the International Cosmetology College and “LU PSK” college in Bulduri, but the CIDESCO school attracted me with a two-year program and CIDESCO international certificate. The location also seemed most attractive.



I found the CIDESCO Riga School of Cosmetology charming. The modern interior was amazing, and the auditoriums were equipped with special screens designed for remote learning. The instructors were also very friendly and approachable. I had the impression that the school work was well thought out and kept up with the times.

The study load was not easy, because the studies are very intense. If you want to become an excellent specialist within two years, then you must take this into account. But I had dreamed of a CIDESCO Diploma for a long time, and I was determined. The teachers at the CIDESCO school were fantastic! I admire their competence and ability. Especially the second-year teachers, who will always be especially dear to me.

I believe that everything depends on your set goals and determination. I am very satisfied with my current work, both in my private practice and at “Veselības centra 4” Ltd, currently one of the largest private outpatient medical institutions in Latvia.”

“I realised that I wanted to continue working in this field and help people medically. I wanted to become a knowledgeable specialist.”

SHELBY HOPKINS, CANADA

"I graduated from the CIDESCO International Esthetics Diploma program in 2019. Since then I've gained valuable knowledge at each spa I've been employed at. I appreciate having many experiences as each spa has taught me new styles of executing skills. I adore that this industry is constantly improving, and there is something new to learn whether that be a new technique or new service.

I recently graduated from the Esthetic Institute's Clinical Diploma Program which mainly focuses on Laser and IPL, Advanced Facials and Body Treatments. While achieving honours in the Laser Hair Removal Course, I fell absolutely in love with the technology and science behind the Laser and IPL Machines. Completing this diploma has created a new found love for the industry and ignited my passion for aesthetics yet again.

I am excited to be working for the Esthetic Institute Spa, which is the first CIDESCO-Only Spa in Canada. Additionally, I am enjoying working at Esthetic Institute's sister company, Beauty Depot as their South Store Supervisor, honing my management and sales skills. I will be forever grateful to CIDESCO for instilling in me the level of knowledge and expertise that everyone in this evolving and exciting industry should be held to. The CIDESCO course paved the way for me to enjoy a lifetime of passion helping others through aesthetics, starting off my career in such a positive way with the best and most extensive training."



SHERI FLASCH, USA

Sheri Flasch is a CIDESCO Diplomate, Licensed Esthetician in Maryland & North Carolina as well as a Licensed Master Esthetician in Virginia. She entered into the beauty industry while attending college in Maryland and studying business & marketing.

Sheri apprenticed and obtained her nail technician license and worked at a prominent Nail Salon during her time in college. After graduating with her Bachelors Degree in Business from Towson University she promptly enrolled at Von Lee International School of Aesthetics in Maryland. She worked full-time at a well-known beauty distributor company while attending aesthetic school at night. By the time she graduated Class Valedictorian from the 600 hour Aesthetic program, she had achieved the title of Director of Aesthetics for the beauty distributor where she worked.

Even before entering Aesthetic School, Sheri knew she wanted to obtain her CIDESCO Diploma and made every career move with that goal in mind. Sheri then completed three years of practical experience as well as extensive advanced education and went on to take the CIDESCO

preparatory program to be able to qualify for the CIDESCO Diploma. Sheri proudly obtained her CIDESCO Diploma in 1996 at the CIDESCO 50th Anniversary World Congress in Washington DC.

Straight out of the gate, Sheri moved into the medical aesthetic space and spent years working with Plastic Surgeons and medical spas. She gained recognition during her decades working within the medical spa industry and went on to own and operate a successful skin care center in Richmond, VA for 13 years. In the past 36 years, Sheri has worked closely with numerous professional esthetic manufacturers, distributors and esthetic organizations. She has served as a teacher and mentor to thousands of estheticians and other skincare professionals all over the world. Sheri is a professional educator, marketing consultant and national speaker as well as CEO/Founder of The Esthetician Connection, the world's largest online community of estheticians. Sheri proudly serves on the Board of Directors for CIDESCO USA as their Marketing & Membership Director.

