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CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

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CIDESCO

LINK

THE BUSINESS *ISSUE*

- Leader and Leadership
 - The path from beautician to Beauty & Spa Manager
 - What it's like to work for Six Senses
 - Business success as a nail professional
-

Executive Director's Message



GERARD GORDON
EXECUTIVE DIRECTOR,
CIDESCO INTERNATIONAL

DEAR ALL

Welcome to this special 'Business' issue of CIDESCO LINK magazine.

During my own business career, I have had the privilege to work with some very influential people in the Beauty Therapy industry, some on the CIDESCO Board and some associates or friends of CIDESCO. To this day I am still amazed by the commitment that these people show to CIDESCO and the industry in their position to improve standards and to drive change.

My journey into beauty has been a slightly unusual one. I came from the timber industry where I was managing a large timber company in Australia to being headhunted to work for a lumber company in Miami, Florida, USA. A far cry from the beauty therapy industry. The only thing that this industry respected was a strong back and celeste hands.

I moved to Switzerland and was lucky enough to meet Helene Bramwell and Ronelle Iten who could see some potential in me and thought I could fit into the Beauty Therapy Industry even if I had some rough edges, they needed to file away. This involved immersing myself into the beauty industry to learn everything possible as well as studying for an MBA.

During my years with CIDESCO I was lucky enough to meet Lydia Sarfati and her husband David. The last time we were together Lydia told me something that I will keep with me forever "treat your customers as they want to be treated not how you want to be treated" and never a truer word has been spoken.

Now we see this coming true more and more, now with people becoming more aware of their rights, the environment they work in, the results of the treatment they expect to receive. Treat your clients as they want to be treated. As Dior Davenport touches on permanent Make-up, this is now becoming one of the biggest trends in the industry but it might not be for everyone. However, it is our industry and we must adapt to what our customers want not what we want.

The article by Marian Newman is so relevant to us today and reflected on by Victoria Dello Iorio. You never know where you will end up, look at Marian, she is a forensic scientist working in our industry. So much can be brought to an industry if you are willing to accept different ideas. But as everyone has said, education and quality education are important.

The article by Roberto Valente "Leader and Leadership" is so relevant to today. I remember when I interviewed CIDESCO Global Head of Education Timea Vaczlavik. I asked

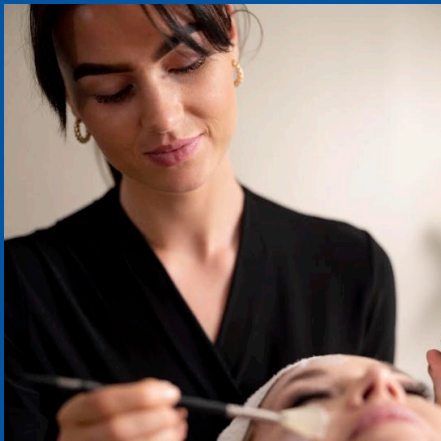
her the question 'what is the difference between a manager and a leader?'. As Roberto suggests, many people do not know the difference. Roberto says in his article "No one should be left out" and this reminded me of the conversation President Kennedy once had when visiting the NASA site and he encountered a janitor. He asked the janitor "and what's your job? The reply was, "Mr President I'm helping to put a man on the moon". It is so important to understand that everyone has a place and everyone is important, no matter what the job is, they bring something to the organization and a true leader understands this and fosters a buy-in from everyone within their organization. No job is beneath anyone.

In the article by Neil Orvay it is shown to us that we are now living in different times. People are more aware, they are digitally native and answers they need are at their fingertips. Social media is the new membership organization of the future, you no longer need to join a club and pay membership fees to talk with like-minded people, you have social media as your next cohort of knowledge, but human interaction is different. In the beauty and spa industry, clients expect a certain level of interaction, a feeling of support and desire to be pampered. I feel that sometimes we forget and as Neil has touched upon - the simple and obvious things are sometimes not so obvious for others. Learning is a lifelong endeavour.

I hope you enjoy the articles in this special issue of CIDESCO LINK as much as I did. Our industry is constantly changing and to survive, so must we.

**Best wishes,
Gerard**

CIDESCO International introduces new Recognised Prior Learning (RPL) Program



This program allows Schools and Sections to accredit the training a therapist has obtained in their professional career. This means that therapists with two years of working experience have the opportunity to obtain the prestigious CIDESCO Diploma or Certificate by recognizing their prior education.

Contact your CIDESCO School for further information.

First CIDESCO Beauty Skills Competition

The first CIDESCO Beauty Competition took place in Wuhan, China in July with three CIDESCO International Judges: CIDESCO Board Member Pamela Adkins, CIDESCO Global Head of Business Jacqueline Kennedy and CIDESCO Examiner, Norlisa Lee.



They joined three China World skill Judges including Chief Judge Marie Wang for the two days of competition.

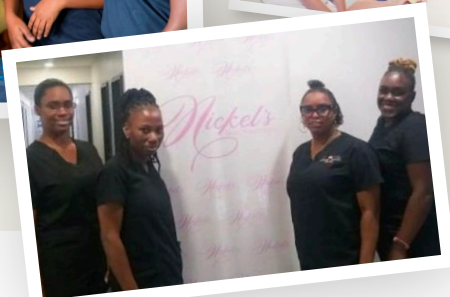


CIDESCO in Seoul

CIDESCO International's Global Head of Business Development, Jacqueline Kennedy was delighted to meet with CIDESCO Schools at the regional school meeting in Seoul, Korea.

Jacqueline Kennedy presented CIDESCO's prestigious portfolio of qualifications and discussed news of the new RPL (Recognized Prior Learning) and CPD (Continuous Professional Development) courses with Lee Jihui, Yoo Jiyeon, Kim Haenam, President Soo-Kyung Cho, Lee Jian and Kim Gyeongmi and 7 new prospective schools.

New CIDESCO Schools



A warm welcome to our new CIDESCO accredited schools.

From Barbados: Nickell's Beauty Institute and the Reflection Spa Institute led by school owner and principal, Kennifer.

And the Yrkeshögskolan Hudvård & Spa in Gothenburg which is the filial of the Stockholm spa founded by Liselotte Calissendorff.

Gothenburg School Manager, Annica Joensuu has 40 years of experience from the skin therapy profession and is also a member of the CIDESCO PR Committee and a Medaille D'Or holder for CIDESCO.

