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Special points of interest:

- 61st CIDESCO Congress & Exhibition
- CIDESCO Past Board Member
- Kate Wacz and Barack
 Obama
- CIDESCO Cares
- Massage for Cancer patients



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February 2014

CIDESCO World Congress & Exhibition, Wuhan, China

Dear CIDESCO Members, Friends and Colleagues

I would like to take this opportunity to congratulate Section China for hosting the successful 61th CIDESCO Congress and Exhibition in Wuhan.

Special thanks to Ms Cheng Ming Ming, the Chairman of CIDESCO Section China and Mr Xiao Qingshan, the Executive Chairman of CIDESCO Section China. Together with their hard working team led by Ms Ellen Hung, they made this an event which we will always remember. In the preparation for the Congress they travelled to different districts in China in order to promote CIDESCO and the Congress and Exhibition. This time consuming and hard work really paid off and they managed to attract the attention from Government Officials, influential industry leaders and important sponsors. We thank them all for spreading the word of CIDESCO and for the successful way in promoting our organisation in China.

This was my first Congress as President and I felt that the atmosphere was very friendly and warm. During the Examiners workshop, the Schools meeting and the General Assembly all delegates were encouraged to actively participate in discussions and came up with own ideas of how they want the Board to move forward for the coming year.

An important motto of the Board is 'forward thinking' and these lead words were specifically used in many of the speeches and presentations. The development

has been ongoing since last year and during the Congress in China we were able to present the result of the Board's activities.

I am extremely proud of my Board colleagues and the Secretariat staff who have worked very hard in order for us to be able to present new and updated qualifications for schools to offer. Their continued support and dedication creates the platform for CIDESCO's future success and prosperity.

The agenda for this year's most important activities is already prepared. Based on recent surveys we will start focusing on PR and marketing. A professional PR company with experience in the Beauty Therapy and Spa industry has been contacted and a plan for the coming 3 years will be developed. These marketing activities will be closely monitored and measured in order to carefully evaluate the outcome.

CIDESCO marketing is very complex and it needs a thorough professional PR plan in order to make an impact and achieve visible results.

The time is perfect to promote the new diplomas, Beauty and Spa Centres and the most prestigious aesthetics qualifi-

cation in the world

"CIDESCO".

your toes.

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In Wuhan, Section Greece presented a video promoting the next CIDESCO Congress and Exhibition which will be held in Athens from 22nd -26th October 2014. This promises to be a special event to look forward to where we will get together; we were assured by CIDESCO Section Greece that they will be organising the very best program to stimulate your minds and a social pro-

May peace, love and charity be with you in 2014.

gram that will keep you on

Anna-Cari Gund President of CIDESCO International



CIDESCO Awards



Anna-Cari Gund with Ms. Soo Kyung Cho in Wuhan.

What an honour to be associated with these four women of substance. The CIDESCO Board are proud to bestow these awards to this high caliber of recipients. Heartiest Congratulations! - SR

Ms. Soo Kyung Cho from the Republic of Korea was honoured with the Médaille d'Or at the CIDESCO World Congress in Wuhan.

Ms. Soo Kyung Cho is the Chairman of Section Korea and hosted the highly successful CIDESCO International Congress in Seoul, South Korea in 2011.

Ms. Pamela Adkins from Japan was awarded the Médaille du Merite.

In 1991 Pamela took a position in Tokyo, Japan as an Aesthetics teacher for Takara



International Esthetic College. Pamela travels within Japan lecturing on Beauty Therapy and Spa topics.

As there is no national qualification in Japan, standards in salons vary. Pamela has tried to improve the standard of training in Japan by establishing CIDESCO schools.

She works closely with CIDESCO NIPPON to help explain international styles of training and treatments. She has been Chairman of the Section since 2008.

A CIDESCO examiner since 2002, Pamela loves the Beauty Therapy profession and is passionate to see the future prospects of our industry improve.

The Médaille d'Esthétique was awarded to **Ms. Traute de Lorenzi** from Germany.

Traute has committed herself to the highest Education for over 30 years and continues to be loyal to CIDESCO International and the German Section.



