



CIDESCO
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STANDARD
FOR BEAUTY
& SPA THERAPY

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CIDESCO LINK

Issue 95 · 2022

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President's Message



**KARIN LUGGENS,
PRESIDENT,
CIDESCO INTERNATIONAL**

DEAR COLLEAGUES AND FRIENDS

Dear Colleagues and Friends,

Welcome to the current issue of the CIDESCO International LINK magazine. With great pleasure I will take you through some memorable events that we have already had and a hint of more to come in the future.

First, let's look back with a warm smile to the recent International CIDESCO World Congress organized by CIDESCO Section Indonesia. It was so good to see each other after two years postponing. Section Indonesia organized the congress on the Island of Bali and the venue was beautiful with the hotel at the seaside, and almost all of the events were outside due to the warm weather. This year we had Medaille to give to some special people who are dedicated to CIDESCO in some kind of way.

- Medaille d'Or - Seema Gopujkar from India
- Medaille du Merite - Dr. BRA Mooryati Soedibyo from Indonesia
- Medaille d'Esthetique - Dianne Miles from Australia.

All the ladies received their medailles during the Gala Dinner in Bali and we congratulate them again for this achievement. Well done!

“Let's look back with a warm smile to the recent International CIDESCO World Congress organized by CIDESCO Section Indonesia. It was so good to see each other after two years postponing.”

This year we released new Diplomas and qualifications and another one is on its way: Oncology Massage. The Oncology Massage was presented at the School's meeting in Bali together with a wonderful demonstration. We have already launched Micro Needling, which is a wonderful treatment for skin improvement. In this issue we also talk about Corneotherapy which repairs the skin's outer layer and improves the barrier function and balance of the skin. You can read about these treatments further in this issue of LINK.

We also have an excellent feature on Nutrition and the Menopause which discusses is there food that helps you through the menopause and what else can you do? 'Massage for mental health,' is a very interesting article to take in as it is a very up-to-date topic as we see so many people suffer from burn outs and depressions, especially since COVID. Furthermore, we are launching the CIDESCO Sustainability Guide for Spas and Salons, what can you do for the environment and how can you bring this into your salon or Spa?

We are very pleased to have a new CIDESCO Section in Germany whose President is Mr Roberto Valente from Health and Beauty Germany. The presentation of Mr Roberto Valente was during the General Assembly in Bali and very well received by the General Assembly. Welcome CIDESCO section Germany, we look forward to a good relationship together.

I hope you find this CIDESCO International LINK magazine informative and enjoy reading.

**Best wishes,
Karin Luggens
President**

New CIDESCO Oncology Diploma

CIDESCO International was delighted to present at the CIDESCO World Congress in Bali, the pre-launch of the CIDESCO Oncology Wellness Diploma, designed especially for those students or professionals who would like to learn specific skills to treat people with or recovering from cancer. Devised and written by Julie Bach, the chairperson for Wellness for Cancer and a team of medical experts, this new Diploma will be available to all CIDESCO Schools & Colleges soon.



The CIDESCO Oncology Diploma is part of CIDESCO's new programme of Advanced Diplomas and Certificates which will also comprise Microneedling and Microdermabrasion plus Certificate in Skin Peeling Treatment. Certificate in IPL and Laser treatment for Hair Reduction. Certificate in IPL and Laser for Skin Rejuvenation.

These new qualifications help offer schools and colleges a complete career pathway for their students from novice through to specialist skills.

For further details please contact info@cidesco.com.



Welcome CIDESCO Section Germany

At this year's CIDESCO International World Congress we were pleased to welcome our new Section, Germany.

Led by its President, Roberto Valente, Health & Beauty Germany is a Media company which organizes beauty professional trade shows in the main European markets and publishes specialized cross-media contents under the BEAUTY FORUM brand -among the most widely read specialized cosmetics magazines in Europe.

Since 2018, it is part of BolognaFiere Cosmoprofgroup, one of the top international players in the fairs market and the leading worldwide organizer of professional beauty events.

They 'Believe in the Power of Beauty' and so do we.

CIDESCO International was also pleased to exhibit in October at the BEAUTY FORUM in Munich hosted by the New Section Germany and its President, Roberto Valente. Thank to everyone who came to meet with Jacqueline Kennedy and the team.



Celebrating 90 Years

Happy Birthday to our CIDESCO member, Kate Wacz, who celebrated her 90th birthday in September. Kate has a rich history in the beauty industry and has been an active member of CIDESCO International since 1965.

Born in Budapest, Kate left communist Hungary in 1951 and settled in Sweden. She worked with many leading American cosmetic companies such as Max Factor, Revlon and Estée Lauder before joining her husband's company AB Niwako as a partner. The company was the first to introduce real hair wigs to Scandinavia. There have been many memorable moments in Kate's life which she tells us are:

- Arriving to Freedom in Sweden 1951 after being behind the iron curtain in Hungary
- Marrying Nicklas in 1959, who supported me all my life
- Meeting with President Obama when he visited Sweden 2013
- Receiving a bench in Kappsta, Raoul Wallenberg birthplace
- Archbishop Gennaro Verolino, Award Per Anger Prize
- Introducing Charles of the Ritz, and Yves Saint Laurent.
- Having the support of family and many friends



We were pleased to support this year's 6th World Wellness Weekend and thank all our members who organised activities to promote wellness in their country. The weekend took place during the CIDESCO World Congress in Bali and we joined in with an early morning group yoga class.

It was the perfect way to start the day!

World Wellness Weekend has grown to involve some 5,000 venues in 140 countries and aims to inspire and empower millions of people to participate in fun, free and meaningful wellness activities.

