

CIDESCO

INTERNATIONAL LINK



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The CIDESCO World Conference

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President's message

By Kyriacos Poupoutsis

Dear Colleagues and Friends,

A warm welcome to this Spring issue of the CIDESCO International LINK in 2012!



Kyriacos Poupoutsis – President of CIDESCO International

Since the CIDESCO World Congress in Seoul, the Board has convened three times for Board Meetings and continued with commitment to administer the affairs of the Organization, making sure that everything runs smoothly and successfully. During a challenging year for the economy and consequent difficulties, I am pleased to report the completion and successful implementation of several important projects for CIDESCO.

The CIDESCO Knowledge base through which members can now access data via the internet has proved a reliable and cost effective system, the Website was successfully renovated and became more user friendly and several important projects such as the update of the CIDESCO Statutes, the School Rules, the Beauty Centre Rules and the Code of Ethics for Members – all important documents for CIDESCO – have been completed and ratified by the General Assembly in Seoul.

Additionally, the Board is currently working towards the completion of another two important projects for CIDESCO. Firstly, the updating of the Beauty Therapy Syllabus with supplementary information, assisted by Members of the Education Committee and secondly, the updating of the History of CIDESCO. The Syllabus will be improved with more analytical information ensuring a sufficient update of the existing syllabus with a view to provide schools and educators further guidance for an improved teaching and learning in line with the industry's needs. The CIDESCO History will provide historical information from the foundation of CIDESCO in 1946 until 2011 ensuring CIDESCO's history is properly recorded and referenced.

The standardization and improvement of office procedures and documentation as well as the upgrading of software was completed. This has significantly improved the office management and added efficiency in the execution of essential office work.

The Education division has been strengthened. Under the capable chairmanship of **Ursula van Deelen**, the Education committee continued to provide valuable support to Education with the development of additional Multiple Choice questions and the monitoring of examinations results worldwide. In the meantime the CIDESCO diploma arguably remains the most reputable international qualification and a valid 'passport for employment' in many countries worldwide.

The publication of the "International LINK" featuring the CIDESCO World Congress in Korea, the forthcoming World Conference in Zurich and other interesting topics, as well as the "Greetings" with news and information from the Board were circulated and well received by the Members, whilst Board members represented CIDESCO at Congresses and Exhibitions to encourage membership and promote our services worldwide. Sponsorship and advertising will be introduced in future publications of the International LINK.

As you are already aware the CIDESCO World Conference 2012 will take place between 13-15 October 2012 in Zurich, Switzerland. This Conference will include the General Assembly, the Schools Meeting, the Examiners Workshop and very interesting Lectures by international speakers. A small display space will showcase products and services of sponsors, next to the lecture hall. During the Conference the delegates will have the opportunity to enjoy a Welcome cocktail evening open to all delegates, on 13th October at the CIDESCO Head Office premises and also a Formal dinner with a traditional Swiss menu to be held on the 14th October, at the "Zunfthaus zur Saffran", a historical building in the centre of Zurich, next to the Town Hall.

Our secretariat continues to work for the organization of this important CIDESCO venue and I would like to thank **Anne Maestrini, Gerard Gordon, Sandra Neumeyer, Graziella Colacicco, Sandy Arne** and **Timea Vaczlavik** for their commitment and good work.

Taking this opportunity, I would like to also express my appreciation and thank my colleagues on the Board for their commitment and dedication to CIDESCO. I am looking forward to meeting you in Zurich, at our CIDESCO World Conference!

Yours sincerely

Kyriacos Poupoutsis
President of CIDESCO International

From Sandy's desk

How do you get to CIDESCO News and Knowledge

By **Sandy Roy**

We have been avidly updating our database of members to ensure you all receive your International CIDESCO LINK magazines. I hope you enjoy reading this, my second publication following hot on the heels of the Press Releases and newsletter syndicated via email and on the CIDESCO website Knowledgebase. Together with the Greetings from the Board, ably compiled by our CIDESCO Vice-President, my esteemed colleague **Anna-Cari Gund**, we hope you are feeling involved and inundated with CIDESCO's news and happenings globally.

To the authors of the articles and photographers of the pictures publicised in the International LINK, I thank you for your support with submitting fascinating documents and hope that you are thrilled to see your article in print for all our members to read and learn from.

An incredibly useful tool is the ability for you to read the International LINK online through the CIDESCO Website and Knowledgebase via your smart phone or tablet while you are en route to another destination making the LINK magazine truly portable and easy to store.

As the International LINK magazine is your magazine and as such we would love it to portray you, should you have something interesting in your home town or country, whether it is an article about your Section's upcoming congress, special celebrations in your Schools or Beauty Centres and unique introductions to the beauty industry worldwide, do send this information to us.

BEAUTY CENTRES: Please forward us information regarding your salon.

WHO IS WHERE: We would like to interview and share with you the lives of our past Board Members, past Section Presidents and members who have contributed to CIDESCO over these many years. To celebrate life is my quest.

SCHOOLS: Thank you for your on-going contributions to the magazine. We request you to please send us some lively photos of your school, or your latest examination.

STUDENTS: Our first Outstanding Project by **Melanie Crosby**, from Great Britain is published in this issue. English summary projects submitted will be considered for publication. Congratulations to Melanie who will receive a gift from CIDESCO in thanks.

96 YEARS YOUNG AND STILL GIVING BEAUTY THERAPY ADVICE

Joan Thornycroft started at the tender age of 18 years which in 1932 was considered young for a Beauty Therapist. **Helena Rubinstein** took one look at Joan and said „*she's a big girl; we can take her*” – from then on **Joan's** career took off. Having worked for many well-known Beauty Therapy organizations in and around Great Britain including serving on the CIDESCO Board as both Public Relations and Education Board Member were just some of her achievements. Joan lives an exciting life and in the upcoming issue you will be able to read more about her and see some of her personal photos.



Sandy Roy – Board Member for Public Relations

LINK ADVERTISING: The International LINK invite professional product and equipment suppliers to advertise in this magazine syndicated to Sections, Schools, Beauty Centres and members. This is an ideal arena to promote your range to the International market.

Please send your information to **info@cidesco.com** (Attention: Sandy Roy.) I am really looking forward to hearing from you. ■

A Note of Thank you

By Helene Bramwell

I would like to thank everyone for your well wishes in the passing of my beloved husband **Gerhard**.

Your words of comfort, sympathy cards, flowers and phone calls were very much appreciated. Thank you to the **CIDESCO BOARD** and the **CIDESCO SECRETARIAT, MEMBERS** and **SCHOOLS**. Gerhard generously supported and constantly encouraged me during my terms of office with CIDESCO – his advice and guidance was so very valuable.

He made some very true friends in CIDESCO and became a part of the tapestry that connects us all. Your friendship and support have meant so much to me during this time – saying thank you never seems to be enough.