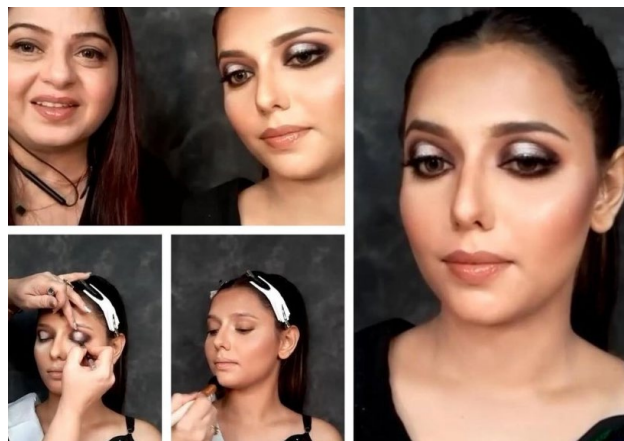
India Community Sponsorship



CIDESCO International and Leena Khandekar, founder and principal of Lee's International Beauty and Spa Institute in India, are sponsoring 10 students from a lower economic backgrounds and from the Transgender community in India.

Leena Khandekar says: "After 20 years with a successful business we felt that it's a time to give back to the community. After working with the transgender and low income community for many years we decided to offer them the opportunity to take the highest standard in education, the CIDESCO International Diploma."

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CIDESCO Webinar Series

As part of our CIDESCO webinar series, we were pleased to partner with Aimee Kellerman from Savvy Sugaring Nordics in Sweden to hear all about Sugaring which forms part of her company's newly CIDESCO endorsed course Savvy Certification.

The Menopause was the subject of our June webinar with nutritional therapist, Alison Bladh and in July, we were delighted to run a Make-up webinar with make-up artist, Meerra Mevawala who demonstrated the Red Carpet look.

Please contact info@cidesco.com for details of future webinars.

Lymphatic Massage Demonstration at Beauty Trade Special in the Netherlands

CIDESCO's Global Head of Business Development, Jaqueline Kennedy was at the Beauty Trade Special event in the Netherlands to give a demonstration of manual lymphatic drainage techniques according to the Dr. Vodder method.

During a lymphatic massage, the therapist uses light pressure and long, sweeping strokes to encourage the movement of lymphatic fluid towards the lymph nodes. This can help to reduce swelling, improve circulation, and boost the immune system.



In Memoriam



It is with great sadness that we mourn the passing of three of CIDESCO's leading ladies.

Bronwyn Conroy was a true icon, who led the vanguard by being the first to bring international CIDESCO standards to the Irish Beauty industry. Her passion and dedication to the creation, maintenance and upgrading of standards throughout her career are still evident today.



Elise Wessels-Vanhoudt from the Netherlands, was a CIDESCO Board Member for Education from 1996 until 2004 championing the highest levels of skills in our industry. Dianne Miles from Australia recalls that Elise had a great sense of humour, a very clear opinion and a modesty that more than adorned her.

Both ladies will be greatly missed.



Anne Maestrini Tribute

Thank you to everyone attending the recent Anne Maestrini tribute. It was an opportunity to celebrate this beautiful lady who meant so much to everyone who knew her.

Anne joined the CIDESCO International head office team in 1986 and over more than 30 years was instrumental in helping to grow standards and the organisation to where it is today.

We will miss you Anne. RIP.

The Untimely Passing of a Devoted Graduate



"Well done is better than well said," Benjamin Franklin once said. This quote reminds me of Ms. Tang Zhi Xuan, who passed away recently. She spoke few words, but her actions spoke volumes.

Before I begin, please accept my heartfelt condolences to the late Ms. Tang's family, relatives, and friends: you have been in our thoughts and prayers.

In May 2022, I first met Ms. Tang, a 23-year-old woman. I was fortunate to be the examiner for her CIDESCO Beauty Therapy examination at Impress Esteem in Melaka, Malaysia, at the time, and I witnessed her perseverance towards both her practical and theory examinations

even though she was not in her best health on the day. She was on the long road to recovery, and she still had an implantable biomedical device in her due to brain cancer. She was allowed to continue with her practical examination because she had a medical letter from her doctor.

She was in the examination premise the very morning of the examination day, well dressed and groomed, and well-prepared for her examination, which she had previously missed due to her ill health back in 2021, where I had been assigned as the examiner. Wasn't this destiny? I learned of her dismissal while examining candidates from the same school recently, on January 10, 2023.

I recall having a lengthy conversation with the tutors and graduates, including Ms. Tang, during the convocation event in May 2021. Throughout her college years, she was said to be attentive, willing to help others, and delivered a positive attitude with classmates in group projects and activities. She was described as kind, humble, and always

showed a positive attitude toward her studies, despite the fact that she needed time off in between for her Chemotherapy. She has always wished to complete her course and pass her examination alongside her fellow course mate. During the presentation of the CIDESCO certificates, all of the graduates breakdown and weep with Ms. Tang. Ms. Tang passed both her practical and MCQ theory exams with flying colours.

Ms. Tang passed away peacefully in hospital on October 9, 2022, at 9 a.m. Her perseverance and dedication in completing her CIDESCO Beauty Therapy course as her final wish for success will be remembered and appreciated.

We are delighted to welcome you to the lovely family of CIDESCO; we know it is only for a short time, but you will remain in our hearts forever.

"DEDICATION SEES DREAMS COME TRUE".

**CIDESCO International Examiner
Norlisa Lee Abdullah, Malaysia**



Qualification Spotlight

Success in business is due to many factors but continual learning plays an important part in this process. CIDESCO offers 28 different internationally recognised qualifications through its partner schools and colleges, some of which are 100% online.

Here we spotlight CIDESCO's Beauty & Spa Management Diploma which teaches candidates the comprehensive skills of managing and running a successful beauty salon or spa business.

CIDESCO Beauty & Spa Management Diploma

Aim of the course

This course is 100% online and aims to give candidates the required information to be able to efficiently and effectively operate in a business where fundamental basic managerial skills and techniques are required. The course is designed to give candidates a more comprehensive understanding of how to manage all aspects within a beauty salon and/or spa environment.

Pre-requisite

The Beauty & Spa Management diploma is available to any person wishing to obtain a higher understanding of the management within the Beauty and Spa Industry. No prior Beauty or Spa training is required for this Diploma, although an understanding of the Beauty and Spa industry is an advantage.



Setting up your own salon is a dream of many therapists and entrepreneurs. When trade publication, Professional Beauty magazine asked Beauty Therapists 'what is your ultimate goal as a Beauty Therapist?', 40% said it was: **to open my own salon**.
Running your own beauty salon business can be rewarding in many ways but making it a success can be a challenge and fraught with obstacles. It's not all about beauty, as **business skills are essential**. We've gathered together advice from some of CIDESCO's most successful business owners around the world to give you a head start.



