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CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

CIDESCO INTERNATIONAL

LINK

JUNE 2016 · Issue 78

CELEBRATING
SEVENTY
YEARS



Count down to Congress

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President's Message



**ANNA-CARI GUND,
PRESIDENT,
CIDESCO INTERNATIONAL**

DEAR FRIENDS AND COLLEAGUES

I am very pleased to share with you the exciting things that have been going on in the Beauty Therapy Industry and with CIDESCO International.

The Board's activities continue around the world representing CIDESCO at various functions like Exhibitions, Section Anniversary celebrations, calls to Section heads and of course examining to check standards. My colleagues and I have to be fit and active to keep up with modern times. This involves a lot of travelling with time zone difference; however we are all still enthusiastic with our various portfolios and perform tirelessly.

You will have in the meantime received Press Releases from our PR division on the Cosmoprof Exhibition in Bologna in March where I represented CIDESCO on the Global Wellness Day and on Waxing. We hope that you found these of interest.

Some interesting news about the developments on the Education side: We are in the final stages with the Advanced Aesthetics Diploma and the MCQ online Examination. These will all be ready for use in the near future.

The Education Division together with the Committee Members are in the process of upgrading the various Syllabi for Beauty Therapy, Aromatherapy and Epilation. There are no changes, but revision is necessary from time to time.

Based on the positive response we had last year, the Education Division is once again organising a 2-day Make-up Training programme in Holland for Examiners who would like to upgrade their knowledge in this field. This has been well received and we already have a full list of participants.

The Board met at Zurich Head Office for a short 2-day meeting where we finalised the Agenda for the forthcoming General Assembly and dealt with other important issues. The staff has been with the Board during these two days when we discussed their experiences in the past months with the running of their various portfolios and we are pleased to report positive results.

The countdown is getting closer; CIDESCO is looking forward to the most important event in 2016 between the 22nd-26th September, when we celebrate the 70th Anniversary of CIDESCO at the CIDESCO World Congress in Dublin. We are liaising closely with Section Ireland to make sure that all arrangements are in place for your visit. Please book now if you have not already done so, www.cidescoireland2016.com.

Examiners Meeting 22nd September - by invitation only

Schools Meeting 23rd September - by invitation only

General Assembly 24th September - by invitation only

PR Meeting 25th September - by invitation only

Gala Dinner 25th September - open to all

This is the last LINK before the Congress in Dublin when a new Board will be elected at the General Assembly on the 24th September. I would like to take this opportunity to thank my fellow Board Members for their dedication and hard work towards our Organisation. This needs persistence but we have stayed loyal to what we believe in, to make sure that CIDESCO stays the preferred International Beauty & Spa Therapy qualification.

My sincere thanks also go out to all of you for your support in the past years and for your loyalty to CIDESCO International.

With warm greetings

Anna-Cari Gund



Best Cosmetologist



Pictured left: Ph.D. Marina SEMENOVA, founder of this competition in St. Petersburg, the holder of CIDESCO diploma, director of training of CIDESCO Section Russia and CIDESCO School, Cosmetic educational centre "NERA"

From 18 to 20 February 2016 St. Petersburg, Russia hosted the XIV International Competition of Cosmetology and Esthetics. The competition is organized by CIDESCO Section Russia and supported by the public fund of Cosmetology, Hairdressing and Aesthetics "Nevskie Berega".

Since 2003, the competition has been attended by more than 1000 professionals from many cities of Russia, CIS, Baltic States, Europe and other regions of the world. From year to year participants demonstrate the latest innovations in the field of cosmetology, a variety of massage techniques and sophisticated modern treatments which is also of great interest and enjoyment to the audience.

This year the representatives of Armenia, Kazakhstan, Latvia, Finland and many Russian cities

came to demonstrate professional skills and compete for the title of best cosmetologist. Traditionally, the contestants competed in the categories "Facial", "Body Care", "Hardware cosmetology" in two categories - "Professional" and "Young Professionals".

The competition was judged by a professional international team, led by the founder of this competition in St. Petersburg, the holder of CIDESCO diploma, director of training of the CIDESCO Section Russia and the CIDESCO School, Ph.D. Marina SEMENOVA.

The winners received medals and trophies. All participants were awarded laureates.

Our congratulations to the winners! We wish all participants success and further professional growth!



Fiji in Training

We are pleased to report that Fiji's, 'Essence of Fiji's Spa Academy', has applied for CIDESCO accreditation and is currently undergoing the formalisation procedure. Essence of Fiji Spa Academy's managing director, Debra Sadranu, is a pioneer and visionary of the Fiji beauty and spa industry and a key figure in Fiji's spa tourism sector.

Debra believes this will be an important step forward in enabling her students to secure work opportunities worldwide.

Debra Sadranu will also be a keynote speaker at the CIDESCO World Congress & Exhibition in Dublin in September.



Muonio, Finland

Alarming rise of air pollution

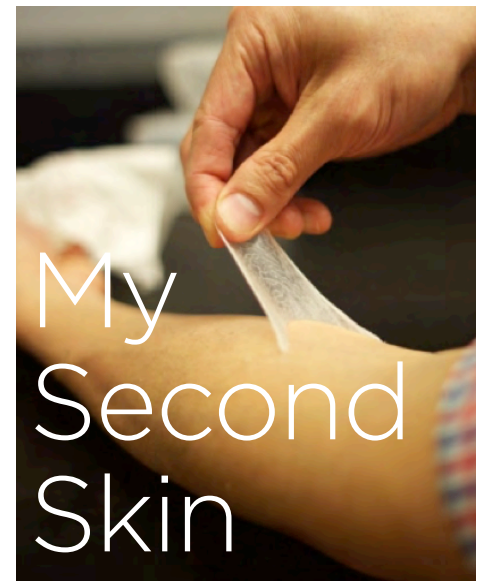
It's no surprise that in recent years, skincare companies have incorporated anti-pollution properties into their products. However, the seriousness of global pollution goes well beyond the care of our skin. According to the latest World Health Organisation (WHO) data, air pollution has risen eight per cent in five years with fast-growing cities in the developing world worst affected, leading to some three million deaths per year.

While air pollution affects all areas, it's the fast-growing cities in the Middle East, south-east Asia and the western Pacific which are most impacted with many showing pollution levels at five to 10 times above WHO recommended levels.

The most polluted city in the world, according to the WHO data, is Onitsha, a fast-growing port and transit city in south-eastern Nigeria that recorded levels of nearly 600 micrograms per cubic metre of PM10s - around 30 times the WHO recommended level of 20 micrograms per cubic metre.

The cleanest cities in the world are often small, wealthy and situated far from industrial centres. Muonio in Finland, a town above the Arctic Circle, has the world's purest recorded urban air. It is closely followed by Norman Wells in Canada, Campisábalos in Spain and Converse County, Wyoming in the US.

“As the second skin locks in the skin’s natural moisture...it has the ability to aid skin conditions... this could be the future of skin treatments.”



We've all seen those movies where the character peels off the skin on his face to reveal another! Well it might not be as farfetched as we imagined!

Scientists at the Harvard Medical School and the Massachusetts Institute of Technology have been working for the past 10 years on a project which could hold the key to younger, healthier looking skin via a 'second skin'.

This second skin is a film of silicone and polymers which works by mimicking your real skin and enhancing skin elasticity. As the second skin locks in the skin's natural moisture, it means you can disguise everything from eye bags to wrinkles and potentially it has the ability to aid skin conditions such as eczema and psoriasis.

This procedure has yet to be approved by safety regulators but interesting to think this could be the future of skin treatments.

Picture: MIT



Anti-AGin

There are plenty of collagen-infused beverages on the market that promise to make us look younger but now a UK company, Bompas & Parr has created the world's first anti-ageing gin drink.

Anti-AGin is a 40 per cent proof gin distilled with pure collagen, witch hazel oil, chamomile, Gotu Kola and nettle which promises to rejuvenate skin. This follows last year's announcement by Suntory, a Japanese food and beverage corporation, which introduced an anti-ageing 'Precious' beer containing 2g of collagen for the local market. Good News - Ed.



Supported by the Embassy of Ireland, CIDESCO-NIPPON celebrated the 70th anniversary of CIDESCO with members in Japan at the Embassy of Ireland Residence on 26th April 2016.