Ms. Ronelle Iten from Zurich, Switzerland and past CIDESCO Board Member received a special Award as Honorary Member for her outstanding work and dedication during her 12 years service on the CIDESCO Board.

Ronelle has her own CIDESCO Accredited Beauty Clinic. She focuses on Medical Aesthetics. Ronelle continues to assist CIDESCO in syllabi development.



We have thoroughly enjoyed working with Ronelle and wish her the greatest success in her Clinic and with her clients.

Interview with the Board - Kenichi Kume -Treasurer



Ken Kume, CIDESCO Treasurer, with his son Casey, 17 years old, his daughter Maya, 13 years old and the family dog Pepper, 9 years old.

Ken, how long have you been involved with CIDESCO?

I have been involved with CIDESCO since 2004. After studying and working in a different industry in the US, I came back to Japan and started to work for the Chunichi Beauty College in 2004. Soon after I started, there was a CIDESCO PG exam in my school and that was the very first time I got associated with CIDESCO.

How do you describe your passion for this industry?

My family has been in the beauty and hair business for a long time. My great grand mother started a Beauty Salon in the 1920's, and I am the fourth generation in this business. My son is also toward the studying Cosmetology license. The beauty industry is something that I grew up with. I would like to contribute to the industry and I believe the most important area is Education.

Can you give us 1 short term and 1 long term goal in your new position? My short term goal is to assure CIDESCO's financial stability under this current economy. As a result of the long lasting economic down turn, the situation surrounding CIDESCO has changed. We have to make an adjustment based on the current situation. I would like to help make that adjustment. There are different stake-holders CIDESCO. There are Sections, Salons, Schools, Beauty Therapists, and Sponsors that are involved in CIDESCO. My long term goal is to make all those different stake-holders feel that they are better off

because they are associated with CIDESCO. I understand this is a difficult goal, but I would like to work toward that goal.

What are your major strengths?

I was born and raised in Japan. I was educated and got work experience in the US. It is always a challenge when different cultures, rules, and customs are involved across different countries. I have had quite a bit of experience that involved multi-national business situations. I believe this experience is my strength.

Who do you work with directly at the head office?

I work with Sandra Neumeyer in the Head Office. I am so glad that she is qualified and capable. She is very thorough with her work, and has the right personality for financially related work.

What are your hobbies?

I used to golf when I was younger. I hardly have time to do that anymore, as work is consuming so much of my time. I am trying to spend as much time as possible with my children when I have time.

Which book could we find next to your bed?

The computer and iPad took over the space from the books. It is a shame, but I have not read "books" for a long time. Reading emails and news are taking too much of my time. I used to read books written by Haruki Murakami, a Japanese author, as soon as it was printed. He was my favorite Author when I was in high school. I believe a lot of his books are translated into different languages. I have many of his books bought but stacked in the book shelf ready to be opened.

Which type of restaurant would we find you visiting the most?

When I have business dinners, we go to the Japanese food restaurant most of the time. Since my children grew up in the US, however, they do not really care for the fancy Japanese restaurants. So, when we go out as a family, we often go out to the American type restaurants. Including my parents, none of our family drink any alcohol. So, our dinner is always rather quick, and we enjoy fruit, dessert and coffee/tea after dinner.

Interview with the Board - Sandy Roy - PR

Sandy, how long have you been involved with CIDESCO?

This is my first term on the Board, however, I held a 1-year-position as PR Board Member at the end of the last term.

How do you describe your passion for this industry?

I have been involved in the industry in South Africa for over 30 years, with never a dull moment. Having worked as a Beauty Therapist, I went on to managing 16 Beauty Salons and finally onto the training side of things with examining for CIDESCO as an added bonus. I have 7 colleges under our banner of Beauty Therapy Institute. So, having worked in most aspects of the industry, I am absolutely committed to it.

Especially now, being involved

with CIDESCO on a global level, I see the industry's greater picture. What a dream profession.

Can you give us 1 short term and 1 long term goal in your new position?

Short Term – for the new CIDESCO brochures and APP to become useful marketing tools for our Schools, Sections, Members and Beauty Centres.

