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CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

CIDESCO INTERNATIONAL

LINK

Issue 91 · 2020



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Sharing your
passion and
inspiration

President's Message



**SANDY FUHR,
PRESIDENT,
CIDESCO INTERNATIONAL**

“As the matter of climate change continues to be a growing global concern, I urge you all to look at your own environmental impact you are making on this world of ours.”

DEAR FRIENDS AND COLLEAGUES

Welcome to our 91st issue of the CIDESCO LINK magazine. Being well into the next decade, we are pleased to share with you some exciting new developments across the CIDESCO membership. One which we are proud of is a venture we have entered into with global skincare brand, BABOR, to launch a student scholarship program. Education shouldn't be dependent on your background or affordability, but unfortunately that is the reality of the world we live in. Giving students who are passionate about the beauty and spa industry an opportunity to an education and an ensured positive future in this growing industry of ours is very close to my heart. This scholarship program is going to afford 10 students a start in life which they possibly would never have been able to achieve without it. We plan to extend this to 10 students globally, over the next 3 years. Watch our deserving students grow and expand into the world of beauty.

As many of you are aware, the CIDESCO membership is made up of some incredible women. With March being the month for International Women's Day, we felt it was right to celebrate some of our own great ladies who provide inspiration to us all. There is never enough space to include everyone, but we hope you enjoy reading their positive quotes herein.

Last month I received a beautiful article titled 'The Heart of a Healer' written by Renchia Droganis, a metaphysical therapist, healer and founder of spa range, Africology. The article talks about how as therapists we are here to help clients to become more conscious to help them on their healing path. Renchia has very kindly let us reproduce her article here in the LINK so we can all benefit from her wisdom. Enjoy the read.

As the matter of climate change continues to be a growing global concern, I urge you all to look at your own environmental impact you are making on this world of ours. In this issue you will find the CIDESCO 6-step manifesto to sustainability which provides some simple steps we can all take to protect our planet and our future generations. Please share with your teams and encourage them to take action. Create your own sustainability program in your Spas and Salons with your teams. Get them to join this global fight against climate change.

For those of you working towards management positions, we also have the second part of the CIDESCO Guide to Spa and Salon Management. Management is one of the hardest skills to learn and doesn't always come naturally to everyone. Gaining as much advice as you can along the way, helps to make it a great deal easier for you and your staff. Find yourself a mentor and work with this experienced person who has tried and tested recipes to business growth. Create a group purpose for your business's existence. Once you have this, work with it in the back of your mind at all times. This will develop a culture of good service towards your staff and clientele.

I really hope you enjoy reading this issue of the LINK. Please don't forget to share it with your colleagues and friends. You can also keep up-to-date with our news on the CIDESCO International social channels which are listed at the end of this issue.

**Best wishes
Sandy Fuhr**

In Memoriam Jyotsna Vijay Thopte



Jyotsna was a popular guide and philosopher to many schools and students in India, and the association truly appreciated her knowledge & expertise.

We are sad to tell you that Mrs Jyotsna Vijay Thopte, born on 14th October 1960, died an untimely death on the 3rd of March 2020.

She passed away peacefully in her sleep in Nagoya, Japan where she was representing CIDESCO as an international examiner. She is survived by her daughter and mother.

Ironically, Jyotsna lost her husband, Mr Vijay Thopte on the 3rd of March in the year 1994. Being a single parent, she made sure her daughter Miss Ishwari Vijay Thopte received the best education both in India and the UK, where she graduated from her MA with distinction, making her mother's dream come true.

Jyotsna was a very senior member of the Association of Beauty Therapy & Cosmetology (India) and at one time, its committee member. She also represented the India section at CIDESCO as its Public Relations Officer where she was very proactive, providing articles for the LINK magazine and news from India.

Mrs Thopte loved being a trainer for CIDESCO in India and the hallmark of her career was being selected as an international CIDESCO examiner. Armed with national and international degrees in beauty therapy, she actively participated in all educational activities in India and abroad. She loved to stay updated by learning new pathways in the beauty and wellness sector and was always keen to share that knowledge with others. She has taught numerous students across India and written various articles for CIDESCO in order to raise awareness about innovation in the sector.

In her leisure time, Jyotsna had an adventurous spirit and was extremely fond of travel. She particularly loved hiking and trekking in the mountains and valleys all over the world and, not long before she left for Japan, she had completed a trek. She was very excited to see her favorite cherry and plum blossoms in Japan during her work trip.

Jyotsna was a popular guide and philosopher to many schools and students in India, and the association truly appreciated her knowledge & expertise. She will be dearly missed.

May her soul rest in peace.

Seema Gopujkar and Ishwari Vijay Thopte

CIDESCO and BABOR launch Student Scholarship Program



BABOR

CIDESCO has entered into an agreement with global precision skincare brand, BABOR, to launch a Student Scholarship program.

In selected countries CIDESCO accredited schools are invited to apply for the scholarship program for an underprivileged student which will cover up to €5,500.00 (five thousand five hundred euro) per year to support their study in the CIDESCO Diploma or CIDESCO Certificate. The aim of this scholarship is to give young people the opportunity to reach their full potential in professional cosmetic training.

In addition, BABOR has launched its ampoule Gold Edition “with love” sets comprising seven golden beauty shots, donating one euro per sale which will support the scholarship program.

Announcing the partnership, CIDESCO International President, Sandy Fuhr, says “We are delighted to be in partnership with BABOR on this very important and generous program which will make the CIDESCO Diploma and Certificate more accessible. Whilst we are starting off with one student scholarship, we will be able to roll this out in the short term to enable more students to achieve their beauty career dreams.”

CIDESCO Launches Sustainability Initiative

With environmental issues a worldwide concern, CIDESCO, is encouraging its members, students and schools to become more aware and supportive by issuing them with guidelines to becoming a more sustainable operator.