Starting with a warm welcoming speech, Ambassador Barrington encouraged CIDESCO-NIPPON members to join the CIDESCO International World Congress and Exhibition 2016 in Dublin by providing them with a wonderful flavour of what will be experienced in Ireland: the places and landscapes to visit, the food and drinks to taste, and the music to hear and enjoy.

More than 100 members participated in this event and fully enjoyed their flavour of Ireland. CIDESCO-NIPPON has been actively encouraging its members to attend the CIDESCO International World Congress with a series of regional events involving CIDESCO International Examiners as guest speakers and PR via the Section's newsletters and Facebook.

In June, CIDESCO-NIPPON held a party with members from Japan to celebrate CIDESCO International's 70th anniversary. More than 70 members attended and enjoyed this milestone.

CIDESCO-NIPPON was also delighted to welcome Ms Narelle Blinman, CIDESCO International Board member for Education. At the party, the Section introduced its ambassadors who are tasked with enhancing the recognition of CIDESCO in Japan.



70th Celebrations at Cosmoprof



CELEBRATING
SEVENTY
YEARS



In anticipation of the World Congress in Ireland later this year and CIDESCO's 70th Anniversary celebrations, CIDESCO Section Italy put on a memorable celebratory event at this year's Cosmoprof.

The event was dedicated to an international audience to celebrate CIDESCO's 70th anniversary and showcase the best of 'made in Italy'. This involved taking guests on a wellness journey of colours, smells, sounds and flavours found in Italy.

Presented by Andrea Bovero, President of CIDESCO Section Italy, the event was split into three stages: WELLNESS SHOW: multisensory show dedicated to the subject of wellbeing; TALK SHOWS: with the participation of national and international guests; FOOD & DRINK tasting: time devoted to breaks and culinary excellence selected and provided by the Consortium Excellencies Langhe-Roero Monferrato.

At the Talk Shows, the main topics discussed were: new developments in the spa business, secrets to pursue a successful career, training for spa managers and spa consultants, how to choose the best courses in Italy and abroad.

Among the many guests, speakers include Anna-Cari Gund (Sweden), Lorraine and Careena Galligan (Ireland), Lydia Sarfati (USA), Antonio Novello (Italy) and Andrea Bovero (Italy).

The event was dedicated to an international audience to celebrate CIDESCO's 70th anniversary and showcase the best of 'Made in Italy'.



Countdown to Congress



BY SHEILA CURRAN PRESIDENT, CIDESCO SECTION IRELAND

Only 3 months to go to the CIDESCO World Congress 2016 and things are really shaping up for what promises to be an excellent event.

Having agreed on the general programme, the last month has been spent fine-tuning each day and revisiting the venues for the various events to ensure that all is in order and to iron out any small issues so that all will go smoothly.

The Examiners' Meeting which is the first official event promises to be really great and one of our public colleges have offered to host this event in their newly refurbished, award-winning building.

Gillian Byrne, the course co-ordinator, kindly showed me around the amazing facility and I was completely blown away by the entire set up. The availability of rooms for all therapies, along with outstanding lecture rooms is impressive and I think that this will be a much appreciated day by all examiners and should form the backdrop to a very productive day.

I think it will highlight what can be achieved when the public school system adopts a qualification like CIDESCO in terms of standards and this event promises to impress all involved.

The Schools' Meeting is being held in equally impressive surroundings within the Concert Hall of the Royal Dublin Society and again this will afford us a wonderful stage area for demonstration purposes and ample seating for all delegates. The venue will be transformed into a spectacular arena for our opening ceremony on the Friday evening.

We have invited the Ambassadors to Ireland, of each country in which CIDESCO is available so it promises to be a night with many dignitaries and we hope to have some further news about who will officially declare the Congress open very soon. So watch this space for that!

The early bird registration closed on the 31st March and up to this point we have 124 delegates who have registered for the full Congress including the exhibition and lecture programme on Sunday 25th & Monday 26th September. Registration for local Irish therapists will open on the 18th June and we expect to see a big surge in numbers from that time.

We would really encourage all our overseas visitors to book their tickets for the social programme as we don't want to disappoint anyone by having a sold out situation to these great events. We would also like to remind people to book their accommodation sooner rather than later as September is a very busy month in Dublin and rooms risk selling out soon.

The exhibition which is being held in association with Professional Beauty promises to be a fantastic show and we are very grateful to Mark Maloney and his team for all the assistance they have given us in the planning phase. We know from them, that the interest from exhibitors is excellent and they expect it to be a sell-out event and the best Irish Trade Exhibition for many years.

We are so looking forward to hosting this very special CIDESCO Congress and once again if you have not registered then please do this as soon as possible. Together we can make it an event to remember.

See you all in September.

New technology in skincare

Great skin will never go out of fashion. We discover some of the latest beauty breakthroughs which are shaping up the way we work to achieve great skin and client satisfaction.



Users need to take periodic photographs of the patch with their smartphones to measure UV exposure.

Image ©L'Oreal

New pathways in skin tanning

New research from the Perelman School of Medicine at the University of Pennsylvania has uncovered cellular pathways in skin pigment cells that are activated by oestrogen and progesterone, and also identified synthetic hormone derivatives that specifically influence the pigment producing pathway. Together, the findings provide critical information that could lead to the development of new products that change skin tone without exposure to UV radiation or toxic bleaching agents.

The Smart Skin Patch

L'Oreal has unveiled a smart skin patch, My UV Patch, that can track the skin's exposure to harmful UV rays. The patch contains photosensitive blue dye which changes colour when exposed to ultraviolet light. The user simply takes a photo of it and uploads this to an app to see the results.

My UV Patch comes in the form of a very thin plaster which can be worn on any part of the body. It lasts about 5 days, after which it is disposable.

Niacinamide

Niacinamide, also known as Vitamin B3 and nicotinic acid, is a potent cell-communicating ingredient that offers multiple benefits for ageing skin, so it is no surprise that it is being called a wonder-ingredient.

Assuming skin is being protected from sun exposure, niacinamide can improve skin's elasticity, dramatically enhance its barrier function, help erase discolorations, and revive skin's healthy tone and texture.

Topically applied niacinamide has been shown to increase ceramide and free fatty acid levels in skin, prevent skin from losing water content, and stimulate microcirculation in the dermis. It also has a growing reputation for being able to treat an uneven skin tone and to mitigate acne and the red marks it leaves behind (known as post-inflammatory hyperpigmentation). Niacinamide, an excellent ingredient for those struggling with wrinkles and breakouts, is stable in the presence of heat and light.

Micro-blading



Because colour is placed closer to the top skin surface, the strokes appear and remain crisp and extremely fine, like real hairs.

Eyebrow treatments are now amongst the most popular in many beauty salons with waxing, threading, permanent make-up and tattoos all having a role to play. However, now there's a very natural option that delivers semi-permanent results. This is 'Microblading'.

Originating from Japan, Microblading or eyebrow embroidery as it is also known, is done using a hand tool with a very fine blade (made up of 10-16 tiny, fine needles configured into a blade shape) to deposit pigments into the epidermis. Because colour is placed closer to the top skin surface, the strokes appear and remain crisp and extremely fine, like real hairs. A topical numbing cream and liquid anesthetic are applied to the skin to minimise discomfort.

The treatment can take around two hours to complete with the drawing of the brow shape taking up to an hour but the effects can last for up to three years.

Stem Cells: Myth or Medical Breakthrough?



“There is absolutely no correlation or genetic blue print between plant stem cells and human stem cells, which we possess in abundance anyway in our skins. Medical stem cells implantation is performed surgically with LIVE (not dead plants) human stem cells and even this marvellous procedure is in the early days.

The idea that plant stem cells rubbed into our skin via a cream or serum and initiate stem cells activity is ludicrous, misleading and an insult to the courageous scientists who have spent decades pursuing real stem cell therapy.

However we ARE researching new methodology that will be based upon the stem cells we already possess and how to direct them from the shunts in the skin to keratinocytes, Langerhans etc. for better epidermal growth factor.”

So says Danné Montague-King, skincare pioneer and founder of DMK.

Years ago, stem cells and growth factors became hero ingredients in skin care formulations. Some brands have claimed plant-based stem cells helped reproduce human stem cells and growth factors, directly changing the behavior of human DNA. Our revolutionary concept aims to match an individual's biochemistry with the appropriate skin therapy. This article will explore the facts on stem cells in skin care products.