Training

All Candidates wishing to take the CIDESCO Beauty & Spa Management Diploma Examination must have completed their training of at least 300 hours with a CIDESCO School or National CIDESCO Section, covering all subjects in the Beauty & Spa Management Syllabus.

Examination

The examination for the Beauty & Spa Management Diploma consists of a Multiple Choice Questions (MCQ) paper, a Power Point Presentation and a Business Plan.

FIND OUT MORE

If you are a school or college interested in offering your students the CIDESCO Beauty & Spa Management Diploma, please contact info@cidesco.com. Individuals should contact their local CIDESCO School.

If you are considering setting up your own beauty salon business, the CIDESCO International Guide to Setting up a Beauty Salon has lots of useful expert advice.

<https://cidesco.com/CIDESCO-International-Guide-To-Setting-up-a-Beauty-Salon.pdf>



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Become a CIDESCO Associate

To find out more contact info@cidesco.com



Dimple Amani



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: Boline Jatò, Biologique Recherche, Dimple Amani, Eve Taylor, Félag Íslenskra, Luxury Spa, Meditera, Professional Beauty, Repêchage, Sothys.



The metaverse & the \$5 trillion beauty opportunity

The Red Tree, a leading international beauty brand consultancy, has launched its Metaverse whitepaper – a one-stop shop for understanding the social and economic influence of the digital marketing solutions of the future.

The metaverse could deliver new – and important – revenue opportunities for beauty. By 2026, the metaverse market will be worth \$758.6bn, with the beauty industry supporting \$5 trillion worth of value by 2030. This growth comes off the back of the boom of social shopping on platforms like TikTok and Snapchat and the popularity of virtual influencers.

To help you master your understanding and realise the opportunities of the metaverse, read Red Tree's whitepaper here.

<https://theredtree.co.uk/metaverse/>



The Future of Anti Ageing Skincare

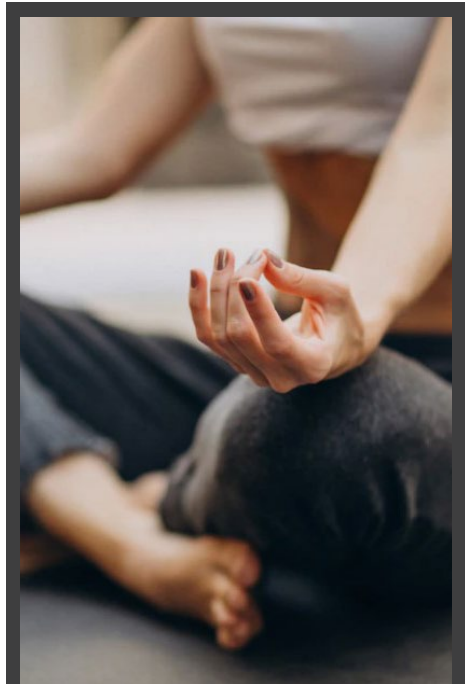
Anti ageing ingredients and the rise in demand for solutions in China and The APAC region are the focus of a recent Mintel report.

In China, interest in anti-ageing skincare has come about due to heightened consumer awareness on skin ageing, preventative measures and the movement of millennials into the 40+ age group whereby skin ageing is a concern.

It was found that when investing in anti-ageing product types, Chinese consumers aged 40-49 were consistently high scoring on regularity of use compared to other age groups.

62% of 40-49 year olds use facial suncare and 48% use a facial serum/essence/concentrate. 65% of Chinese aged 18-24 use facial suncare, the highest age group to do so.

Ingredients approaching mainstream status were revealed as Pro-xylane, Astaxanthin, Fullerene, Beta-glucan, and Resveratrol. Emerging ingredients were Ergothioncine, Carnosin, Copper tripeptide-I, Idebenone (hydroxydecyl ubiquinone) and Haematococcus pluvialis extract.



Yoga Reduces Inflammation Markers in Cancer Patients

The Global Wellness Institute reports a 2023 study from the University of Rochester medical researchers which found that yoga has a powerful, positive effect on inflammation in cancer patients.

The high-quality randomized control trial had 500 cancer patients do twice-weekly yoga or health education classes for a month. Blood tests showed that those practicing yoga had "significantly lower levels of pro-inflammatory markers" compared with patients in the education group.

The researchers' conclusion: "Clinicians should consider prescribing yoga for survivors experiencing inflammation, which increases risk of progression, recurrence and second cancers."

Access this study on yoga

<https://ascopubs.org/doi/>



A WORLD OF OPPORTUNITIES

One of the things I most enjoy about meeting new people in the spa industry is learning about their unique life journey. Having worked in the international spa industry for over twenty years now, I've come to learn that no two people have the same path and sometimes the curveballs that life presents are truly blessings in disguise.

I met up with a friend recently who I interviewed for a position as Spa Therapist at Six Senses Spas, in the Maldives back in 2004. This was the first time she had left South Africa after growing up in the Karoo. Shortly after joining the team over there, a tsunami devastated the island, which resulted in a transfer to another Six Senses Spa in Dubai. There she rose quickly to Head Therapist and soon to Spa Manager. I have also been lucky to experience Management roles but personally loved the idea of traveling to different countries to offer training for an Australian product house. And for the last five years, I've held the position of Director of Training – Spas, at Six Senses Hotels Resorts & Spas.

There are very exciting opportunities in our industry for those who are brave and willing to step out of their comfort zone. South African Beauty Therapists have a very good reputation globally for their excellent qualifications and ability to work hard and adjust to different environments. Six Senses is one of the leading luxury hotel brands in the world and because the company is growing

so rapidly, many spas are currently looking for well qualified Therapists. Once you have your foot in the door, a whole world of opportunities opens to you, including travel if that is something of interest to you.

At Six Senses, a lot of time and energy goes into co-creating a career path that will help you learn and develop, staying engaged and motivated. Our spa teams receive regular training to maintain our standards that we are renowned for. You will therefore continue your education once employed. This will include world class training from our product partners, expert guidance on how to take care of guests touched by cancer, sound healing, breathwork, biohacking equipment ... the list goes on. The company also takes your wellbeing seriously and has launched "Mission Wellness", which is a staff wellness program that focuses on eight dimensions of wellbeing and of course mental wellbeing is of prime importance.

The Six Senses enduring vision remains as strong as ever: To help people reconnect with themselves, others and the world around them. If you are somebody who is passionate about wellness and sustainability and wish to join a team of dynamic people from around the world striving to make a positive difference, then please do visit www.sixsensescareers.com

I certainly hope that our paths cross somewhere in the world!