Going green is far more than just a trend, as sustainable business practices must now be considered a major priority in running a successful spa or salon business. While a spa or salon experience plays a role in ‘personal sustainability’ in terms of taking responsibility for one’s wellbeing,

CIDESCO is encouraging future therapists and managers to take responsibility in global sustainability too. With its guidance, CIDESCO is emphasising that eco-efforts are not about sacrifice, but about healthy choices to enhance overall sustainability of the industry. With its global membership, CIDESCO hopes that making these small changes will result in big steps for the industry.





Section Support

CIDESCO's Business Development Officer, Jacqueline Kennedy (pictured left) visited various locations in 2019 where Jacqueline represented CIDESCO National Sections, CIDESCO Schools and CIDESCO International at tradeshows, exhibitions, congresses and regional meetings all around the world.

If your CIDESCO Section or CIDESCO School would like Jacqueline to demonstrate the exclusive CIDESCO Signature Treatment or to give a presentation on CIDESCO at your next National exhibition or regional meeting please contact Jacqueline on email: bdo@cidesco.com



Thank you Laura!

We'd like to thank Laura Schirmer for her beautiful photography which we used as our cover shot for the last issue of LINK.

Laura is an American esthetician who graduated with her CIDESCO International Diploma in 2019 from The Institute of Cosmetology, Esthetics & Massage in Houston, Texas. Laura is passionate about skin care, educating clients and providing excellent customer service. Laura is now living in the UK continuing her career in aesthetics and inspiring others through her treatments and social media.

You can follow Laura on her Instagram account [@skinbylauralynn](https://www.instagram.com/skinbylauralynn).



CIDESCO International Board Members have been selected as part of a 30 person jury panel from across the globe for this year's worldwide Beauty Competition Cosmoprof Awards which will now take place in September. Sandy Fuhr, Pamela Adkins, Victoria Harper, Karin Luppens and Biju Nair will judge the category 'New Kid for the Beauty Salon & Spa' with Sandy Fuhr attending the awards presentation on behalf of CIDESCO.

The Cosmoprof Awards celebrate the products, brands, innovations, new formulas and designs that are breaking beauty standards, changing the way we perceive beauty and that will become best sellers globally.

Categories include: Hair Industry Breakthrough; Skin Saviors; New Kid for the Beauty Salon and Spa; Make-up and Nail Gamechanger of the Year; and Natura Miracles.



CIDESCO 68th World Congress & Exhibition to take place in Indonesia

We're pleased to announce the CIDESCO 68th World Congress and Exhibition will take place in Indonesia from the 9th -13th September 2020. This annual prestigious event which regularly attracts hundreds of participants, provides the opportunity for members to discuss the industry's most important issues, learn new skills and network with world leading experts in the skincare and spa industry.

Hosted and organised by CIDESCO Section Indonesia, this year's theme for the Congress is *The Heritages of Beauty*. Offering many advertising and sponsorship opportunities, this is a chance for brands to promote their presence to top spas, salons, schools and professionals in the world of beauty.

Hosted at the Jakarta Convention Center, an Opening Ceremony will take place on the 9th September to welcome all CIDESCO Members and attendees through a fantastic networking opportunity. During the five-day event, guests will be able to attend seminars by experts, workshops and educational sessions.

There will also be a series of cultural events to discover the beauty of Jakarta and surrounding area and opportunity for guests to attend the popular Gala Dinner.

The annual CIDESCO World Make-Up & Body Art Competition will be open for all professionals and students who wish to take part, with the competition encouraging unique and artistic looks from all participants. The theme this year is "*Beauty of tropical paradise*".



CIDESCO World Congress Program:

Examiners workshop - 9th September 9.00-17.00

Schools Meeting - 10th September 9.00-17.00

General Assembly - 11th September 9.00-17.00

Marketing meeting - 12th September 10.00-12.00

Make-up competition - 13th September during the Closing ceremony



The stunning front cover of this issue of **LINK** was created by **Dr Aparna W** from the **International School of Aesthetics Spa** in India who recently shared with us a few pictures of her creative make-up work.

She says: "I am very grateful to CIDESCO to have given numerous women and men around the world an opportunity to explore their passion through, beauty and make-up. Colours have always inspired me in a very beautiful way. Incorporating bold colours in my make-up is something I always look forward to.

This look is inspired by the "Lord Krishna". He is the deity of "Compassion, tenderness & Love".

And "Love" is an ultimate inspiration in itself!"

For further information on the CIDESCO Diploma in Media Make-up [click here](#)

The Touch of Paris for Serbia



Twice a year, in spring and autumn, this large international Beauty Show takes place in Belgrade. Lasting two days, both exhibitors and visitors travel from all parts of south east Europe to attend.

Traditionally CIDESCO Serbia always has a special guest attending: a very important person in the beauty business world. For the April event, the special guest will be Jenny Modena, the famous make-up artist from Italy. Jenny Modena has her make-up academy in Milan, Italy and is a recognised make-up specialist worldwide. This will be Jenny's second visit to Belgrade.

Hosted by Dr Vera Zec, President of CIDESCO Section Serbia, the topic of the CIDESCO Serbia Congress will be "Microbiome - New way to Beauty".

COSMETIC FAIR AND CIDESCO SERBIA CONGRESS IN BELGRADE

On 4th-5th April, CIDESCO Section Serbia will be hosting its Congress at South East Europe's biggest and most well-known cosmetic fair, 'The Touch of Paris'.





Latvia's Top Beautician

The Board of Association of Beauticians and Cosmetologists of Latvia together with the women's lifestyle magazine UNA, gathered on the 25th anniversary of the organisation's unique campaign "Mans kosmētīkis" ("My Beautician") to honour the best beauticians in Latvia.

Clients from all around Latvia had the opportunity to vote for their favourite beautician in nomination of "My Beautician". In addition, some employers nominated beauticians who had the chance to win the title of "Top Beautician".

The goal of this award was to celebrate the profession of a beautician and to inform clients about the variety of possible solutions to treat different skin issues as well as other aesthetic problems. To acknowledge and honour the beauticians whose professionalism, compassionate and affectionate attitude is highly valued by clients, business partners and colleagues. To educate the public about the effectiveness of aesthetic procedures and also about the risks of unprofessionally performed procedures to the health and beauty of the client.