Growth Factor Facts

Let's start by clearing up some confusion about the roles that stem cells and growth factors perform in regenerating skin.

- Growth factors are proteins that regulate cellular growth, proliferation and differentiation under controlled conditions, maintaining healthy skin structure.
- Growth factors are secreted by all cell types that make up the epidermis (outer layer of skin) and dermis (the layer of skin between the epidermis and subcutaneous tissue) of the skin, including keratinocytes, fibroblasts and melanocytes.
- Growth factors are naturally occurring regulatory molecules. They stimulate cell and tissue function through influencing cell differentiation by changing their biochemical activity. They regulate the rate of proliferation—certain beta glucans are in this class.



Plant Stem Cells and Skin Care

Medical stem cell implantation plays a role as back-up support to the implanted cells and potential auto-immune rejection. However, this is a far cry from creams, serums etc. in skin care.

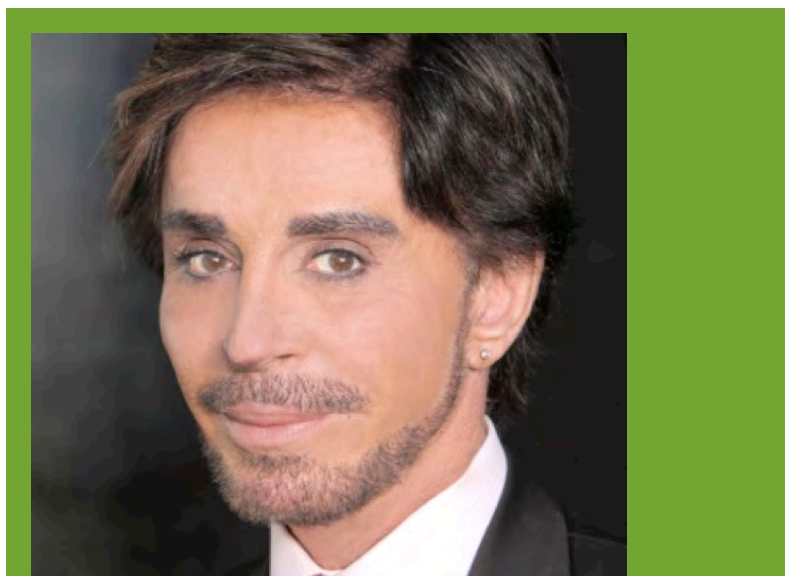
Most people wonder how stem cells in creams work with their own stem cells, and the short answer is they do not. As a way of inflicting miniature wounds, technicians extract and scratch cultured plant tissue. This damage stimulates the plant's stem cells to act and heal, inducing the formation of new stem cells on the wounded surfaces. After slow replication and division on the outside, new cells fashion a large accumulation of colorless cells, known as callous. Cells composing the callous divide into cells that do not carry the specific features of individuated plant cells. This callous is used as an ingredient in facial creams. Downstream differentiated plant cells are ones that possess the biochemical machinery required to produce the myriad of substances derived from plants that have pharmaceutical or other value (e.g. quinine, digitalis, aloe vera, etc.).

Plant totipotent stem cells do not produce substances capable of affecting other cells. Callouses are forced upon living plant stems to encourage new baby cells, harvested and then put into creams as "stem cell therapy." Even rubbing human stem cells on the skin would never work. They have to be alive in the product despite any effective delivery mechanism.

Years ago, stem cells and growth factors became hero ingredients in skin care formulations. Some brands have claimed plant-based stem cells helped reproduce human stem cells and growth factors, directly changing the behavior of human DNA.

Use Skin's Biochemistry

There are many types of stem cells with a variety of special functions, and there is so much more to say. Many research papers have concluded that stem cells are just too large to penetrate the lipid barrier of the epidermis. Rather than looking at stem cells as the answer to healthy skin, we should look at what produces a positive response in skin cells and what they recognize. Then, we can determine how we can influence and support growth factors and the lifecycle of cells. The answer should involve the body's chemistry.



DMK FOUNDER - DANNÉ MONTAGUE-KING

A pioneer in his industry, Danné has seen the depths of depression associated with poorly functioning skin. In fact his everlasting passion was born from his dissatisfaction with his own acne as a teen. Many times he has shared the story of how his parents would take him to lavish events where he would find a dark corner to hide away in, ashamed of this blemished skin. Not understanding the condition completely, and after failed attempts from top US dermatologists to cure his acne, Danné took things into his own hands and desperate for a cure, became his own guinea pig. A string of breakthroughs, trials and tribulations, and many travels would follow, until he found his first true breakthrough in the 60's involving Vitamin C therapy.

That's all it took to spark what would be decades of developing successful treatments and products that would combine to form the iconic brand that is DMK. For 50 years Danné has lived by his motto: rebuilding skin, rebuilding lives.

*This article first appeared on SkinInc
<http://www.skininc.com/skinscience/physiology/Stem-CellsMyth-or-Medical-Breakthrough-370912211.html>*

CIDESCO's north stars

Scandinavia has for long been recognised as a place for healthy living with its natural beauty, high standards of living and love of the outdoors. It has a culture of welfare and organised structure which makes it a wonderful place not only to live and work but also to visit.

CIDESCO is proud to be represented throughout Scandinavia in Denmark, Finland, Iceland, Norway and Sweden with our President, Anna-Cari Gund herself from Sweden. We spoke to Ms Annica Joensuu, President of CIDESCO Section Sweden and Ms Johanna Stenros, President of CIDESCO Section Finland to find out about their own experiences of working in Nordic Europe.

Annica has worked in the beauty industry for over 30 years and took the CIDESCO certificate as a post graduate Diploma following her training at a government school. Annica then went on to become a CIDESCO Examiner in 2001. We asked what attracted her to CIDESCO. Annica says "I find CIDESCO strong when it comes to maintaining a standard for the profession and a link to different countries to work together and learn from each other."

Johanna Stenros agrees "Since CIDESCO is representing the highest standards of education in aesthetics and the diploma is considered the world's most reputable international qualification, my aim was to complete both Beauty Therapy and Spa Therapy diplomas when I started evening studies at a Finnish CIDESCO School in Espoo. At the start of my studies I joined the national CIDESCO association in order to network with other CIDESCO students and attend section events.



*Ms Annica Joensuu, President
of CIDESCO Section Sweden*

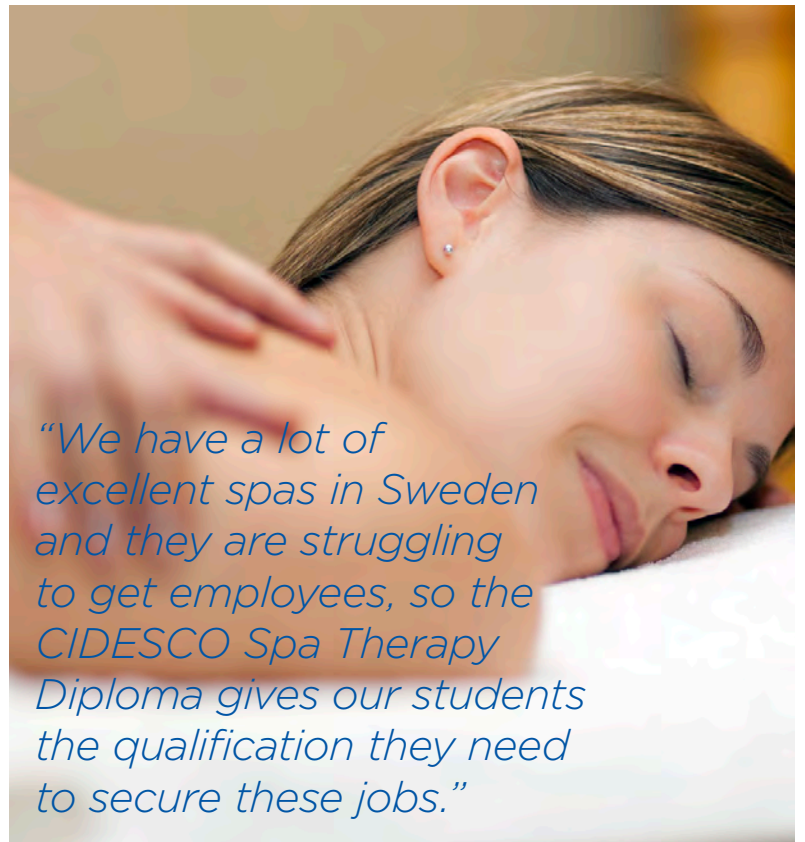
My main and daily job is in the pharmaceutical industry in marketing and sales and I have worked for pharmaceutical companies as well as in private aesthetic dermatology and plastic surgery clinics for several years. On a voluntary basis, I have worked for CIDESCO for almost three years. I enjoy my job as the CIDESCO Section lead in Finland and this is in fact one of my precious hobbies. I am looking forward to meeting fellow CIDESCO Section leaders in Dublin this year to exchange ideas and generate new practises to promote CIDESCO in my country."