On behalf of my family and myself I truly thank you. ■



Raoul Wallenberg Centennial Award

Kate Wacz honored

By Sandy Roy

CIDESCO congratulates **Kate Wacz** on receiving the prestigious Raoul Wallenberg Centennial Award which is truly an honour to have bestowed upon anyone.

The work that Raoul Wallenberg achieved in Budapest during the occupation was truly extraordinary. By issuing protective Swedish passports to thousands of Hungarian Jewish people, giving them the status of Swedish citizens and a way out of the country, he saved many lives. Raoul Wallenberg, among many other achievements, helped to establish safe houses to protect Hungarian Jews, giving them a place where they could live and escape the atrocities of the Second World War. He showed the world that just one person can really make a difference.

Kate's work and commitment to the Swedish **Raoul Wallenberg Association** is something to be proud of and something that we hope will inspire others to remember this time in history and to make sure it never happens again.

Our heartiest congratulations from the CIDESCO International Board Members, Secretariat and CIDESCO community goes out to Kate! ■



Kate Wacz and her husband

Travel to China

... as a CIDESCO Examiner

By **Alexandra Wolf-Haug**

To be on the road as a CIDESCO Examiner is one of the "highlights in my life". Other countries, languages and customs have always fascinated me and it is an enrichment to travel around the world. To be able to combine examining with my job as a Beauty Therapist and Principal is great.

On 19th November 2011, I flew to Dalian, China, a city of seven million, where I examined 45 candidates within two weeks and gained an insight into a school that annually trains 3 000 Hair and Beauty Therapy students, of which 500 are Beauty Therapists. There was a strict discipline ensuring we would always start on time. I assigned each model to the candidates and they started with the consultation, cleanse, skin analysis and treatment plan, followed by a complete facial treatment including use of electrical equipment. This requires graduates to master the contraindications and indications, as well as to draw on the benefits to improve the skin condition. During the facial treatment it is requested that a manicure or pedicure and personal make-up is carried out.



Examination at Dalian Monita Beauty College, China

After a short lunch break, we continued with the body treatment with the same high standards. Candidates are required to do a thorough consultation according to the observation the therapist makes regarding the models body analysis as well as to carry out a tailored body treatment including electrical equipment according to the problem areas identified.

Culminating the Beauty Therapy examination, hair removal on legs and bikini line or underarm is completed. This is rounded off with the additional subject in which each candidate shows a speciali-

zed treatment, accompanied by the Project which is researched by the candidate on a subject of personal interest. These topics are exciting to the Examiners because it shows the commitment of each individual candidate.

At each step, the candidates are asked about the procedure, products, ingredients, contra-indications, indications, etc. This implies that she has a good knowledge and may implement this in practice once they are qualified.

CIDESCO does not have any age requirements for the models. The prospective Beauty Therapists need to recognize the treatment goals and implement the appropriate treatment for each age group. The international CIDESCO examination comprises mainly of practical work which also requires a corresponding theory MCQ exam to be written, which gives a tremendous advantage for their career as it ensures practise and understanding are competent.

To examine in different countries, to gain insight into the profession of Beauty Therapists in foreign countries, the exchange with professionals with different cultures and have a network of relationships around the world is an asset to any CIDESCO Examiner. In addition to the fulfilment of the requirements to be an International CIDESCO Examiner open-mindedness, flexibility, understanding of other cultures and languages are required.

This is a truly loved and fulfilling task and a part of my profession I thoroughly enjoy. ■



Alexandra Wolf-Haug
CIDESCO Examiner

Which is the Best Choice?

Skin Deep, Natural or Organic Skin Care?

By *Melanie Crosby*

Today, scientists produce man-made replicas of many natural ingredients from oils to fragrances. These replicas are the same in every way as their natural counterparts and behave in the same way when put on to the skin. In fact, man-made ingredients can be even purer than natural ones.



Melanie Crosby – CIDESCO candidate at The International School of Beauty Therapy in the UK

Until recently, I had never used an organic skin care product, yet over time I must have used hundreds, if not thousands of litres, of various body lotions, cleansers, toners, exfoliators, masks, moisturising creams, "zit zappers" and "miracle" potions. Magazines, media hype, TV and clever marketing, consisting of attractive packaging and catchy slogans, have played a hugely influential part in my purchasing of such products. Now, 42 years old, and returning

to study the CIDESCO Beauty Therapy course at The International School of Beauty Therapy in Nantwich, England, I chose to base my thesis on finding out exactly what I had been putting on to my skin; and to research an alternative type of skin care.

At the outset of my research, I read the biologist, Rachel Carson's book, "Silent Spring", in which the toxic effects of using synthetic chemical insecticides and pesticides on crops (DDT), and its deadly effects on human health, the environment and the ecological system, were all exposed. The read was shocking and inspiring. In addition, I conducted my own on-line skin care survey to a random selection of recipients, to gauge an idea of consumer knowledge towards organic skin care. I also carried out my own product analysis using a small selection of existing skin care products comparing them to organic products.

There is a lot of misleading information bandied about the internet, such as how absorbent skin is when it comes to topically applied products. Some statements claim that as much as 60% can be absorbed in to the skin, ringing alarm bells with many consumers. I was unable to verify this particular statement, and it would seem that there is no evidence to support such a claim.

Product labels often include the words "natural", "organic" or "certified organic", which can lure the consumer into believing the product is pure and natural and therefore beneficial to the skin. But is this so? How does one know if the ingredients are naturally or organically derived? What does organic actually mean? Do organic products offer the same results that non-organic products claim to? Is "going organic" the right thing to do?

Consumers choose skin products based upon their own needs, desires and priorities. Through a process of brainstorming, I was able to identify the reasons as to how such choices are made, for example, being brand or result driven, affordability, or down to ethical reasons.

After our request to our schools worldwide to submit brief summaries of their thesis researched for their CIDESCO Beauty Therapy examinations, we were overwhelmed with the response. I have had the mammoth task of reading through them and we chose to include the project written by Melanie Crosby, the candidate from the International School of Beauty Therapy (GB222) in Great Britain. Melanie is an example of good teaching and a willingness to learn and research further. Her results in her exam show her dedication to her tasks.

It needs to be noted that CIDESCO does not necessarily express the same views of any article printed in the International LINK magazine nor can CIDESCO confirm the information contained herein.

Sandy Roy

Commercial, big brand names have dominated the skin care market, utilizing science and technology in producing skin care that contains many different synthetic chemical ingredients. Many cosmetics are water based and need preservatives to stop them from being contaminated by micro-organisms. Synthetic preservative chemicals are often used. There are claims that these can be absorbed into the skin, transported around the body and be stored in human tissue. According to the Organic Monitor, Parabens, Sodium Lauryl Sulphate and Sodium

Laureth Sulphate have been identified as the synthetic chemicals that cause most concern to buyers. These chemicals are banned from organic certification.