HORACE AU-YEUNG, HONG KONG

Joining the beauty industry in 2018, Horace serviced several internationally renowned skin care companies: 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 combing product theories and practical experiences can improve beauticians' aptitudes and attitudes to be more professional & customer-oriented and gain respected relationships.

Since 2006, Horace founded his own company. 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/Germany and the Eve Taylor brand of Britain, responsible for brand marketing and sales training. He acquired the professional training in CMM Monita Beauty Academy and CIDESCO International courses and attained acceptance & recognition in the industry, achieving a win-win situation of B2B and B2C.



"My motto is 'If you believe in yourself, things are possible'."

**RYAN SULALMAN, INDONESIA**

"I am 34 years old and a graduate from Puspitha Martha International Beauty School, majoring in Beauty Aesthetics & Spa CIDESCO Diploma in 2022. The reason I am interested in the beauty industry is because I once had skin problems such as acne and dullness which really bothered my appearance. Therefore, I am motivated to become a helper for anyone who has frequent skin problems such as acne and other skin problems.

CIDESCO provides a great opportunity for those who want to have a successful career in the beauty industry which has the highest standards in Beauty Therapy and Spa around the world.

My motto is 'If you believe in your self, things are possible'."

Graduates from the Esthetic Institute in Calgary, Canada share with us their career experiences and their advice to new students.



“I am forever grateful to be working alongside numerous experts who truly set the standards for this industry.”

VERONICA VILLAMAR ZEPEDA

“My name is Veronica and I am the Spa Coordinator at The Esthetic Institute Spa. After becoming a Makeup Artist in 2019, I decided to see what else the beauty industry had to offer, and that’s when I decided to continue my journey into esthetics. The same year, I enrolled in the CIDESCO Beauty and Spa Management Diploma Program at The Esthetic Institute, where I realized I wanted to learn more; and shortly after, I was accepted into the CIDESCO Beauty Therapy Diploma Program.

After graduating in 2020 I decided to continue with the Advanced Clinical Program, which enhanced my passion for what I do even further. I’m convinced that loving what you do is key to a successful career, and for me, helping others achieve their goals and feel more confident in their own skin makes me love what I do. It feels less like a job and more like a hobby, and impels me to continue to learn and improve my skills every day. Two of my most important accomplishments after graduating were becoming a CIDESCO Beauty Therapy Teacher Assistant and more recently, becoming the Spa Coordinator at The Esthetic Institute Spa, the first CIDESCO-accredited spa in Canada.”



JADEN EBELHER

“I’m Jaden, I graduated from the CIDESCO international beauty therapy diploma program from the Esthetic Institute Training Center in 2019 as valedictorian. Afterwards, I entered into the advanced clinical esthetic diploma program and graduated in 2020. I am a huge skin nerd. I love helping people learn how to take care of their skin and have taken advantage of my own skin journey to help others. These programs really helped me jumpstart my career and pursue my passion for helping others.

I joined the TEI team in 2020 as a clinical educator, teaching chemical peel, microdermabrasion, hydrodermabrasion, dermal needling and dermaplaning. I work with our CIDESCO beauty therapy program as a teacher’s assistant and take clients for all services in our medi-spa anytime in between. I would not be where I am today without CIDESCO and the wonderful staff at TEI. I am forever grateful to be working alongside numerous experts who truly set the standards for this industry.”

Graduates from the Esthetic Institute in Calgary, Canada share with us their career experiences and their advice to new students.

“This career has taught me that real beauty comes from within, I am grateful every day to be able to make my clients feel confident in their own skin.”



TRELLE TURTON

“My name is Trelle, and I’m The Spa Assistant Coordinator at The EI Spa! I graduated from The CIDESCO Beauty Therapy Program in 2019, and became a certified Advanced Clinical Esthetician in 2020. My career is focused on educating my clients, and students, on the physiology of skin.

I believe the best way to empower others is through sharing your knowledge and education. Take every opportunity to learn from experiences and people around you and challenge yourself to ask questions. My favourite element to being in this industry is having the ability to assist students and clients in growing in their self-confidence! I am also a Clinical Esthetics Instructor, and an assistant for The CIDESCO Beauty Therapy Program! I can’t wait to help guide more students and clients through their skin journey.”