Long Term - to see the newly developed PR committee come to fruition with a wonderfully dedicated team working worldwide within the Sections helping to grow and market CIDESCO's excellent reputation that it has. This will be a great convergence with our new PR Company's marketing plan over the next three years.

What are your major strengths?

I am very organised, selfmotivated and hardworking. But my biggest strength is my love to grow people.

Who do you work with directly at the head office?

I work directly with Sandy Aerne and Gerard Gordon. Anne Maestrini is also a wonderful person for me to call on for assistance and guidance.

What are your hobbies?

Travelling; movies; reading and my favourite: eating out with my children and life partner lan Fuhr who is also in the Beauty Industry.

Which book could we find next to your bed?

An inspiring book by a South African called Reg Lascaris – Lessons from the Boot of a car. Reg is an iconic advertising veteran who began his company from the boot of a car.

His lessons are valuable to anyone of us in business.

Which type of restaurant would we find you visiting the most?

With one of my hobbies being dining out, I predominantly choose Thai and Indian. I am one of the least fussy eaters you will come across. Take me anywhere, as long as there is food.



Sandy Roy, CIDESCO Board Member for Public Relations, with her children Brandon and Caileigh.

Ursula van Deelen - CIDESCO Honorary President



Ursula van Deelen CIDESCO Honorary President since 1998

CIDESCO is proud to have a pioneer like Ursula van Deelen who has contributed endlessly to the education development of CIDESCO. - SR

In 1976 Ursula had her first contact with CIDESCO whilst training at Drs Frits Goosmann's School in the Netherlands for a teaching diploma. Frits who was already a strong believer in CIDESCO Education made all his students become Members of the CIDESCO Section in the Netherlands. Together with Thea de Ruyter who attended the same School, they went on their first trip to Iceland to attend the CIDESCO Nordic Congress, becoming more integrated and acquainted into the CIDESCO life.

Ursula stayed in the teaching profession and worked with Wim van der Straten, a CIDESCO School owner and past PR Board Member. Both Frits and Wim were closely linked to CIDESCO and CIDESCO became very well known in the Netherlands.

In a short time, Ursula became quite popular with CIDESCO and in 1983 she was elected Board Member for Education. She immediately started to work and with her expert drive the new Syllabus, Marking Sheets and Students Register were prepared for the CIDESCO examinations.

Funds were low at this time and she even convinced her husband with doing voluntary work for CIDESCO. He introduced the Candidates' List, Certificates and documentation related to the CIDESCO examinations which are still in use by CIDESCO today. Remember, this was

the time of typewriter and carbon copies; no computers!! An Education Committee was formed with Dr. Zena Maxwell GB, Mr. Kenneth Morris GB, Dr. Frits Goosmann NL, chaired by Ursula herself. They worked very hard with little means. Creating the MCQ Bank with 800 questions. All questions had to be translated into the different languages which, with the help of our Sections and Examiners, it became possible to prepare examination papers in many different languages. The very first paper in a foreign language was a cut and paste document.

In 1988 there was a Statute change and a new Board was elected. Ursula was then elected President of the Dutch Section. She prepared the CIDESCO World Congress in 1990 in Amsterdam and welcomed her colleagues from near and far who enjoyed the Dutch hospitality. We were told that this was a very successful World Congress with many attendees.

In 1992 Ursula was elected President of CIDESCO International for 4 years. She says she had an excellent Board, called "the Dream Team" with Elinor Bull-Hanson from Norway, Vice President, Kenneth Morris GB, Treasurer, Joan Thornycroft GB, Education, Margrit Altenburg Switzerland, General Secretary, and Helene Bramwell South Africa, Public Relations.

The MCQ examination became compulsory for all schools and replaced the oral Examinations. CIDESCO experienced many flourishing years. The economy was at a peak.

In 1996 when her term was over, she decided to step down and relax and give others the opportunity with this prestigious position.

In 1998 she was awarded Honorary President of CIDESCO.

Ursula continued to contribute to CIDESCO. She became Chairman of the Education Committee, prepared new MCQ Examination papers and examined for CIDESCO in many countries. She is also on the Awards Committee, a very important function.