Globally, in recent years, there has been a significant growth of natural organic products. The UK Soil Association estimates that sales of certified organic health and beauty products grew by a third in 2009, to £36 million. This shows that consumers are becoming savvier towards product ingredients and implies that they are looking to reduce the levels of synthetic chemical ingredients that are applied to their skin.



Melanie Crosby with CIDESCO Examiner Andrea Van den Haute

Products that claim to be organic can contain large or minute percentages of natural ingredients, and also contain synthetic chemical ingredients. There are no legal requirements for using the terms "natural" or "organic" in the beauty industry, indeed such terms are not regulated under the Cosmetic Directive. This can be misleading to consumers where packaging is concerned as the ingredients within could be solely chemical based without any natural ingredients whatsoever. To build up consumer trust in organic skin care, certification is given to brands that abide to strict guidelines and policies regarding the ingredients used. Certification enables natural and organic cosmetics to legitimise marketing claims; however overcoming consumer confusion remains a major challenge. COSMOS was formed in 2010 by four European certification bodies; UK Soil Association (UK), BDIH (Germany), Cosmebio and Ecocert (France), ICEA (Italy). Between them, the founding members represent 1400 certified skin care brands and certify in excess of 24,000 products sold in over 40 countries worldwide. The first products to have COSMOS organic certification hit the shelves in the Northern hemisphere Spring 2011.

In brief, the conclusions derived from my research were as follows:

- Organic skin care is an alternative type of skin care, though not necessarily a better choice. I am unable to find proof that it is better for the skin. There is no right or wrong in terms of what type of skin care a person chooses to use on their skin, it is down to the personal choices and priorities of the individual.
- There is a need for skin care companies to be more transparent and provide full information regarding ingredients. The internet is a large, powerful, and influential marketing tool. It is also a

platform whereby anybody can write anything without it being substantiated or referenced. As there are no quality controls in place, caution should be applied to avoid misinformation.

- An organic skin care product must be certified organic by an appropriate certifying body, and contain certified ingredients, in order for it to be deemed truly organic. Organic goes beyond Natural in terms of product labelling, thereby instilling confidence in the consumer regarding product ingredients.
- Many products that contain certified organic ingredients still contain synthetic chemicals such as preservatives and additives. The main base ingredient is typically water (aqua). One should be aware that up to 95% of the total ingredient contained within a product can be water. Water cannot be classed as an organic ingredient as it is not sourced from farming.
- Products do exist which combine natural and/or organic ingredients, with synthetic chemicals and compounds that are deemed "safe" by the appropriate governing bodies. In other words, it is possible to strike a balance between science and nature.
- Globally, the ongoing growth rate of the natural & organic cosmetic industry suggests more and more consumers are looking for beauty products that are plant-based, organic or marine infused. ■

An interesting observation and analysis by Melanie. The internet is clearly a source of diverse information which needs to be carefully researched and justified. As a Beauty Therapist, we should never stop asking "Why". Never assume what we read and hear is accurate. Keep researching and refuse to stop questioning the true value of what we use on our clients skins.

Sandy Roy

Summer Slim-Down!

How to get the desired figure and stay healthy

By Lydia Sarfati

Every year, it seems that beach season sneaks up on us, leaving us in desperate need of some last minute ideas and tips on how to get our bodies looking svelte by the time we must bare it on the beach. One of the most important things, in my opinion, is to be sure you are creating a healthy body through living a healthy lifestyle! Fad diets are never a healthy option. For the most part, these drastic diet options leave out something your body needs to function properly (most commonly carbohydrates or protein) in hopes of dropping the last minute pounds. This year, make a commitment to treat your body well with my helpful and healthy tips.



Lydia Sarfati
Chairman, CIDESCO Section USA

Healthy Body: From Within!

I've said it once and I'll say it again (and again): A healthy body on the outside is directly related to healthy, balanced eating habits. Restricting yourself from certain foods or food groups is setting yourself up for failure. "Figure" out a way to balance the healthy

foods, especially leafy greens, with the occasional treat. If you know you can't just eat one cookie, skip the cookies. However, if you eat your nutrient packed, vegetable centric meal and follow with one cookie, you are not at all ruining your chances of being slim and beach ready.

One of the most important things to know is that you can actually change your body from the inside out, completely (and in a short period of time), by making healthier choices.

To get started on your path to wellness, try my own personal favorite juice recipe:

- Blend 1 bunch of parsley, 1 cucumber, 1 green apple, 1 lemon and 2 teaspoons of honey. Cucumber and apple will hydrate your cells from the inside, parsley is cleansing and purifying, rich in folic acids, honey is a great energy booster and lemon provides antioxidant vitamin C. This particular drink is also detoxifying to the liver. Making a simple change like starting your day with this juice is a great way to help to eliminate the urge to stop for an fast-food fix and lead you to make healthier eating choices throughout the entire day.

I have been searching for new ways to live healthier. As technology advances, so do our practices and knowledge of what is good and what is great for our bodies! I have found Dr. Peter D'Adamo's theory on how to eat for your blood type to be amazing. As a Type O, I am someone who needs to set specific goals for myself, whether in personal, professional or extracurricular activities. In aiming to eat healthier, choosing the right foods for me is the key. Figuring out what's right for you is not an easy thing to do. But once you find out what foods work for your body – you will be on your way to feeling better.

Healthy Body: Exercise!

Follow your morning juice with at least 30 minutes of exercise (a brisk walk around your neighborhood is perfect) and you will have your metabolism working faster for the rest of the day, getting you on your way to a stress-free season. Keep a bottle of water on hand for your daily walk and throughout the day. Water is the key in hydrating our bodies and flushing toxins out of our system. Additionally, consuming water can be appetite curbing, so drink a glass of room temperature water 30 minutes before





Making smart, healthy choices for your body year round is the goal. This is the perfect jumpstart to a healthier you. Continue to follow this regimen all year and you'll be ready to show off your body any season! ■

meals to help keep yourself from overeating. Aim to drink water based on your body weight. To get the correct amount of water for your weight, divide your weight by 2 and that is the number of recommended ounces you should drink daily. (For example, if you weigh 120 pounds, 120 divided by 2 is 60, so 60 ounces is ideal for you.)

Healthy Body: Treatments!

Almost 95% of women around the world experience cellulite. UVA and UVB exposure can damage skin and cause loss of elasticity. Smoking can damage connective tissue and negatively effects the resiliency and strength of the skin. Find a treatment that focuses on slimming and toning. A seaweed wrap is an ideal body treatment utilizing the European traditions of Thalassotherapy to help detoxify. A body stimulating massage, while also enjoyable, will help increase your circulation and maximize the benefits of the full body wrap. This type of treatment is a fabulous supplement to healthy lifestyle goals!

At-home care with regular seaweed baths help speed up circulation and eliminate toxins. Also, massaging daily with a contour firming body cream improves skin texture and tone, circulation and metabolism.

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When Higher Power Strikes

Be Prepared for an Emergency or Natural Disaster

By **Scott Fack**

The most important thing to do is to be prepared for an emergency or natural disaster. As owners, operators, tutors and administrators, we need to lead our students and clients to safety and remain calm.