CIDESCO Sustainability Guide for Spas & Salons

CIDESCO International's Sustainability guidelines have been compiled to help and encourage more salons and spas to reduce their impact on the environment to the benefit of us all. This Guide includes the principles of sustainability incorporating energy, waste management, product choices and education. We have also included advice from members who are undertaking their own sustainability campaigns. As Sir David Attenborough says: "The future of humanity and indeed, all life on earth, now depends on us."



Sustainability is no longer a choice, it's a necessity. Let's all do our part! To download your copy, [click here.](#)

THE HERITAGES OF BEAUTY IN BALI

The Heritages of Beauty was the theme of this year's CIDESCO World Congress which took place on the beautiful island of Bali in September. Our 68th World Congress was hosted by CIDESCO Section Indonesia who did an incredible job in delivering an action packed agenda which was balanced with a range of warm and welcoming social and wellbeing experiences, something which Bali is well known for.

It was a joy to see everyone come together for what has become one of the most important dates in our calendar. Participants joined us from all over the world to enjoy three days of meetings and lectures where our members were able to discuss and debate new innovations and challenges in the industry. Guests were also able to enjoy the Exhibition and conference programme where leading experts spoke on a range of professional beauty topics and brands exhibited their latest products and services.

We were pleased to announce the pre-launch of our Advanced Diplomas and Certificates which includes the CIDESCO Oncology Wellness Diploma for learning the essential skills to treat people with or recovering from cancer. Others include Micro-Needling and Micro-Dermabrasion.





A warm welcome was also given to our new CIDESCO Section Germany which is represented by Health & Beauty Germany, organisers of professional trade shows in the European markets.

The annual Make-up & Body Art competition attracted some highly skilled entries which showcased the beauty of Bali at its most colourful. Congratulations to everyone who entered and particularly our award winners.



In the evenings, Congress delegates were able to enjoy a spectacular social and cultural programme which included a welcome Balinese dance 'Tari Kecak', a captivating traditional Balinese art performance, which also goes by, 'the monkey chant dance', and loosely 'fire dance', for its occasional use of fire as a centrepiece prop. Other events included a fashion show and a show stopping Gala Dinner.



Thank you to CIDESCO Section Indonesia for being such a wonderful host and to all our CIDESCO Sections for excellent debates and ideas.

Award-Winning Members

Congratulations to everyone who was presented with an award at this year's CIDESCO World Congress in Bali. These awards recognize loyal and outstanding service to CIDESCO and the beauty therapy profession.



SEEMA GOPUJKAR (SECTION INDIA) - MEDAILLE D'OR

Seema is a trustee of ABTC (Association of Beauty Therapy & Cosmetology) Section India and has actively worked for Section India since 1992. She has held different positions in the Section during her tenure. First education than Chairperson where she was responsible for hosting the 1st CIDESCO Congress in India along with Section members and thus put Section India on the world map. Seema has been instrumental in encouraging schools to take up CIDESCO accreditation in India. Due to her efforts we now have 30 schools and 8 in the pipeline. She is very passionate about her job and has helped women from different walks of life by providing them with employment. Today even the government recognizes her efforts as a guiding force in the field of Beauty Therapy education.

DIANNE MILES (SECTION AUSTRALIA) - MEDAILLE D'ESTHETIQUE

From 1985 to the present day, the Dianne Miles Hyde Park College of Skin and Body Therapy has been a CIDESCO International training College and in 1992, its founder, Dianne became an International Examiner. In 1998 Dianne was elected to the CIDESCO International Board in Zurich, Switzerland for a total of 10 years. In that time Dianne co-wrote the CIDESCO Spa program and wrote the practical and theory examinations which are still followed to this day. Dianne helped establish this program in 30+ countries globally for CIDESCO and conducted the pilot programme in South Africa, Japan and Australia where it was seen as a resounding success in its first year then was picked up by many CIDESCO schools globally. To this day, it is one of CIDESCO's most popular Post graduate programs and examinations in growth and their qualifications. It has, since 2006 provided an extension of Beauty Therapy to students and graduates and assisted in recognition of CIDESCO SPAs around the world.

After retiring from the CIDESCO Board in 2008 Dianne was elected to the CIDESCO Australia Board as President until she retired from that position in 2019. Dianne is still involved with that organisation as an advisor to the current Board. Additionally, Dianne is a CIDESCO Honorary Board member and involved at an International level and is still an active Examiner for CIDESCO. In 2021 Dianne was Head Judge for first CIDESCO Global SPA competition with many competitors from many countries. She also gives 2 scholarships annually to a refugee and a victim of domestic violence into the college diploma programme.



“To this day, the CIDESCO Spa program is one of CIDESCO's most popular Post graduate programs and examinations in growth and their qualifications.”

Award-Winning Members contd.



These awards recognize loyal and outstanding service to CIDESCO and the beauty therapy profession.

DR. BRA MOORYATI SOEDIBYO S. S. M. HUM (SECTION INDONESIA) – MEDAILLE DU MERITE

Dr. BRA Mooryati Soedibyo, S.S., M.Hum. has been in the beauty industry for over 45 years and has been a prominent figure in the beauty industry ever since. Her dedication towards CIDESCO International and the National section is exceptional.

Dr. Mooryati's is a well-respected figure in the field of beauty and herbal medicine and is well known both nationally and internationally. She achieved number 7 on the list of the 99 'Most Influential Women in Indonesia 2007' by Globe Asia magazine and she is the founder of the well renowned PT Mustika Ratu Tbk, a company that produces cosmetics and health products based in Jakarta, Indonesia. She also founded the Taman Sari Royal Heritage Spa which has branches all around the world: Canada, Japan, the Czech Republic, Bulgaria and Asian countries. She received an award for the 'Best of the Best Entrepreneur of the Year Award' in 2003 (Ernst &

Young International).