When it comes to new student recruits, Annica explains that the market has been weak for a couple of years due to the economical situation but they are now starting to experience a small recovery. She says that their students tend to be older, mostly between 25 and 30 years as younger people are not qualified to begin their studies at a polytechnical school. She adds "This is a profession which attracts more mature people, those who are more familiar with the profession and understand where it can take them."

Finland has also been affected by the recession and Johanna says that although demand for Beauty Therapy training is high, only a small percentage of graduates continue in this profession. "Approximately 30% of the students drop out of training and only 10-15% start as private entrepreneurs. There are even individuals who start Beauty School a couple of times but never graduate. There are very few who start studies later after they have completed the national Beauty Therapy diploma although there are an increasing amount of students graduating as cosmetic consultants."

The Spa market in Sweden has grown significantly over recent years so it's no surprise to hear that the CIDESCO Diploma for Spa Therapy is the most popular. Annica says "We have a lot of excellent spas in Sweden and they are struggling to get employees, so the CIDESCO Spa Therapy Diploma gives our students the qualification they need to secure these jobs."

In Finland there are seven CIDESCO schools and the most popular diploma is the Beauty Therapy Diploma although, as in Sweden, they too are seeing demand grow for the Spa Therapy Diploma.



"We have a lot of excellent spas in Sweden and they are struggling to get employees, so the CIDESCO Spa Therapy Diploma gives our students the qualification they need to secure these jobs."

BEAUTY TRENDS AND INFLUENCERS

When it comes to new trends, Annica says "It has never been popular to use electrical treatments here but now that is changing. More and more therapists are investing in machines. Microneedling and other advanced techniques are popular and organic skincare is at last becoming much bigger in the salons."

For Finland, Johanna says "Eyebrow styling and especially strongly contoured thick eyebrows is on the rise, with different kinds of techniques like eyebrow thickening and semi-permanent eyebrow micro pigmenting (3D-microblading). Also semi-permanent nail polish art, nail foil and sticker and nail painting are on the rise."

We asked our Nordic partners what and who they thought influenced people in their countries when it came to beauty and aesthetic procedures.

"The Swedish people are very open to new things and often the first to jump on new trends. We are very well informed regarding what happens around the world. So right now new advanced techniques are demanded by the customers. At the same time we live amongst nature and like to know what we are using. Swedish people are very selective when it comes to contents and ingredients in cosmetic products." says Annica.

"Social media channels like Facebook, Twitter and to some degree, bloggers are the main influencers." adds Johanna.



Ms Johanna Stenros, President
of CIDESCO Section Finland

PROMOTING CIDESCO

As President of a Section, both Annica and Johanna are busy proactively promoting CIDESCO year round. Annica explains "We are very active on social media: Facebook, Twitter, Instagram. Whenever we receive news from CIDESCO we inform our members here and we put up the CIDESCO LINK magazine for our followers. We also have our own magazine where we inform our subscribers about the work of CIDESCO, congresses etc and the President of CIDESCO has her own column. We have electronic newsletters and our own exhibition "Hud & Kosmetik" where CIDESCO has its own booth and can meet with visitors and hold lectures."

In Finland, Johanna says "The most important promotional happening is the National Beauty Therapy conference which is held once a year in October. We also promote CIDESCO via social media, organise seminars and training, contact CIDESCO schools and organise supplier meetings. Later this year we will be organising a press event to promote the CIDESCO diploma, schools and beauty salon accreditation."

CAREER ADVICE

Finally. What is the best career advice you have received or learnt?

"I'm from the old school so I will say that hard work will get you somewhere. There are no short cuts. I have had so many experiences and come so far only due to the time I have put in to study and improve myself." Annica Joensuu.

Johanna says for her it's:

- 1** "Appreciate your professional skills and status and develop your skills on a regular basis. In the beginning of your studies, join your national Beauty Therapy association (CIDESCO Section Finland) and network!
- 2** Be honest and confidential. Each client is valuable. Treat all clients equally, listen to your customer carefully to know what they expect, want and need, read your customer 'between the lines' to really understand their needs. Work and act always in the customer's best interest and take care of them holistically.
- 3** Co-operate well with your customers (and fellow colleagues).
- 4** Take into consideration the environmental impacts of what you do (choice of products, waste, recycling etc).
- 5** Comply with the obligation of secrecy and comply with professional ethics at all times.
- 6** Take care of yourself both mentally (read, relax, meet friends, do meditation) and physically (exercise, proper nutrition)."

"I'm from the old school so I will say that hard work will get you somewhere. There are no short cuts."



The Career Path

ISABEL ROOS
CIDESCO INTERNATIONAL
EXAMINER



Whether you're a young graduate starting on your first career in the beauty or spa industry or someone returning to work after a break, understanding more about the career opportunities available to you and finding the right job isn't always easy. We speak to Isabel Roos, managing director of the ISA Carstens Academy in South Africa who has been running her training academy since 1978 where she teaches the CIDESCO Diploma. Isabel trains her students to achieve the highest professional standards of education and this includes guiding them in their job applications to employment.

With the CIDESCO Diploma which career sectors can I go into?

Many opportunities await the CIDESCO student after completing your studies. The most popular option is being a therapist in a salon environment where the key performance area is to build your own clientele. You will be looking to ensure that these clients return to you personally on a monthly basis for the improvement and maintenance of their skin and body conditions. After all, the focus of a therapist is to improve the health of the skin and assist the client in maintaining this condition.

Another option where opportunities continue to rise is to become a spa therapist which I believe is a wonderful career as it enables you to give a more holistic approach to treating clients. The spa therapist will focus more on the relaxation of the client in order to assist with relaxation of body, mind and spirit. Knowledge of water treatments is important as many of the treatments include water therapies. The key performance area for a spa therapist is treating the body in many different ways so it can be extremely fulfilling and varied for the therapist. In a spa environment you will also normally have less regular clients as spa visits are mostly seen as recreational and part of the clients' get away.

Alternatively you can enter the retail sector whereby the therapist will start as a sales representative for a specific company. As part of the sales team, this individual may also be involved with training of salon therapists as well as a consultant in the use of product. This opportunity may evolve into becoming part of the management team of the company and leads to promotions in the corporate business world of beauty and wellness.



Companies want to know that you're interested in working for them and will fit in well as part of their team.

What is the best way of finding jobs and opportunities?

The easiest and most popular way is to search on the internet for recruitment companies in the beauty and spa sector, of which there are many. They will be familiar with the CIDESCO qualifications and many of them operate on a global basis so if you're looking to work abroad, they will be able to advise. They can also assist with interview tips and assist with your CV compilation which is normally a free service to the therapist.

How should I prepare for interviews?

Find out about the company where you are going to be interviewed. Visit their website to find out about the size of the company, the owner, manager and the vision of the company. Be on time for the interview. Dress code should be strictly office wear and make sure you have all necessary documentation with you such as proof of qualifications. Be honest at all times during the interview, especially about your salary expectation if asked. Do not bad mouth your previous employer or any of their staff. Ask relevant questions regarding the opportunity you are applying for now, i.e. office hours, weekend work, leave. Do not sound over eager but equally sound very interested in the position.

What do businesses look for most in their recruits?

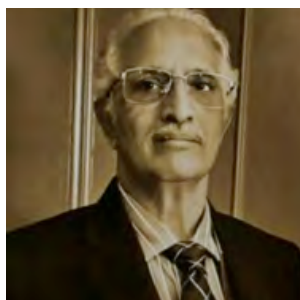
Companies want to know that you're interested in working for them and will fit in well as part of their team. Show a willingness to share your expertise but also show that you are keen to learn and develop too.

