

CIDESCO

INTERNATIONAL LINK



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KOREA 2011

Coming up:
The 60th CIDESCO World
Congress & Exhibition

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President's message

By Kyriacos Poupoutsis

Dear Colleagues and Friends,

I hope that 2011 has started for you in a joyful and successful way and may this year be a better year for all, in particular to the world peace and economy.



Kyriacos Poupoutsis – President of CIDESCO International

I would like to thank my colleagues on the Board for their work and commitment and also our Secretariat team for competently supporting the Board in its tasks and also for their hard work and contribution to CIDESCO.

This year Anne Maestrini is completing 25 years with CIDESCO! Responsible for educational matters at the secretariat, all these years she has shown an exemplary dedication and commitment to CIDESCO. Already a "Les Amis du CIDESCO", Anne continues to offer her services and the Board as well as our Members are most thankful and very much appreciate her long and fruitful contribution.

I am in a pleasant position to report that the Board during 2010 has continued its work and focused in particular on important issues / projects for CIDESCO with a view to meet the challenges of our times and take CIDESCO into a different perspective, ensuring continuous growth and success in the future.

The implementation of knowledge-based management systems as decided by the Board is already in progress. Based on this system, the office, the Board, the CIDESCO Sections, Schools, Beauty Centres and Examiners can access data via the internet through password-code assignment.

The development of Learner Guides to complement the Beauty Therapy CIDESCO Syllabus is due to begin soon now, after the finalization of the project plan schedule. In this important task, the Board will be assisted also by members of the Education Committee.

A professional PR and Marketing consultant with experience in the field has been engaged with a view to help with the promo-

tion and marketing of CIDESCO services. A comprehensive review of CIDESCO branding and physical marketing collateral ensuring consistency and good reflection in the high values of the organization will be the starting point in conjunction with the renovation of the CIDESCO website. Further cooperation is planned to include: membership audit and development, the International LINK magazine and Media relations programme development.

The Board has decided for the redevelopment of the CIDESCO website with new style guidelines, better quality, professional presence etc. Therefore it has set the targets and messages that CIDESCO would like to deliver through the website and the intention of CIDESCO to help Members to gain more membership, Schools to attract more students and Beauty Centres to attract more clients.

Consistent with its planning and based on our aim for a continuous upgrade of our services to the members as well as of our quality and standards in the field of Beauty and Spa Therapy, the Board went forward with the recruitment of Timea Vaczlavik, as of 1st February 2011, to assist in the Education administration, thus strengthening our education team.

The Board has amongst others, attended matters concerning our forthcoming official meetings during the Congress in Seoul: The General Assembly, the Schools Meeting and the Examiners meeting, with a view to prepare agendas that will be both interesting and useful for all the participants. During this time Board Members represented also CIDESCO at various Congresses and Exhibitions to encourage membership and promote our services worldwide.

The Education Committee has been busy with the development of new MCQ papers for all disciplines. I would like to thank our Honorary President Ursula van Deelen, chairing the Education Committee and also all the Committee Members for their good work, supporting CIDESCO Education.

During 2010 about 5000 CIDESCO Candidates have been examined all over the globe and sincerely thank our Examiners for the time dedicated to CIDESCO Examinations and inspections, ensuring that the CIDESCO standards are upheld worldwide. Special thanks once again to you all and to our CIDESCO Members worldwide for their support and commitment.

As you all know the 60th CIDESCO World Congress and Cosmetic Exhibition, from 1-3 July 2011 will be hosted by CIDESCO Section Korea, in Seoul – the capital city of the Republic of South Korea and country's main economic, political and cultural centre.

Take advantage of the Congress and experience an exciting program with lectures from international speakers, experts in their fields, to enhance your knowledge, skills and techniques and explore the Exhibition with the latest equipment, cosmetic products and services- make the event a unique learning experience!

It is an opportunity to meet with your CIDESCO colleagues and friends from all over the world, exchange information and share views and experiences, in a venue highlighting the global development and the future of the Beauty and Spa Therapy industry. Such congresses are very essential for the continuous learning and professional development of the beauty therapist, who has a very significant role to play for good health and wellness, as the treatment of the skin is of immense importance- being the border between the human body and the environment.

This year during our Congress in Seoul we shall have the presentation of CIDESCO Awards to the persons who will be voted by the Member Sections for their dedication and commitment to CIDESCO.

Section President Soo Kyung Cho and Section's working committee promise that the 60th CIDESCO World Congress under the theme "Natural, Global, Esthetic World & Korea" will be a truly memorable venue as they plan a very interesting educational program and exhibition, combined with exciting social events.

Join us for this prestigious event and make it a unique and delightful experience!

Look forward to seeing you all at the Congress!

Yours sincerely

Kyriacos Poupoutsis

President of CIDESCO International

The missing link

My name is Rietje Tomassen-Marcus and I held a demonstration of body massage at the CIDESCO Congress in Kyoto 2009. I am looking for the woman in the middle of the picture. I have promised her to give a CD with the music of my body massage I used for the demonstration.

Unfortunately it was not possible to give her the CD after my demonstration, because I was busy with other Japanese CIDESCO colleagues.

I was searching for her in different ways without success. I would like to send her the CD – a promise is a promise!

If anyone knows her; kindly contact me at the address below. Thank you so much!

Rietje Tomassen-Marcus

Beauty salon JOLI

Apeldoorn – Netherlands

salonjoli@chello.nl



Left, **Rietje Tomassen-Marcus** who is searching for the woman in the middle of picture

Anne Maestrini's 25th Anniversary

By Elise Wessels

It was a Saturday in 1986, when Anne walked into the CIDESCO Head Office to meet with the CIDESCO Board members to discuss the position that was available in education. The meeting took place in an office of one room at Zeltweg 50 in Zurich where a part-time secretary handled general administration. At that time Ursula van Deelen was the Board member for education and is now Honorary President of CIDESCO. Anne was hired on the spot on a part-time basis and started her job in a new world of beauty therapy. Ursula van Deelen left on that same Saturday and returned to her home in the Netherlands. Anne's training was done by telephone and periodic visits by Ursula to Zurich. She became responsible for the handling of examinations and dealing with examiners and schools.