DANIELA LITZAMA BONILLA

“My name is Daniela, I am the owner of Brillo Aesthetics. While working on my Cosmetics techniques and Management Diploma back in Toronto, I realized the importance of skincare and feeling comfortable in your own skin. My curiosity for skincare lead me to continue my studies so I enrolled in the CIDESCO Beauty Therapy Diploma at The Esthetic Institute. After graduating in 2019, my love for the industry encouraged me to take the Clinical Esthetics program at the Esthetic Institute. I decided to open Brillo Aesthetics in Red Deer, Alberta to not only pamper but to also help everyone with their skin!

This career has taught me that real beauty comes from within, I am grateful every day to be able to make my clients feel confident in their own skin. My education has given me the tools I needed to be successful in the beauty industry and enhance my passion for skincare with all my clientele. I strongly believe the most important part of being an esthetician is to educate your clients and make them feel safe during their self-care and skincare journey. I thank CIDESCO and all the amazing staff at the Esthetic Institute for helping me discover and learn about this beautiful career.”



OSCAR DANIEL, INDONESIA

Oscar Daniel is an award winning make-up artists and one of Indonesia's most well-known. His career in the world of make-up began when he studied make-up in 2006 and became a finalist for the 2008 Gading Beauty Award.

Oscar studied Make-up with Mr. Olle Johanson, one of the best Make-up Trainers from Sweden for Brand Makeup Stores in 2010 and he also had the opportunity to be trained by Ms. Doreen (Beauty Trainer Makeup Store and Shu Uemura for Beauty Presentation in Singapore).

“Oscar had the opportunity to become Indonesia’s representative as a make-up artist at New York Fashion Week and for the ‘Batik For The World’ event at UNESCO Paris.”

Since 2010, Oscar Daniel has been heavily involved in make-up projects for photoshoots with various leading Indonesian Fashion Magazines such as Harpers Bazaar Indonesia, Dewi Magazine, Indonesia Tatler, High End Magazine, etc. Apart from that, Oscar Daniel was also trusted to make up for a number of international fashion shows for Indonesian brands and designers, so that in 2016 Oscar had the opportunity to become Indonesia’s representative to become a make-up artist at New York Fashion Week and in 2018 for the ‘Batik For The World’ event at UNESCO Paris. A number of Indonesian artists and Indonesia celebrities and socialites have also experienced Oscar Daniel’s make-up.

A number of leading make-up brands have also entrusted Make-up Presentation / Demo Makeup with Oscar Daniel, such as; Dior, Lakme, MAC, Estee Lauder, Shiseido, Ristra, Makeover, Revlon, SK II (Brand Ambassador) and many others.

Currently, Oscar Daniel also gives a lot of Make-up Demos, Beauty Classes and is a Make-up Coach and seminar speaker on Skin, Beauty and Make-up in various forums and opportunities, collaborating with many make-up brands offline and online.



Challenge yourself for success

NI NYOMAN SWANDEWI, ASSISTANT SPA MANAGER AT THE NAUTILUS MALDIVES.

“My personal experiences in the hospitality industry have allowed me to work with many multicultural companies. I regard myself as a hard worker, a quick learner, and a creative person with strong leadership and human relations abilities. I love sports, reading, and being involved in local community projects.

My career in the Spa Industry has not been easy yet I am glad that all my hard work has paid off now. I started in Spa school to learn basic treatments and after graduating I became a Spa Attendant, to assist senior employees. I did it with dedication and willingness to learn and as a result, my career took a positive turn as I began the ascent up the career ladder from Spa Attendant to Assistant Spa Manager.