Dr Mooryati has participated in many CIDESCO events such as being a speaker at CIDESCO International Congress Kuala Lumpur in Malaysia in 1991. She has also participated in many CIDESCO make-up competitions such as in 1982 as the 1st place winner in Vancouver Canada, with the theme "Dewi Shinta" (The Queen of Ayodya Palace) and in 1984 as the 1st place winner in New York, with the theme "Putri Junjung Buih" (Princess of Kalimantan). She has attended over 20 CIDESCO Congress's and has produced countless CIDESCO Diploma graduates from her accredited CIDESCO school, LPPMS in Jakarta, Indonesia. She continues to educate and guide many beauty experts in Indonesia about CIDESCO and supports the CIDESCO Indonesia section to this day, keeping the CIDESCO community here in Indonesia thriving and alive.



We were also pleased to celebrate a number of important Section anniversaries which is testament to all the hard work and success of everyone involved. This includes:

Section Australia – 30 years

Section China – 40 years

Section Japan – 50 years

Section Finland – 50 years

Section Netherlands – 50 years

Our thanks go to these Sections for their commitment to CIDESCO and the industry.

Winners in the 2022 CIDESCO Make-up & Body Art Competition



Favourite:
Sella Afiamita



CIDESCO's Make-up and Body Art Competition took place during the CIDESCO World Congress in Bali in September with some spectacular results.

Congratulations to everyone who took part but particularly to our winners and runners-up who demonstrated their skills and professionalism. We wish them well in their future careers.

Winner for creative make-up category: Ketut Suarna

Winners for the body painting make-up category:

Favourite: Sella Afiamita

1st Place: Cecilia Astrid

2nd Place: Anggia Dwipa

3rd Place: Arfhila Choirunisa

Winners in the 2022 CIDESCO Make-up & Body Art Competition



1st Place:
Cecilia Astrid



2nd Place:
Anggia Dwipa



3rd Place:
Arhila Choirunisa



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Body contouring leads demand for global aesthetics

The global aesthetics market is expected to reach \$24.3 billion by 2027 which is fueled by factors like the demand for aesthetic treatments among men, rising adoption of minimally invasive and noninvasive aesthetic procedures, the rising adoption of aesthetic procedures among geriatric people, the availability of technologically advanced and user-friendly products.

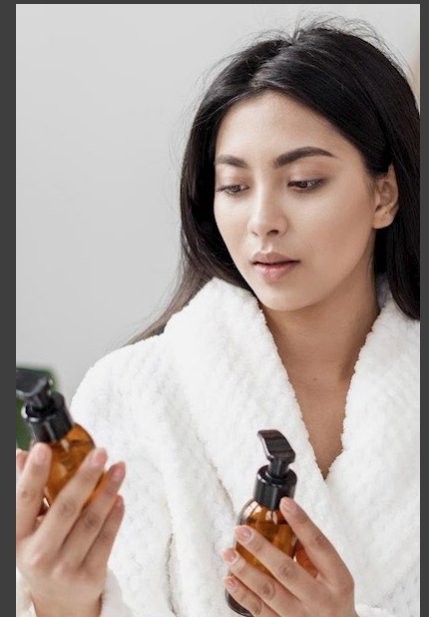
The body contouring devices aesthetic segment currently holds the largest share of the market with the

non surgical fat reduction segment accounting for the largest market share in 2021.

Rising consumer knowledge and interest in procedures, strong local economies, aggressive marketing by leading US and European companies in Asia, decreasing social taboos, rising medical tourism, and increasing awareness showcase significant opportunities for global manufacturers. Growth in the Asian aesthetics market is expected to outpace all other regions.

Source: *ReportLinker*

TikTok trend for Skin Cycling



Content creators on TikTok are raving about skin cycling – a new approach to skincare where you rotate products to target different concerns without overloading the skin with different ingredients and actives in one go.

“Skin cycling is a rotational skincare routine that alternates between applying active ingredients one night and then allowing the skin to recover and rest the next,” adds dermatologist Dr Derrick Phillips.

“The reason skin cycling is becoming more popular is due its design to improve the efficacy of active ingredients and to help minimise any irritation by cycling through active and inactive products.”

You can discover more [here](#).



