



**CIDESCO**  
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EST. 1946

**PRESS RELEASE**

October 2019

## CIDESCO International makes new Board appointments and celebrates key milestones at World Congress



The CIDESCO International Board from l to r: Pamela Adkins, Vicky Harper, Gerard Gordon, Laura Grazioli, Sandy Fuhr, Anna-Cari Gund, Karin Luggens and Biju Nair



Sandy Fuhr, President CIDESCO International

**For immediate release:** The 67<sup>th</sup> CIDESCO World Congress, hosted by CIDESCO USA from 19<sup>th</sup>-23<sup>rd</sup> September 2019 in Chicago, brought together over 300 beauty and spa professionals from all corners of the world under the theme 'The Architecture of Beauty'.

At the World Congress annual General Assembly, three new appointments were made to the Board. **Sandy Fuhr from South Africa has been elected as President**, taking over from Anna-Cari Gund from Sweden who has held the post for the past seven years. Sandy Fuhr was previously PR Board Member. **Laura Grazioli from Italy** takes on the position of **Sales and Marketing Director** and **Gerard Gordon from Switzerland** has been appointed to the **new position of Executive Director**.

**Vicky Harper** from Switzerland previously a Board Member for Education, was re-elected to a new-titled position of **Education Quality Assurance Director**. Board members retaining their positions include **Vice President Karin Luggens from The Netherlands**, **Education Development Director, Pamela Adkins from Japan**, and **Financial Director, Biju Nair from India**.

Sandy Fuhr, who is the founder of the Sandy Roy Beauty Therapy Institute in South Africa which has a group of 12 Beauty and Nail training colleges and who previously managed 16 beauty salons in South Africa, has been a global practitioner and campaigner of standards in the beauty and spa industry for over 30 years.



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Announcing her appointment, Sandy Fuhr says: *"Becoming President of CIDESCO International is an honour and a privilege. A dream and aspiration of mine for many years. CIDESCO represents the most incredible professionals in the beauty and spa industry from all around the world who work tirelessly to maintain standards and educate new generations. I couldn't be more proud to be part of such an inspirational organisation and I am looking forward to supporting the further growth of CIDESCO worldwide."*

A number of CIDESCO members were given awards for their services to the industry including: Annica Joensuu from CIDESCO Section Sweden who was awarded the CIDESCO Medaille d'Or; Cheng Ming Ming from CIDESCO Section China and Lydia Sarfati from CIDESCO Section USA who both received the CIDESCO Medaille du Merite; Norlisa Lee Binti Abdullah of CIDESCO Section Malaysia who was presented with the CIDESCO Medaille d'Esthetique. Anna-Cari Gund of CIDESCO Section Sweden received the Honorary President title.



*Cheng Ming Ming of China and Lydia Sarfati of the USA*

The World Congress was also a time to celebrate 60 years of CIDESCO Section Israel and 20 years of CIDESCO Section Russia.

The five day programme of events comprised the CIDESCO Examiners' and Schools' Meetings, a General Assembly and Expo. There was also a World Congress Educational Summit packed with presentations by Samuel Shatkin Jr. (USA), Lydia Sarfati (USA), Andrea Bovero (Italy), Jens Bergstrom (Scandinavia), Mark Lees (USA), Carol Phillips (USA), Jacqueline Kennedy (Zurich), Elaine Sterling (USA) and Cynthia Malcom (USA). Sponsors included Repêchage (Legacy Sponsor), Carol Phillips BeauteeSmarts, Edgar Renee, LAM SKIN Care Products, KPS Essentials, Pibbs Industries and Pivot Point International. Media sponsors included American Spa, DAYSPA, Estetica and MedEsthetic. Education covered techniques, ingredients, trends, procedures and business building tracks.

It was a pleasure to host an Examiners Workshop and a Schools Meeting with CIDESCO members, followed by the General Assembly attended by 19 country representatives.

The World Congress offered a lively opening reception at the Hyatt Regency Chicago, a cultural evening cruising down the Chicago River and "The Architecture of Beauty" gala dinner at the top of the Willis Tower.

The 2020 CIDESCO World Congress will take place in Indonesia in September. CIDESCO Section Qatar has also been accepted to host the 2021 World Congress.

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