As I started my profession, I was constantly seeking new tasks to expand my knowledge, therefore I made the difficult decision to leave the company in Bali to continue learning by joining another spa training center. The real spa experience began after I graduated and signed my first contract for two years of employment in the Maldives. From then on, I kept moving to different countries exploring the different aspects of this industry by being involved in various companies. I was part of the pre-opening crew in China, a Senior Spa Therapist in the Caribbean, and a Spa Therapist in the Maldives till I went to India to join Yoga Teacher Training Course and Reiki Master in 2016. My passion for health and wellness led me to a new path, working with even more

dedication. I was promoted to Senior Spa Therapist and Yoga Teacher in 2017 after which I again chose to experience an alternative facet of the spa industry. In 2018 I went to Germany and Russia as a Visiting Practitioner after which I returned to the Maldives in 2020 as a Yoga Instructor and Spa Supervisor and in a year, I was promoted to Assistant Spa Manager.

I enjoy working with people who have different and challenging ideas, and my motto is, **“If it doesn’t challenge you, it won’t change you”**. Thus, to grow further, upon recommendation from some of my colleagues I decided to join a Spa Business and Management online course with Raison d’Etre as it is accredited by CIDESCO. I thoroughly enjoyed the online course as it was well-planned and laid out. I was able to manage work and studying at the same time. The syllabus covered spa and management topics and in-depth training on creating an efficient spa environment. It also educated us on the framework to apply in all situations about spa management. The study materials were engaging and uncomplicated to access, making it easy for me to finish everything on time. The program was conducted invitingly so that all students participated and contributed without rushing or lagging. I would like to highlight my mentor who was extremely approachable and responsive. I was truly motivated and once again felt the joy of learning as it allowed me to enhance my skills, abilities, and knowledge.

To summarize, I highly recommend this program for all of you who want to grow your career in the Spa or Salon industry. This experience has been beneficial to me in so many ways as I juggled work with the wealth of information, stimulating assignments, and friendly acquaintances that I was making during a very short period. Finally, I am very happy to become a CIDESCO certified Spa Manager as I am more confident, and I am sure it will lift my career even further.”

VIEW POINT



“Make Your Career in Esthetics the Best It Can Be”

Training with CIDESCO can help you reach the top of your career and we're pleased to have many internationally recognized professionals. Here, Lydia Sarfati, President of CIDESCO Section USA, CIDESCO Diploma holder and Founder and CEO of Repêchage® shares her advice.

“ There has never been a better time to be part of the international community of beauty professionals. According to Forbes, the global beauty industry is a \$532 billion business, projected to exceed \$800 billion by 2025.¹ Today, the overall U.S. beauty care business represents \$89.5 billion annually, with \$18.3 billion generated by the spa industry alone, according to the latest ISPA research.² Furthermore, licensed, well-trained professionals are in great demand. According to the US Department of Labor³, employment of skincare specialists is projected to grow 17 percent from 2019 to 2029, much faster than the average for all occupations.

Becoming a licensed esthetician is just the first step to success in the skin care industry, however. In my over forty years of experience as a licensed esthetician, CEO and business owner and educator, I have found that two factors are key to creating lifetime success: continued education and creating a business plan.

Continued Education:

Continuing education is always recommended for career development in the ever-changing beauty business. It is for this reason that CIDESCO provides continuing advanced, post-graduate education opportunities at certified schools, through online courses and webinars, and at national and international trade shows. You can find a full listing of all affiliated schools and educational classes to suit every level of expertise and budget at <https://cidesco.com/cidesco-schools-colleges/>.

CIDESCO International and CIDESCO Section USA are organizations that provide the international esthetics community with the highest standards in operational and educational certification and accreditation, represented by leaders in the professional esthetics field and certified at the highest level. This includes providing courses that can be applied to your CEU requirements. Important offerings include the Sanitation and Sterilization course, <https://cidesco.com/schoolcategory/sanitation-sterilization/> and the Beauty and Spa Management course <https://cidesco.com/schoolcategory/beauty-spa-management/>.