I'm looking at being self-employed. What factors do I need to consider?

1. Be sure that your personal infrastructure will allow you to work irregular hours.
2. Set a business plan and ensure that it is viable.
3. Know that you will be working very long hours...
4. Know that it will not always go according to plan - be flexible.
5. Be patient - it takes a thousand days before you will show profit.
6. Do not employ too many employees too soon, rather do it yourself.
7. Ask for advice from as many people in the industry as possible. Most people are happy to share their own experiences and advice.

Music Therapy

AN OVERVIEW AND UNDERLYING SCIENCE.



TALK WITH DR. VINOD INGALHALIKAR BY JYOTSNA THOPTE

Dr. Vinod Ingalhalikar is a senior orthopedic and spine surgeon from Thane, India. He is also a music-composer and has been studying & practicing music therapy for the past 25 years. He is a member of the World Federation of Music Therapy, International Association of Music and Medicine and has lectured on the subject at many places in national and international forums.

Music is one of the greatest gifts to mankind and an integral part of our lives. Knowingly-unknowingly, we grow with it and it accompanies us, as an unseen friend, throughout life. Through this article, Dr. Ingalhalikar shares with us many interesting facts about this wonderful therapy.

What is Music Therapy?

Music therapy is the skillful use of music and its elements to optimize the quality of life. A qualified and trained “Music Therapist” uses music to maintain, restore as well as improve physical, social, communicative, cognitive, emotional, intellectual and spiritual health and wellbeing of an individual.

Music has many physiological effects on the human body. It can regulate the heart rate, improve immunity, reduce secretion of stress hormones, and enhance “feel good” chemicals of the body. It can control pain. And that is not all! One typical scenario would be a patient undergoing surgery and receiving music therapy during surgery. Such a patient will have his anxiety allayed, fast heart rate regulated, raised blood pressure brought to normal level, and pain killers reduced.

The evolution of Music Therapy

From time immemorial, music therapy has existed in its primitive simple form. Music was used for every ritual and was an integral part of all major religions. Hindu omkar (chanting) or Sanskrit mantras, Christian hymns, Jewish centurial melodies, Muslim prayers, Sufi devotional songs, apart from their religious and devotional purposes, were often used for a person’s wellbeing.

Use of music as a therapy was being practiced in the early cultured civilizations, like ancient India, Egypt, Tibet, Greece, Turkey and China. Traditional Indian classical music has many scales and melody frameworks called ‘raaga’s. Singing them or chanting OMKAAR or deep sonorous humming stimulates nerve plexuses and endocrine glands within the abdomen and chest, regulating and enhancing their function. These practices were an integral part of Yoga, which was an important part of day-to-day life.

In the last five decades, music’s effectiveness has been amply proved scientifically in hundreds of studies carried out, in various parts of the world, in a variety of ailments.

With advances in MRI imaging techniques, now along with the structure of the brain tissue, even the metabolic functional activity can be studied. This has boosted research on the effects of music on the human brain.

How does music affect human beings?

We generally receive musical vibrations through our auditory organs, the ears which reaches our brain via the inner ear and the auditory nerve. It stimulates the most important endocrine gland - the Pituitary gland, situated at the base of the brain behind our nasal cavity. This Pituitary gland is called the “Master of Endocrine Orchestra” as it controls all the endocrine glands. Various hormones secreted by these glands influence many physical, cognitive and even psychological functions of the body.

The centre for music in the brain is a consortium of widely spread multiple nuclei situated on both the sides of the brain. There is a rich network of neurons through which these areas are constantly communicating at an extremely high speed. These various areas are involved in appreciating different elements of music. Like pitch, notes, timbre, timing and rhythm, memory recall etc. and in the use of different body parts in singing or playing instruments, dancing, or in coordinated group musical activities. It can secondarily affect many centres like speech and language centre, memory centre, body movement centers, cognitive (anxiety -depression aspects) centers etc. Music, therefore, has a really wide-spectrum of utility.

In the past, it was presumed that the human brain growth is genetically programmed and can’t be influenced. It was also thought that it becomes a static non-changeable structure after reaching adulthood, but new scientific findings reveal that exposure to music can influence the structural and functional development of the brain.

Dr. Charles J. Limb, a neurologist, from John Hopkins Institutes, USA, using functional MRI, proved with experiment that majority of the

children who were exposed to music training at an early childhood showed significantly enhanced growth of many brain areas compared to others.

Music is processed by both sides of the brain, most areas simultaneously working in a great coordination. It triggers activity within many brain areas. One such area, The Nucleus Accumbens is known to release a chemical called 'Dopamine'. This is a "Pleasure chemical" that is secreted during activities such as sex, eating, alcohol consumption and after use of 'Drugs'. The pleasure derived from listening and playing music can similarly be addictive.

It also helps producing certain natural pain control chemicals called Endorphins that can reduce various body pains. These endorphins also have "Mood Elevator" action. Thus acute or chronic stress, chronic anxiety and chronic depression can be influenced by the use of music.

Music helps production of cell-stimulating chemicals called Interleukins which help in the cellular repair process and increase immunity. Their levels are found to be raised even after short exposure of around 15-20 minutes to music.

Regular chanting of single sonorous words produce changes in respiration rate, heart rate, BMR, increase in alpha brain waves, improved immune function, reduced incidences of IHD, brain hemorrhages and ischemic episodes in the brain. Similar results have been observed in scientific studies done by Swami Vivekananda Yoga Research Centre, Bangalore^{2,3,4,5}. Bernardo and others⁶, found that the Slower, softer, more regular tones reduce muscle tension and improve motor skills. It helps in rebuilding faulty physical motor patterns to normal.

Harvard University Gazette (April 2002 issue) mentions about a study by Dr. Herbert Benson, a physician and professor from Boston, which showed that listening to high speed, loud, irregular music enhances alertness of the brain, raises adrenalin levels which causes increased heart rate and raised blood pressure. Constant listening to high pitch fast music leads to hyper-reactivity of

nervous system, brain, and mind. The Emotional arousal is related to the type and tone of music. We are all aware of effect of background music in movies, especially the horror movies!

Clinical use of Music Therapy :

Many scientific studies have been done on a wide spectrum of common illnesses like skin diseases, postural problems, back and neck pain, gastrointestinal disorders, anxiety, depression, schizophrenia, Autism spectrum and other developmental disorders, Alzheimer's disease, during most types of surgeries and pains of various origins, in child-birth and in the management of premature children. Music has been found to be a very useful addition to the established therapies.

Now music therapy forms an integral part of patient management in many hospitals all over the world. A large number of universities from across the world have training available for music therapy. In some countries the expenses on Music Therapy are reimbursed by insurance companies.

According to Linda Rodgers research, the auditory centre in the brain sleeps only during very deep stages of anaesthesia. Many patients do not require to be anesthetised that deep. Use of music in surgical rooms, not only helps the patients but also the surgical team which can be under significant stress during certain complicated surgeries. Playing Soft music in critical care areas, physical therapy rooms, for pain and stress control during child birth, etc creates positive effects.

Various systems in our body respond to stress in different ways. Some have predominant effect on cardio respiratory organs, some on intestinal system, and some on nervous system while some on skin.

Any stress is known to release higher levels of stress hormones, especially cortisol. They increase cutaneous oil secretion and produce various skin lesions like pimples. On the other hand, stress can also produce excessive drying, influence local cellular behavior and produce lesions like chronic eczema and

psoriasis. All these chronic skin lesions, especially on the face, secondarily produce chronic anxiety and depression. According to some dermatologists, around 20% to 25 % of skin disorders have underlying psychological influence and needs to be treated accordingly. Many skin disorders are now being treated with antidepressants and other stress-controlling measures. Music helps a lot in controlling these "anxiety-depression-related-disorders".

Any wholesome music is therapeutically useful. The type, genre, whether popular or classical, whether from your own country or from elsewhere, does not matter. In salons and spas, music which is of mild pitch, rhythmic and soft will be mood enhancing and create an atmosphere of positivity, helping the therapist to work with pleasure and concentration. In turn the music will help the client relax to concentrate on the 'feel good' effect of the treatment, acting as a real 'stress buster'!

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Fat: Where Does It Go?

When somebody is tempted by a delicious slice of cake, you might have heard them paraphrase the words uttered by the waifish supermodel Kate Moss, “Nothing tastes as good as skinny feels”.