Scott Fack – Director of Operations,
The National School of Aesthetics,
Christchurch, New Zealand

Our Story:

The National School of Aesthetics is operated out of Christchurch, New Zealand. We have 11 staff members and approximately 70 students at any given time.

On 4 September 2010, a 7.1 earthquake struck approximately 40 kilometres west of Christchurch at 4:35 AM. This caused very little damage to the college itself due to its distance. This and all the following quakes were on fault lines previously unknown to scientists, and most of these fault lines have not triggered in approximately 16,000 years (at least).

Scientists stated there may or may not be a large aftershock to follow the 7.1 quake. Usually, there is a quake approximately 1.3 magnitude less than the initial earthquake which serves as the largest aftershock, and this doesn't always come immediately after the largest quake. In the days after 4 September 2010, there was a quake slightly greater than the 1.3 magnitude gap, so scientists were unsure if this was the largest aftershock or not.

On 22 February 2011, at 12:51 PM, a shallow 6.3 quake with some of the most severe ground shaking and acceleration to ever strike near a city hit Christchurch a mere 6 kilometres from the city centre. It caused severe damage to many roadways and essential services, moderate to heavy liquefaction in many parts of the city, collapsed or severely damaged approximately 1/3 of the buildings in the central business district, and rendered nearly 5,000 homes uninhabitable in the long term.

Officially, 185 people died in or as a result of the February 2011 quake, many of them from buildings collapsing. Had New Zealand engineering standards been any weaker, over 50,000 of the 390,000 people who call Christchurch home could have perished.

Where our campus was located, we experienced some of the strongest shaking, with peak ground acceleration at 1.8 times the force of gravity. In addition, the geology of the region created something known as the "trampoline effect", whereby some layers of the earth bounce up and down at a faster rate than the layers below them, making buildings and people bounce like on a trampoline. (Christchurch had the unfortunate honour of proving this theory as a real fact.) This all was magnified by the Port Hills, a large group of hills immediately to the south of the city and epicentre of the quake, in an effect called "lensing".

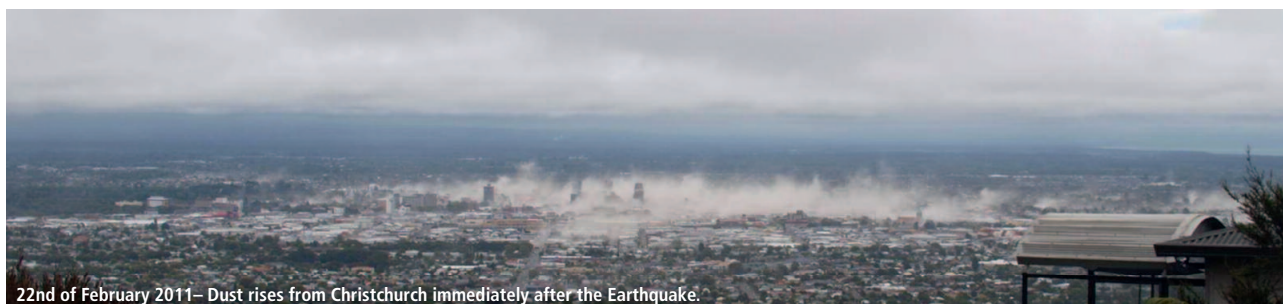
The strongest PGA recorded in the February 2011 quake was 2.2g; this has been amongst the strongest PGA ever recorded in history and the strongest near or in a major city ever in recorded history.

Many people in our building were unable to stand during the quake. In the aftermath, we found many people outside had fallen down due to the strong shaking and trampoline effect.

The New Zealand Government declared a state of emergency, closing off the central business district with a cordon, as strong quakes continued to shake the city. Our campus, being on the edge of the cordon, had lost power, phones, water and sewage initially, and we were unable to access the building until mid-March when services were restored (albeit intermittently), it was declared safe and the cordon was shrunk.

After being prevented from operating for a few weeks (a non-essential travel ban was in place) and operating out of a church hall for the better part of 2 weeks after that, we reopened in our old premises at the end of March 2011.

Just when things seemed to be returning to normal, another strong aftershock, measuring 5.9, struck on 13 June 2011. We again evacuated the building and sent the students home. An hour and a half later, a stronger 6.4 hit. (This is not typical in a normal aftershock sequence). Two large external decorative concrete panels on our building detached and crashed to the ground. The identical-looking unit next to ours, not earthquake-strengthened like ours had been, had most of its panels on the front collapse in the 6.4. Luckily, that unit, and all the other sister units of ours, had been empty after the February 2011 quake.



22nd of February 2011– Dust rises from Christchurch immediately after the Earthquake.

On 14 June 2011, the owners returned to the building to find it had a red placard on it, although they managed to get the servers and other essential documents out before the placard was placed on the building. The red placard meant the building was unsafe to occupy. Upon digging deeper, we discovered the exterior concrete panels were the problem and the building itself could be saved; in another strong shake, the exterior panels would most likely come down, and, without all the panels attached, the building could suffer severe damage.

We managed to recover a small amount of our resources and equipment. Nearly 90% of our equipment, resources, history and other items were never recovered. The building's owners decided it was less expensive to demolish the building while its sister units were demolished.

Students resumed training in temporary premises by Monday, 20 June 2011, which continued until we broke up for summer break in late December 2011.

Luckily, our team was very determined to rebuild. In August 2011, after several false starts, we found an empty warehouse (used as a printing press) with offices attached to the building's front. By September 2011, our builders started building classrooms, a corridor and large communal area in the warehouse area (approximately 670 square meters / 7,200 square feet of space).

Despite several large aftershocks, including a 5.8 and 6.0 on 23 December 2011 (causing very little damage in our new premises), our new college opened to students on 16 January 2012.

Nearly a year on from the devastating 22 February 2011 quake, large parts of the central business district remain closed. Many high rise buildings are being pulled down. There are large blocks of empty land where nearly all (if not all) of the buildings have been demolished.

Christchurch and the greater Canterbury region seems to be locked in an earthquake swarm sequence, with 1 7+ magnitude, 3 6+ magnitude, 55 5+ magnitude, and 423 4+ magnitude quakes occurring; usually this would be 1 7+, 1 6+, 10 5+, 100 4+, etc. In the 22 months in this swarm so far, we have experienced over 10,000 earthquakes (some of which are undetectable to the human senses).

While you can't prepare for every emergency and every contingency, we'd like to share with our fellow CIDESCO colleges some very important lessons we have learned through this whole disaster. All our hard work paid off, with the Prime Minister of New Zealand officially opening the new campus.

Hopefully... Hopefully, you will never have to go through a natural disaster that affects your college so strongly as the earthquakes we have encountered over the last 17+ months. But if you are prepared, you and your team may get through natural disasters or other events that may threaten your college.