Positive Childhood Experiences of Blue Spaces Linked to Better Adult Well-Being

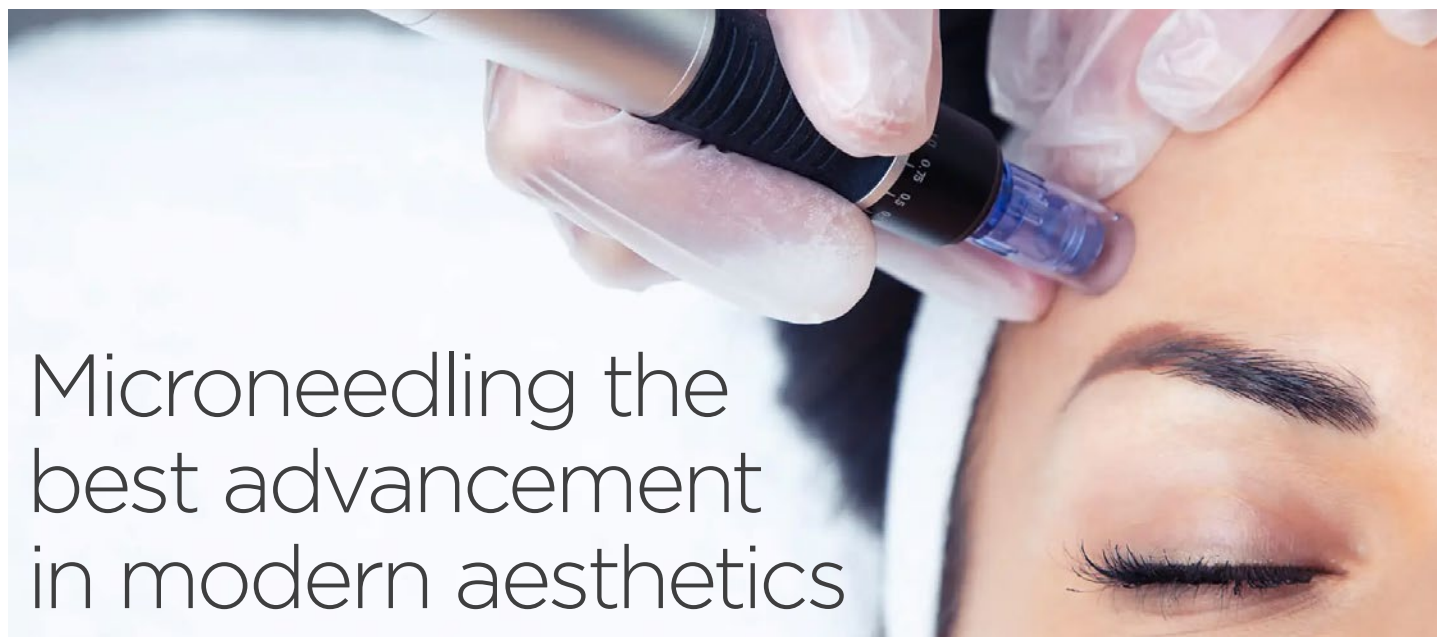
Positive exposure to blue spaces, such as spending time playing at coastal locations or at lakes, during childhood is associated with a greater sense of well-being later in life.

New research based on data from 18 countries concludes that adults with better mental health are more likely to report having spent time playing in and around coastal and inland waters, such as rivers and lakes (also known collectively as blue spaces) as children. The finding was replicated in each of the countries studied.

Mounting evidence shows that spending time in and around green spaces such as parks and woodlands in adulthood is associated with stress reduction and better mental health.

<https://neurosciencenews.com/bluespace-well-being-21606/>

Source: *University of Exeter*



Microneedling the best advancement in modern aesthetics

Microneedling has evolved over the last 20 years and now reaches every part of the globe, and for good reason, microneedling does it all! Microneedling is also known as collagen induction therapy, skin needling or dermarolling. It is a minimally invasive aesthetic procedure that can improve the appearance of fine lines, hyperpigmentation, scars, and even hair loss on all Fitzpatricks.

The most commonly used tool to perform microneedling is an electric pen-type device that can be used all over the body and hard to reach areas like the nose and upper lip. The single use device tip houses very small micro needles, in varying quantities. The motor of the device oscillates the needles up and down, creating microscopic channels in the top layer of skin. The speed and depth of needle penetration may also be adjusted. These parameters allow for treatment customization, controlling the amount of injury to address the specific needs of each treatment area. The wound healing process that ensues stimulates collagen production, regulates cellular function and initiates angiogenesis (formation of blood supply to the skin), all processes that enable self-healing while increasing the overall health of the skin. The microneedling process is not product dependent, meaning topical products are not required to see results. Each treatment only takes about 20-45 minutes and typically 3-6 sessions to see desired results. The cost of performing the service is very low and adverse events can be prevented when performed by a trained technician.

History

Microneedling dates back to the 1950's when three emerging therapies were developed by international doctors and scientists: microdermabrasion, mesotherapy, and the study of aging. Abner Kurtin, a New York Dermatologist, who is considered the 'Father of Dermabrasion', used stainless steel wire brushes to abrade the skin. Experimentation was also emerging on senescence, or aging, conducted by Alexis Carrell, a French scientist, and Nobel peace prize recipient. Michael Pistor, a French physician who is credited with having developed mesotherapy (small micro injections in a localized treatment site) in 1952, also paved the way for microneedling.

In the mid-1990's modern experimentation with microneedling emerges. In 1997, Andre Camirand & Jocelyn Doucet, a plastic surgeon from Canada, published an experiment using tattoo guns without ink to treat post-surgical hypo-chromic scars. 1-2 years later, melanin had reemerged and texture showed substantial improvement. This was the first motorized treatment of skin using a tattoo gun. In 1996, Des Fernandes, a South African plastic surgeon, delivered his first paper about skin needling on the upper lips. He developed his own small needle stamp, and later a dermroller, which he used in his surgical practice to encourage collagen production.

The 2000's usher in the modern era of microneedling with the development of motorized pens and several research based publications: The Illustrated Guide to Percutaneous Collagen Induction by Matthias Aust, Svenja Bahte and Desmond Fernandes and The Concise Guide to Dermal Needling by Dr. Lance Setterfeild, a Dermatologist from British Columbia. If I may offer one idea that summarizes their amazing research, less is best.

Legality

Injury depth matters in terms of legality and physiological effect. All aestheticians are trained to manipulate the very top layer of skin, the Stratum Corneum. When the barrier is disturbed and rises in pH, an innate immune response follows. This immune response is like a 'warning signal'. Some governing boards allow aestheticians to manipulate the deeper layer of the epidermis, known as the Stratum Spinosum. Injury to the keratinocyte within the SP initiates an anti-inflammatory adaptive immune response to mitigate the wound, acting as a 'high alert' signal. This is known as the sweet spot for microneedling where desired results can be achieved without a higher risk of adverse events. Manipulating beyond the dermal-epidermal junction, puncturing into the dermis initiates the platelet healing cascade with an inflammatory profile associated with scarring. This is an 'emergency signal' to the body. This is typically considered a medical treatment and requires professional training to manage adverse events and prevent communicable diseases. The layer of skin you are legally allowed to manipulate is governed by your local municipality.