So let's talk about where fat goes.

Where does fat go, when you're putting it on? Surprisingly, it gets laid down differently in your upper and lower body.

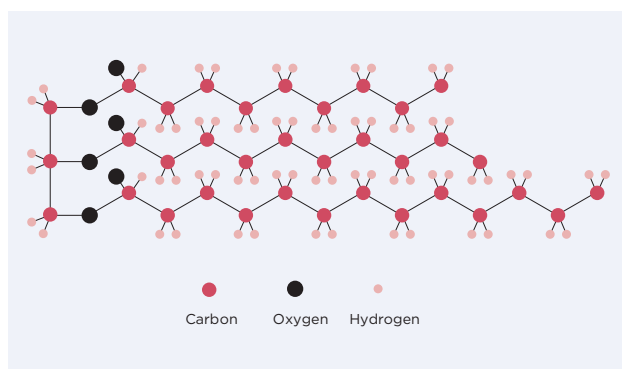
And where does fat go, when you're getting rid of it? The atoms leave your body as you would expect – via your major excretory organ. But what is this body part? You might be surprised . . .

Fat 101

In the body, fats are usually stored inside fat cells as molecules that have the generic name “triglyceride”. There are many different triglycerides. They are made from various combinations of just three different atoms – carbon, hydrogen and oxygen.

A triglyceride molecule looks like the letter E. The vertical stroke, or backbone, of the letter E is a glycerol molecule. The three horizontal strokes of the letter E are three separate molecules called “fatty acids”.

(In this drawing, the glycerol is the vertical-ish bunch of atoms on the left – the three fatty acids are drawn with only 9, 10 and 13 carbon atoms, instead of the average 18 or so).



These three fatty acids can vary a lot. They can all be identical, or they can each be different, or anything in between.

A triglyceride molecule can't enter a cell. But its individual components (glycerol and fatty acid molecules) can.

The "average" triglyceride molecule has about 165 atoms – 55 carbon atoms, 104 hydrogen atoms, and only six oxygen atoms.

Fat Enters Body

We used to think that once you got to about 20 years of age, you never made any more fat cells. But that turned out to be wrong.

One study deliberately overfed 28 healthy, normal-weight men and women. (I know, it's a small sample size.) And yes, the extra food ended up as triglyceride molecules in their fat cells – an extra 3.5 kilograms worth. But where did these atoms end up?

In the upper body, the volunteers laid down 1.9 kilograms of fat. As expected, their fat cells in this area just swelled up and got bigger and plumper.

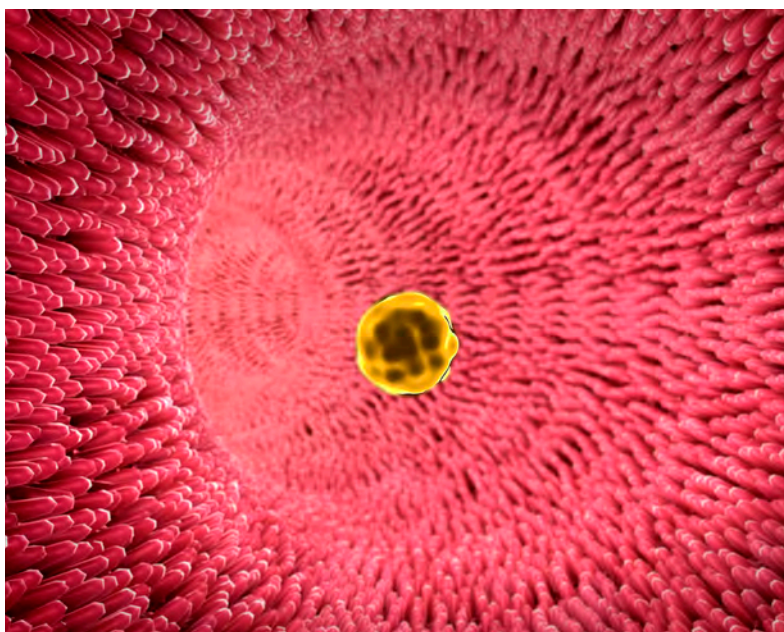
Surprisingly this did not happen in the lower body, where they added 1.6 kilograms of fat. No, down below the belt, the fat cells stayed the same size. However, the volunteers actually "grew" an extra 2.6 billion new fat cells!

Fat Leaves Body

Now that was News – but not as big as the surprising results when two researchers asked where fat goes when you lose it. The researchers were the physicist Ruben Meerman (also known as the Surfing Scientist) from the Australian Broadcasting Corporation, and Professor Andrew Brown from the University of New South Wales.

They carried out a survey. They asked 50 doctors, 50 dieticians and 50 personal trainers the question, "When somebody loses weight, where does it go?" About 60 per cent gave the answer that the fat got converted into heat or energy. This answer was incorrect. The only way that atoms can vanish and turn into heat or energy is via nuclear reactions. The human body doesn't do nuclear reactions – it does only chemical reactions.

Only a few per cent – and they were the dieticians – got the correct answer: the triglyceride molecules get broken down, and then the atoms are rearranged into molecules of carbon dioxide and water (CO₂ and H₂O). In the course of this rearrangement, energy was given off.



WE ALL CARRY DIFFERENT PERCENTAGES OF FAT

Fat is surprisingly difficult to measure precisely. These figures come from the American Council on Exercise (a private, not a government, body).

There are five categories of fat percentage, ranging from "Essential" to "Obese". "Essential" is the bare minimum needed to survive.

You would get unwell if you stayed at, or under this level, for a long time.

Bodybuilders try to adjust their fat levels so that they drop down into the "essential" level for that brief interval when they compete on stage.

The purpose of this is to make muscles show up better, thanks to the lower fat levels in the skin. However, at this low fat level, they sometimes faint when showering.

Women need more fat than men, so they can continue to menstruate cyclically and have children.

	Women (% Fat)	Men (% Fat)
Essential	10-13	2-5
Fit Lean Athlete	14-20	6-13
Fit Person	21-24	14-17
Average	25-31	18-24
Obese	32-54	25-42



FAT IS ESSENTIAL

You can't live without fat.

First, fats are a great high-density source of energy, easily stored inside fat cells. After all, a man was able to live for one year and 17 days without eating any food. He survived purely on his stored fat – all 125 kilograms of it, which he “burnt up” at the rate of about two and a quarter kilograms for each week of his fast. (I discuss this in more detail in the story “Fast for One Year” in my 34th book, 50 Shades of Grey Matter.)

Second, fats are a major structural component of the membranes in each and every cell of your body. Furthermore, fats such as prostaglandins and hormone steroids are used as chemical messengers inside your body. The essential Vitamins A, D, E, and K are soluble in fat.

And of course, fats act as a shock absorber to protect your internal organs and to insulate you from extremes in temperature.

Think of whales and their blubber in the freezing ocean...

Fat Chemistry

Let's look at what happens when we start (with fat) and burn it (CO₂ and H₂O). Here's the equation, seeing as you desperately wanted it.



We start with a single triglyceride molecule. The average triglyceride molecule has 55 carbon atoms and 104 hydrogen atoms – but only a very small number of oxygen atoms, just six of them.

We finish with 55 molecules of carbon dioxide, and 52 molecules of water. You can see that carbon dioxide (CO₂) has two atoms of oxygen, while water (H₂O) has one atom of oxygen.

Now here's the important part. We started with only a few atoms of oxygen, but ended up with lots of them. Where did they come from? When your body burns fat, it has to inhale lots and lots of oxygen from the air (78 molecules of them to burn one molecule of triglyceride). Suppose you want to lose 10 kilograms of fat. That means you're going to have to add 29 kilograms of oxygen – that's a lot of breathing, and huffing and puffing. And to finish the process, you're going to get rid of some 28 kilograms of carbon dioxide and 11 kilograms of water.

And how are you going to get rid of this 39 kilograms of carbon dioxide and water?

Your Major Excretory Organ

Overwhelmingly, by breathing them out.

You might lose a tiny amount of this water as sweat or urine. But the vast majority of those atoms that originally made up triglyceride molecules exit your mouth and nose as carbon dioxide and water.

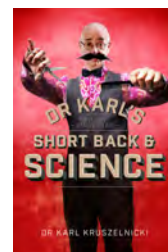
However, you have to do a lot of breathing – each breath removes only 33 milligrams of carbon dioxide.