CIDESCO is in her heart and she stays in touch, giving advice and follows the developments very closely while enjoying her precious time with her husband, children and grandchildren. Ursula is fondly referred to as the "Grand Dame" of CIDESCO.

By Anne Maestrini CIDESCO Secretariat



South African Body Painting Competition held on 1st September 2013.

The winner in the Alice in Wonderland Division was Chairmaine Buttrick with "The Magic Garden".



The winner in the Candy Fixation Division was Lauren Champion with her "Eye Candy".

Both winners are from the Face to Face Beauty & Make-up school in Parktown, Johannesburg.

Student project: Camel Milk by Elvira Yuritzin abridged by Josephine Wackett



My Way - Elvira Yuritzin, was born in Belarus in 1968 and immigrated to Israel in 2001.

Just like everyone who lives in this intensive, modern, competitive society I am challenged by the marathon of life. Stress and worries combined with a desire to succeed brought me to a state where I found myself with serious health issues.

This situation forced me to listen to my body and to look for different ways (not drugs) to mend the faulty systems in my body.

And then I had the great honour to meet Professor Reuven Yagil, an international specialist in breeding camels and camel milk production, who lives in Beer Sheba in Israel.

Professor Yagil has published articles and books on the use of camel milk to treat various illnesses. Accompanied and advised by Professor Yagil I started on my way....

This work is based on research by Professor Yagil and other scientists as well as my own experience in curing the body and treating high sugar and cholesterol levels, skin problems and even the condition, fibromyalgia.

Camel's milk is one of the most amazing discoveries of natural healing.

In all tribal cultures in which camels are raised people speak of the wonders of camel's milk and its contribution to the immune system and to the treatment of ailments. Camel's milk is widely regarded as having a mazing therapeutic properties by the camel-raising Bedouin who attribute their good health, lack of illness and longevity to it.

Under the harsh conditions of the desert the camel must contend with extreme changes in temperature, scarcity of food, weary journeys and shortage of water. Indeed the camel is a healthy animal which rarely suffers illness. In recent years, as part of research the extraordinary healing quality of camel's milk has been revealed. One of its most significant properties is the strengthening of the immune system. The milk contains natural immune properties, which strengthen the immune system and combat bacteria and diseases.

In recent years, most of us have heard "something" of its medical value. However, for many of us there is still an absence of clinical research carried out treating patients and the effect of using camel's milk to treat various diseases. Much research in Israel and around the world indicates the many benefits of camel's milk.

In light of its medical value, the United Nations has declared camel's milk to be a "super-food" which assists in the treatment of various types of cancer, AIDS, TB, jaundice and many other diseases (FAO April 2006).

The camel milk research center collects scientific documentation on the impact of using milk for treating many diseases — clinical research from around the world.

Professor Yagil leads the research which began more than 20 years ago. The research indicates that camel's milk contain a type of

lactose and casein which is not an allergen for humans, in contrast to cow's milk.

The uniqueness of camel's milk is that it contains immune components of quality and in quantity that are not found in other natural products. It contains components that slow down autoimmune diseases and is also anti-inflammatory and prevents the development of bacteria, viruses and fungi.

Bedouin use the cream from camel's milk on their faces and so protect their skin from the harsh desert environment.

"Camel milk can strengthen the immune system and combat bacteria and diseases."

Click here to read the full version.....



CIDESCO examination held at the Eve Centre in Rehovot, Israel with CIDESCO Examiner Josephine Wackett (middle) and Idith Gour (front right)

Elvira is wearing the tortoise shell type spectacles on middle row left.

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

CIDESCO Cares - Diabetes Awareness



You met Ken a little earlier in the magazine. He is a Type 2 Diabetic. Ken advises most importantly to lower your carbohydrate intake as this converts into glucose. He says that if you must eat carbs, vary the types of carbs as they all digest at different speeds. Prevention is better than cure. - SR

In November in Wuhan we announced Diabetes as our awareness campaign for the next 12 months. Coincidentally, Wuhan and National Diabetes Awareness Month were in the same month.

Following on the heels of a positive but tough 12 month period hearing stories of cancer survivors and sufferers through the International LINK magazine; our schools and sections, we chose Diabetes as a truly worthy illness to focus on.