Create a Business Plan:

Whether you are just starting out, or have worked for a spa or salon for several years and are thinking of opening your own business, the first step on your road to business success is to create a business plan. Your plan is your map; it defines your destination and illustrates how you will get there. In my newly revised edition of *Success At Your Fingertips: How to Succeed In the Skin Care Business*, I share my own step-by-step method to creating and maintaining a successful business in an ever-changing world. Your plan will spell out, step by step and in explicit detail, how you will organize, manage and promote your business. including business description, market analysis, spa development, sales and marketing, management, financials unique to the spa or salon owner, creating a budget, spa lay out, equipment, delineating what type of spa you envision, and choosing product lines. The cost of doing business also includes your utilities, maintenance, overhead and administrative costs, such as paying your receptionist, in addition to investing in front desk software. Finally, you must factor in payroll, benefits and taxes.

Taking the time to continue your education and to thoroughly research and plan out your business model will put you on the proper path to success. As I always say, proper planning prevents poor performance!

1. <https://www.forbes.com/sites/pamdanziger/2019/09/01/6-trends-shaping-the-future-of-the-532b-beauty-business/#13f5e50d588d>

2. <https://experienceispa.com/blog/item/record-growth-2019-industry-study-reveals-spa-industry-continues-to-climb-2>

3. <https://www.bls.gov/ooh/personal-care-and-service/skincare-specialists.htm>

The global beauty industry is projected to exceed \$800 billion by 2025.

A Career in Beauty Therapy

The Beauty industry is booming day by day and there is a massive requirement for beauty therapists, making it a lucrative career for those who want to join this industry.



**DIANNE J MILES, AUSTRALIA
PRINCIPAL, HYDE PARK COLLEGE
OF SKIN AND BODY THERAPY**

A beauty therapist's responsibility is to make their clients look and feel their best.

You will find beauticians and beauty therapists working in different settings such as spas, beauty salons, departmental stores, and hairdressing salons. As per a report, by 2024, the requirement for beauty therapists will grow by 20%.

Moreover, a beauty therapist job is ideal for people who are creative, have an interest in making their clients feel cared for and beautiful and let them know about the galore of benefits of different skin treatments, advise the right beauty treatments and home care products based on the requirement of each client, and ensure that the job is well done.

Anyone with good social skills will find working in the beauty therapy sector beneficial.

What Does a Beauty Therapist Do?

You will find beauty therapists, beauticians, dermal therapists, and more in the beauty industry. Dermal Therapists are becoming very popular and most dermal Therapists will have a formal Beauty Therapy qualification before going on to study Dermal Therapy which is also an intense training.

Two careers that are often used interchangeably are beauty therapists and beauticians.

A beauty therapist is a broad term used to refer to a vast range of treatments offered by the professional. A beautician's and beauty therapist's jobs are the same, but there is one significant difference.

A beauty therapist has the knowledge to take care of both body and facial treatments. They have the skills to work on a scientific level. They are trained in skin biology, cosmetic chemistry, and anatomy & physiology. Some of the services they offer are traditional facials, massage, pedicure, and much more.

Beauticians are skilled in giving beauty services, such as tinting, makeup, threading, facials, waxing, spray tanning, lash extension, and more.

Beauty therapists and beauticians do the same thing, however a Beauty therapist is more skilled in giving skin health-related treatment due to the standard of their training that will not only make the client look better but keep the skin healthy too. Also, there can be a slight difference in the certification level as well and this is reflected in wages.

Both beauticians and beauty therapists will talk to their clients

first to understand what kind of treatments they will provide. As explained, their range of services will differ, and that happens because different clients look for various services.

Also, a beauty therapist will give a client beauty advice and treatment plans based on the consultancy.

Responsibilities of A Beauty Therapist

As a beauty therapist, you will have to ensure that your client feels comfortable with the recommended treatment. In addition, you will have to build a relationship with your client to trust you.

Moreover, you need to have solid interpersonal skills because that's how you will grow in the Beauty industry. Some of the typical responsibilities of a beauty therapist are:

- Speak to the client and understand their requirements. A beauty therapist will have to ask questions which will let them analyse the skin condition and recommend skin treatments accordingly.
- The beauty therapist will have to provide high-quality body and facial treatments.
- Perform different massage techniques on a client, including back, feet, hands, and face.
- Before giving a treatment to the client, the therapist must explain the reason for the treatment, what to expect during the treatment, and how it will affect their skin after the treatment is over.
- A therapist must know about different skin treatments, such as skin rejuvenation, facials, peels, and other treatments to make the skin healthy from deep within.
- A beauty therapist should also know about applying makeup for different occasions, such as weddings, parties, birthdays, and more.
- The professional must handle every appointment carefully, maintain a proper record and deal with financial transactions.