As we say in Aotearoa New Zealand, *kia kaha*. Be strong. ■

Continuation of this article with tips to prepare for a disaster can be downloaded from the CIDESCO website.



PROJECTS

Would you like to see your project published in the **CIDESCO International LINK**? Then ask your school to submit your project to CIDESCO Head Office: info@cidesco.com



Building an Employee Commitment

By Ian Fuhr

In his book *"Why this horse won't drink"*, Ken Matejka writes: *"For thousands of years owners have searched for new and better ways for using and managing horses for increased profit or pleasure. With remarkable success they have taught horses to jump over hedges, charge into battle and pull great weights. They have been carefully bred for speed, endurance, jumping ability and strength. The only thing that is still a mystery to these owners is that they can take a horse to the water but they can't make it drink!!"*



Ian Fuhr
MD of the Sorbet Group – Comprises of
46 Beauty and Nail salons in South Africa

It's the same with managing people. You can train them in every aspect of their job; you can give them all the skills they require and you can attempt to motivate them through incentives and commission... but you can't make

them "commit to the success of the company". This has to come from within. All you can really do as an owner is to create the best possible environment in which employees will motivate themselves!

Owners get frustrated when they believe they have done everything possible to build employee commitment but more often than not it is the owner who has created the problem. For example, some owners expect and demand team-work but reward individual and selfish behaviour. Even worse is when an owner demands that employees focus on customer service but then proceeds to write a whole bunch of policies and rules that at least hinder, and at worst destroy, customer service.

Employees tend to treat their customers exactly how they themselves are being treated so you can be certain that when an employee is treated badly, it will have a profoundly negative impact on the way they treat their clients... and until owners come to terms with this reality, "building employee commitment" will be an elusive goal.

The key elements in the creation of a leadership style that encourages employee commitment are:

Trust and Respect

- Trust and respect can never be demanded. They need to be earned. Trust is destroyed when promises are not kept and there is a lack of transparency. Respect is destroyed when people are humiliated and/or undermined. In the beauty industry, we have a unique situation in that the development of trust and respect apply both to the owner/employee relationship as well as to the employee/client relationship. In both cases, the extent to which trust and respect are cultivated is likely to determine the success or failure of the business.

Recognition

- Praise and positive recognition are the most powerful tools available to the salon owner, and yet most staff still suffer from praise deprivation. Praise should be given:
 - For any good performance
 - Sincerely, not reluctantly
 - Soon after the event
 - With a slight positive exaggeration
 - Sometimes in private, sometimes in public, depending on the situation
 - As often as performance warrants it
 - Sometimes unconditionally just to show you care

Reward

- The desired employee behaviour is often determined by the incentives offered. As an owner, you are likely to get what you reward. For example, if you reward sales, you will get sales... at any cost and any gross margin. If you reward selfishness, you will get greed and rugged individuality. If you incentivise the sale of certain products, you will increase the sales of those products.
- However, the best way to reward your staff is a combination of individual commission and team based profit rewards. Totally removing one or the other is never too smart. A healthy balance between the two will ensure that the correct focus and perspective is achieved.

The long-term perspective

- Near-sightedness is one of the grave dangers of leadership. It over-emphasises results in the short term and tends to force leaders to make decisions that confuse the staff and irritate the

clients. For example, when a client returns a product for a refund, it is not uncommon to witness a salon owner demand a proper explanation and proof of purchase before the refund can be given. This annoys the client who walks away unlikely to ever return.

- One lost client can be worth an average of \$ 3500.00 over a five year period. It's not rocket science to work out that it is a lot cheaper to lose \$ 35.00 today rather than \$ 3500.00 over five years!! It is critical to make decisions that are good in the long term and not focus too much on today or tomorrow.

Communicate honestly, give clear direction and outline expectations

- It is vital that you give your staff a clear definition of their job descriptions, their work relationships and the results you expect from them. Employees respect owners who are honest and consistent.

- Say what you think and feel and do not be afraid to "speak the truth without blame or judgement". Always speak from your own perspective. Never base important decisions on hearsay or use the terms... "the girls feel that" or "someone told me this or that". Rather say, "I believe you have been underperforming." Straight and truthful!

The leadership elements mentioned above are just some of the many aspects of strong leadership. Without them, your vision of success will be a dream too far. Remember, if the horse doesn't want to drink, look firstly at the horse owner for the answers. Have you created the right working environment for the successful building of employee commitment? ■

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X Jubilee International Beauty Therapy & Aesthetics Competition

By *CIDESCO Section Russia*

On 22 – 25th March 2012 in Saint-Petersburg (Russia) during the exhibition "Nevskie Berega" the **X Jubilee International Beauty Therapy & Aesthetics Competition** was held under the auspices of the Russian Section of the International Committee for Cosmetology and Esthetics (CIDESCO). Since 2003 over 700 competitors have participated from 13 countries and more than 60 cities within Russia. On the stage during the competition were the flags of all countries participating in the competition.

Traditionally competitors participated in three Sections:

- Face treatment
- Body treatment
- Electrical equipment.



Working jury on the stage of the competition

These are divided into two categories: «Professionals» and «Young specialists». The high level of competition of the participants should be noted at the Jubilee competition. 94 participants took part in this competition. This year's competition brought competitors from 15 Russian cities, Belarus, Kazakhstan, Latvia, Lithuania, Moldova, Ukraine and Finland.

In the international jury, highly skilled professionals from the Russian, Latvian and Finnish CIDESCO Sections participated.



Qualifying round of the competition, nomination «Face treatment»

The Jubilee competition was completed and the award ceremony of winners and laureates were presented. The participants received well-deserved awards and many gifts from sponsors who supported the competition. A TV version of the competition can be viewed on Youtube.com, channel NERASPB. ■



Participants of the Jubilee competition on the stage

Event at the Swiss Embassy, Japan

Tokyo, February 17th 2012

By Pamela Adkins

To commemorate CIDESCO Nippon's 40th anniversary an event was held at the Swiss Embassy, Tokyo. We invited 40 of our long standing members, all who were amongst the first to take the CIDESCO International Diploma between 1980-83. They have remained members since that time.

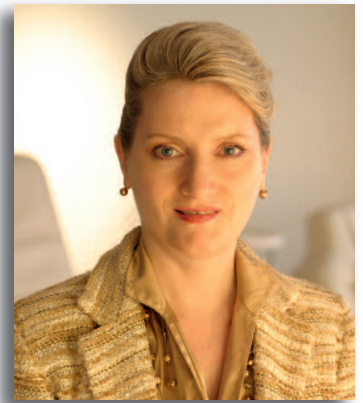


Pamela Adkins, Ken Kume and Ronelle Iten with Roger Zbinden, Counsellor – Trade and Commerce

These ladies are pioneers in the esthetics industry in Japan. They are working in various parts of the esthetics industry, from salons to schools and working in nursing homes.

The Swiss ambassador attended the event and spoke of the importance of the beauty industry worldwide.