TAMMY DENT

**DIRECTOR OF TRAINING – SPAS,
SIX SENSES**

Tammy joined Six Senses as Director of Training for Spas in May 2018. She has over two decades of experience in the spa and wellness industry. Tammy has held management positions both locally and internationally, as well as consulted as an International Trainer in the global luxury spa segment. This offered her the opportunity to train in over 25 countries. Tammy is based in Cape Town and is largely responsible for the training in all Six Senses Spas, professional skincare product choices, as well as the creation of the menu of services for each spa.

TRAINING, COMPETENCE & AWARENESS

THE PATH FROM BEAUTICIAN TO BEAUTY & SPA MANAGER



“When a beautician broadens their horizons... they become aware of being the professional figure more specialised in educating their clients”

The evolution of the Beauty Wellness & SPA world increasingly requires highly professional and expert figures in coordinating and managing innovative and advanced wellness structures; all through the acquisition of skills, both direct and transversal, important and fundamental for determining the concept, mission and specialization of the SPAs in which these professionals will then be called to operate.

For a beauty and wellness professional, being aware of their role and skills means always finding the right motivation to evolve their own path and goals towards the many professional opportunities that the Beauty & SPA sector and the holistic world of Wellness can offer. Their role therefore becomes increasingly important as they develop targeted skills, together with new levels of professional awareness, which will lead them to become a manager in the sector, i.e. the culmination of their potential and abilities, the essential fulcrum and fundamental of a 360° professional coordination work in the world of holistic and preventive well-being.

Skills that come from training and that generate awareness: already when a beautician broadens their horizons and begins, for example, to develop new skills in the field of holistic well-being, they become aware of being the professional figure more specialized in educating their clients on primary prevention and preventive well-being; here they realise that the working method they have created will have a value (primarily recognized as an “act of credibility” by their customers) that will lead them to give them what, today more than ever, everyone wants and seeks: have the right advice to learn how to feel good every day, to keep yourself in perfect shape and in the best possible health.

Then when the professional begins to increase their skills more towards the planning, programming and organisation of all the strategic and managerial activities carried out within their own beauty-wellness center, then the awareness of these changes will lead them to define their next steps towards the goal of becoming a Beauty Manager: a professional figure with scientific,

managerial, communication, commercial, marketing, leadership, etc. skills. which intersect from a technical, functional and organisational point of view and which combine managerial theories with practical methods.

And when these professional skills are integrated, not only with the managerial part mentioned above but also with the inclusion and coordination of several different disciplines (wellness, food, beauty, fitness, medical, etc.) and with the development of a holistic methodology of multisensory programming aimed at the body, mind and spirit level (including the related competence sharing between all these disciplines and the related professionals), then the evolution of the Beauty Professional will be that of becoming a SPA Manager: the figure professional who deals, in a broader and more complex way, with company organisation, resource management, cost analysis, administration, logistics, hygiene and safety, cosmetics, wellness techniques, plant maintenance and so on. All organised through specific calculations and related reports to be shared on objectives, costs, attendance, collections and development of the entire company sector.

A managerial figure who coordinates all the activities of the wellness area with the organisation and operations of the entire staff of collaborators and with the environmental and structural contexts in which the SPA is located, which are different in terms of mechanisms and uses. For example, multi-purpose structures (gyms and sports centres) in urban contexts and accommodation and tourist structures (hotels, resorts, tourist villages) in hospitality contexts. This means that the SPAs are therefore closely connected to the performance of cross-selling between all sectors of the structure, such as the sale of the rooms within the wellness area, the gourmet menu of the restaurant with the fitness, specific rituals with thermal rebalancing, just to name but a few.

Obviously it is necessary to create increasingly targeted and evolved training courses to make these professional figures increasingly responsible for their role, with courses that move from theory to practice. Then whatever sector the professional comes from, they also have a period of in-depth practical study, to then start the internship which becomes essential to assist the various SPA Managers already operational and to continue to gain practice and experience.

Perhaps also through international internships, which become indispensable moments to keep up-to-date on scientific innovations, wellness trends and the most avant-garde management models (especially for tourist-accommodation structures) in developing specific business models useful for combining the transformative mechanisms of “wellness on holiday” with those who want to create a tailor-made “wellness-holiday” week.

Therefore, the awareness that leads to identifying in the beautician, the most suitable training path to integrate the right missing skills to one's professional development path, also develops a path useful for the creation of one's own working method, elaborated on the basis of the specialization of their own skills, always to be improved or completed: knowledge of the reference sector (or market) and of the services offered by the same (tourism, sport, thermalism, etc.), technical skills, manual skills, marketing, communication, revenue management, programming, knowledge languages, team building,

A professional awareness thus useful for improving the quality and productivity of the skills learned, through a complete training process to become an expert figure in the technical-commercial-management dynamics of the wide and varied world of holistic and multidisciplinary well-being: a perfect SPA Manager.



SIMONE CIOLLI

SPA Development Consultant, Project Manager and Trainer in Wellness Strategy Management, Simone has been involved in the Beauty Wellness & SPA sector for over thirty years, covering various roles for important companies in the international market of Cosmetics and professional Wellness.

Lecturer, popularizer and congress speaker, he holds seminars and training courses for professional operators, writes articles on wellness management in specialized magazines and coordinates the setting up of wellness concepts for exhibitions-events in sector fairs. Thanks to the creation of specific innovative SPA Business Models, he creates tailor-made solutions and targeted cross-selling and development strategies for Urban, Resort, Thermal, Medical & Fitness structures.

www.sc-spaconsulting.it

FORECASTING IS THE KEY TO SUCCESS



“It is essential for success in your business goals to continuously take into account new potential customers and markets, the financial condition now and in the future, and to understand competitor’s actions”

We all know that “Well begun is half done”; we charge our mobiles for the next day, we apply sunscreen to avoid skin damage. The list is endless and by these basic preparations you are in the heart of high-level future anticipation. By these innate sense preparations, you secure everyday activities.

To make sure your business is successful, entrepreneurs need to understand their customers, predict their desires, needs, wants, competitor’s behaviour, global issues, and mega trends. Once again, the list is endless. The unpredictable is always present and there is no such thing as being absolutely certain as an entrepreneur.

According to United Nations, it is inevitable that five megatrends: climate change, population ageing, urbanization, the emergence of digital technologies, and inequalities will effect the economy. <https://www.un.org/en/desa/unen/report>

Megatrends do not give answers but they give ideas of possibilities and changes that should not be overridden. Like its name, megatrends give directions on a large scale and affect larger groups of people.