In 1986 CIDESCO only ran a small number of schools, just under 50 to be more exact. This number has grown during the past 25 years to over 240 with quite a large number of schools in probationary training. The extensive work involved needed close cooperation with the following education Board members: Ursula van Deelen, Joan Thornycroft, Elise Wessels and presently with Josephine Wackett. Anne has worked with many Boards, all with different personalities, attitude and cultural differences: Kristina Peltoma, Jean Worth, Hedy Dettwiler, Hans Schuster, Kenneth Morris, Joan Thornycroft, Wim van der Straten, Elinor Bull-Hansen, Riitta Salmi, Margrit Altenburg, Baljeet Suri, Gaby Andina, Anita Bürki, Elise Wessels, Ronelle Iten, Helen Weber-Bramwell, Kyriacos Poupoutsis, Anna-Cari Gund, Dianne Miles, all of whom have contributed to the making of CIDESCO.



The CIDESCO Head Office is at present staffed with four full-time and two part-time employees. Apart from Anne there is Gerard Gordon, Graziella Colacicco, Sandy Aerne, Sandra Neumeyer and Timea Vaczlavik. The office is now fully computerized and handles an enormous work-load which comes in daily from around the globe, led by President Kyriacos Poupoutsis, Vice President Anna-Cari Gund, Secretary General Ronelle Iten, Education Board Member Josephine Wackett, Treasurer Ken Kume, and Public Relations Elise Wessels.

Anne has attended many CIDESCO congresses and has been involved in all the meetings, general assemblies, schools' and examiners' meetings and she has prepared the respective minutes and reports, which are circulated after each congress. She has had the opportunity to meet with many school owners, tutors and examiners, which has intensified her close relationship with the CIDESCO "big family", all with the same ideals and goals in this incredibly fast growing industry.

After twenty five years CIDESCO has proved its continuity and this is the yardstick to lead us to our goal - we strive to be the best in the Industry - leader in the world of beauty and spa therapy. Our sincere thanks to Anne for making this all possible, such a milestone could not have been reached without her input and dedication. ■

Ursula van Deelen – Honorary President

At the beginning of the nineteen eighties CIDESCO was growing and growing, especially in the field of education. Finances were limited in those days so we worked with part time secretaries, who changed all the time. Then the Board decided that we needed a secretary specifically for education.

Out of six candidates the President of that time, Kristina Peltoma and the Board member for education, Ursula van Deelen, decided that Anne would be ideal. She was young, very efficient, well-trained and also interested in education. Starting in 1986 Anne thus took over the responsibility for the organisation of the examinations and did so in a most modest, pleasant and professional manner.

Several Board members came and left CIDESCO but not Anne Maestrini. She stayed. After some years she dealt with more than just education. She worded nice letters for all Board members, joined us to attend many congresses, worked in our booths and did a lot of organising for CIDESCO. Anne gave the impression of never being tired. She prepared all the minutes relevant to the General Assemblies and the school meetings. There is no doubt in my mind that Anne is known to all members who attend the congresses. They bring their problems to her as they have the feeling that she knows everything and can find a solution. I can confirm that this is true!!

25 years of service is indeed a very long time. Anne belongs to the big CIDESCO family and I hope she will stay with us for many more years!! Congratulations Anne and many thanks for all these years with CIDESCO.

Jean Worth – Honorary Member

As CIDESCO Vice-President from 1985 to 1992 I am proud and honoured to join my remaining fellow Board members and colleagues in expressing our gratitude and appreciation to Anne Maestrini for 25 years of devoted service. I also wish to add my own congratulations and thanks to her for the work, loyalty, co-operation and support given to me personally in the often difficult times I had during my term of office.

Over the years, we have shared and enjoyed a range of wonderful memories, planned necessary changes in policy and education, and experienced continuous positive professional progress, making our respected family of CIDESCO the International success it has become today.

Many thanks to President Kyriacos Poupoutsis and the presidium for making this tribute possible. With fond and sincere greetings!

Baljeet Suri – Honorary Member

Anne joined CIDESCO at the same time as I took over Ray Cochrane's Beauty School. It is hard to believe that this was 25 years ago! During that time I have always admired and been impressed by Anne's unflinching efficiency and close friendship.

Helene Weber-Bramwell – Honorary President

In paying tribute to our dearest ambassador, friend, colleague and CIDESCO education stalwart, my memory rolls back to the time when Anne and I first met – the CIDESCO World Congress held in Glasgow in 1987. CIDESCO was in a flux and I was a nervous South African representative responsible for the task of redeeming our status with CIDESCO. I vividly remember, as though it were yesterday, stopping at the CIDESCO kiosk and introducing myself to a beautiful, warm and friendly young woman - the unflappable Anne, seemingly always in control, always willing and always competent.

Her loyalty and commitment to CIDESCO, its members, schools and students is unwavering and goes far beyond that of just doing a job. Anne has worked in places where it seemed impossible to succeed, she has managed the education arm of CIDESCO with enthusiasm and determination, she has risen to all the challenges and always had a plan up her sleeve.

During Anne's more than 25 years with the organisation her thread has woven through the tapestry of CIDESCO, strong, proud and steadfast, holding much of the tapestry together with her in-depth knowledge of CIDESCO – adaptable and fearless.

It has always been a privilege to work with Anne and that on so many different levels – we've debated, agreed to disagree, all in the interest of CIDESCO, yet none of this affected our friendship or respect for one another.

What a generous, hospitable and charming spirit – such is our Anne. I am convinced that anyone reading this article, even if they are no longer with us, would agree with me.

Anne – congratulations on your 25 years! – you can look back with pride on your role in CIDESCO and forward with anticipation in peace and harmony, which is ultimately what we all strive for. Here's to the next 25 years... Thank you Anne!

Joan Thornycroft – Honorary Member

Anne Maestrini, for 25 years you have shown true dedication to CIDESCO. Your diligence coupled with tactful charm has done so much to spread the growth of CIDESCO Education. My 8 years serving CIDESCO with you when I was Board Member for Education from 1988 - 1996 were a joy. Congratulations!

Josephine Wackett – CIDESCO Board Member for Education

CIDESCO found a "girl with a heart of gold" when Anne Maestrini joined the Secretariat a quarter of a century ago and now we are celebrating her Silver Jubilee with our global organisation!