Moving Forward

Setting an international standard for aestheticians is the next step in microneedling evolution. An international standard allows for the accumulation of history, science and best practices to treat all Fitzpatrick's with safe and effective protocols. Proper training matters and impacts not only the results your clients will achieve but upholds the professional standard of our industry. CIDESCO is the first and only training program to offer international certification.

“Setting an international standard for aestheticians is the next step in microneedling evolution... CIDESCO is the first and only training program to offer international certification.”



Microneedling before and after



Millicent Russo, LE LEI CLT LSO WFR is a thought leader hailing from Scottsdale Arizona USA and is on a mission to elevate the aesthetics industry through science-backed educational experiences. She is the executive director and founder of the Integrated Aesthetics Institute, specializing in advanced microneedling training. She is the founder and president of the Integrated Aesthetics Association and Scholarship fund. She is the owner of EstheticPro, a professional microneedling, micro channeling, and nano infusion device. She is a board member of Learn Skin and the Integrative Dermatology Symposium Esthetician Track and was named a 'Top 20 Beauty Entrepreneur of 2022'. She is an international aesthetics trainer, writes aesthetic curricula, and consults medical professionals. Please join her in elevating our professional standard, visit integratedaesthetics.net.



Corneotherapy - the common-sense approach to skin health.



**WRITTEN BY
MARIA RYLLOTT-BYRD
CORNEOTHERAPIST,
CO-FOUNDER OF
SKIN PROFESSIONALS
UK & FOUNDER OF
SK-INTELLEKT**

THE HISTORY OF CORNEOTHERAPY

Many therapists believe that corneotherapy is a newly birthed phenomenon. However, this common-sense philosophy actually came to pass back in the 1960's.

Due to the popularity and clinical evidence surrounding retinoids, most of us are aware of Dr Albert Kligman, the co-founder of Retin A. Yet, many of us are less aware of the pioneering research that led to the birth of corneotherapy.

Kligman and his partners discovered that corneocytes are still in fact biologically active in the cell-death phase of keratinocyte differentiation and as such, if we assist in optimising the functional health of the skin through the preservation of the stratum corneum and the skin barrier, the skin itself will naturally and progressively alleviate many symptomatic issues.

This then, is surely critical to how we approach our clients' skin?

WHAT IS THE SKIN BARRIER?

To keep us safe from pathogenic and microbic invasion, as well as trans-epidermal water loss, our incredible skin has created a water-tight seal, simply referred to as the skin barrier. This natural defence system is anything but simple and comprises of the stratum corneum, and the multi-lamellar lipids which are made up of ceramides, fatty acids and cholesterol. These cement themselves together like bricks and mortar to create said seal.

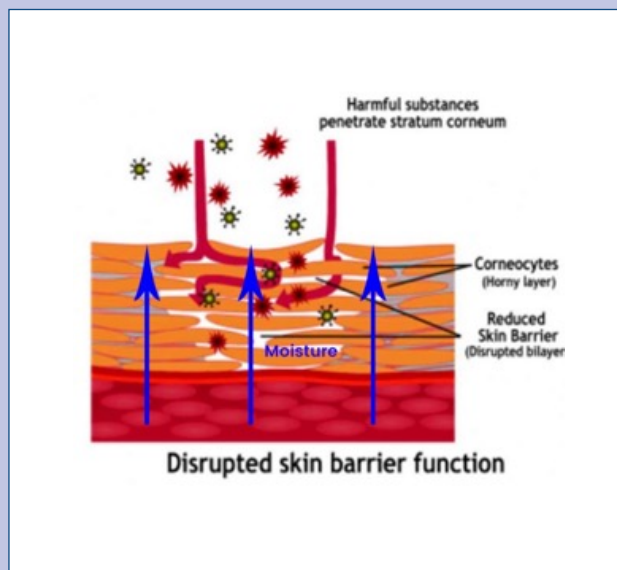
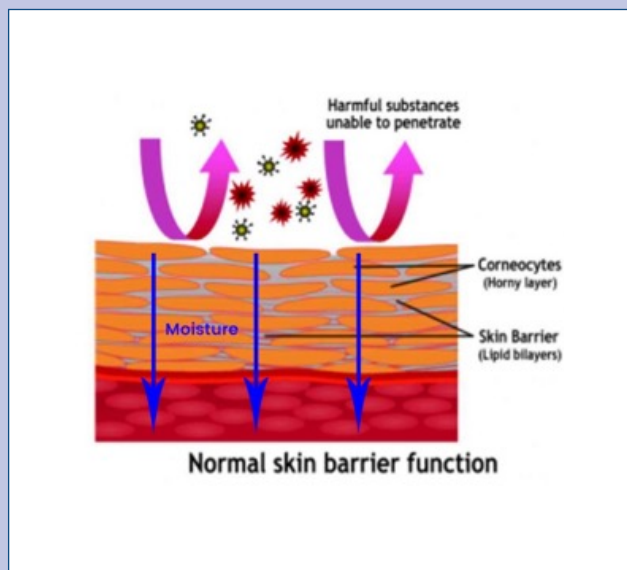
Veiled over the surface of this brick wall is a hydrolipidic film, namely the acid mantle. It is made up of sweat, sebum, natural moisturising factor and lipids and forms the first line of defence, maintaining a slightly acidic pH, so the skin microbiome can flourish.

These aforementioned elements all have independent functions, but together they work in synergy to maintain homeostasis, thus optimising the health, strength, and integrity of the barrier as a whole.

HOW DO WE KNOW THE BARRIER IS IMPAIRED?

We know that if the barrier is impaired, the epidermis will become exposed and vulnerable, it will inevitably start to complain. It may become sensitised, inflamed, dehydrated or prone to infection. It should be noted that skin disorders such as rosacea, eczema and psoriasis can also be triggered by a continual inflammatory response.