UNA magazine was one of the contributors to the campaign's goal - celebrating the profession of a beautician as a medical practitioner and to educate society. This included topics about the professional competencies of beauty specialists, information about the wide range of methods and technologies in facial skin and body aesthetic care, quality and safety during procedures. Many excellent beauticians were introduced from every region of Latvia and clients were invited to express their experiences and attitude.

The final award ceremony was held in November 2019 during the conference 'Science for Beauty'.

Pristine Presentation in China



Candidates from the PG Beauty at CMM Monita Hair and Beauty Academy in Shenzhen, China who took their CIDESCO examination. Examiner, Trisha Causon said "All 38 candidates were beautifully presented with pristine trolleys and beds all set up."



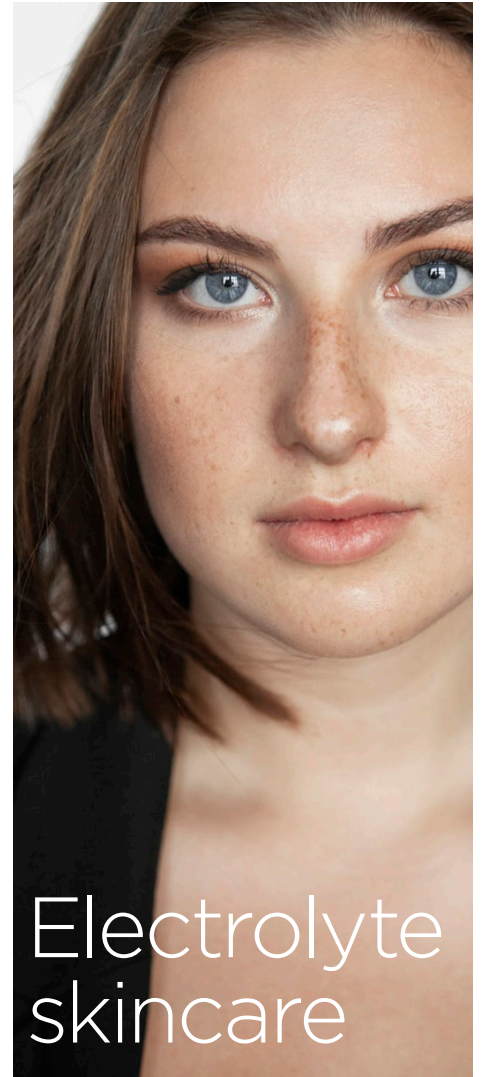


Importance of Social for Customer Service

Social platforms have become important customer service channels, enabling consumers to get in touch with a brand quickly and easily. However, with this trend comes increased expectation from consumers to get a reply back quickly. A new survey from Boston Digital looks into why people follow brands and what they expect in return.

The top two reasons why people follow a brand on social is to get more information about that business's products and find helpful information relating to one of their hobbies. However, funny or interesting content comes in third with insider deals in fourth. This shows that on your social media channels it's important to stay on brand and focussed on your core offerings.

You can read the full report [here](#).



Electrolyte skincare

The powers of electrolyte drinks are well-known amongst the sports and athleisure market for helping to hydrate the body and soothe sore muscles but now this sports drink mineral is being introduced into skincare.

According to the skincare companies incorporating electrolytes into their beauty products, minerals such as calcium, magnesium, potassium, sodium and zinc can increase the efficacy of standard moisturisers. They work by creating an electric charge which helps the skin's water pathways carry vital hydrating substances like ceramides around the body, replenishing moisture balance and strengthening the skin's barrier. The result is a fresh, glowing complexion.

Pantone Colour of the Year



Did you know that Pantone 19-4052 Classic Blue is the pantone colour of the year 2020? This colour instills calm, confidence and connection. This enduring blue hue highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era.

Imprinted in our psyches as a restful colour, PANTONE 19-4052 Classic Blue brings a sense of peace and tranquility to the human spirit, offering refuge. Aiding concentration and bringing laser like clarity, the colour re-centres our thoughts and fosters resilience.



The Global Wellness Institute has released its Global Wellness Trends 2020 report which is the result of insights from 550 experts from 50 nations including top economists, doctors, academics, technologists and the CEOs of international corporations across all fields of wellness.

The 10 wellness trends for 2020 are:

1. Focus Shifts from Sleep to True Circadian Health

The type and timing of light will soon become more important than sleep. Solutions that realign our internal circadian clocks with each other and our internal clocks with the outside world will surge.

2. Aging Rebranded: Positively Cool

The World Health Organization predicts the 60+ population will nearly double by 2050 from 12 percent to 22 percent. Companies are wising up. Across the spectrum, from beauty to food, brands now cater to this long-ignored group. They're finally answering boomers' call: Why shouldn't they receive the same cool content and products as millennials?

3. J-Wellness

Japan is the longevity nation which is a result of Japan's unique culture of wellness which unites ancient healing traditions with ingenious people-focused tech/design and innovate social policy. J-Wellness will increasingly be embraced as a holistic culture of wellbeing.

4. Mental Wellness and Technology: Rethinking the Relationship

Industry analysts predict the next year will see a big spike in the adoption of telehealth, both in the mental healthcare space as well as primary care. Consumers' embrace of convenient treatment as well as interest in self-care will transform how employers, universities and local governments offer subsidized mental wellness care.

5. Energy Medicine Gets Serious

Scientific researchers are discovering that the human body is indeed a complex biofield of electromagnetic frequencies and light waves that serve as control central for our physical and mental functioning—and that we're also immersed in other complex environmental electromagnetic fields that change human cells. The future is the medical AND wellness worlds innovating new tools and technologies to optimize human energy fields to prevent illness and boost health. Frequency therapies are crucial here: electromagnetic, light and sound interventions.

6. Organized Religion Jumps into Wellness

More and more, faith is incorporating the latest wellness trends, signifying a shift away from viewing bodywork as vanity. With interest in health and fitness at an all-time high, organized religion is reimagining age-old rituals and formats. For some churches, synagogues and mosques, this

adoption simply reflects a desire to feel better and to take preventative health measures. Congregations no longer want to separate their physical and spiritual needs but instead, hope to fuse them together in novel new ways.