The stability of years of tireless energy and your 'hallmark' of wise judgment and calm professionalism; we, CIDESCO are eternally indebted to you, thank you very much dear Anne and many congratulations!

Beauty Depends on Wellness

Do You Know Why and What to Do About it?

By Jon Canas

The world of spas and skincare technicians can be divided into two groups. The larger one relates to the part of the skin and body that is in line with commonly accepted medical views, which are that the body consists of tissues, bones, organs and a great deal of fluid. As the medical community dispenses potent chemicals to address most illnesses, typical skincare technicians look for new products and equipment to follow suit. But are they successful?



Jon Canas
Author of „Energetic Skincare Naturally!“
President of Phytobiodermie®

The other much smaller group subscribes to the notion that the body not only consists of matter (solids and fluids) but also of energy. We are not talking about countless chemical reactions within the body that generate energy but about vital energy – what yoga practitioners know as prana, and what traditional Chinese medicine calls Chi (or Qi). This subtle and intelligent energy is stored in localized energetic centres (chakras of Ayurveda) and flows according to set pathways (meridians of acupuncture). It has been measured and thus proven.

Skeptics say that traditional Chinese medicine (TCM) and Ayurveda are old traditions akin to old wives' tales. It is because they have not been exposed to or been influenced by the findings of quantum physics that is slowly but surely revolutionizing the world of science and medicine. By extension, spa and skincare treatments will also be influenced. So, why not be ahead of the trend and now look more into the subject yourself?

Let's start with the well-known Deepak Chopra, M.D. who wrote in *Grow Younger, Live Longer*: "Your body is a field of energy, information and intelligence, capable of perpetual healing, renewal and transformation." Before him, Richard Gerber, M.D. wrote in *Vibrational Medicine*: "The physical body is actually a complex of interwoven energy fields." Before them, one of the greatest quantum physicists astonished the world of science when he declared: "Matter is frozen light", and, of course, we know that light is energy. In the face of such statements, and many more from serious researchers, how can we proceed as if they as if they do not exist?

TCM principles, similar to Ayurvedic principles, are timeless. In their guide to TCM, *Between Heaven and Earth*, Beinfield and Korngold stated: "TCM echoes the logic of quantum physics" and also, "Matter is chi taking shape."

An essential characteristic of vital energy is its role in disseminating intelligent and vital information. Since vital energy interconnects all parts of the body, skin included, it gives the skin the ability to reflect what is energetically going on within the body. If the body is unhealthy, the skin reflects that condition and becomes an impediment to any attempt to look good!

The skin on both face and body consists of a series of reflex zones. For example, the space between the eyebrows is the liver zone. Any esthetic manifestation in that area has a component of liver energy (Wood in TCM) as being out of balance. Likewise, the chin is a hormonal zone – most women have the empirical experience of periodic skin manifestations in that area, they fade away in a few days, only to return approximately three weeks later.

The energetic premise is simple: health and skin problems have an energetic root cause – poor energy flow or quality. If you have learnt about the energetic cause of esthetic manifestations, you will know how to give the right energy balancing treatment. For example, acne – a condition of the element Earth – requires an Earth balancing treatment. Further, if the problem is on a Wood zone (between eyebrows), a Wood balancing treatment is also necessary. These concepts are simple yet potent.

By understanding the energetic nature of body and skin and having the tools to practice even simple energy balance, spa and skincare technicians become important partners in achieving improved wellness, which in turn ensures an enhanced sense of feeling and looking good. ■

AMAZONIC & SPA MASSAGE

By CIDESCO Staff Editor

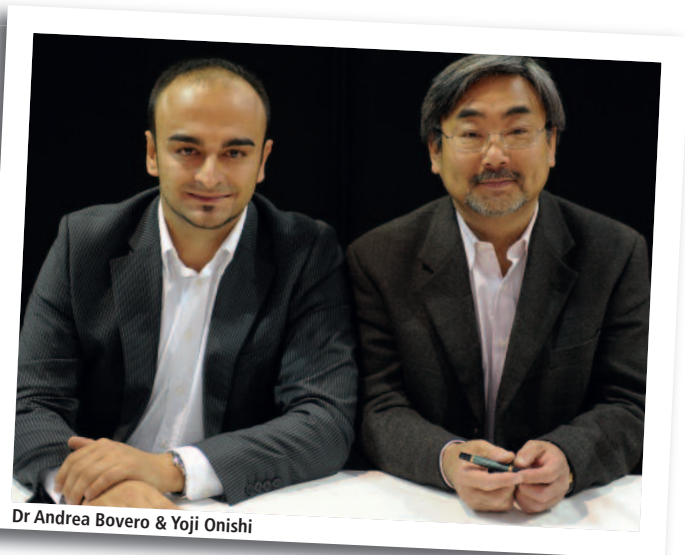
Modern society is constantly inundated with a multitude of stimuli, colours, scents and tastes from distant and exotic countries. This continuous exchange of ideas with different cultures activates a strong attraction in the consumer to "ethnic" traditions. In the era of multi-sensoriality, the "experiential" component of aesthetic and cosmetic treatments - and generally of products and services - has become of great importance, so customer satisfaction is a total sensorial gratification and a good emotional involvement.

Recently, some traditional techniques from South America, more precisely from the Amazon Rainforest, have been particularly successful in Europe and that in addition to several treatments from India, China, Japan, California, Arizona and many other parts of the world. "Amazonic & Spa Massage" is a new poli-sensorial treatment that combines the effectiveness of some specific manoeuvres with the emotional involvement. This condition is achieved by integrating sensory elements in the manual treatment with the purpose of evoking the power and the vitality of the Amazon Rainforest.

In practice, the "Amazonic & Spa Massage" links the benefits of a revised manual lymphatic drainage (MLD) with the psychophy-



Loretta Giudici



Dr Andrea Bovero & Yoji Onishi

sical effects resulting from an intense sensory engagement. This result is obtained by the use of precious essential oils, the listening to the hypnotic rhythms of native drums and the rebalancing action of the colour green. The pleasant integration of all these sensory factors makes "Amazonic & Spa Massage" an incomparable experience.