We invited Ms Ronelle Iten, CIDESCO International General Secretary to give a lecture. She spoke of the way in which estheticians and the medical profession work closely in Switzerland; this was very interesting for our members to hear as in Japan we are still struggling to gain more recognition from the medical community.



Pamela Adkins
Chairman, CIDESCO Section Japan

It was a wonderful way in which to honour our long standing members and get together with friends from times past. ■



Pioneering members in a festive mood



Amabassador Urs Bucher with Pamela Adkins and Ronelle Iten and some long standing members

CIDESCO Awards



By *CIDESCO editor*

HONORARY MEMBER

Dianne Miles was bestowed an Honorary Board membership last year for her devotion, energy and time serving on the Board of CIDESCO. An honorary membership is not something CIDESCO presents lightly. Those who are presented such an award have truly shown commitment to CIDESCO and CIDESCO's philosophy to improve the standards within the Beauty therapy industry.



Dianne Miles with Kyriacos Poupoutsis

LONG SERVICE

It also gives us great pleasure to recognize **Anne Maestrini** for her 25 years of exemplary dedication and commitment to CIDESCO. Anne ran the CIDESCO Secretariat practically single-handedly for many years before assisting in training up the new staff members. Anne Maestrini, we salute you for your masterful development of CIDESCO and being there to support the global organization and its Section, Schools, Members and Beauty Centres.



Anne Maestrini with Kyriacos Poupoutsis

AWARDS



- **Dr. Horstdieter Niejahr**, Germany, was awarded **MEDAILLE D'OR** for Loyal Service and Outstanding Dedication to CIDESCO and the Beauty Therapy Profession

- **Joanna Hoare**, Great Britain, was awarded **MEDAILLE DU-MERITE** for Professional Standards & Status



- **Liselott Calissendorff**, Sweden, was awarded **MEDAILLE D'ESTHETIQUE** for Educational Services

Sleeping Beauty

Sleeping disorders and treatments

By Pat Lam

Have you ever experienced any of these situations:

- WATCHING THE CLOCK – EYES OPEN?
- IS IT MORNING YET?
- TIME TO AWAKE ALREADY?

It's awful, isn't it? Well, you are not alone! Almost everyone suffers from sleeplessness at some time.

According to American Sleep Disorders Association (ASDA), more than 35 million Americans suffer from sleeping disorders such as sleep apnea, insomnia or sleep deprivation. It is estimated that about 20 million have experienced sleeping deprivation at some point in their lives regardless of age and gender. Many people suffer from sleep deprivation as they get older. This article will discuss the importance of sleep and how it impacts our overall health, beauty and wellbeing concluding with some helpful tips on how one can get a good night's sleep.

Do you know that 1/3 of your life is spent in sleeping? The notion of "A Sleepless Society" has been proposed. Apparently there is a whole army of people out there who do not sleep at night but spend almost the whole night watching TV or surfing the Internet. However, the individuals most affected by sleep deprivation are:

Intentionally due to work:

- night workers (doctors, nurses, shift workers)
- pilots
- truck drivers

Unintentionally:

- Those who are depressed, (especially menopausal women due to hormonal changes)
- certain drugs
- alcohol
- smoking
- indigestion (heavy meals, spicy foods)
- extreme fatigue (jet lag, excessive exercise)
- anxiety and high stress levels

In fact, the latest research has indicated that there are a large number of teenagers who stay up every night to surf the internet and

text messages on the cell phone. There are also those who burn the candles on both ends, such as partying until the wee hours of the morning and then going to work straight afterwards. Many people do not think they need to have sufficient sleep but end up falling asleep at work or even worse, while driving to work resulting in road accidents.

Why do we need it?

Sleep is an important biological need like food and drink. Sleep theories focus on "rest and restore" for the psyche and the body. It plays an important part of our overall wellbeing since it affects our bodily functions both physiologically and psychologically:

Physiologically:

- it promotes growth of new tissues (that is why growing children must get their full sleep of at least 10 hours each night)
- it controls our body temperature
- it reduces body immunity, thus increasing risk of infections such as colds
- reduces energy
- leads to slower reaction time (lack of focus can lead to accidents)

Psychologically (affects nervous system – affects behavior):

- poor memory
- poor concentration, focus

Obviously it is not recommended to study all night without sleep and then write exams the following day. Many people are aware of some individuals who go to a movie or watch TV instead of studying yet pass the exams easily.

How many hours of sleep does one need?

According to the Center for Disease Control and Prevention, about 30% of Americans get less than 6 hours of sleep at night, and 50-70 million suffer from sleep disorders. The Mayo Clinic defines sleep as an adequate amount to produce daytime alertness and feeling of well being. One should feel recharged after a good night's sleep.



Pat Lam – Chairman, CIDESCO Section Canada

The amount of sleep needed varies:

- It changes with age
- from individual to individual
- other factors affecting our internal clock or "circadian rhythm". This is the internalized pattern that one goes to bed and awake every day.

Insomnia can be short term for a few nights such as jet lag or on medication but when it is long term, it becomes a chronic disorder thus requiring medical attention. It can also be caused by an underlying medical disorder such as thyroid or those in pain from some illness. Sleep apnea is most common where overt signs of snoring and cessation of breathing during sleep such as snoring occur very frequently leading to high blood pressure and other cardiac diseases.

A condition termed "restless leg syndrome" is a condition where a tingling or crawling sensations in the legs are experienced and one has to get up and move the legs to overcome the feeling.

Snoring and Sleep

Most of us have been exposed to snoring in the family. It is particularly difficult to sleep if your partner snores and you don't. Snoring is noisy breathing. When lying on the back and trying to breathe in air, a suction in the throat occurs causing the windpipe to collapse thus blocking air. With reduced oxygen, the person snorts or gasp for air. This results in snoring.

Treatment for Snoring?

There are a few devices available today to help snorers and those who suffer from sleep deprivation as a result:

- Surgery – remove tonsils or adenoids located at the back of the throat
- Mask/blower – a device using a mask placed over the nose with a blower attached to it. It uses continuous pressure to keep the airway open during sleep

Sufficient Sleep can make you look Beautiful!

Remember the famous childhood story of „*The Sleeping Beauty*“ where the beautiful prince or princess lying in repose looking beautiful awakes from a long sleep and falls in love?

The Beauty of Sleep!

Do you know what is the main choice of treatment at spas? YES, IT IS MASSAGE! Body massage, facial massage, foot massage – any kind of massage! Why? Because it calms the nerves, mind and induces sleep! In fact, if you do not fall asleep, you would not think the spa treatment was wonderful, because the sleep that you experienced would have put you in a good frame of mind thus inducing a feeling of wellbeing! When they awake, the eyes are clear and relaxed, the skin appears soft and smooth with reduced wrinkles and they experience a sense of wellness or beauty! So sleep is beauty! I know because I have put thousands of clients to sleep during tre-

atments at my clinic. Most of them do not even know what was performed on their face or bodies because they fell asleep. All they can say is that the treatment was fantastic and would book me again and again! If you can put your client to sleep, he or she will simply love you because you make them feel beautiful and well.