7. The Wellness Sabbatical

As work has become 'always on' enter a new travel concept: the wellness sabbatical, where days of work and wellness are intentionally blended, at destinations that actively, creatively make this possible. On a wellness sabbatical, you're set up to work a few productive hours a day (great workspaces, technology), but you also schedule a lot of daily wellness experiences (healthy food, movement, time in nature, sleep, human connection, etc.)

8. The Fertility Boom

Fertility has reached a crisis point across the globe. Highly industrialized countries such as England, Japan and the US continue to see record-low fertility rates, which will ultimately impact the future of the workforce. The landscape is filled with apps, period trackers, platforms, and wearables that not only increase one's chances of conceiving but even attempt to make it, well, enjoyable.

9. Wellness Music

Music as an intentional therapy is being radically reinvented by new technologies. Music is emerging as one of the hottest trends in wellness, and wellness concepts are shaking up the massive music industry. "Wellness music" is being born, and the trend takes provocative forms.

10. In Wellness We Trust: The Science Behind the Industry

Wellness watchdogs will rise, trying to re-establish some distinctions between legitimate wellness approaches and practitioners and charlatans who give wellness a bad name. People want help separating wheat from chaff, and more resources will help them do it.

You can read the full report here.



YOUR PARTNER FOR SUCCESS

Since 1979 IONTO-COMED has been setting outstanding milestones by developing new technologies in the cosmetics and spa industry.

As full-range supplier our products are perfectly aligned to your needs.

MADE IN GERMANY

It is our strong belief that quality and education succeed therefore we are happy to support CIDESCO and its accredited schools.

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we are your perfect partner.**

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Our product highlights for you

We are supporting our customers in beauty salons, hotels and spas by offering them wellbeing. Let your customers be engulfed by an environment of equilibrium and aesthetics, as well. With the equipment of IONTO-COMED you'll receive: various cosmetic beds for a maximum treatment flexibility; perfect symbiosis of instrument-based and preparative cosmetics; functional setup for highest and individual demands.

IONTO-SONO Intense



Immediate visible and sustainable results with the use of IONTO-SONO Intense. Combine 1 MHz, 3 MHz and 10 MHz frequencies to achieve broad concepts for effective facial and body treatments. Depending on the set frequency, intensity, time and mode, the ultrasound device can be used for nearly any possible skin concern.

IONTO-COMED PROFESSIONAL CARE



IONTO-COMED Professional Care unfolds through the instrument-based treatment in particular, a synergistic impact. As a pioneer in the trending field of facial masks we are offering a broad spectrum of care products - gentle on the skin and dermatologically tested. Because the natural beauty of the skin is important to us.

IONTO-SPA Sensity



The individually configurable universal wellness bed from IONTO-COMED unites the comfort with an outstanding treatment diversity. Adjustable to the exact body height of the therapist, the IONTO-SPA Sensity enables a new, uncomplicated way of working. Combining the advantages of a treatment chair with those of a bed matches the trend of the universal cabin.

GlowSolution



The new GLOW-treatment from IONTO-COMED is a groundbreaking new method to immediately create a firm, vivid skin, free from pain and downtime. In 4 revolutionary treatment steps the high-end technology combines the intensive care of a spa treatment with the visible achievements of a hightech device.



Inspirational women

The CIDESCO membership is full of incredible women who set a great example to others. Not only do they work tirelessly to improve standards within the industry but some of them have overcome great challenges to create very successful businesses at the same time, giving back to their communities. This International Women's Day, we've been back through past issues of LINK to gather some of their valuable advice to inspire us all.



BE TRUE TO YOURSELF

Elaine Sterling, Elaine Sterling Institute, USA

"At the age of 35 I was diagnosed with breast cancer. The cancer was really a gift. It changed me. It made me stronger and bolder. When I finished my radiation, I made a decision to change my life. I was not going to be afraid. I didn't know that my school would be successful and everyone thought I was crazy when I opened it. I didn't listen to anybody because I knew I had a vision and a dream."

STAY POSITIVE

Pat Lam, Lamskin, Canada

"Think positive in every negative situation - see the positivity of the event, think how lucky you are to be alive and what you have. Your vantage point is there are others who have less than you and do not have what you have."

MAKE YOUR DREAM COME TRUE

Sandy Fuhr, Beauty Therapy Institute, South Africa

On celebrating 23 years of her business, the British Therapy Institute, she said *"My lifetime dream has been to give others the same opportunities I have had. And the other has been to take our South African educational standards to Africa. I am seeing my dreams come true. Not an overnight success, but certainly one that has come along slowly but surely and impacted thousands of people."*



DON'T TAKE NO FOR AN ANSWER

Lydia Sarfati, Repêchage, USA

"I've never believed in taking no for an answer. If people say no, I don't get mad. I just think, well, they don't understand, and it is my job to educate them."



APPRECIATE EACH MOMENT

Corrine Brown, Founder of the Institute of Holistic Therapies, Australia

"Enjoy the blessings that life presents, for they may be taken away so suddenly. During moments of despair, remember we are never alone as there are many that are in similar or more unfortunate circumstances and we share the same pain."



WORK HARD

Annica Joensuu, President, CIDESCO Section Sweden

Giving her best careers advice, Annica says *"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."*

KEEP STUDYING

Johanna Stenros, President, CIDESCO Section Finland

"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 and network!"



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*Clinical study conducted by AMA Laboratories, INC, NYC, Oct, 2017

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SURGEON RECOMMENDED.**

Our most advanced formulation, the VITA CURA® Gold Collection, features the highest concentration of our signature Repêchage® Laminaria Digitata Seaweed Filtrate and naturally-occurring and scientifically proven Vitamin B₃.

THE RESULTS

Repêchage® Vita Cura® B₃ Serum Complex gives you true, laboratory-tested results you can see and feel.