The massage is performed with delicate, rhythmic movements; it reactivates the lymphatic circulation, eliminates toxins, reduces water retention and has long-lasting effects. The method is recommended for the treatment of different aesthetics problems such as cellulite, acne and more.

"MeridiLine Massage" in an innovative shape and weight control method presented by CIDESCO ITALY and developed by AMIA International Association in cooperation with Michiko Matsunaga and a group of researchers from several Japanese universities. Through her experience of gestational obesity Michiko Matsunaga has utilized her constitutional meridian sensitivity and found the ways to repair the energy flow distortion. She has also developed a respiration method to train the student how to optimize the treatment. While giving treatments, experienced practitioners even notice the effects on themselves and how it makes their work more effective.

The method is based on a profound knowledge of human anatomy and physiology. The human being must ensure a physiological homeostasis of his or her internal environment.



Maria Manuela Ravasio

This is achieved by a process of negative feedback control. This corrective mechanism has been interpreted in traditional oriental medicine as the flow of the energy or the form of Meridian. When the flow of the energy is obstructed by some factors, the body system (physiological homeostasis) becomes unable to prevent the distortion of the body structure.

"MeridiLine Massage" focuses on the energy flow lines distortion and on the body points responsible for those energy flow lines adjustments. With the help of a simple movement test, which defines the problematic points and lines, the manual method physically adjusts the lines and the points on the body surface, reducing the body distortion by a revolutionary process.

By allowing the energy flow through the meridians, "MeridiLine Massage" improves physical capacities and corrects the body shape, helping to solve several troubles and inestetisms that are typical of modern society. The technique rebalances the energy flow through the meridians, revitalizes the homeostatic function of body and skin, increasing firmness and elasticity of tissues, promoting micro-circulation and skin regeneration. ■

Congratulations

Honorary President NINA HAAS!

It is our pleasure to inform you that Honorary President Nina Haas recently reached the age of 91. The CIDESCO Board, secretariat and members around the globe send her their hearty congratulations and trust that her birthday was one she will always remember. It is indeed exceptional that many CIDESCO Board members reach such monumental ages. As you will undoubtedly have noticed in our last issue, Joan Thornycroft, who is still active in CIDESCO, will celebrate her 95th birthday in March.

Nina Haas held the office of Vice President on the CIDESCO Board under the leadership of President Dr Edith Lauda. In 1979 she succeeded Dr Lauda in Monte Carlo and became the President of CIDESCO. Nina experienced many successful CIDESCO congresses; among them was the first gigantic world congress with over 2,500 visitors. It was the first congress in the Far East and was held in Tokyo during the era of Madame Shibayama, the founder of the Japanese section and another icon of CIDESCO. Under her



Nina Haas (l) President Cidesco, in Vienna 1976, with Kate Wacz (r)

guidance on the CIDESCO Board, many new sections were recruited and joined the CIDESCO family including Hong Kong, Malaysia and Indonesia.

Nina's background in medicine was a great asset for CIDESCO education. In 1970 she received the CIDESCO award in cosmetology. She has written many books for our industry and always promoted Healthy Natural Skincare. Many good products were created based on her extensive knowledge and they still bear her signature. In 1983 Nina was awarded the title of 'Honorary President'.

CIDESCO is forever grateful to the many early pioneers in our Industry who dedicated their knowledge and time to make our organization global. ■

Health Hazards

Herpes, Hepatitis and HIV

By Dr. Rochy Leibowitz

It's easy to become complacent about infections in today's developed world. Bacterial infections that would have killed whole populations in the past – for example pneumonia, septicaemia, tuberculosis, and so on – are today relatively easily treated. After all – we have antibiotics that cure most things.

But there is a group of infectious diseases that continue to be a problem. They spread easily, treated with difficulty (being totally unaffected by antibiotics) and are on the rise. This is the territory of viral infections.

Viruses are fascinating structures. They are tiny organisms that are deceptively simple in structure – similar to the cell nucleus. Viruses are incapable of living independently. They must inhabit the cells of another organism, which they effectively hijack, forcing the host cell to carry out the support procedures needed for the virus to multiply and grow. Usually, as the virus outstrips the capacity of the host cells, it bursts out of the cell (which dies in the process) and into adjacent cells, lymphatic system and the blood stream of the host, looking for new suitable host cells to invade.

Viruses are quite specific about which sort of cells they invade. The common cold virus tends to invade the epithelial lining of the respiratory system – producing irritating nasal and sinus symptoms – but they leave other cells alone. Similarly, other vi-

ruses invade the epithelial lining of the gastrointestinal system, causing diarrhoea and vomiting – but leave the respiratory cells alone. Still others affect the skin, the immune system, the nerve cells or muscle cells and so on.

There are three important and troublesome viral groups which I want to highlight as being **Health Hazards** in the beauty therapy industry. They are easy to remember because they all begin with an **H**: **H**erpes, **H**epatitis and **H**IV

HERPES SIMPLEX

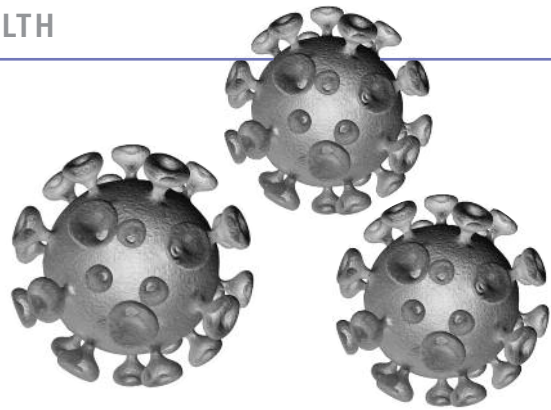
Herpes viruses are characterised by forming epidermal blisters. There are a number of these infections in the Herpes group, but the one most relevant to our industry is Herpes Simplex.

This is a common viral infection. It consists of a group of superficial blisters on a red base, usually around the nose or lip. Outbreaks are usually recurrent – almost always recurring in the same area. Herpes Simplex may be precipitated by strong sunlight, wind, stress, fevers and at times of reduced immunity. They are common after tattooing in the lip region.