Criteria to Induce Sleepiness Among your Clients

How to Induce Sleepiness

The ambiance of the spa or clinic must be created to induce the relaxed atmosphere. Upon entering the spa/clinic, the décor will immediately put the client in a relaxed mood, soft lights, soft pastel colors in the reception and treatment rooms will help to create this effect. The chairs should be soft and comfy to make the client snuggle deeper into them. Offer your clients a cup of green or black tea – antioxidants that help to relax the digestive system. Have a bowl of fresh fruit such as grapes for snacks if she/he feels a bit hungry but does not want to have any heavy meal that is not recommended before a massage. The client slip into comfy slippers and robes while waiting in the relaxation room. Music should be relaxing and not loud or upbeat.

About the Massage

Professionalism! It is always best for the client to have a warm shower, bath or whirlpool before the massage. In many states, it is mandatory to have the body washed or cleaned before the therapist touch the client's body. These protocols for sanitation and protection are for both parties and should be practiced by every spa. This is extremely beneficial if the client is very tired since warm water in the bath or shower induces the major muscles of the body to relax thus promoting the relaxation mood.

Professional draping: only the part of the body to be massaged at any particular time should be exposed while the rest of the body should be draped and covered to keep tissues warm. As you move on to another area of the body, uncover the next part to be massaged and cover the area that was just finished.

The therapist should be dressed professionally with some uniform that identifies that they are staff. This makes the client feel that they are in professional hands. Avoid the use of long chains and earrings that can fall over the client's body and tie long hair back. It goes without saying that short unvarnished nails are essential to avoid toxicity in the client's skin. Nail polish can dissolve during the massage and cause skin allergies on the client's body. Do not forget that close proximity with the client's body is unavoidable so the therapist must be aware of their own body odour and use appropriate deodorant/anti-perspirant taking into consideration that heavily scented products can create allergic reactions among the clients. Avoid talking with the client during the massage so they can fall asleep. If you have a talkative client, try not to answer them

to continue any conversation but simply let them know that you can talk to them after the massage but you want them to simply relax and enjoy the massage. If the client insists on talking, try placing an eye mask over his/her eyes to promote relaxation.

The therapist should concentrate on the massage, perhaps asking in a soft voice if the pressure is sufficient occasionally especially when working on large muscle groups during the course of the massage. But it should be obvious that you observe the client appears to be comfortable, there is no need to break the silence. If, then use soft relaxing music throughout the massage.

The therapist should be aware of her/his stance during the massage and avoid poor posture to reduce fatigue or creating problems in their bodies from performing the massage.

Criteria for producing relaxation includes:

Never spray or squeeze products directly on the skin but they should be warmed in the palms of the hands to warm them before application on the skin. It is also more professional.

If you are performing a Swedish massage, use the five classical movements throughout the massage. Start with long stroking movements of effleurage to relax the clients and warm the tissues before continuing with petrissage or tapotement movements. Use the heavier form of petrissage or friction movements to break down tension knots especially around the trapezius muscles or back of the neck where they are commonly found. If these adhesions are present, spend more time working on them and use effleurage to link the movements and relax between the deeper movements.

Esthetician's Role in Promoting Sleep

The prescription form for clients should include some questions about lifestyle behaviours such as nutrition, exercise, stress levels and sleeping habits. For those clients who suffer from sleeping disorders, encourage the client to come in for their facial or body treatment after work and before bedtime if possible. The esthetician can educate the client about how lifestyle behaviours can affect sleep. Restful sleep results in a clearer complexion, relaxed, clearer eyes, improved focus and memory while insufficient sleep leads to puffiness and devitalized congested skin. Smoking depletes the skin of oxygen resulting in a dull, greyish complexion. Excessive caffeine intake is very stimulating and reduces restful sleep. Drinking alcohol before bedtime can at first act as a sedative and make one feel sleepy but is metabolized very quickly especially if drunk without food. This will then cause the body to awake after a few hours and there will be difficulty going back to sleep. It is not advisable to engage in heavy exercise about at least 2-3 hours before bedtime since it can be very stimulating thus making it difficult to fall asleep. Furthermore, excessive perspiration can deplete the body of iron and copper and can contribute towards insomnia.

Nutrition Advice

Sufficient calcium and magnesium is essential in one's diet to promote sleep and that is why it is recommended to drink a cup of warm milk before bedtime. The calcium in milk taken before bedtime releases the amino acid tryptophan that manufacture the neurotransmitter serotonin which promotes relaxation and good mood. Tryptophan is found in carbohydrates and proteins and help in the manufacture of melatonin, the sleep hormone. Some sleep therapists also recommend drinking milk together with honey because the honey helps to retain fluid and prevent excessive urination at night. Sufficient Vitamin B complex found in whole grains helps to control the nervous system thus controlling behaviour.

Herbal Supplements that Promote Sleep?

To promote restful sleep, several herbal aids are beneficial:

- *St. John's Wort* used for treating mild anxiety and depression without side effects
- *Valerian* acts as a mild sedative and improves quality of sleep
- *Kava Kava* – roots from shrub from South Pacific helps to relax nervous system, helps to increase tranquillity in the mind
- *Passion flower* – helps to treat sleep disorders and reduce anxiety
- *Willow bark* – reduces mild headaches
- *Essential oils* – a mixture of the client's favourite oils can be mixed to promote relaxation in the bath

Tips for a Good Night's Sleep

- Develop a regular time to sleep and awake every night
- Avoid caffeine drinks at night
- Do not perform any heavy exercise close to bedtime
- Avoid spicy foods and large meals before bed (indigestion)
- Drink a warm glass of milk
- Use a dark quiet room at a comfortable temperature
- Before bed, relax with a warm bath, soothing music, read or do some form of mediation
- Drink fewer fluids before bedtime to avoid urinating at night
- Do not take naps for more than 30 minutes during the day and no later than 3 pm
- Maintain a healthy body weight. Sleep deprivation occurs more frequently among the obese
- Have a massage at the end of the workday

In the words of the famous poet, William Wordsworth (1806):
*„Come, blessed barrier between day and night.
 Dear Mother of fresh thoughts and joyous health! “*

I want to wish each and every one of you a good night's sleep! ■

For more information on sleep disorders, visit :
<http://www.nhlbi.nih.gov/about/ncsdr/>

World Class. Swiss Made

CIDESCO International hosts the World Conference in Zurich 2012

By *CIDESCO* editor

This year we invite our CIDESCO Members to participate at the CIDESCO World Conference in Zurich, Switzerland.