58%*

Appearance of
wrinkles reduced



41%*

Appearance of
enlarged pores reduced

REPÊCHAGE®
BEAUTY FROM THE SEA®

THE CIDESCO INTERNATIONAL SUSTAINABILITY INITIATIVE

SIX STEP GUIDE

1. REDUCE WASTE

Have you spoken to your suppliers? Start the conversation and ask if there is a possibility that they can reduce the amount of packaging in their stock delivery. If this isn't feasible, it may be possible to give the packaging back to them so that they can re-use in future deliveries. Suggestions such as these should match your supplier's ethos and many will be happy to support you in your sustainable mission.

Ensure that you are identifying areas in which you can re-use products. If you are using disposable plastic cups or cutlery, can you replace them with glass or crockery? Not only will this cut down on waste, but it will also improve your client's experience!

Place a ban on providing plastic bags for your customers in your retail area. Don't assume that your clients will always need a bag but provide them with a biodegradable one if they ask for one!

Not only integrate recycling bins into your salon or spa but ensure that they are correctly and clearly labelled so that both your staff and clients can get involved with little confusion.



2. AVOID POLLUTANTS

Exposure to poor air quality in a salon or spa environment can accumulate over time and result in a variety of health-related issues for both staff and clients. Air quality can be affected by the likes of Acetone fumes, nail file dust and strong chlorine. Ensure that you are using chemical free alternatives as much as possible.

However, to really improve the air quality, consider investing in an air filtration system that will remove all fine airborne dust and odours.

Ensure that you are eco-conscious with your choice of laundry products. Ensure that you are using biodegradable or natural detergents.

Micro-plastics such as glitter, when thrown away are an ecological hazard, particularly in the oceans, causing harm to marine life and often ending up in the stomachs of fish and birds. We advise our members to use glitter made from nonplastic alternatives.



3. INVEST IN STAFF TRAINING

If you are managing a team of therapists, make sure that you are constantly communicating sustainability to them. This must be an on-going conversation that will result in a team effort from every level of the business.

Ensure that you implement a rewards scheme where you can recognise members of the team who contribute to your resource saving efforts. This can be done through small incentives which can include discounts and monetary rewards.

Perhaps you could implement a points system to encourage your staff to cycle to work, use public transport or start a carpool.



Ensure that you are identifying areas in which you can re-use products.

THE CIDESCO INTERNATIONAL SUSTAINABILITY INITIATIVE

SIX STEP GUIDE



4. SOURCE SUSTAINABLE SUPPLIERS

Ensure that you promote and use products that are packaged in biodegradable or recyclable materials. Furthermore, always ensure that you educate your clients on the importance of recycling the packaging once they are finished with the product at home.

If you are looking to invest in interior decorations for your spa or salon, why don't you source some natural potted plants? The oxygen produced by them can help to balance out carbon dioxide emissions – plus they look great!

Where possible, try to avoid using any disposable materials by making small changes such as replacing couch roll with organic sheets and disposable cotton wool with washable mitts.

5. CONSERVE WATER

Switch to using cold water in washing machines, this can reduce carbon emissions by millions of tonnes every year!

It sounds simple, but ensure that you only use the washing machine when you have a full load. This requires some organisation but avoiding having constantly running laundry loads will save a huge amount of energy and water. It will also reduce your CO2 emissions.

During treatment time, ensure that the water tap is closed between any treatment steps that require a fresh flow of water. Alternatively, invest in a flow reducer tap for the treatment rooms.

6. CONSERVE ELECTRICITY

Are you using LED light bulbs in your spa or salon? These last 10 times longer and use 66% less energy than standard bulbs.

Consider installing lights that are activated by motion sensors in less busy areas of the spa or salon such as, back of house, break out rooms or storage rooms.

Ensure that your staff are trained and acutely aware of the energy that they are using throughout their day. Remind them to turn off lights in vacant treatment rooms and unplug appliances when not in use.

TO FIND OUT MORE AND TO JOIN CIDESCO INTERNATIONAL IN ITS SUSTAINABILITY INITIATIVE PLEASE CONTACT INFO@CIDESCO.COM



Introducing Self-Effective Cell-Regeneration

FROM DR GENO

The number one Medi-Aesthetic company C.L MEDISYS, which is the first CIDESCO International Associate Member from South Korea, has launched the Dr. GENO brand for developing a professional peeling protocol following successful clinical results. C.L MEDISYS has joined over 150 beauty therapists and salon owners who are interested in new concepts of peeling products.