Diabetes is a disease which affects us on a daily basis with so many of our treatments we offer to our clients.

Diabetes is described as a group of metabolic diseases in which an individual has high blood glucose (blood sugar).

Three Types of Diabetes:

1) Type 1 Diabetes

This person's body does not produce insulin. Some people refer to this as insulindependent diabetes, juvenile diabetes, or early-onset diabetes. People usually develop Type 1 Diabetes before their 40th year, often in early adult-hood or teenage years.

Type 1 Diabetes is not as common as Type 2 Diabetes. Approximately 10% of all Diabetes cases are Type 1.

Patients with Type 1 Diabetes will need to take insulin injections for the rest of their life. They must also ensure proper blood-glucose levels by carrying out regular blood tests and following a special diet.

2) Type 2 Diabetes

The body does not produce enough insulin for adequate function, or the cells are insulin resistant.

Type 2 Diabetes may be controlled by losing weight, following a healthy diet, doing exercise, and monitoring blood glucose levels. Type 2 Diabetes gradually gets worse and a patient may end up taking insulin, usually in tablet form.

Being overweight, inactive and incorrect diets contribute to people having a higher risk of developing Type 2 Diabetes hence, in our profession we may be exposed to this. Central obesity around the abdomen is generally a higher risk.



3) Type 3 Diabetes

This is a title proposed for Alzheimer's disease which results from resistance to insulin in the brain. This was discovered when the realisation that insulin is produced both in the pancreas and the brain. In particular between 50% - 65% of Type 2 Diabetics have an increased risk of suffering from Alzheimer's disease.

Tell us your story. Share with us the good, the bad and the ugly about this disease. Let's learn about how to manage our clients who come to us who suffer with diabetes. Let's de-mystify this illness and create awareness amongst our therapists and students.

Sandy Roy, Board Member for Public Relations



Examiners meeting



Schools meeting

Regional Meeting - Malaysia

Another successful CIDESCO Regional Meeting was held at the beginning of December 2013, for accredited schools, sections and international examiners, this time in Kuala Lumpur, Malaysia. Representatives from Malaysia, Singapore and Indonesia attended this meeting held by Narelle Blinman, CIDESCO Board Member for Education.

Many topics were discussed, for example, the marking of the practical examination and how to handle a situation when a candidate performs a dangerous practice and how important the careful entering of candidates into the CDE is. Also effective communication and cultural differences were addressed to the examiners. Narelle informed delegates about the new Qualifications

developed and received positive responses. Everyone is looking forward to implementing them into their programs.

We would like to thank Mrs. Kelly Lee and Evie Lai Soo Seng of Adonis 1st Academy for their generosity of allowing CIDESCO to use their premises and helping to organize the meeting.

CIDESCO Editor

Kate Wacz and Barack Obama

On 4th September 2013, President Barack Obama visited the Stockholm Synagogue in Sweden, honoring Swedish diplomat Raoul Wallenberg. Wallenberg was also an honorary U.S. citizen who worked courageously to save lives while serving as Sweden's special envoy in Budapest during World War II.



Kate Wacz greets President Barack Obama - what a special moment!

Kate Wacz prize

As every year, Kate Wacz joins the CIDESCO Make-up & Body Art Competition at the CIDESCO World Congress in Wuhan. With her trained eyes and enormous experience, she judged the body make-up candidates in the category "Professional" and "Student" in Wuhan, then presented the 1st prize winners of each category at the closing ceremony on 11th November 2013. With the Kate Wacz prize the CIDESCO make-up competition is given an extra value and therefore, we would like to thank Kate for her continuous support and dedication to CIDESCO. We look forward to many more Congresses with our "special" Kate.