The first symptoms of Herpes Simplex is itching or burning of the affected skin. Then, one or more small red papules develop which rapidly blister. Groups of blisters form nearby and can easily spread to other areas. As the blisters break, they may become secondarily infected.

The risk in the salon is that herpes infections can easily be spread by an unaware therapist doing a facial treatment. One needs a high index of suspicion about lesions around the nose and mouth and must ask the appropriate questions to ensure that the diagnosis is not missed. Don't assume lesions around nose and mouth are "normal breakouts".

Active Herpes is an **absolute** contra-indication to treatment and the client should be advised to seek immediate medical advice.



Dr. Rochy Leibowitz
CIDESCO International Examiner



Herpes Simplex

If treated by taking specific antiviral medication within 36 hours of the onset, the length and intensity of the attack is reduced, but it doesn't prevent further recurrences.

HEPATITIS

The word hepatitis means inflammation of the liver, and there are many causes of this. But generally, when we talk about Hepatitis, we are referring to Viral Hepatitis – a group of infectious diseases of the liver, caused by viruses that invade liver cells. There are many types of Viral Hepatitis in the group, but the three main ones are: Hepatitis A, Hepatitis B and Hepatitis C

HEPATITIS A

This is highly infectious and usually enters the body through the faecal-oral route. It is commonly picked up by eating food prepared without adequate hygiene. It is spread by people who have the disease, or are incubating the disease.

The incubation period is about one month. An infected person usually develops a flu-like illness with headaches, tiredness, fever and often nausea, lack of appetite and pain in the liver area. Jaundice may occur, with a yellow tinge of the skin and eyes and dark urine. Patients recover fully, although there is often initial tiredness for a few months.

Once a patient has recovered, the disease is no longer transmissible. **There is an effective vaccine to prevent Hepatitis A and adequate hand-washing** is the most effective hygiene measure that is available against the spread of this infection.



HEPATITIS B

This is a much more serious illness. The main sources of infection for this disease are blood and blood products and to a lesser extent, other body fluids as well.

The incubation period is about three months. The clinical picture is similar to Hepatitis A, but more severe. Rashes and joint pains may also occur. A small percentage of people, add comma who

have Hepatitis B develop complications, remove comma and may die from them.

Between 5 and 10% of the people suffering from Hepatitis B do not fully recover but continue to suffer from a chronic liver disease with a significant increased risk of developing liver cancer (up to 250 times the normal risk). There is no specific treatment available. Hepatitis B is spread in the same manner as HIV.

The risk of contracting Hepatitis B is high because of the existence of a number of healthy, asymptomatic carriers, which do not show signs of the disease and may be unaware that they are carriers they have the ability to transmit the infection.

Because of these carriers it is important to have **Universal Infection Control Procedures** in place – effectively treating everyone as if they were carriers.

To prevent the virus being transmitted from one patient to the other it is important to remember that the virus is very hardy and is likely to survive inadequate sterilisation procedures. Thus, adequate sterilisation at high temperatures is absolutely essential and only the use of disposable electrolysis needles is recommended.

Salons offering services, which involve skin piercing (such as electrolysis or permanent make-up tattooing), need to take special care with the disposal of non-re-useable equipment.

All treatments, which potentially involve exposure to tissue fluids – like waxing that could draw blood, pustule extraction, vein cauterly and so on, need to be conducted by using gloves to protect the therapists from contracting Hepatitis B from an asymptomatic carrier.



Effective Hepatitis B vaccines are available and all therapists should be adequately immunised to prevent acquiring the disease and inadvertently transmitting it.

HEPATITIS C

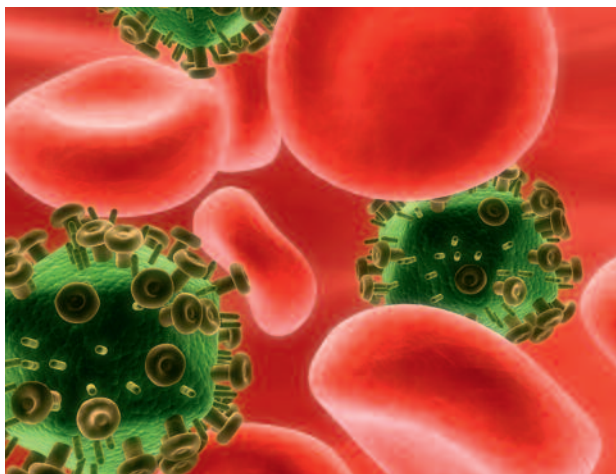
This is the most serious of the group. The clinical picture is similar to Hepatitis B, but more severe. In patients with Hepatitis C about 20% show slow progression to cirrhosis, and there is an increased chance of the development of liver cancer.

In Australia, statistic showed that the injecting of drugs is the single most important risk factor. Other risks include tattooing, body piercing and previous blood transfusions. Unlike Hepatitis B, infection by sexual transmission appears to be a very small risk.

There is no effective vaccine available. There is **no cure**, although there are medications that help manage the disease. The **most effective preventive measures** are avoidance of the risks. Salons that offer tattooing (including permanent make-up) and body piercing need to be extremely vigilant about preventing infection by obsessive sterilisation and disposable needle use.

HIV

HIV – Human Immunodeficiency Virus is the virus that causes AIDS. AIDS is a devastating disease, world-wide, with no cure. Prevention is the only effective way to avoid its spread. The HIV virus affects the T lymphocyte – destroying it or interfering with its function. As lymphocytes form the basis of the immune system, the main effect of the HIV is to paralyse the immune system.



HIV is transmitted from person to person by the transfer of body fluids in which it is alive and growing – by **sexual transmission**, by **transfer of blood or other body fluid** or by **infected mothers to their babies during the birth process**. HIV can only survive in living cells. It dies outside the cell, and is killed by simple sterilisation procedures.

Routine beauty therapy procedures, which neither involve contact with broken skin, nor involve blood, organic matter or transfer of body fluid in any way, do not risk spreading HIV.

There is no vaccine, and prevention of risk factors is the best policy. There is no cure for AIDS, although there are management strategies for AIDS sufferers. ■

HYGIENE PRINCIPLES: Universal Infection Control Procedures

These infection control measures are most important for curtailing the spread of HIV and Hepatitis from client to therapist, therapist to client or client to client during the course of routine, professional beauty therapy procedures.