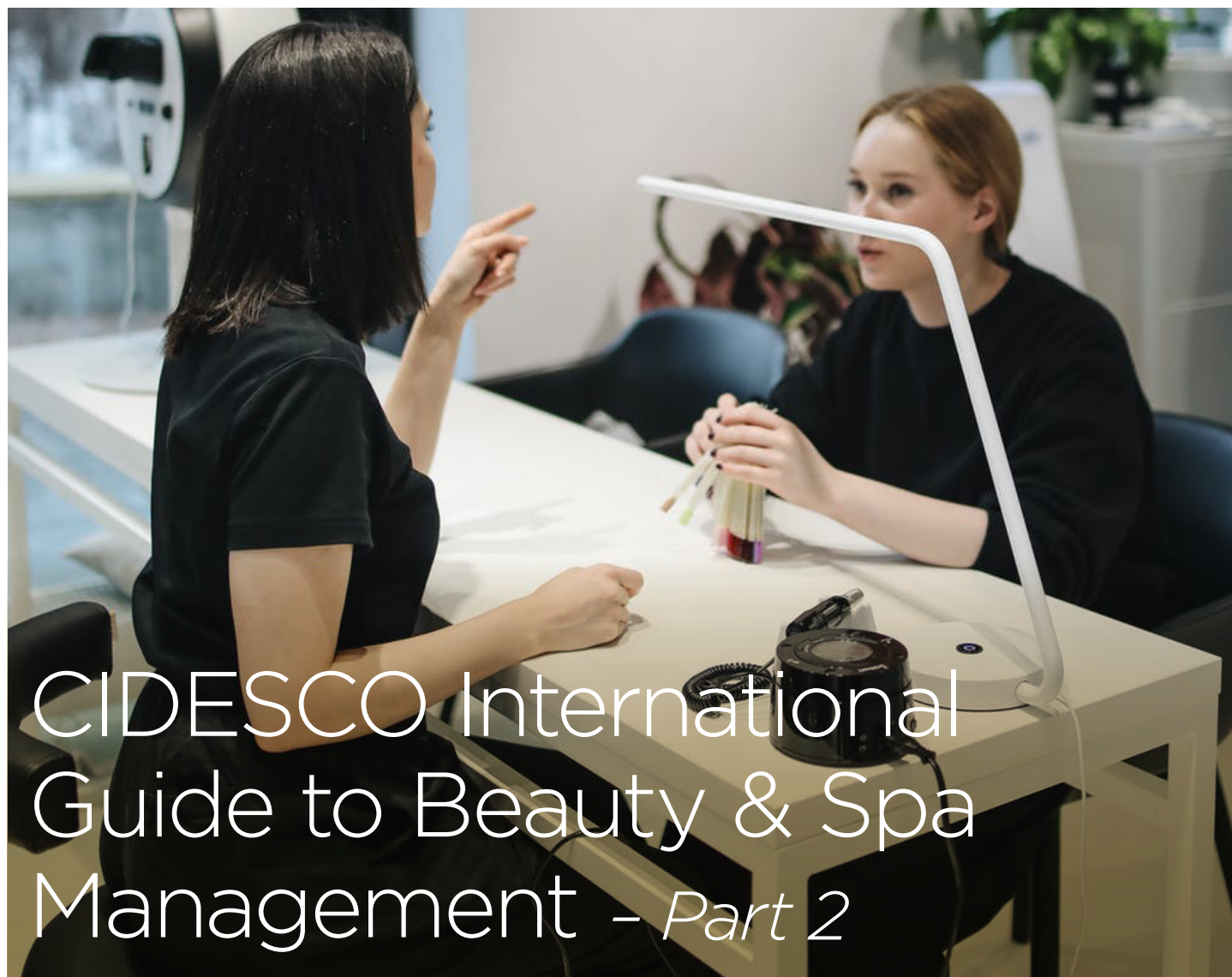
Dr.GENO has introduced a new concept called S.C.R™ (Self-Effective Cell Regeneration) which is currently leading the Medi-Aesthetic and beauty therapy market, and is expected to continue its leading position within this field.

The speaker of the launcher seminar Fernando Bouffard Ph.D, described a new concept of skin regeneration using new methods and active ingredients in line with the rapidly changing medical and beauty market. Bouffard stated that "Dr.GENO has the latest protons of pure acids which are suitable for each skin type. It is not a form of skin regeneration technology that stimulates or damages the skin as traditional peeling technology does; but a skin regeneration technology that induces the production of baby collagen (collagen III) through the S.C.R COMPLEX™ - ultimately reproducing cells in the skin by using cytokines."

Dr. GENO Shaping Technique is highly effective for skin regeneration... improved skin tone, smooth skin texture and face contouring.

In addition, the newly released Dr. GENO Shaping Technique is highly effective for skin regeneration and attracted the attention of attendees due to the trio of effects it can produce: improved skin tone, smooth skin texture and face contouring.

Ms. Park Jeong Mee, CEO of C.L MEDISYS, stated "I'm very proud to launch Dr. GENO to Korean customers who have a wealth of information about the beauty market, and at the same time, are looking for new technology which produces excellent clinical results without any damage to their skin. I'm sure this brand will satisfy not only our customers, but also beauty therapists as it will allow them to develop their existing skills using the Dr. GENO Shaping Technique; thus also providing fantastic clinical results."



CIDESCO International Guide to Beauty & Spa Management – Part 2

In the last issue of LINK we ran the first part of our guide to becoming a Beauty Salon or Spa Manager. This second part explores what it is like working in this position and valuable advice from some of our members.

EMBED YOUR WHY INTO EVERYTHING YOU DO

“Being a Beauty Salon and Spa manager takes multiple talents. First, you need to clearly understand the job requirements at hand and have a clear picture of your employee’s job description.

Secondly, you need to know how to communicate. Open, honest communication with both staff and clientele is essential.

Thirdly, you must absolutely hold yourself accountable as well as your staff.

Lastly, you must have a crystal clear picture of WHY you want to be a manager, and WHAT you want your end goals to be; you then embed your “WHY” into everything that you do.

Managers are leaders, they are individuals that others aspire to be. When you know WHY you do what you do, and you hold true to that every day, you lead your team to success”.

**Michelle D’Allaird-Brenner,
Aesthetics Science Institute,
New York**

EMPOWERMENT

“A Spa and Beauty Salon Manager should be someone who is dynamic and exerts life into the business. Their positive energy and enthusiasm should flow through and carry over into their staff/employees, and the work environment. They should be the heart and head of the business.

As a Spa and Beauty Salon Manager, you mentor like-minded Therapists who have a contagious passion for what they are doing, and that is very empowering”.

Anne-marie Jordaan, Camelot International Bloemfontein, South Africa

NO DAY IS THE SAME

“There are so many benefits to being a manager in a spa or salon. Leading and motivating a team is so rewarding. Seeing Therapists that you train and develop gives one such a sense of pride in your work.

Every day varies as a manager and from my experience, no single day is the same. There are so many different people from different departments that you work with, day in and day out that you learn something new every day.

I always thoroughly enjoyed my time managing people, seeing the team of Therapists grow daily gives such a rush of enjoyment and accomplishment”.

Shona Tarrant, Bronwyn Conroy Beauty School, Northern Ireland

EDUCATION

While Beauty and Spa management is often seen as a step in a career path rather than a role that stands entirely alone, to fulfil your potential, it is important to consider some targeted management training. Not only will this help make your role easier, it will also help you progress much quicker, proving a valuable investment in your future.

When choosing a course, ensure that you gather feedback from past students and find out what graduates have since gone on to do, following completion of their training.

The course should help its’ students to gain a more comprehensive understanding of how to manage all aspects within a salon or spa environment.



A day in the life of a beauty salon or spa manager

Managing Budgets –

Handling budgets is an extremely important part of the job which involves setting annual financial goals, reviewing ongoing costs, overseeing payroll and establishing budgets for other campaigns such as promotional events and advertising.