Whilst we of course need to seal the skin in order to repair the barrier, we also need to look beyond the symptoms and consider the underlying cause. Our consultation process is fundamental to understanding where our clients' issues lie.



Source: Corneotherapy.org

WHAT CAUSES AN IMPAIRED BARRIER?

Although our barrier will naturally degenerate as we intrinsically age, it must also be considered that keratinocytes start their life in the basal layer of the epidermis and require a healthy environment to thrive from mitosis through to desquamation. In other words, if our client makes poor lifestyle choices, is stressed, or perhaps on medication, those keratinocytes may struggle in their purpose.

In addition, environmental factors such as Ultra Violet Radiation and pollution may further exacerbate the barrier.

In the mainstream, there is a prevalence of detergents and fragrance in topical skin care. These will negatively impact the naturally acidic PH levels of the acid mantle and create a hostile environment that prevents the microbiome from flourishing.

Additionally, the industry has had an obsessive fascination with exfoliating the stratum corneum in an attempt to speed up cell renewal. Unfortunately, this just serves to upset the natural desquamation process. In fact, the so-called dead skin cells we have mistakenly demonised still play an important part in cell-to-cell communication, so prematurely removing them with chemical or mechanical methods, strips the skin of this vital function and exposes immature cells before they are ready to face the world.

CORNEOTHERAPY IN PRACTICE

As skin therapists, our primary focus should be on creating a pathway to sustainable skin health. However, the trend for many to jump straight to corrective, and arguably lucrative, skin solutions with no real concern for the viability of the barrier, is particularly short-sighted.

Should we not instead be asking if the proposed treatment will serve the skin?

A cornetherapeutic path may not produce the instant results of some of the quick fix treatments available today, but in re-educating our clients we can shift the skin goal focus from 'perfect' skin to 'healthy' skin.

It would appear that barrier health is currently 'de rigueur'; possibly because the industry has incessantly told us all to exfoliate, exfoliate. However, unless we change these habits, the skin will always be caught in a vicious cycle.

Corneotherapists will look to support the skin's natural physiology with the use of skin-mimicking ingredients that are compatible with the skin's lipid structure. More and more brands are jumping on the band wagon, however, unless they are free from petrochemicals, preservatives, fragrances, emulsifiers and silicones, they are not true to the philosophy.

To conclude, there is no justification for over-working the skin. In fact, all this serves to do is to compromise the skin's natural function. Instead, we should be investing our efforts in proactively encouraging the skin to work as mother nature intended.

If interested in finding out more, then please visit the International Association for Applied Corneotherapy at www.corneotherapy.org



Nutrition for a happy menopause

Perimenopause, menopause and post menopause is a totally normal part of aging for women it's a natural transitional phase that women have been experiencing for millennia.

However, this can be a difficult and distressing time for some women.



“Menopause is not a disease or disorder it signals a new beginning rather than the end.”

**ALISON BLADH
BSC (HONS), MBANT,
MCNHC, MNMTF**

One in four women will experience severe menopausal symptoms, 40 percent of women will suffer from low mood or depression and one in three women will struggle with anxiety. Furthermore, this time in a woman's life can often be full of other transitions in addition to physical ones: Women may be caring for aging parents or relatives, supporting their children as they move into adulthood, or taking on new responsibilities at work. Menopause is not a disease or disorder it signals a new beginning rather than the end. Therefore, it is essential to investigate alternative ways of managing this period in a women's life so this next phase can be enjoyed with health and vitality.

Estrogen, progesterone and testosterone are extremely important hormones for almost every cell in the body. These hormone levels fluctuate and decline considerably during the different stages of menopause and may cause numerous health risks. Estrogen deficiency in women is strongly associated with a higher prevalence of insulin resistance, diabetes 2, heart disease, weight gain, skin changes, depression, decline in bone density, metabolic syndrome and obesity. A hundred years ago, women died soon after reaching menopause so menopausal management with hormone replacement therapy or alternative methods were less important than they are today. However, today women on average live 30 years after menopause and some even longer.

The thought of menopause usually calls to mind an array of unwelcome symptoms... But with the correct nutrition, mindset and lifestyle modifications this can be a positive time in a woman's life.



Diet and lifestyle can play a significant role in supporting a healthy and happy menopause, and the earlier this is started the more effective this approach will be. The correct nutrition, lifestyle and mindset in your 30s and 40s lays the groundwork for a much easier perimenopause and menopause. Nutritional therapy helps to put individual focused nutritional strategies in place that directly target each symptom or area of concern.

Having a well-balanced diet is crucial during any stage of life, but during menopause, the body needs some extra patience and care. Food is the backbone of the hormones the body makes and when it comes to menopausal health and the metabolism, food is medicine. Looking after your heart, brain, bones and gut by incorporating a variety of vegetables, healthy fats, protein and calcium into the diet is a good place to start. Research shows that a Mediterranean style diet is a good all-in-one meal plan that focuses on lean proteins, whole grains, healthy fats, nuts and seeds, plenty of plant-based foods and a low consumption of red or processed meat and sugary foods.

When going through menopause, cutting out certain foods can have as much of an impact as what's been added in. It's important to listen to the body as certain foods can trigger symptoms. Taking these foods out or replacing them can make a difference. Some examples of common foods that may make symptoms worse are spicy foods, highly processed foods, sugary foods, high salt content foods, energy drinks, fizzy drinks, alcohol and caffeine.

The thought of menopause usually calls to mind an array of unwelcome symptoms such as hot flashes, vaginal dryness, mood swings, thinning hair and sleep disturbances. But with the correct nutrition, mindset and lifestyle modifications this can be a positive time in a woman's life. Perimenopause and the menopausal transition are not a set of symptoms that need to be suppressed, rather it is a journey to be embraced. Understanding the changes that are happening inside the body and then providing the support that is needed to enable this to happen as smoothly and comfortably as possible, is an empowering way to approach this transformative phase of a woman's life.