The link between megatrends and CIDESCO International is to promote the understanding of global wellbeing which is connected to the United Nations’ sustainable development goals (SDG). CIDESCO is the trendsetter and number one in the wellbeing industry and has now nominated its values on the sustainable level. Multiplicity and equality are no longer phenomenon’s but guidelines and an operating model for CIDESCO.

It is essential for success in your business goals to continuously take into account new potential customers and markets, the financial condition now and in the future, and to understand competitor’s actions- all because unexpected outcomes and the unknown are always present.



SUSANNA KORPINEN-BACK
CIDESCO INTERNATIONAL
SALES & MARKETING DIRECTOR

Susanna has MBA advanced knowledge of Development and Management of Cosmetics Expertise. She is a Beauty Therapy specialist with extensive experience on Vocational Education Training specializing in national and international curriculum work. She carried out the World Skills Special Edition event in Helsinki in 2022, she worked as a workshop manager and will be an expert in the EuroSkills Gdansk 2023 competition. A strong believer in positive thinking with a flexible team-minded attitude. She is an adaptable future explorer who enjoys reading, gardening, and icy swimming moments.



SOFT SKILLS TRAINING

“One of the less realised consequences of growing up digitally... is the relative lack of human peer to peer interaction”

John D. Rockefeller is widely considered the wealthiest person to have lived in modern history. He once said: “The ability to deal with people is as purchasable a commodity as sugar or coffee and I will pay more for that ability than any other under the sun”. It’s one of my all-time favourite quotes, and I believe it’s also very appropriate for our industry today.

Most of the new therapists and beauticians entering the spa and salon market today are under 27 years old. This means that they are part of Generation Z or “Gen Z” as it is typically referred to (ie born between 1996 and 2010). Gen Z is the first digitally native generation in history and despite being a very small portion of the consumer market currently (as a percentage of total spend), they are already shaping the way all of us consume. The use of apps and social media to compare products, make purchase decisions and influence opinion is not limited to Gen Z, most generations are using such tools however it is the demands of Gen Z which are driving change.

One of the less realised consequences of growing up digitally however, is the relative lack of human peer to peer interaction that Gen Z children have had. My daughter would sit next to her friend on the school bus communicating to her not by looking her in the face and talking, but by Snap Chat!

This has consequences for the Gen Z’s entering our industry where (i) there is a large need for human interaction and effective communication, and (ii) most of the clients are older and used to more ‘traditional’ communication styles of looking each other in the eyes, talking and making connections.

Herein lies the challenge. Spa training is typically focused around delivering wonderful treatments and building a deep product knowledge so that our teams can upsell homecare. While these two capabilities are essential in running a profitable spa, they have always failed to maximise revenues. This is because without the interpersonal skills (also known as “soft skills”) that develop relationships and

help us understand client needs, the potential of the client relationship is never maximised.

The need for developed soft skills have only increased as we become more dependent on being connected. How can a 20-year-old straight out of beauty school possibly have the life skills and emotional awareness to connect with a client twice their age, often from a different socio-economic background and/or culture?

A sales study conducted by Gartner found that 53% of customer loyalty is driven by the sales experience – not by brand, price, service, or even the product. This is a sobering insight for the spa industry which seems obsessed with having the latest technology, the newest ingredient or identifying the next trend. The research strongly suggests that if we want to maximise our revenues, we simply need to invest in delivering a better sales experience and that means training our staff in soft skills.

Soft skills refer to the way we communicate. Our choice of words, how we use our tone of voice and body language, our ability to develop connections with our client, and ultimately our ability to establish rapport. Simply put, it's about building a relationship. From my 20 years owning and operating spas, I estimate that 20-30% of revenue potential is lost through a lack of soft skills capability. This is revenue potential that most spa owners don't even realise is walking out the door.

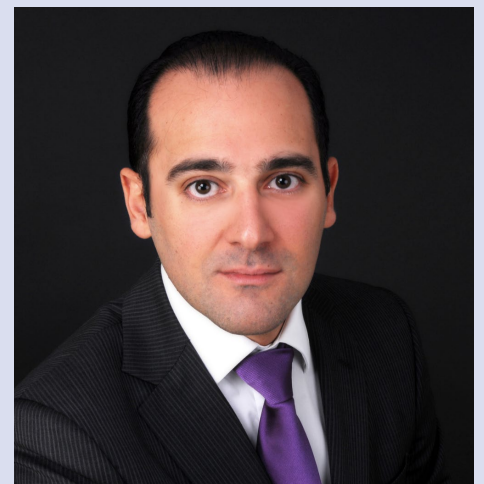
For example, too many clients visit a spa only once. This is a huge potential revenue leakage; attracting a new client to your spa has a cost. We should not be solely depending on the quality of the treatment to bring them back – an understandable but fundamentally flawed assumption. While part of this revenue leakage occurs at the therapist level, the largest single leakage exists at reception. Spa reception is the first and last point of contact most spa clients have with our spa team and is therefore where the first focus for soft skills training should be.

One of the most important techniques in soft skills training is how we use our tone of voice. When a client enters the spa from their stressful life, they are looking for a refuge, an escape for a few hours that our industry provides like no other. The welcoming smile, smell of incense and relaxing music are all part of a sensory journey we take our clients on as spa operators. Accompanying this is what I call the 'spa persona'; a calmness that emanates from a soft, low tone of voice. This calmness of voice has the capacity to lead others to a state of relaxation and is already used well by most well-trained spa professionals. However, there is more.

When a new client that has never been to our spa calls to make an enquiry, our tone of voice is even more important. This is because all the other senses are not present; there is no incense, ambient music, or smile. All that remains is our voice. By listening

to the client, we can adjust in their direction. If they speak slowly, we can slow down, if they speak with a higher pitch, we can adjust ours slightly in their direction. Research by MIT shows that in such situations, the success of a call is related to the variation in pitch and tone of voice. The closer our tone and pitch to another person, the more favourably we perceive them.

This is just one example of how a small change in our communication style can have a huge impact on our results. In a time where the spa industry is struggling to attract and retain talent, it is more important than ever that we equip our therapists with the skills needed for them to maximise their revenues. A confident therapist and receptionist team trained in soft skills techniques is the missing ingredient that most spa operations need to realise greater staff stability and increased revenues.



NEIL ORVAY

Neil Orvay is the owner of Sense of Touch spas in Hong Kong which he co-founded in 2002 since when his spas have won over 100 local and international awards.

His passion outside of the spa business is developing and teaching soft skills training content across the areas of communication, influence, sales, negotiation and leadership.

Since 2009 he has delivered this content to over 10,000 executives at global financial institutions and multinational corporations.