Planning Marketing Campaigns –

A Spa and Beauty Salon Manager will be in charge of handling a calendar of promotional campaigns to raise public awareness and visibility of the spa to increase sales. This is sometimes handled in partnership with an outside agency.

Meeting with Product Houses –

A Spa and Beauty Salon Manager will regularly meet with product houses to discuss new product development, existing and new treatments plus any promotional activity that can be activated in the salon or spa.

The CIDESCO Diploma in Beauty & Spa Management gives candidates the same information to be able to efficiently and effectively operate in a business where fundamental basic managerial skills and techniques are required.

Pre-requisite

The Beauty & Spa Management Diploma is available to any person wishing to obtain a higher understanding of management within the Beauty and Spa Industry. No prior Beauty or Spa training is required for this Diploma, although an understanding of the Beauty and Spa industry is an advantage.



To read or download the full CIDESCO Guide to Beauty & Spa Management [click here](#)

How to make the most of your training



In the professional beauty and spa industry, it is well understood that training is ongoing. Whether it's learning new therapy skills or training in a specific product house protocol, these new skills open up a whole host of new opportunities, improving your performance and taking your career to the next level.

Once you've allocated the time and finance to improve your skills, it's important to make the most of the training. Here are five top tips for making it as rewarding as possible.

1. Ask Questions

Understand why you are taking this training and what you hope to gain from it. This is an important first step and only then can you truly gain from it. Find out what previous students thought of the course and how it has benefited them. If you have further questions, approach the training company direct and ask them. It's important you have all the information and answers to hand before you embark on the training.

2. Get fully involved

Once you have committed to the training, make sure you apply yourself fully. This is a once-in-lifetime opportunity so you want to gain as much as possible from the experience. Don't be afraid to ask questions if you don't understand something and actively get involved in the tasks. By being an active student, you're much more likely to remember what you've learnt and this can even minimise the revision you need to do.

3. Reflect on what you have learnt

Immediately after your training, summarise the most important things you have learnt during the session. These key points will prove invaluable as time goes on. If you aren't quite sure about anything then go back to your trainer or teacher and ask them to explain further. It also helps to discuss what you have learnt with your colleagues which can further help develop your confidence in new skills.

4. Practice as often as you can

There is nothing that beats practicing your new found knowledge and skills. Take advantage of all opportunities to practice what you have learnt while it is still fresh in your mind. Make sure you regularly check back on your notes to ensure you keep following the correct protocol. As they say 'practice makes perfect'.

5. Keep in touch

Your course bodies and trainers are valuable mentors so don't forget to keep in touch with them and befriend on social media. Most will be interested to hear how your career progresses and happy to pass on further advice to the benefit of you and the industry. This way, you can continually learn from them. At the same time passing on your new found knowledge to others, helping them to develop too.



The Heart of a Healer

BY RENCHIA DROGANIS

As you become more and more attuned to your body, mind and soul, you start to recognise the challenges, trauma and inner pain that's lodged deep inside you – and realise how these continuously call for your attention in an attempt to heal. In our modern world with all its urgent demands, spas have become sacred spaces. People retreat to them to escape the stresses of their daily lives and massage provides a much-needed antidote to pain-inducing knots and deep-seated tightness.

It's been said that when we suppress our tears, our organs, muscles and nervous system will start weeping – so the body always find a way to bring unresolved pain to our attention. But healing only starts once the heart and mind are in harmony, and fully aligned.

True wisdom is the realisation that one can never really heal another, instead, there's infinitely more power in helping someone unlock and awaken their own inner healer, and in activating their body's intuitive power to heal itself.

Awaking to awareness

The journey of helping clients to become more conscious is key to helping them on their healing path. It includes finding ways to be more present, living in the here and now, and discovering the clarity that comes when you're able to listen to your own body and truly hear what it's telling you. Because once you're completely in tune with your body, the signals it sends become clear clues about any unease affecting the wellbeing and balance of your biology. Awareness holds each of us accountable to our own journey of healing, because when we're tuned into thoughts that are racing through our minds, we're at the mercy of old unhealed memories that constantly hijack our consciousness.

Thoughts are energy frequencies and energy becomes matter – so when we free up time and space for moments of stillness, we allow our inner voices to be heard. This empowers our innate guiding light and intuitive wisdom. When we become still, we return to our divine intelligence. Sacred spaces like treatment rooms are infused with the tranquillity, calm and healing energy that help guests to detach themselves from the daily demands that besiege them. Here they can become still with their thoughts and feelings, and conscious of their belief systems and projections.

It's a gift of grace to one's innermost self, and a safe space without any blame or shame. There's comfort in the simple, profound knowledge that we're all capable of reclaiming our power – and accountable for the role we play in our own life. It's a choice between being stuck in repetitive patterns, recreating the same negative situations over and over – and the freedom to rewrite the script of your life.

Once we understand that these fundamental processes lie at the heart of the causes of illness, we also see how disease can be transformed into wholeness, and that our bodies can be released from the debilitating shackles of past memories.

Complete Coherence

When your heart and mind are aligned, they activate centres in your brain that send signals to the water receptors in your biology, which imprint your intention into your being. We are in constant vibration, like magnets. The Swiss psychiatrist and psychoanalyst Carl Jung famously said that the best healers are wounded healers, because they truly understand pain and unease and hold the keys to transform it into wisdom. As therapists, we hold the power to either heal or harm, which means we literally hold great responsibility in our hands when clients entrust their wellness with us. It's not just their bodies that need healing, but their entire beings – including their hearts, minds and souls. In everything we do, we have to continuously ask ourselves whether we're healing or harming.