This means that your major excretory organ is your lungs. And your lungs send the water and carbon dioxide out via your nose and mouth.

It is true that you are what you eat. And you can't outrun a muffin – in one minute, you can eat more than you can exercise off in an hour.

But can you unlock the carbon in your fat cells, and lose weight, by breathing more? Kind of... The most effective way to breathe more often is to exercise. So, eat less and move more.

*Dr Karl's Short Back & Science,
Dr Karl Kruszelnicki, RRP \$32.99,
Macmillan Australia*



“Every Team is a self-portrait of the person who leads it.”



**BY MARGARET WALSH
CONSULTING, NEW ZEALAND**

Spa and Beauty Therapy Salon Leaders typically have industry experience, and industry knowledge. The best leaders have the additional skills of both foresight and insight. This allows them to see the future trends and events as they draw upon their vast well of subject matter. Seeing future trends allows them to ensure the salon will be organised to make change and growth happen. As Leaders we know 'to make it happen, you need some action'.

Salon Leaders need to know what it will take to affect change in the business in terms of organisation, people, process and the financial input required to get a result. In our current market the Leader knows that resources are finite so to affect change, priorities have to be listed and acted upon. Changes may often be adamantly opposed at the time yet when the leader leads from the front and make sacrifices, this is evidence to staff and clients that they are 'walking the talk' and that's when others follow!

Model your 2016 Leadership ability on the following 4 Successful Strategies

1. LEARN TO BE AWARE.

Develop the need to read and become more aware of the culture in your salon. Take the time to 'be the receptionist a half day a week' as staff and clients enjoy the presence of a good leader. Attend the Business Network Groups locally, talk and learn from your accountant and avoid just filing that data and get to understand the 'figures' so you can test and measure all that moves in your salon - clients, retail, services, stock turnover, staff, in-coming phone calls and yourself! Test and measure yourself with a business coach or mentor or product supplier; even if it is only three times a year. This will hone your leadership skills as you personally learn to be accountable for your salon's culture of success.

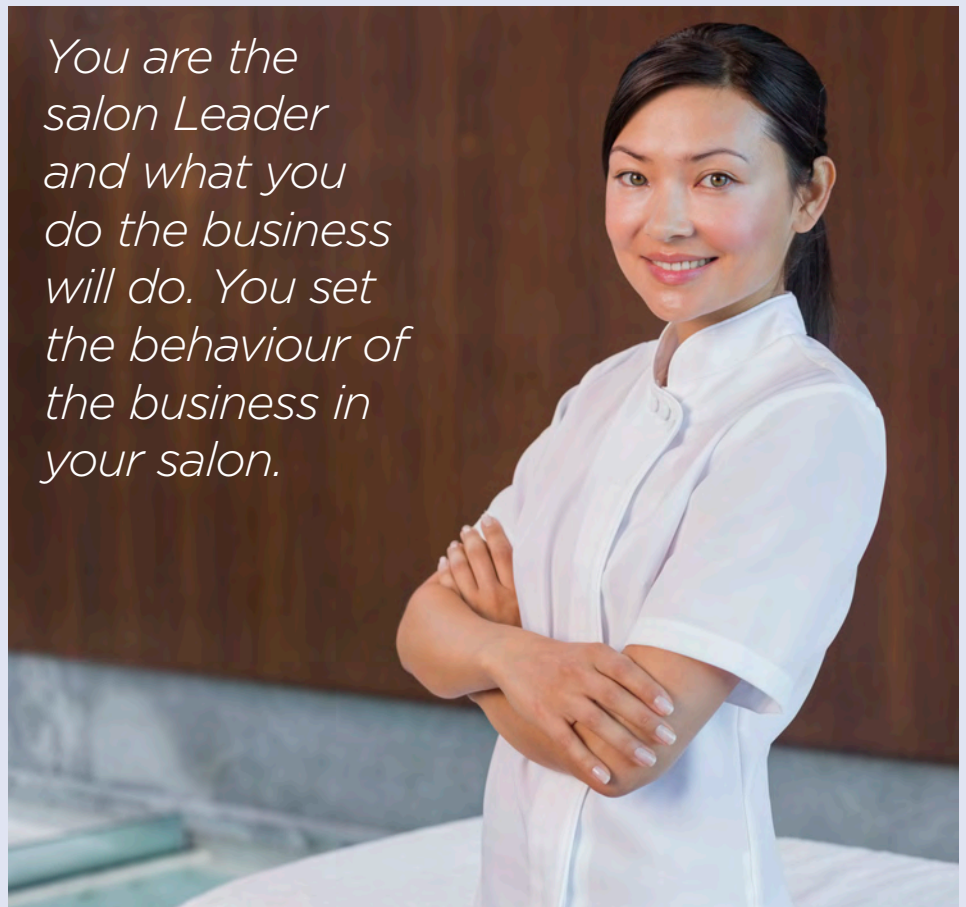
2. ALWAYS BE AN EXAMPLE AND BE VISIBLE, BE CONSPICUOUS, BE PRESENT AT STAFF MEETINGS.

You are the salon Leader and what you do the business will do. Unfortunately there is no escape from this accountability when you are the Beauty Therapy /Spa Leader. This leadership role is more demanding and, at times, tiring during challenging economic times yet your role as Leader remains crucial to your success.

You set the behaviour of the business in your salon. Lift your professionalism and join you and your entire team, with your Industry Association and the CIDESCO Section for your Beauty Therapy staff members. Wear your logo/badges every day to work on your uniforms. This is a truly visible professional difference that you can do today, to set an example that your team, your clientele and your suppliers can see. The leader is that person! The leader is the one who the managers, the senior and new apprentices and graduate beauty therapists and all other staff follow.

3. THE LEADER MUST KNOW THEMSELVES AS A PERSON.

Be the person that you truly are. Be grounded, be compassionate, be understanding and live your values. Ask for and accept only the best on the day and be respected for having standards and make your decisions focussed on honesty, integrity and dignity.



4. EXECUTE TO MAKE A DIFFERENCE.

The leader must focus on the major business themes - the important issues in the salon - and have the day to day operational processes managed by another team member. Inspiring Leadership must ensure that you keep your entire team informed and let them know they are appreciated.

The Leader must engage all of the team - The leader is aware and accepting of the differing personalities in the group; acknowledge that the team members are all different. Spend time with each individual, if your staffing numbers allow, and establish what their motivational drivers are. Is it performance based rewards? Work-life balance? Opportunity to learn and grow in the Spa and Beauty Therapy industry? Collaborative and positive team relationships or the Purpose that your salon embraces as it works towards making a real difference in the community?

The above 'leadership in action' skills will allow you to grow into a strong leader in your salon. To execute to make a difference in this decade, you must acquire this good will. You acquire it by embracing the above strategic steps and in so doing you are helping and enabling your staff and colleagues, customers, suppliers and business neighbours to be successful!

The Leader that makes a difference and is successful will need to embrace this new stewardship role of 'what can I do for you to enable you to be successful?' And as you begin, or continue, on your leadership journey please embrace Jim Rohn's statement:

"Don't wish it was easier; wish you were better. Don't wish for less problems; wish for more skills. Don't wish for less challenges; wish for more wisdom."



Complaining Is Terrible for You, According to Science

Steeping yourself in negativity has seriously terrible consequences for your mental and physical health



**BY JESSICA STILLMAN,
CYPRUS**

Why do people complain? Not to torture others with their negativity, surely. When most of us indulge in a bit of a moan, the idea is to “vent.” By getting our emotions out, we reason, we’ll feel better.

But science suggests there are a few serious flaws in that reasoning. One, not only does expressing negativity tend not to make us feel better, it’s also catching, making listeners feel worse. “People don’t break wind in elevators more than they have to. Venting anger is... similar to emotional farting in a closed area. It sounds like a good idea, but it’s dead wrong,” psychologist Jeffrey Lohr, who has studied venting, memorably explained.

OK, so complaining is bad for your mood and the mood of your friends and colleagues, but that’s not all that’s wrong with frequent negativity. Apparently, it’s also bad for your brain and your health. Yes, really.