3 take-aways

53% of customer loyalty is driven by the sales experience – not by brand, price, service, or even the product There is a clear case for training our spa teams in soft skills.

People tend to mirror the tone of voice that they encounter. A calm tone of voice has the capacity to lead people into a state of calmness.

When speaking on the phone with a new client, be aware that the variation in tone and pitch between the callers has a direct impact on the likelihood of a successful outcome.

For further information on CIDESCO endorsed Evolution-U courses visit: <https://www.evolution-u.com/e-learning-courses>

MY BUSINESS JOURNEY



VICTORIA, DELLO IOIO
SOTHYS UK COUNTRY MANAGER

From a very young age, I had always been interested in wellbeing, making people look & feel good about themselves, from the inside out.

I studied Beauty Therapy from the age of 16. My college lecturer, who I am still in touch with today, inspired me to spread my wings, leave my hometown and explore the various career paths of where this sector could take me. This was in the mid-late 90's when 'spa' was just starting out. I qualified at the age of 18.

My first role, and I look back with such fond memories, was working for the iconic Ragdale Hall, which was like the 'University of Beauty Therapy', I learnt and grew so much as a professional, made friends for life and am forever thankful for what they instilled in me. With Ragdale on your CV, the world was (and still is) your Oyster. This was back in the day when we wore the classic White Dress, White Stockings and Court Shoes - We were all so proud to be part of such a professional working environment.

Since then, I have travelled the world, spent 11 years of my career at the prestigious skincare brand Shiseido, leading their spa division for EMEA, training, developing treatment concepts & protocols, opening new markets & luxury hotel spas. The best parts were frequent travels to Japan and learning from the best.

I joined Sothys in 2022, with a remit to further develop the profile of the brand in the UK, using my extensive experience to launch the brand into the UK luxury hotel and spa arena. Sothys is a brand that truly embodies French luxury, with extremely high standard treatment protocols and incredibly results driven skincare. We are continuing to grow in the market and have some exciting projects in the pipeline.

I am also on the Board at the UK Spa Association and proud to be helping to develop the spa industry in the UK.

“From a very young age, I had always been interested in wellbeing, making people look & feel good about themselves, from the inside out.”

LEADER AND LEADERSHIP: ALL CLEAR?

How often do we hear reporters and commentators say: ‘the leader of such and such a party’ or ‘the leader of the opposition’. Less frequently the word is used to define who is at the head of a company: have we ever heard: ‘the leader of Fiat or Coca Cola’? I’m afraid not, in these cases the definition of ‘Number One’ or simply their job title is normally used.

In reality, from a purely etymological point of view, ‘leader’ derives from the English ‘to lead’, ie to guide; and management schools, over the years, have deepened the concept of leader and leadership (the activity exercised by the leader and his or her attitude, to be precise), arriving at a clear distinction between the mere role of chief, or number one, and leader.

We are entering an area in which no one should feel left out, regardless of the role he or she may have in a given organisation: we are talking about personal characteristics that those who lead a company, be it large or small, should hopefully have.

We take our inspiration from Robert Iger, CEO of Walt Disney for 15 years, who in his book “The ride of a lifetime” not only recounts how he came to hold that position, but also defines what the characteristics of a leader should be.

First of all, a leader should be optimistic: being able to see a rosy and positive future for one’s company

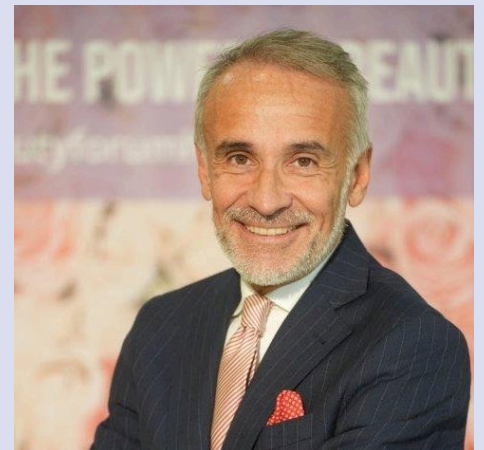
is a fundamental skill to be a driving force towards one’s employees and towards the outside world: no one wants to follow someone who only sees negativity.

Then he must be courageous: whoever is at the head of any organisation must sometimes take decisions (another fundamental point) that imply courage, because, of course, there is always the possibility of making mistakes; but this must not hold one back, otherwise one stands still and does not evolve. And if one does not evolve, one gets left behind and succumbs.

There is therefore the important issue of being focused on the projects to be carried out, being able to prioritise and without wasting energy and strength.

We then have a characteristic of no small importance, perhaps sometimes underestimated: curiosity. Being curious and knowing how to look around, drawing cues for one’s own activity from the surrounding world, allows one to be innovative and to think outside the box.

We then move on to some aspects of character and personality that, although sometimes not considered key in defining a leader, are actually of unquestionable value: honesty, authenticity and integrity. They may seem obvious (the search for assonance was not intentional...), but they are not. Being, not just perceived, but valued as honest makes people trust you. And



ROBERTO VALENTE

**MANAGING DIRECTOR AT HEALTH & BEAUTY
CIDESCO GERMANY SECTION
PRESIDENT**

we all know how important it is, especially in times like these of rampant uncertainty and information overcrowding, to be able to trust someone because they are perceived to be honest, true and of integrity. Knowing that you are dealing with a person of integrity means being aware that they have their own code of ethics that they are not willing to break under any circumstances.

Linked to the previous points is the issue of empathy, perhaps a little less obvious. To be a very good professional just because one has an impeccable technical preparation may seem strange, but it is not enough: one must be able to put oneself in the shoes of those in front of one.

And finally, there is the quest for perfection, not to be confused with the blatant aspiration to be the best, but understood as the continuous search for improvement, always possible.

Lots of stuff, then. But not impossible. Fundamental characteristics for those who want to attract collaborators and customers and then keep them. But beware: everyone can be a leader, even those who are not bosses. And I think the difference, at this point, is very clear.



HOW TO ACHIEVE BUSINESS SUCCESS AS A NAIL PROFESSIONAL

When you start your career you should never underestimate the value of investing in your future with the best education you can find.

Gaining a qualification as a nail professional can result in a very rewarding career with many different routes to take.

When you start your career you should never underestimate the value of investing in your future with the best education you can find. However, bear in mind, this can take quite a few months NOT days! You want to leave your training with a lot of confidence and experience of working with many different clients. Every individual is different and you will need an understanding of their expectations vs reality of the condition of their nails and lifestyle.

Depending on which route you would like to take depends on what extra learning you need to undertake.