Health and Safety is paramount in all aspects with client care, salon maintenance and health of not only the therapist but the client too.

Please note that some beauty therapists may specialise in particular treatments and work for a specific niche rather than multiple treatments.

Positions in the Industry

Some of the most popular destinations for a beauty therapist to work are as follows:

Beauty Salon

As you can expect, a beauty therapist can join a beauty salon to start her career or remain there and grow. Beauty salons have fixed working hours and are visited by regular clients.

Before starting your work as a beauty therapist, you will be given training in the salon where you will be working. The training will be related to the treatments that the salon provides and the range of products they sell.

Day Spa

A beauty therapist may work at a day spa, where they will be asked to provide hydrotherapy treatments and more. The specialist will be required to have proper knowledge about using specialised machinery for the body. The clients can be both temporary and regular.

Hotel

The specialists will be expected to have the same skills as working in a day spa and salons in a hotel. Based on the hotel you will be working in and the kind of treatments they provide, you will have to hone your skills accordingly.

Working hours won't be fixed because in hotels guests come and go. So, you could be asked to come at night or during the day.

Tourist Destination Areas

Working in tourist destination areas brings its own benefits. You could be working in an eco-friendly retreat, or a beachside resort based on where you get the job. There is a huge chance of working for different clients.



You should have good communications skills for this sector to interact with different kinds of clients.

Cruise Ships

Working on cruise ships is another exciting career for beauty therapists. You will be travelling along with all the other staff boarded in the cruise ship, and you will have to offer your beauty treatment and services to customers who have boarded the ship.

Usually, you will be asked to sign a contract to work as a cruise ship beauty therapist.

Home based services (Mobile Beauty services)

Beauty therapists can provide their services to people who want professionals to visit them at home. Such therapists can own beauty businesses or work for a company that provides home-based services.

Recommended Skills To Become an Excellent Beauty Therapist

If you are sure about pursuing a beauty therapist career, the first thing that you should do is look for beauty therapist courses that will help you understand what needs to be done, learn about different beauty therapy treatments, and how to perform each beauty treatment. Training at a CIDESCO school is paramount to achieve a global recognised diploma. CIDESCO training is sometimes compared to a Beauty Therapy "Finishing" school.

The standards at CIDESCO schools are very high.

Just like any other professional course, beauty therapists will have to meet specific requirements. A beauty therapist's job is people-focused, and you will have to make sure that you have "people" skills to do this job.

- You need to be good at customer service. Please note that as a beauty therapist, you will be facing the clients directly. And that's the main reason you need to have good customer service skills.
- To provide bespoke customer service, you must be an active listener. A beauty therapist who listens carefully can provide adequate beauty treatments to their clients. Understand what the client wants, and their requirements, and accordingly provide services.
- You will have to be a good decision-maker. Why? Well, you will be responsible for providing treatments based on the problems your customers are facing. One mistake in choosing the proper treatment can lead to poor results.
- You must be enthusiastic about learning the latest beauty trends. Your customer may ask you about the latest trend to know whether it will suit them or not. Therefore, keeping yourself up-to-date about the beauty industry becomes prudent on a daily basis. Clients are very savvy when it comes to being up to date with the Industry.