On Psych Pedia, Steven Parton, an author and student of human nature, explains how complaining not only alters your brain for the worse but also has serious negative repercussions for your mental health. In fact, he goes so far as to say complaining can literally kill you. Here are three of the ways he claims that complaining harms your health:

1. “Synapses that fire together wire together.”

This is one of the first lessons neuroscience students learn, according to Parton. “Throughout your brain there is a collection of synapses separated by empty space called the synaptic cleft. Whenever you have a thought, one synapse shoots a chemical across the cleft to another synapse, thus building a bridge over which an electric signal can cross, carrying along its charge the relevant information you’re thinking about,” Parton explains.

“Here’s the kicker,” he continues. “Every time this electrical charge is triggered, the synapses grow closer together in order to decrease the distance the electrical charge has to cross... The brain is rewiring its own circuitry, physically changing itself, to make it easier and more likely that the proper synapses will share the chemical link and thus spark together – in essence, making it easier for the thought to trigger.”

So let’s boil that down – having a thought makes it easier for you to have that thought again. That’s not good news for the perpetually gloomy (though happily, it seems gratitude can work the opposite way, building up your positivity muscles). It gets worse, too. Not only do repeated negative thoughts make it easier to think yet more negative thoughts, they also make it more likely that negative thoughts will occur to you just randomly walking down the street. (Another way to put this is that being consistently negative starts to push your personality towards the negative).

Parton explains how these closer synapses result in a generally more pessimistic outlook: “Through repetition of thought, you’ve brought the pair of synapses that represent your [negative] proclivities closer and closer together, and when the moment arises for you to form a thought... the thought that wins is the one that has less distance to travel, the one that will create a bridge between synapses fastest.” Gloom soon outraces positivity.

“When we see someone experiencing an emotion, our brain ‘tries out’ that same emotion to imagine what the other person is going through... It is our shared bliss at music festivals... But it is also your night at the bar with your friends who love love love to constantly gossip.”

2. You are whom you hang out with.

Not only does hanging out with your own negative thoughts rewire your brain for negativity, hanging out with negative people does much the same. Why?

“When we see someone experiencing an emotion (be it anger, sadness, happiness, etc), our brain ‘tries out’ that same emotion to imagine what the other person is going through. And it does this by attempting to fire the same synapses in your own brain so that you can attempt to relate to the emotion you’re observing. This is basically empathy. It is how we get the mob mentality... It is our shared bliss at music festivals,” Parton writes. “But it is also your night at the bar with your friends who love love love to constantly gossip.”

The takeaway lesson is, if you want to strengthen your capacity for positivity and weaken your reflex for gloom, “surround yourself with happy people who rewire your brain towards love.” If you’re looking to deflect others’ negativity, below are a few tips.

3. Stress is terrible for your body, too.

All of which sounds like a good argument for staying away from negativity to protect your mental health, but Parton insists that quitting the complaining habit is essential for your physical health, too. “When your brain is firing off these synapses of anger, you’re weakening your immune system; you’re raising your blood pressure, increasing your risk of heart disease, obesity and diabetes, and a plethora of other negative ailments,” he says.

The culprit is the stress hormone cortisol. When you’re negative, you release it, and elevated levels of the stuff, “interfere with learning and memory, lower immune function and bone density, increase weight gain, blood pressure, cholesterol, heart disease... The list goes on and on,” says Parton.

5 TIPS TO PROTECT YOUR POSITIVITY FROM NEGATIVE PEOPLE

Our negative, moaning, complaining co-workers aren’t just annoying; they’re also contagious. On *Success Consciousness*, writer Laura Tong recently outlined a mighty 23 ways to keep colleagues’ negativity from bringing you down. Here are four of the best, along with one more bonus idea inspired from an unlikely source.

1. DRESS HAPPY.

Maybe you have a pair of flamboyant socks that make you smile every time you catch a glimpse of them peeking out of your pants. Maybe there’s that one yellow shirt that causes you to grin whenever you look at yourself in the mirror. Whatever the particulars, “colour has an impact on our psychological mood. Add a splash of uplifting colour.” Says Tong.

2. COME PREPARED.

If you know that the talk around the office often drifts to the same depressing topics, it’s up to you to come prepared with alternatives and cut the moaners off before they really work themselves up.

3. TRY RADICAL EMPATHY.

Nope, it’s not easy to extend your empathy but “Negative chatter and miserable stories can often mask feelings of low self-esteem and inferiority. The empathy you feel will dilute their words and will also make you feel more positive towards yourself, further boosting your mood,” Tong says.

4. START WITH AN UNSTRESSED BODY.

If you were trying to avoid catching the flu, you’d make sure to keep yourself healthy, so that your immune system could be at it’s strongest. That means sleeping enough, eating healthy, and getting some exercise. The same approach works for fighting off a negativity infection. If your body is worn down, it will be easier for the office drama to start stressing you out.

5. TRAIN THEM WITH YOUR ATTENTION.

What’s the first principle of dog training? Generally, ignore behaviours you don’t want and reward those you do. It works for humans, too. Don’t reward your perpetually gloomy colleagues with your attention when they’re caught in yet another negativity loop. Meet complaints and moaning with a simple “OK” or “I see,” but respond to more constructive conversation with enthusiastic participation. Repeat until the lesson sinks in.

Diary Dates



June

8-9 Cosmetic Business, Munich, Germany www.cosmetic-business.com/tradefair/en

9-10 Make Up in Paris, Paris, France www.makeup-in-paris.com/paris-en

12 Professional Beauty, Belfast, Ireland www.professionalbeauty.co.uk/e/belfast2016

13-15 World Perfumery Congress, Miami, USA www.wpc.perfumerflavorist.com

29-01 Philbeauty, Pasay City, Philippines www.philbeautyshow.com

AWARENESS DAYS

June

5 - World Environment Day

8 - World Oceans Day

11 - Global Wellness Day

July

6 - International Kissing Day

September

25 - World Rivers Day

October

10 - World Mental Health Day

15 - Global Handwashing Day

July

24-26 Cosmoprof, Las Vegas, America www.cosmoprofnorthamerica.com

27-29 Rwanda BhExpo, Kigali, Rwanda www.rwandabhexpo.com

August

18-20 vietBeauty, Vietnam www.vietbeautyshow.com

20-21 Sydney International Spa & Beauty Expo, Sydney, Australia www.beautyexpoaustralia.com.au

24-25 Indie Beauty Expo, New York City, America www.indiebeautyexpo.com

27-28 Ubiquitous Beauty, Washington D.C, USA www.ubiquitousexpo.com

September

13-14 Beyond Beauty, Paris, France www.alternativebeautyparis.com

18-19 Salon North, Manchester, England www.salonexhibitions.co.uk

18-19 Professional Beauty, Manchester, England www.professionalbeauty.co.uk

19-21 Beauty Azerbaijan, Azerbaijan www.beauty.iteca.az

24-25 Trends of Beauty, Vienna www.trendsofbeauty.at

25-26 Professional Beauty & CIDESCO World Congress, Dublin, Ireland www.professionalbeauty.co.uk

29-02 Cosmetics Beauty Hair, Bucharest, Romania www.expocosmetics.ro

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Around the World

Congratulations to everyone who passed their CIDESCO examinations recently.

CIDESCO Post Graduate Beauty Therapy Examination held at Shenzhen Monita Beauty College, China, with CIDESCO Examiner and Board Member Narelle Blinman.



Independence College of Cosmetology, Independence, Missouri, USA. Front: Instructor Monique Williams, Esthetics Director Susan Crane, CIDESCO Examiner Dawn Owen from Canada, Owner Leila Cohoon, Owner/Director Linda Clifford. Back: Candidate Elissa, Post-Graduate Radha, Candidate Krista and Candidate Chelsea.



Successful students at the Georgina Price College of Beauty Therapy, Ireland. Careena Galligan visited Georgina Price College of Beauty Therapy to talk to students about CIDESCO membership and the upcoming World Congress.



Aesthetics International Academy Pte Ltd, Singapore. Liandrè Hawkes (CIDESCO Examiner from South Africa) and Dolly Tan (School Examiner) pictured front row.

Aesthetics International Academy SDN BHD, Malaysia. Middle left is Pannee Liangvittayakun (CIDESCO Examiner), middle right is Dolly Tan (School Examiner).



Graduation of the first successful CIDESCO examination at Seo-Yeong University, Paju, South Korea. With Joon Wong, CIDESCO Examiner from Malaysia.

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