Alison Bladh is a registered Nutritional Therapy Practitioner BSc (hons), mBANT, mCNHC, mNMTF and CIDESCO beauty therapist specialising globally in women's menopausal health who has worked in the health and wellness industry of over 30 years. She runs her own online clinic helping women manage the negative symptoms of menopause. Her mission is to support her clients with bespoke changes to diet, mindset and lifestyle so they can harness their hormones and get their confidence and sparkle back.

Alison Bladh BSc (hons), mBANT, mCNHC, mNMTF

Nutritional Therapy

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“A course of massages provided benefits similar in magnitude to those of psychotherapy.”

Massage4MentalHealth

Massage4MentalHealth is a campaign to have Massage Therapy recognised as a credible, mainstream treatment for mental health issues. Alongside this, there are many other goals that are equally important. Educating the public on how our industry can help those with mental health issues; upskilling therapists to help recognise and treat clients with depression and anxiety etc; plus opening up about our own mental health issues as therapists.

Shortly after launching the campaign, a study completed by UCL made national headlines. This study confirmed that there's no evidence depression is caused by serotonin levels. Given this information, and our changing view of mental health, other treatment options must be explored. Massage should be considered as a mainstream treatment due to how it works on the physical aspect of depression, which isn't talked about enough. Studies conducted so far confirm massage therapy is beneficial to those with mental health issues.

One particular study completed by Moyer, Rounds and Hannum in 2004, is a meta-analysis of 37 different studies. It looks at both single dose and multiple dose effects. The conclusion of the study was that single applications of massage therapy reduced state anxiety, blood pressure and heart rate. Multiple applications reduced delayed assessment of pain, but the biggest largest effects were reductions of trait anxiety and depression, and a course of massages provided benefits similar in magnitude to those of psychotherapy. Certainly, more research needs to be done but the current research is very promising.

Having been a Massage Therapist for 14 years and knowing that one in four people suffer with mental health issues, I've naturally treated thousands of clients with mental health issues and seen first-hand the impact massage has time and time again. But I also have a very personal experience with massage and my mental health.

I have PTSD, depression, and anxiety, but what was shocking to me was the physical side of the depression. Fast heart rate, jumpiness, stomach upset, my muscles felt like lead and were so heavy. The exhaustion made every day incredibly hard. Like many people, I have been on and off anti-depressants over the years, but it gradually got worse, and I couldn't get on top of it. It wasn't until I had a massage that I truly realised the power massage has. All the physical effects the depression had caused were gone. And I felt calm, the first time in years. It was astounding. The massage gave me back something that had been taken away from me. No number of tablets or therapy had ever done that.

Can other massage therapists get involved?

We would love as many therapists involved as possible. Firstly, if therapists could use the #massage4mentalhealth hashtag on social media as much as possible. This will help generate awareness. I will also ask any therapists who want to become involved to email me for more information at hayley@home-sanctuary.com. If any therapist has their own story on massage and mental health, then I would love to hear from you.

www.message4mentalhealth.com

BY HAYLEY SNISHKO

The Sustainable Salon & Spa

CIDESCO International's Sustainability guidelines have been compiled to help and encourage more salons and spas to reduce their impact on the environment to the benefit of us all. This Guide includes the principles of sustainability incorporating energy, waste management, product choices and education. We have also included advice from members who are undertaking their own sustainability campaigns. As Sir David Attenborough says: "The future of humanity and indeed, all life on earth, now depends on us."

Sustainability is no longer a choice, it's a necessity. Let's all do our part!

The CIDESCO International Guide to the Sustainable Salon & Spa includes:

Sustainability Planning

The definition of Sustainability, in its simplest form, is the ability to last. Sustainability in business will ensure that your business will endure for future generations.

Start by understanding how sustainable your business is currently and where it needs to get to by completing an energy audit. This will show you how much energy is being consumed by appliances and fixtures. Get your staff to support by appointing a 'Green Team'. Once you have these details, you can then set goals which will reveal how much more sustainable your business is becoming over a period of time.

Saving Energy

Saving energy in your salon or spa is not only better for the environment, but reducing energy wastage can also help you maximise your profits. The Guide gives 12 ways you can save energy including switching to a green energy supplier which supplies renewable energy; installing a smart meter to track your energy costs; introducing motion activated lighting and using water at a slightly lower temperature.



Reducing Water Consumption

Water is an essential component of all spas and salons and therefore something we need to be mindful of. While we may not be able to do without water, we can control our water usage. Some of the ways you can do this include: ensuring your taps and water facilities are working efficiently with no leaks or wastage. Slow drips can contribute to tonnes of waste water per month; source products that can be used without water; install low flow showerheads or set a timer on showers; and provide water drinking fountains instead of bottles of water.

Managing Waste & Recycling

Have a 'waste not, want not' mission by implementing good recycling systems. Salons and Spas can generate a large amount of waste, some of which is toxic, so disposing of it in the correct way is extremely important.

Set up bins to separate your waste i.e. Recycling, Toxic and General Waste. Depending on your waste collections, you may be able to separate this even further. Provide easy access to the recycling area for both clients and staff. Have a no plastic policy. Today there are lots of alternatives to plastics which are recyclable and biodegradable. Check where your waste is going. Is there a waste collection service that has specialist experience in safe and sensible Salon and Spa recycling? Many of these services offer a zero to landfill programme and have a ban on plastic bottles and paper coffee cups.

Choosing Sustainable Partners

When you're running a sustainable Salon or Spa Business, it's important to also review your suppliers and partners. Many product brands today have excellent green credentials, using biodegradable ingredients, refillable containers and plant packaging whilst remaining financially efficient.