Diary Dates



APRIL

1-3 Estetika – Brussels, Belgium
estetika.be/en

1-3 Beauty Festival – Athens, Greece
beautyfestival.gr

14-16 Cinderella – Vilnius, Lithuania
litexpo.lt/renginiai/pelene-2023/

15-17 The Makeup Show – Chicago, USA
themakeupshow.com/chicago/

15-17 America's Beauty Show – Rosemont, USA
americasbeautyshow.com

17-19 BeautyAsia – Singapore
beautyasia.com.sg

21-22 Scottish Hair & Beauty – Glasgow, UK
scottishhairandbeautyshow.com/

23-24 International Congress of Esthetics & Spa – Philadelphia, USA
philadelphia.skincareshows.com/

25-28 Professional Beauty – Ufa, Russia
krasotabvk.ru/

29-30 Siwell 2023 – Geneva, Switzerland
siwell.ch/

29-1 The Makeup Show – New York, USA
themakeupshow.com/nyc/

30-1 Esthetique Spa International – Toronto, Canada
spa-show.com/esi-toronto/

MAY

6-8 Beauty Greece Peania 2023 – Athens, Greece
beautygreece.gr/

6-9 International Beauty Exho – Kuala Lumpur, Malaysia
ibe.my/

12-14 China Beauty Expo – Shanghai, China
chinabeautyexpo.com

15-17 Beauty World Japan – Tokyo, Japan
beautyworld-japan.jp

20-22 Beauty Macedonia Thessaloniki – Thessaloniki, Greece
beautygreece.gr/en/macedoniasummer

24-26 Central Asia Beauty Expo – Almaty, Kazakhstan
cabeauty.kz/

24-26 Beauty Show Krasnodar – Krasnodar, Russia
beautyshow.su/ru-RU/

25-27 Cosmo Beauty Seoul – Seoul, South Korea
cosmobeautyseoul.com

28-29 Professional Beauty Dublin – Dublin, Ireland
professionalbeauty.co.uk/e/Ireland/site/Home_show

29-31 Kunming International Beauty Expo – Kunming, China
sdmbgj.com/kunming/

JUNE

2-4 Lady Expo – Yerevan, Armenia
expo.am/en/exhibition/ledi-expo

4-5 Beauty UK – Birmingham, UK
beautyukshow.com/

11-12 The International Congress of Esthetics & Spa – Dallas, USA
dallas.skincareshows.com/

15-17 Saigon Beauty Show – Ho Chi Minh
vietnam-b2b.com/event/saigon-beauty-show-2023/

15-17 Beauty Kenya – Nairobi, Africa
growexh.com/beautykenya/index.html

15-17 Beauty Eurasia – Istanbul, Turkey
beautyeurasia.com/home

17-18 NZ Hair & Beauty Expo – Auckland, New Zealand
nzhairandbeauty.nz/

24-26 IBS Las Vegas – Las Vegas, USA
ibslasvegas.com/

JULY

3-7 Professional Beauty Delhi – Delhi, India
professionalbeauty.in/

9-10 Expo Belleza Fest – Mexico City, Mexico
bellezafest.mx/

11-13 Cosmoprof North America – Las Vegas, USA
cosmoprofnorthamerica.com/

12-14 Shanghai International Beauty Hairdressing & Cosmetics Expo – Shanghai, China
meirongexpo.com/

27-29 Cosmobeaute Vietnam – Ho Chi Minh, Vietnam
cosmobeauteasia.com/vietnam/

GLOBAL AWARENESS DAYS

APRIL

7 – World Health Day

10-16 – World Homeopathy Awareness Week

15 – International Micro-Volunteering Day

22 – International Mother Earth Day

28 – World Day for Safety & Health at Work

MAY

Maternal Mental Health Month

Skin Cancer Awareness Month

14 – World Fairtrade Day

21 – World Meditation Day

25 – International Pigmentation Skin Day

JUNE

Pride Month

6-12 – Aromatherapy Awareness Week

8 – World Oceans Day

13-19 – Men's Health Week

16 – World Refill Day

26-30 – World Wellbeing Week

JULY

3 – International Plastic Bag Free Day

7 – World Chocolate Day

15 – World Youth Skills Day

17 – World Emoji Day

18 – Black Leaders Awareness Day

30 – World Friendship Day



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.



Clockwise from top left: Sanctuary Beauty Academy in Ireland; Alexandra Badyl graduates with their CIDESCO Facial Certificates; Vo Dung Beauty at Spa International Academy graduation; The Esthetic Institute Training Centre, Canada; Valmy International Academy, Lebanon; Monita Dalian, China.

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