Research which schools are available and what they are offering. Do not be influenced by short and inexpensive courses as they will not give you

the teaching and experience that will set you up for a successful career. You will always be looking for answers to problems you will face. The CIDESCO Diploma is one of the most robust and worthwhile courses available in the world today. See if there is any feedback available from past students on how their course was delivered and if they left with confidence and the appropriate skills.

Following your qualification, there are many career routes you could take:

1 Employment in a salon. Ideally, you should be qualified at Diploma level and be able to offer every popular nail service. This should enable you to secure a post as a senior nail professional.

2 Self employed within a salon. This is usually by renting a space or a desk. This would be your own business and should be viewed as

such. Details to be discussed with the salon owner are issues such as reception duties (is this provided), laundry, provision of products (this is variable) how rent is paid (this can be a set rate or on a commission basis depending on who supplies products and disposables etc. Who provides marketing and promotion? All of this can be complicated so a good basic understanding of business and marketing skills should be included in your initial education.

3 Mobile nail professional. This is your own business so business skills would be needed from the start. Understanding of overheads and fees is essential.

4 Working in the media. This is potentially a highly paid route but lots of experience both in nail skills and working with clients is essential. It will also need an excellent and varied portfolio of your own work. The best way to get into media work is via a nails and make up agent who can find work for you and earn a percentage from your earnings. You will need a very full and varied kit and good kit storage to be an efficient media artist and be willing to take on anything and everything.

5 Brand ambassador. Most of the big and well known brands look for ambassadors. This can provide income and/or product while you promote and enforce the brand. This requires very good social media skills so an excellent following and engagement is achieved.

6 Educator. A very rewarding route especially if you are a natural teacher. This requires approximately five years experience and a teaching qualification. Many brands have education teams that you could join or as an independent, you could provide regulated qualifications in a college or develop your own training school.

7 R&D. This is where science focussed people work in a lab to create new products or new colours. This would require more science-based learning from the start.

8 Sales. Many brands have a sales workforce and the best in sales has a good skill level to demonstrate the products at their best. This can be salaried based or commission only based.

These are just some of the routes available but new routes are opening up all the time and a confident and skilled nail pro should be able to find one of their own.

When considering which course to take, it should not only include all the most popular nail services e.g. manicure, pedicure, UV gel polish, enhancement with UV cured products and liquid and powder, basic and advanced nail art techniques, electric file services, but also health and safety, client consultation and basic business skills.

There should be plenty of theory teaching in the classroom using a variety of resources, plus many demos of application techniques for all services, opportunities to practice application on many different clients/models with feedback given, research projects and many case histories of clients over a series of services.

The conclusion of the course should be an examination that involves a written test paper based on the theoretical knowledge plus observation of application skills and client consultation.

After all of this carefully directed process, you should be very confident to go out and work in industry.

One piece of advice is try to work in a salon for one or two years before setting up your own business. By doing this you will get invaluable experience in dealing with members of the public and gaining tips and experience from colleagues who may have different ways of working efficiently and effectively.

There is a big world available for the confident, skilled and knowledgeable nail professional. It is there and waiting.



MARIAN NEWMAN OBE

Marian Newman is a leading nail industry expert with over 30 years of experience. Marian has helped shape the beauty industry during her time as a nail professional and has authored several books, video and audio training programs as well as contributing to a wide range of magazine articles about salon products, safety and best practices for salon professionals.



“Through collective efforts, we can create a beauty industry that is innovative, scalable and sustainable.”

In recent years, the beauty industry has experienced exponential growth and innovation, transforming how we perceive and engage with personal care and aesthetic enhancement. However, amidst this exciting evolution, a critical need for increased regulations and standards has become evident, especially in the permanent makeup industry. While the permanent make-up industry offers immense possibilities for growth, it also poses risks to consumer safety and ethical practices. This is due to things like poor training, lack of continued education, and no regulations or standards.

The UK brow market alone is worth a staggering £20 million and permanent make-up is one of the fastest-growing and most lucrative sectors in the beauty industry. This fast growth has resulted in numerous amounts of fast food-like training. Resulting in artists feeling unprepared, and performing services without proper skill or knowledge of the long-lasting damage that can be created by offering permanent makeup services. When consumers see bad work they become more hesitant in receiving beauty services, which results in the loss of business.



DIOR DAVENPORT

Dior Davenport is an esthetician and permanent cosmetic artist who has 13 years of experience in the beauty industry and holds a Master’s Degree in Education. She owns Shador Studio London which specialises in eyelash extensions, permanent extensions, body sugaring and Aesthetics.

As the beauty industry continues to evolve, it is essential to recognize the need for more regulation and professional standards. Without these in place, we will lose an industry we love so dearly because consumers will be fearful of receiving any beauty services, especially permanent makeup services. By prioritising regulation and professional standards, the beauty industry can maintain its transformative power while ensuring responsible growth. Governments, regulatory bodies, and industry leaders must collaborate to establish a framework that promotes transparency, accountability, and integrity. Through these collective efforts, we can create a beauty industry that is innovative, scalable and sustainable.



MANAGING PROFITABILITY

As Spa, Beauty and Wellness professionals we are committed to delivering an experience to all of our customers. We go above and beyond to provide them with a unique and memorable journey, a top quality service and we use our knowledge and experience to help people feel and look their best. We are attentive to every small detail, we remember our customer's stories and preferences and we create connections by showing empathy and genuine care. More than in any other industry, these connections happen through emotional intelligence, a caring touch, authentic intentions, understanding what people are feeling while sharing knowledge and professional recommendations with our customers in order to help them achieve their wellness, beauty and lifestyle goals. We are part of a fast paced industry, where market demand and behavior constantly shifts and seeks the latest trends, solutions, technology and experiences. As such, we keep ourselves up to date by continuously learning, developing our skills, enhancing our knowledge so as to

meet and exceed our customer's expectations while positioning ourselves in the market and among our competitors.

As Spa and Beauty Managers, Directors, Owners we understand that all of the above can only be achieved by having a team with the same mindset. A team that is able and willing to deliver the same experience whether we are or not around. So, we constantly and actively seek to hire the right talent and qualifications. We coach, mentor and motivate our teams, by using emotional intelligence to understand each person's strengths and opportunities to improve, showing sensitivity to how they feel, identifying what drives and motivates them, how each one of them manages their emotions, and so on, as we understand that the way our team is treated directly impacts the experience that our customers will receive.

Now, apart from all these skills and qualities we are also expected to manage a business, which just like any other must be profitable.

But, how are we measuring the profitability of our business? Do we understand our profit margins? Are we actively involved in the budget process and do we have a clear picture and understanding of our financial performance? Do we understand who our audience truly is, and how we can identify additional revenue streams and ways to maximize our inventory?