- Treat all clients as unknown carriers of dangerous viruses
- Wear gloves when touching non-intact skin of all clients
- Wear gloves when handling items or surfaces soiled with blood or pus
- Wear gloves when puncturing skin or doing other procedures which may produce bleeding eg. red vein therapy, waxing
- Change gloves after contact with each client
- Wash your hands and other skin surfaces immediately and thoroughly if they become contaminated with blood
- Wash your hands immediately after removing gloves
- Place used sharp needles etc. in puncture resistant containers
- Do not treat clients if you have any exudative lesions, weeping dermatitis or broken skin on your hands.
- Thoroughly sterilise all instruments
- Use only disposable needles

ayurveda

Where the Wellness Industry was Born

By Dr. Milind N Salunke & Dr. Ranjan Kapoor

Ayurveda was India's first traditional and natural system of medicine. It has been practiced for more than 5,000 years. The system was developed by the Rishis (sages) through centuries of



Dr. Milind N Salunke
Lecturer, Ananda Spa Institute
BA Ayurvedic Medicine & Surgery (BAMS)
Dip. Aesthetics (Hon), Body (Hon) & Spa
Therapies
Dip. Spa Management
Dip. Clinical Research

observations, experiments, discussions, and meditations. The Gurukul system of education was followed and its teachings were passed on orally from teachers to students for several thousand years. Ayurveda – "Ayusha Veda Ayurveda" means "The Science of Life". It is the oldest and the first science of its kind where a detailed daily no comma dietary and seasonal lifestyle has been described. Thousands of years of knowledge and practice were fed into a system of medicine. Today's wellness industry in India subsequently has its roots in the oldest science of Ayurveda. It is a truly time-tested system of healing with a universal focus.



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BAMS, MD (Alt. Med.)
Diploma in Panchakarma
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Ayurveda mainly concentrates on two principles:

1. Swasthasya Swasthya Rakshanam – to maintain and boost the health of an individual. This is the preventive concept aspect of Ayurveda. Good health is maintained by following both a good and steady lifestyle and diet specific to the individual bodily constitution identified by Ayurveda.

2. Aturasya Vikar Prshanamcha – To cure an unhealthy person and help him or her live a better life by following a good lifestyle pattern, diet and medicine.

The first principle is what the wellness industry focuses on today, which is mainly the modern day principle of "Prevention Is Better than Cure". Here, the science of Ayurveda focuses on keeping the person healthy and free of illness and disease.

Ayurveda – Holistic Life Science

Health according to Ayurveda is as follows:

"Samadosha samadhatu samaagnisha Malakriyaha Prassana Atma Indriya Manaha Swasthya Ityabhidhiyate".

According to Ayurveda all the body functions on which the harmonious working of the body depends should be balanced, all the bodily tissues should be balanced, the elimination process should be normal, the soul, senses and the mind should be in harmony. It is only then that the individual is called a healthy person. This definition goes hand in hand with the definition of health given by WHO (WORLD HEALTH ORGANIZATION). In Ayurveda, along with the physical body the psycho spiritual wellness is also given equal importance. If the body is unhealthy, the mind will also be unhealthy and if the mind is not healthy the body will not be healthy either; both the body and the mind are interrelated.

Various measures are explained in Ayurveda in order to maintain the physical and mental balance of an individual. Ayurveda provides detailed advice on personal hygiene and social conduct and describes the ideal lifestyle. It states how to keep healthy by following daily regimens by season, through diet, exercise, yoga and meditation.

Ayurveda takes the physical, mental and spiritual well-being of each individual into consideration and strongly supports its holistic approach in health care. So balance is the key to health and happiness. It shows us the way to harmony and self-realization, which is every individual's ultimate goal.

So let's give credit to the ancient masters whose universal principles and visions have travelled beyond time and space. Ayurveda is a truly holistic system that embraces the healing of all aspects of your being (body, mind, and consciousness) through diet, lifestyle (including exercise, yoga and meditation), Ayurvedic herbs and herbal preparations, as well as cleansing and rejuvenating Ayurvedic therapies and Panchakarma – a deep detox program unique to Ayurveda.

Aspects of Ayurvedic Regime:

- Rutucharya: The change from one season to another may require you to change your diet for a period of time in order to

restore balance. Certain Ayurvedic therapies and a cleansing program such as Panchakarma or a home cleanse at the beginning of each season can be beneficial.

- Dincharya: Healthy daily routines, called Dincharya, and how to slowly integrate them into your life.
- Yoga should also be suited to your specific constitution, and in particular to the type and extent of the exercise in order to stimulate the digestive fire (agni), improve digestion, relieve constipation, and induce relaxation, as well as how to avoid dehydration, breathlessness, muscle aches, chest pains, and other problems such as arthritis, sciatica, or heart conditions, caused by over-exercising or doing the wrong type of yoga.

Aspects of Ayurvedic diet:

Prepare food correctly and avoid combinations that can create toxins in your body. The basic concepts behind Ayurvedic cooking are as follows:

- The importance of agni (digestive fire) and taste in digestion.
- The importance of cooking with respect and love.
- The qualities or attributes of food – six taste theories (Shad rasa)

Ayurveda as Life Style Modulator

- Ayurveda states that good digestion is the key to optimal health. Therefore, food combinations in the diet can make a vital contribution to continuous good health.
- An Ayurvedic health program will help you to slowly implement routines and dietary guidelines specific to your constitution and/or doshic imbalance. The use of Ayurvedic herbs and herbal preparations will promote balance and harmony of the doshas, strengthening the immune system and promoting general vitality.
- A balanced lifestyle that emphasizes regularizing food habits, sleeping habits, and bowel movements, as well as following daily routines and practices such as yoga (or exercise) and meditation, will bring discipline and help maintain the harmony of the doshas, thus promoting overall health.
- Throughout your consultations, you will learn and understand various theoretical and practical aspects of Ayurveda and be able to progressively integrate them into your lifestyle. Slow change is permanent change.
- Also, specific Ayurvedic therapies may be suggested to help you in the healing process, depending on your individual needs and state of health.
- The modern world faces numerous ill-effects from erratic lifestyles. Individuals are more prone to lifestyle diseases like diabetes, psychosomatic disorders, obesity and stress-related ailments.
- For all these diseases the recommended solution from Ayurvedic principles is the adoption and maintenance of a balance between the self and external environments, which is to be



found in the form of lifestyle suggestions in accordance with Ayurveda principles.