Switzerland is a federal republic consisting of 26 cantons, with Bern as the capital of the federal authorities. The country is situated in Western Europe, where it is bordered by Germany to the north, France to the west, Italy to the south, and Austria and Lichtenstein to the east. Switzerland is a landlocked country geographically divided between the Alps, the Central Plateau and the Jura. While the Alps occupy the greater part of the territory, the Swiss population of approximately 7.9 million people is concentrated mostly on the

Plateau, where the largest cities are to be found. Among them are the two global cities and economic centers of Zurich and Geneva.

Welcome to Zurich – a science and business center with over 380 000 people living at the lake, surrounded by hills and magnificent view of the snowcapped Alps.



View to the Fraumünster church, with the famous Chagall windows

© Zurich Tourismus

Zurich offers a unique mixture of attractions – over 50 museums and more than 100 art galleries, a shopping paradise with international brands, traditional businesses and urban Zurich labels, hosting the most flamboyant and lively nightlife in Switzerland. Recreational activities range from a visit to the riverside and lake-side bathing areas in the very heart of the city, to a spectacular hike on the Uetliberg Mountain.

Zurich is quick and easy to reach, whether by train, plane or private vehicle. The international airport has direct connections with over 150 destinations. Just a 10-minute train ride from the airport and situated right in the city center, Zurich's Main Railway Station is regarded as a central European railroad hub. ■

For more information please visit:

www.cidesco.com



Lake Zurich in autumn

© Zurich Tourismus



Famous Swiss Chocolates by Lindt & Sprüngli

© Lindt & Sprüngli



Enjoying summer in the old Town

© Zurich Tourismus



13th - 15th October 2012

CIDESCO World Conference, Zurich, Switzerland

www.cidesco.com

PROGRAM

Examiners Workshop – (by invitation only)

- Saturday, 13th October 2012 (9.30 am – 12.30 pm)
Location: Maria Schweizer AG – Fachschule für Kosmetik und Nail Design

Schools Meeting – (by invitation only)

- Sunday, 14th October 2012 (9.30 am – 12.30 pm)
Location: Swissôtel Zurich

General Assembly – (by invitation only)

- Monday, 15th October 2012
Location: Swissôtel Zurich

Lectures

- Saturday, 13th October 2012 (2.00 – 5.30 pm)
 - Sunday, 14th October 2012 (2.00 – 5.30 pm)
- Location: Swissôtel Zurich
Prominent speakers will lecture and present interesting topics and new technologies. Further information will follow on the CIDESCO website regarding the speakers and topics.

SOCIAL EVENTS

COCKTAIL EVENING – (by invitation only)

- Saturday, 13th October 2012 (7.00 pm – 9.00 pm)
Location: CIDESCO Head Office, Waidstrasse 4a, Zurich
A Welcome Cocktail Evening will be held at the CIDESCO Head Office on Saturday evening. It will be an informal and friendly gathering.

CIDESCO FORMAL DINNER

- Sunday, 14th October 2012 (7.30 pm – 11.00 pm)
Location: Zunfthaus zur Saffran, Limmatquai 54, Zurich
The CIDESCO formal dinner will take place at the picturesque Zunfthaus zur Saffran ("Guildhouse of Saffron"). There are fourteen historical Zünfte (guilds, singular Zunft) of Zurich, under the system established in 1336. Originally the Zunfthaus zur Saffran belonged to merchants of textiles and spices – hence its name. This historical building presents a unique blend of tradition and creativity where a Swiss traditional dinner will be served with live background music and singing.

ZURICH 2012 FEE SCHEDULE

Price in CHF is based on 1 EUR = 1.20 CHF (June 4th, 2012) and is subject to change depending on exchange rate.

Formal dinner	Price (CHF)	Price (Euro)
14th October 2012	175.00	145.00

Hotel Accommodation			
Swissôtel Zurich	Single bed room	205.00*	171.00*
	Double bed room	230.00*	191.00* *incl. breakfast buffet

Additional hotel options in different price categories can be viewed on the CIDESCO website at: www.cidesco.com (Events)

*in loving
Memory*

Jean Worth



It is with great sadness that we inform you that **Jean Worth** passed away late last year.

Jean Worth will always be remembered by those who knew her as a person who spent her whole working life promoting higher standards within the Beauty Therapy industry within the United Kingdom.

Jean Worth was instrumental in helping establish many associations within the Beauty Therapy industry in the United Kingdom, serving on the CIDESCO Board as Vice President, and travelling extensively for CIDESCO, not only examining but also attending mee-

tings and helping with CIDESCO's World congress. Her dedication to promoting CIDESCO and helping make CIDESCO the truly international organization it is something that we will always remember of her.

Josephine Wackett knew Jean personally and remembers her warm manner and gentle nature: She always put people at ease and she presented herself in a manner that was a credit to the profession.

We bid farewell to a woman of "Worth". She will be dearly missed by the CIDESCO members who remember her fondly.

*in loving
Memory*

Dorothy Parkes



It is with great sadness that we announce the passing of **Dorothy Parkes** late last year.

Dorothy Parkes was a pivotal member of the Beauty Therapy industry in the United Kingdom from 1978 until her retirement, working closely with several organizations to help improve the standards within the Beauty Therapy industry. Dorothy worked alongside Jean

Worth during these years helping to bring annual congresses to Britain and connecting members from around the world.

CIDESCO honored Dorothy Parkes with an honorary membership for her dedication and commitment to CIDESCO. She will be greatly missed by all those who knew her.



CIDESCO Examination held at Australasian Beauty Therapy Academy (AU466), Canberra, Australia, with Principal Ping Gan (very left) and CIDESCO Examiner Anne Lindsay



CIDESCO Examination held at Georgina Price College of Beauty Therapy (IE169), Galway, Ireland



CIDESCO Examination held at Beauty Creation College Lepachu Ltd (CN287), Hong Kong, China, with CIDESCO Examiner Mrs. Monica Hingorani



CIDESCO Examination held at First Estonian Private Cosmetic School (EE216), with CIDESCO Examiner Riitta Salmi and Head of School Merike Ivask

IMPRESSUM

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CIDESCO International

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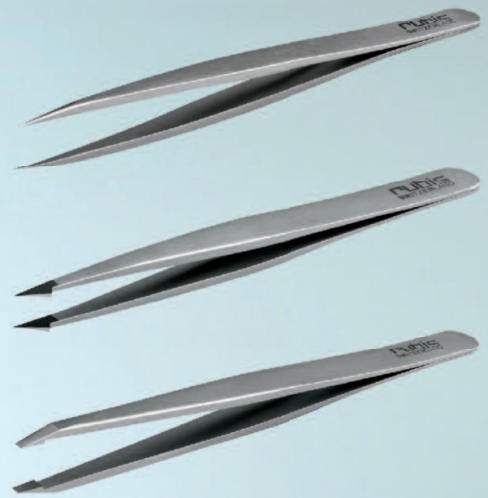
CIDESCO Examination held at Stella-In International Beauty Centre & Therapy Academy (MY390), Penang, Malaysia, with CIDESCO Examiner Sindy Chan and Principal Madame Stella and Stella-In tutors.



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