Whether we are a Spa, Salon, Wellness Centre Manager, Director or Owner it is crucial to adopt a strategic approach when maximizing revenue and profitability while positioning our business in the market. It is essential to have an understanding of our financial performance – knowing our numbers – in order to avoid revenue loss and an inefficient management of our resources and expenses. By having a clear picture of our financial performance we are then able to make the right decisions that will have a positive, direct impact in the performance of the business. This will allow us to be involved in the budgeting process, performance reviews and total revenue management decisions, while being able to build our case when we need our General Manager, Owners and Investors to finance a new service or an enhancement to our guest's experience.

We want to maximize our inventory by selling the right service and space, at the right time slot, to the right client, at the right price and at the right moment, with the best cost efficiency.

Revenue Management practices can be adapted to the Spa and Beauty Industry in order to identify market trends, analyse historic data and define the segmentation of our customers. This will allow us to forecast future demand, maximize the utilization of our resources, have a more efficient approach towards staffing levels and scheduling, monitor and analyze the impact of our strategies, understand our customers and their price sensitivity while identifying the most efficient communication channels to reach each segment.

“It is crucial to adopt a strategic approach when maximizing revenue and profitability while positioning our business in the market.”

As an example, through monitoring periods of higher or lower demand as well as the experiences with higher or lower profit margin we are able to adopt the right strategies to maximize our inventory, resources and, consequently revenue. These strategies will allow us to shift and guide demand to slower periods by targeting more price-sensitive customers, and optimize revenue during high peak periods by encouraging enhancements or premium experiences targeting customers that are more experience-driven as opposed to being price-driven.

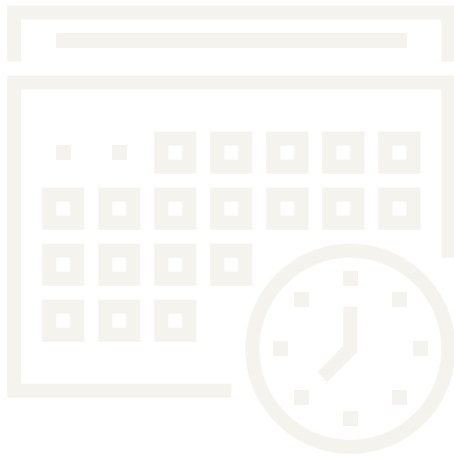
As such, having a clear picture of our financial figures and constantly monitoring every factor that may influence (or not) the success of our business is absolutely essential. However, ultimately the goal is to find the right balance between understanding our business and driving profitability while maintaining our teams motivated, with the right mindset to deliver the most unique and memorable experience to our guests.



CATARINA FERREIRA

Catarina is an international, experienced professional within the Luxury Spa, Wellness and Hospitality Industry. She holds Diplomas both in Hotel Management and Spa Management with complementary studies in Revenue Management for the Hospitality Industry and Revenue and Financial Management for Spas. Catarina's background experience is in internationally renowned and leading Hotels, Resorts and Spas such as Mandarin Oriental, Marriott International, Park Hyatt, Six Senses, Accor and most recently Pre-Opening Spa, Retail and Onboard Revenue Manager at The Ritz-Carlton Yacht Collection.

Catarina has embraced unique opportunities of successfully opening and repositioning luxury Spa & Wellness projects, developing new concepts, hiring and training teams into successfully delivering luxury experiences while following brand standards and achieving high guest satisfaction scores. She has also implemented the successful development of Sales & Marketing, CRM and Revenue strategies that resulted in a higher market reach, higher guest and team engagement and consequently higher total revenue and profitability for luxury properties.



Diary Dates

AUGUST

17-21 Beauty & Wellness Expo - Hong Kong, China <https://www.hktcdc.com/event/hkbeautyexpo/en>

SEPTEMBER

5-7 Natural & Organic Asia - Hong Kong <https://www.naturalandorganicasia.com/>

14-16 Cosmoprof ASEAN - Bangkok, Thailand <https://www.cosmoprofcbsean.com/>

20-21 MakeUp In New York - New York, NY <https://www.makeup-in.com/newyork/>

24-25 Professional Beauty North - Manchester <https://professionalbeauty.co.uk/e/pbnorth/site/Home>

26-29 Spatec North America - Palm Beach, FL <https://www.spatecna.com/>

27-29 Beauty Istanbul - Istanbul, Turkey <https://beauty-istanbul.com/>

OCTOBER

1-2 Premiere Beauty - San Antonio, TX <https://www.premieresanantonioshow.com/en/home.html>

12-14 K-Beauty Expo - Korea <https://k-beautyexpo.co.kr/fairDash.do?hl=ENG>

15-16 IECSC Florida - Palm Beach, FL <https://www.iecscflorida.com/>

15-16 Olympia Beauty - London <https://www.olympiabeauty.co.uk/>

26 BeautyMatter NEXT Summit: The Future Of Beauty - Los Angeles, CA <https://www.bmnextsummit.com/>

28-29 Beauty Forum Munich - Munich, Germany <https://messe-muenchen.de/en/events/beauty-forum-muenchen-2022.php>

30 - November 1 Beautyworld Middle East - Dubai, UAE <https://beautyworld-middle-east.ae.messefrankfurt.com/dubai/en.html>

NOVEMBER

6-9 Global Wellness Summit, Qatar <https://k-beautyexpo.co.kr/fairDash.do?hl=ENG>

15-17 Cosmoprof Asia - Hong Kong, China <https://www.cosmoprof-asia.com/>

16-17 Cosmetica Berlin - Berlin, Germany <https://www.cosmetica.eu/cosmetica-berlin/>

GLOBAL AWARENESS DAYS

SEPTEMBER

19-25 - International Week of Happiness at Work

21 - International Day of Peace

30 - World's Biggest Coffee Morning

OCTOBER

Breast Cancer Awareness Month

1 - International Day of Older Persons

7 - World Smile Day

10 - World Mental Health Day

NOVEMBER

Men's Health Awareness Month

November

2-6 - International Stress Awareness Week

13 - World Kindness Day

19 - International Men's Day

25 - Black Friday

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Around the World

Congratulations to all CIDESCO students who are either in training or have successfully passed their exams.

Here we celebrate a small number of them from around the world.



Clockwise from top left: Anoo's School in Hyderabad; International Beauty School Ahmednager; The London School of Beauty & Makeup; China Hunan Province Changde Yang's Beauty Vocational Training School; CIDESCO Skola Latvia; CIDESCO Section Korea Beauty Competition; CIDESCO Beauty Therapy students from AKMI School in Greece.



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