- Spa's are a perfect place for everyone facing lifestyle health problems to balance themselves physically, mentally and spiritually.
- Combining the lifestyle suggestions of an individual and tailoring them to Ayurvedic principles is a value-added service to the Spa industry.

Role of Ayurveda in Spa Industry:

- Generally, Spa treatments are designed to regain, maintain and to promote health and wellness.
- What exactly does Ayurveda focus on to maintain and promote the well-being of a healthy individual and to regain the health of a diseased person?
- So the curative and preventive principle of Ayurvedic system fits well in the Spa industry.

Health care therapies of Ayurveda are divided into:

1. Treatment Programs:

These are tailor-made for clients according to their specific health goals e.g. weight reduction, detoxification, rejuvenation etc.

2. Individual Treatments:

1. Body Massages: e.g. Abhangya (full body herbal oil massage).
2. Body Scrubs: e.g. Udvarthana (herbal powder massages).
3. Body Wraps: e.g. Lepa (Application of organic pastes to body generally & locally).
4. Heat treatments: e.g. Sweda therapy (There are 13 types, which include both dry and wet heat).
5. Cold Treatment: e.g. Application of cold potency herbs to the body as pastes, baths etc.
6. Beauty treatments: e.g. Mukha Lepas, generally cleansing, toning and moisturizing treatments including face washes, herbal steams and herbal face packs etc.
7. Eye treatments: e.g. Anjana, Tarpana etc mainly focusing on the functional improvement of eyes with eye washes, application of eye drops etc.
8. Hair treatments: e.g. Moordha tails, application of various herbal oils to the scalp for general health of hair. ■

50th International CIDESCO Examination in Munich, Germany

By CIDESCO Staff Editor

Ever since 1981 the Norkauer School of Cosmetics in Munich has organized examinations under the auspices of CIDESCO. The 50th CIDESCO examination was held on its premises in July 2010.

"As an international trade organization with affiliates in 33 countries on all five continents, CIDESCO sets the world-wide leading standards for the training of beauty therapists", says Brigitte Sterz, Head of the German CIDESCO Section.

The Norkauer School of Cosmetics received the CIDESCO accreditation already in 1980. Today 240 such schools are recognized by CIDESCO worldwide. Eight of them are located in Germany. The Norkauer school is the only one in Bavaria, which has been approved by CIDESCO and now takes pride in celebrating its 50th examination. Brigitte Sterz congratulated Mr. Oliver Norkauer both on this achievement as well as on the success story of the School of Cosmetics in Munich.

In January 2008 the founders of this school, Sigrid and Gerd Norkauer, entrusted the school to their son Oliver. *"The quality of the training was always most important for my parents and I share their passionate enthusiasm to provide the best training possible",* says Oliver Norkauer. *"This is why we had our school certified in May 2009 in accordance with the AZVV of the TÜV Süd Management Services. It was the first training college for cosmetics in Munich. This combination of worldwide approved certifications is very rare in Germany",* says Norkauer.

After the 50th examination, the Norkauer School of Cosmetics has rested on its laurels. Oliver Norkauer: *"Of course things move on – the school continues to be most innovative and we intend to stay on the ball in order to offer the best possible training in the beauty and cosmetic fields".* ■



CIDESCO Class 2010



Students practice make-up

About the Norkauer School of Cosmetics

The Norkauer School of Cosmetics in Munich is a government-approved training college and has trained successful professionals in the fields of cosmetics, visagistics, make-up, wellness, massaging, nail-design and foot care for over thirty years. The courses take place during the day or evening or at weekends and may be supported by BAFÖG as well as via the local government work agencies; the latter may possibly contribute scholarships towards the fees. The school runs an employment exchange with the purpose of placing those students on the work market, who have completed their training courses successfully

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My Way

With determination achieving success

By Catherine Theresa Berry

Catherine (Carrie) Theresa Berry, CIDESCO, has 35 years of experience in health and skincare, a BDK German State diploma, a Damelin management diploma and a Cambridge University teaching diploma. She has been an instructor for Ionto Comed, Clinique, Neo Strata, Madge Wallace Academy, and Principal and Co-Founder of Camelot International, Spa Owner and has trained countless salon staff as well as holding management seminars throughout Europe.

Carrie is currently in the process of opening a spa in cooperation with Frankfurt's leading dermatologist, a plastic surgeon, a general practitioner and a nutritionist. The spa will specialise in various treatments such as fruit acid peels, TCA and anti-aging treatments. The medical section has a strong focus on acne prone skin while treating the person as a whole. It goes without saying that the staff will be CIDESCO trained!

Carrie lives in Frankfurt, Germany, and has three adult children and five grandchildren which enhance her life.

Carrie's strong calling and values speak volumes about her readiness to take on an extra workload for the benefit of her students, fellow aestheticians and clients. When her mentor and shining example, Helene Bramwell, asked her to present her ideas on the positive sides of having a CIDESCO diploma, her immediate response was "a diploma is undoubtedly the key to an international career in the world of today".

During her years as an instructor Carrie's goal was always to train her students in the best possible manner to enable them to become professional and successful in business.

Through her experience on the international market and having travelled to numerous countries Carrie is of the firm belief that CIDESCO has the know-how and prestige that is sought by beauty therapists throughout the world. CIDESCO is an excellent investment for all newcomers to the world of health and skincare therapy. It may very well be asked why. First and foremost CIDESCO has a name in the world, which would certainly make a future employer consider a holder of a CIDESCO diploma most favourably due to its international reputation and since it has its headquarters in Switzerland. Switzerland has an excellent name in the



Carrie and Elaine

field of international training that has been a tradition for well over forty years. Any spa owner will understand that a holder of a CIDESCO diploma has been trained on a high international level which is closely governed and monitored by CIDESCO Head office Switzerland. Spas are in search of career aestheticians with the ability and skill to be successful in their field of business and to meet the needs of the ever increasing baby-boomers. Spas opening on every street corner have increased the competition in the spa world and are making it essential to employ well-trained aestheticians who truly understand the skin and how corrective skincare can improve undesirable skin conditions. CIDESCO has stood the test of time and understands how important the RIGHT training is for the beauty therapist. CIDESCO gives the student the knowledge and confidence to enter their new careers.