Massage for Cancer patients - by Corinne Brown

Touch is important for holistic well-being and is especially needed during illness. Massage through touch is beneficial at all stages of life and on different levels - physical, emotional, mental and spiritual. It is a powerful expression of love, care, acceptance and emotional nourishment. Massage is considered a type of complementary therapy. Complementary therapies aim to treat the whole person, not just the symptoms of disease. They are used together with conventional or mainstream medicine. Complementary therapies are not used instead of cancer treatments such as chemotherapy, radiotherapy, surgery or drug therapy. Whilst massage does not treat the cancer itself, it may help reduce the side effects caused by conventional treatments and improve quality of life. We need to change our thought patterns of massage working only on tight muscles, detoxifying or assisting with recovery from injury to some form of massage (with the right modifications) that can be given to a cancer patient. Some believe that massaging a person with

cancer could be harmful however a light and relaxing massage can safely be given to patients at all stages of their cancer journey (tumour or treatment sites should not be massaged to avoid discomfort or too much pressure on the affected area and underlying organs). The nurturing and soothing massage offers many benefits for the patient. The key to the healing treatment is not the type of massage provided but the therapists' abilities to adjust the massage according to the patients' medical history, condition, age, constitution and individual requests and needs.

The spread of cancer

It is well documented that massage does not contribute to the spread of cancer. metastasize Cancer may (spread) into the lymphatic system (a part of the immune system) via the lymph nodes, or it may start in the lymphatic system itself. Lymphatic fluid (lymph) flows naturally through the lymphatic system when muscles contract and compress lymph vessels. This does not cause cancer to

spread. Researchers have shown that the spread of cancer is because of genetic mutations (changes to a cell's DNA) and other processes in the body. While the lymphatic system is technically a part of the circulatory system, the primary role of the lymphatic system is to provide a pathway for waste products from cell metabolism such as proteins, cell debris and extra fluid. The proper functioning of the lymphatic system is essential to good health.

The lymphatic system, unlike the circulatory system, does not have its own pump. Lymph moves by the action of muscular contraction and manual methods like massage. The lymphatic system is the essential body's as drainage system for cleansing and filtering out of bacteria and Many toxins. cases of disharmony of the body and mind are due to an exhausted lymph system; and congested lymph pathways can cause soreness, aches, pains and flusymptoms. Α functioning lymphatic system is important in cleansing toxins from the system. Many of the new cancer drugs are actually

"Massage through touch is beneficial at all stages of life "



Corinne Brown massaging arms and hands on a patient.



Corinne Brown performing MLD with Reflexology on patient.



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Do you have an interesting story, news or trends you would like to share?

Send it to CIDESCO Head Office with your portrait picture to:

info@cidesco.com

CIDESCO INTERNATIONAL LINK

Continuation from page 7

immune stimulants - the lymphatic system is vital to cancer prevention. Lymphatic drainage techniques amongst the most scientifically documented, gentle and efficient hands-on therapeutic tools practiced today. They are widely utilized in hospitals and clinics for lymphoedema and are excellent after surgery. Manual lymph drainage is very beneficial during convalescence when regular exercise is difficult. It is a safe and gentle approach to cleansing the tissues of the body, effectively stimulates the lymph flow and enhances the immune system. Scientific evidence supports the use of massage techniques when done gently for reducing various side effects of cancer and improving quality of life, with adjustments to stroke pressure.

Peter MacCallum from the Cancer Centre Volunteer Massage Team, Melbourne, Australia, provides comfortoriented massage safely to patients at any stage of their cancer. Patients receive touch and massage during a medical procedure, chemotherapy sessions, before or after surgery

and/or radiation therapy, or in the midst of discomfort or anxiety. The benefits are many. Scientific research shows the benefits of massage can reduce:

Fatigue, Pain, Anxiety, Depression and Nausea

Corrine Brown has volunteered at Princess Margaret Hospital Teens Ward, Western Australia working with teenagers from ages 12-17 with various health problems and issues from 1998.

Currently providing palliative care and community services with the Volunteer Massage Team at Peter MacCallum Cancer Institute in Melbourne, Victoria - the southern hemisphere's largest, independent specialist Oncology centre, offering Reiki, Reflexology, Relaxation Massage, Manual Lymphatic Massage, Aromatherapy and Holistic Counselling to their cancer patients. Other volunteers offer Manicure, Pedicure, Hairdressing Services, Meditation, Music Therapy, Library Services, Pastoral Care, Headwear etc.



Peter MacCallum Cancer Centre Volunteers Department

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CIDESCO Examination held at Aesthetics International Academy in Singapore, with Examiner Jyotsna Thopte.