Choose suppliers that share or can support your sustainability mission and check they are authentic. Unfortunately there is some 'green washing' so doing some due diligence beforehand is important. Work with brands that minimise their use of plastic or have refillable/recyclable options available and consider brands that are investing in regenerative farming practice to preserve the eco-system.



Educating your Staff & Customers

Becoming a sustainable Salon or Spa is good for the planet but also a fantastic marketing and client acquisition opportunity. Sustainable businesses are more attractive to certain audiences such as people who are sensitive to chemicals, pregnant women and those who prioritise sustainability when making a purchase.

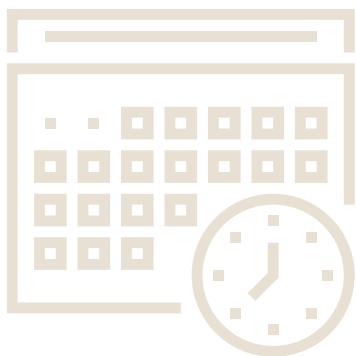
Define your sustainability messaging and include it in your marketing materials so that your customers can see it clearly; fully brief your team on your sustainable measures so they can bring these up

in conversation with your customers; emphasise the features that customers seek out such as eco-friendly packaging and ethically produced products; and invite your customers to be involved in any of your sustainable initiatives such as beach cleans, support of local communities and causes or recycling measure.

Sustainability has many facets but remember that even the smallest of changes is a step in the right direction.



Read the full guidelines. The CIDESCO International Guide to the Sustainable Salon & Spa is available to download from the CIDESCO International website [here](https://www.cidesco.com)



Diary Dates

DECEMBER 2022

2-4 CIDESCO Section Greece Hellas Congress Crown Plaza Hotel, Athens
<https://cidescohellas.gr/>

2-4 China International Nail Expo
Beijing, China
<https://beijingnailexpo.com/>

5-6 Live Love Spa Event
Maui, Hawaii <https://pro.livelovespa.com/dl/slug/s/17171d>

14-16 China Beauty Expo
Shanghai, China
<https://www.chinabeautyexpo.com>

21-22 Professional Beauty India
Ludhiana, India <https://visitor.professionalbeauty.in/ludhiana/>

JANUARY 2023

11-13 Cosme Tech Tokyo, Japan
<https://www.cosme-week.jp/tokyo/en/gb/about/ci.html>

12-13 Esthec Japan Aesthetic Medic & Beauty Expo Tokyo, Japan
<https://www.cosme-week.jp/tokyo/jp/about/est.html>

27-29 Les Thermalies Lyon, France
<https://www.thermalies.com/lyon/programme/conferences-thermalies-lyx>

28-30 Beauty Forum Valencia
Valencia, Spain <https://www.beautyvalencia.es/beauty-forum/>

FEBRUARY 2023

4-6 Roma International Estetica
Rome, Italy <https://www.romainternationalestetica.it/en/>

20-21 Professional Beauty GCC – Dubai, UAE <https://professionalbeauty.ae/e/pb/site/home/>

MARCH 2023

1-3 Dubai Derma Dubai, UAE
<https://dubaiderma.com/>

2-4 Beauty Asia Singapore <https://www.beautyasia.com.sg/the-event/>

5-6 Beauty Forum Swiss
Zurich, Switzerland
<https://www.beauty-forum.com/>

5-6 Professional Beauty London, UK
<https://professionalbeauty.co.uk/e/London/site/home>

13-15 Beauty World Saudi Arabia
Riyadh, Saudi Arabia
<https://beautyworld-saudi-arabia.ae.messefrankfurt.com/ksa/en.html>

16-18 Beauty Expo Uzbekistan
<http://en.expoposition.com/>

17-20 Cosmoprof – Bologna, Italy
<https://www.cosmoprof.com/en/>

25-27 CosmoBeauty Barcelona
Barcelona, Spain
<https://cosmobeautybarcelona.com/>

30-April 1 Qingdao International Beauty Expo Qingdao, China
<https://www.sdmbgj.com/>

31-April 1 Beauty Dusseldorf
Dusseldorf, Germany
<https://www.beauty-duesseldorf.com/>

GLOBAL AWARENESS DAYS

DECEMBER

3 – International Day of Persons with Disabilities

5 – International Volunteers Day

19-26 – Hanukkah

25 – Christmas

26-1 January – Kwanzaa

JANUARY

1 – New Year

FEBRUARY

1 – Chinese New Year

4 – World Cancer Day

14 – Valentine’s Day

15 – Singles Awareness Day

17 – Random Acts of Kindness Day

MARCH

8 – International Women’s Day

18 – Global Recycling Day

18 – World Sleep Day

20 – International Day of Happiness

22 – World Water Day

Reach beauty and spa professionals in over 40 countries worldwide

TO ADVERTISE IN THE INTERNATIONAL LINK MAGAZINE

Contact Erika Ferreira at CIDESCO International

**Email: info@cidesco.com
Tel: +41 44 448 22 00**





Around the World

CONGRATULATIONS TO ALL CIDESCO STUDENTS WHO ARE EITHER IN TRAINING OR HAVE SUCCESSFULLY PASSED THEIR EXAMS. HERE WE CELEBRATE A SMALL NUMBER OF THEM FROM AROUND THE WORLD.



Clockwise from top right: 100% pass rate for CIDESCO Beauty Therapy graduates at the MY518 Aesthetics International Academy, Malaysia; CIDESCO Graduation Ceremony at the CIDESCO World Congress in Bali; BSM online examination July 2022 for ID206 Section Indonesia; Success in Bahrain for Dr Marafie Clinic therapists; Practical examination and graduates at The Esthetic Institute Training Center in Calgary, Canada; CIDESCO Make-up Examination at Blaze Beauty Institute in India



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