Future employers can be assured that all holders of a CIDESCO diploma have the necessary qualifications and are committed to providing their clients with the best possible treatment in a proficient manner. Having a CIDESCO diploma enables therapists to travel the world and be very employable in all fields of health and skincare therapy.

As an employer of a CIDESCO diploma holder you may rest assured of high standards. Furthermore, that the candidates have confidence to tackle whatever lies before them in a truly professional manner.

Carrie would like to take this opportunity to wish all CIDESCO candidates great success in their future careers and never to give up – strive for the stars! ■

ab·SEOUL·utely fantastic!

The 60th CIDESCO World Congress & Exhibition in Seoul, Korea

By *CIDESCO Section Korea*

The time has come to fall in love with Seoul. Apart from being the ancient capital of Korea, this city is one of the most modern and international metropolises in existence. Its miraculous development in the course of the past 50 years now ranks Korea as the 10th largest economic centre in the world. Seoul certainly has the know-how for conducting business and continues to be a rapidly growing centre in this field, not only in Asia but also in the rest of the world. The city takes pride in having an extraordinary environment for hosting conventions. As a north-eastern Asian business hub, Seoul has what it takes for success in business. It has the fourth largest existing airport – Incheon International Airport – and the world's 10th largest convention centre. This is where the successful Seoul G-20 took place and where the 60th CIDESCO event will be held in 2011. Welcome to Korea!



Soo Kyung Cho President Section Korea

Unique Locations for the 60th CIDESCO Event in Seoul

Seoul has a number of traditional and also trendy spots. First of all, there is 'Samcheonggak', which used to be popular among high-ranking Korean politicians for entertaining local guests.



It has now been transformed into a traditional culture and art complex. With its breath taking view of the mountain scenery and the skyline of Seoul, this traditionally Korean constructed building has long been popular for banquets. This is where a Korean night will be held during the 60th CIDESCO event. There is no doubt that the evening's entertainment will always be remembered by the attendees. Another impressive place is the Walkerhill Hotel with its beautiful view of the Han River from the reception area in the Vista Hall. The superior facilities and warm hospitality will be sure to provide the participants with many pleasant and enjoyable memories of their stay.

24-hour Safe and Super-Fun Seoul

Seoul has earned a reputation of being a city with a high level of safety, security and sanitation and that despite the more than 50 years of tension between North and South Korea in the wake of the Korean War in the 1950s. Seoul operates the Seoul Global Center to provide various services to visitors, the Medical Center



for Foreigners and the Call Center, which provide services in various languages to prevent foreigners being exposed to unpleasant occurrences. Most services and facilities are available round the clock. Seoul is also an exciting city where a number of leisure and entertainment places are open day and night. Seoul attracts many famous performers throughout the year who ensure a great variety of spectacles be it art, music, dance or theatre. After a show one can top off the evening by shopping or enjoying a soothing massage and spa treatment, which are also possible at all hours and provide a unique Seoul experience.



KOREA VISA INFORMATION

All visitors to the Republic of Korea must have a valid passport and visa. Visitors with roundtrip tickets from countries who have a special agreement with Korea may be exempt from the visa requirement, and can stay in Korea visa-free for periods up to 30 days or 90 days, depending on the type of agreement between the two countries. When uncertain as to the requirement for entry visa to Korea, please contact the Korean embassy or a consulate as soon as possible. If you are in need of an individual invitation to the conference, please contact the secretariat. However, this invitation implies no obligation.

For more information about the Congress please visit:

www.cidescokorea2011.com



KOREA 2011 FEE SCHEDULE

More detailed and up to date information is available on www.cidescokorea2011.com		Early-bird Registration (By March 31, 2011)		On-site Registration (After April 1, 2011)	
		KRW	EUR	KRW	EUR
Member	1Day	80,000	52	100,000	65
	2Day	150,000	97	190,000	123
	3Day	200,000	130	260,000	169
Non-member	1Day	100,000	65	130,000	84
	2Day	180,000	118	240,000	156
	3Day	250,000	162	330,000	214
Student	1Day	60,000	39	80,000	52
	2Day	100,000	65	140,000	91
	3Day	150,000	97	200,000	130
Korean Night		by invitation only		by invitation only	
Welcome Reception		100,000	65	130,000	84
Gala Dinner		200,000	130	260,000	169
Basic Booth (3x3m sized space +Booth)-				2,500,000	1621
Independent Booth (3x3m sized space)				2,000,000	1297
Member registering 3 day + banquets		500,000	325	650,000	422

Price in KRW is based on 1EUR = 1,540KRW [February 22, 2011] and is subject to change depending on exchange rate.



CIDESCO Examination held at Kosmetikfachschule in Switzerland with Examiner Sylvia Molenaar.



Relaxed atmosphere after successful examination at the Kosmetikfachschule.



CIDESCO Examination held at Cosmetic Educational Centre "NERA" in St. Petersburg in June 2010 with Examiner Helga Koeninger (m) and Marina Semenova (blue dress)



CIDESCO Examination held at Stella-In Beauty Academy in Malaysia with Stella Hong (Principal, blue dress) and Halene Hong (Education Project Director, left from Ms Stella)



Graduation held at Champneys International College of Health & Beauty on 19th August 2010 with Pam Clegg (Principal) and CIDESCO Examiner Margaret Toulter, alongwith College tutors and staff members.



CIDESCO Examination held at Aesthetics International Academy in Singapore with Dolly Tan (Principal) and CIDESCO Examiner Alice Gan



Students apply the theoretical knowledge in practical experience at the Silvana Academy in Zimbabwe.



Professionalism and knowledge is also at Cindy's Beauty Therapy School in Zimbabwe the goal to achieve.



CIDESCO Examination in 2010 at Kansai Beauty Pro, Osaka

IMPRESSUM

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Natural, Global, Esthetic World & Korea !

60th CIDESCO World Congress and
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