Part of this responsibility is to take care of our own frequencies, and to keep in mind that we are also surrounded by energy fields. These fields are where all our emotions, belief systems and expectations are stored, so if you're filled with resentment, anger and negative beliefs, you're likely to transfer these energies onto the person you're treating. Every thought you have sends an energy frequency out into the world, attracting the energy that you're vibrating with. We constantly witness how our realities mirror what's playing out in the depths of our inner world. Try this experiment: while you

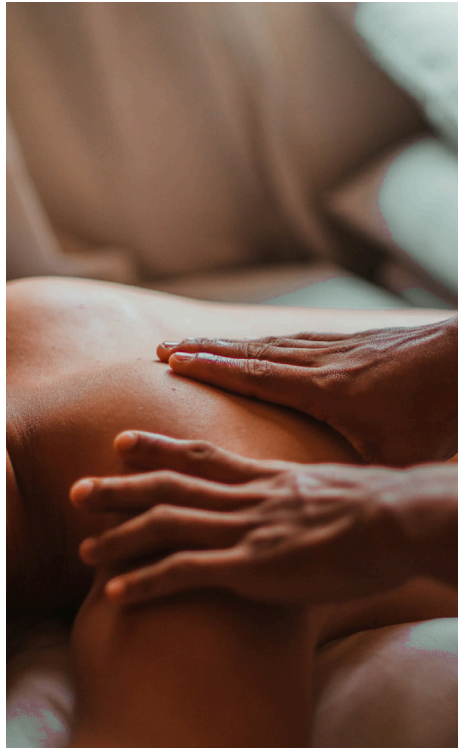
attempt to make a retail sale, hold the belief in your heart that the customer won't buy the product. I can almost guarantee that the sale won't be successful.

Start having faith in the possibility of life's beauty and acquire the childlike belief that miracles will unfold. Make the choice to find happiness in any given moment – it's your gift to yourself in a world that's filled with challenges, but also brimming with possibility. Learn more every day – the Universe has a wonderful way of providing us with the teachers we need in this school of life. And if we're willing to truly listen, they'll show us the way to keep returning to our most divine self. It's a way that requires each of us to honestly evaluate our unique journey and purpose. Merely working for a pay check is not the path to fulfilment and inner joy, and if your heart is filled with the desire to heal and teach others along the way, you'll know the pull of a powerful energy that simply cannot be ignored. When you step beyond the boundaries of limitations and overcome the fears of your own perceived wrongs or projections, you start attracting unlimited abundance on every level of life, as the Universe will bless your willing spirit.

The power of touch

It's one of the most profound ways to connect with another human being and therapeutic touch is a universal language that's both soothing and healing. At a time when people are yearning to be acknowledged, and more than ever before need help to deepen their levels of awareness into the unseen, it's a gift to be able to intuitively connect with clients.

Similarly, being attuned to the warmth of someone's skin – as well as the electricity and tenderness emanating from within – is a skill healers are well honed in. We understand the true value of listening, understanding and guiding, and we hold the energy flow of the Universe in high regard. Our intention enables us to instigate profound transformation, and empowers us to initiate healing on a far deeper level – beyond the parameters of traditional massages,



At a time when people are yearning to be acknowledged, and more than ever before need help to deepen their levels of awareness into the unseen, it's a gift to be able to intuitively connect with clients.

facials and other treatments. In this way, the process of healing becomes something you feel, not something you do – just like a client experiences their treatments as feelings that reverberate through their body, mind and spirit.

Feeling, knowing, sharing

The human skin is a wonderfully sensitive organ and it allows us to detect even the smallest change in energetic patterns. I believe that authentic healing encompasses being fully present and using your third eye to identify beauty in each client's energy field, helping them to gently move stuck energy, and letting it flow. If your intuition guides you to share a message with them, do so; but keep in mind that as with everything else, the message should be healing, not harmful – because anything that's given energy will find a way to manifest itself.

A skilled massage therapist is a master of transformation and her actions always serve the highest good. She sees joy, not pain; and her focus is on bringing consciousness to another, not on the act of healing. She'll never use her elbows, as she knows they provide very few nerve

endings – which are precious for tuning into the language of the body, and for knowing whether she's hurting or harming a client. Touching someone's skin with a beautiful intention in your heart is a powerful way to allow positive energies to come to the fore, and it allows you to connect intuitively with your client's innermost voice.

A divine intelligence

Reaching beyond the nervous system, we are all blessed with a divine intelligence that continuously guides us, and when we learn how to truly feel, we can unlock its full potential. Coupled with the benefits of massage and touch – which includes slowing the heart rate, decreasing blood pressure and strengthening the immune system – this divine intelligence harnesses the power of energetic flow and the wisdom to move energy into the light. When you think of massage as the study of anatomy in braille, the symbolism of its profound effects on the body becomes even clearer and a skilled therapist knows how to consciously massage energies to flow exactly where they need to go.

She's in tune with where her touch is needed, intuitively activates meridians, and knows when and where to apply gentle pressure. Her soul dances, because she's aligned with her own inner compass, and this allows her to effortlessly align with the soul of her client too.

The miracle of the mind-body connection

Even the gentlest touch can have a healing effect on our hormones and contribute to an inherent sense of happiness. Regular touch creates and sustains a healthy mind-body connection, and it activates the vagus nerve, which is intimately connected with our compassionate responses and directs neurotransmitters.

Gentle touch can also help to lower stress responses, blood pressure and cortisol levels, while increasing oxytocin – the so-called “cuddle chemical” that nurtures feelings of trust and connectedness. Added to that, touch stimulates the production of melatonin and serotonin, the “happy hormone”.

Sacred spaces

Just as it's important to prepare your massage space prior to a treatment, you need to spend time steadying your inner environment to instill calmness, kindness and love. Self-alignment and activating your water content will enable you to transfer these positive energies onto your client.

Similarly, if your thoughts are focussed on anger, resentment and pain in your own body, these will be transferred to your client and without knowing why, they won't enjoy the treatment – irrespective of your efforts to ease tension in their muscular system.

Purify the messages in your water system, transform them with a kind heart and provide a clear outer and inner space for your client. It'll ensure a treatment that is sacred and transformative, provide a platform for you and your client to connect, and lead to many return visits in future.

The importance of self care

Unplugging from years of conditioning, perceptions and projections is part and parcel of a journey of inner healing. Taking small steps while becoming more aware of your own role in interpersonal relationships is a wonderful way to improve your self-management skills.

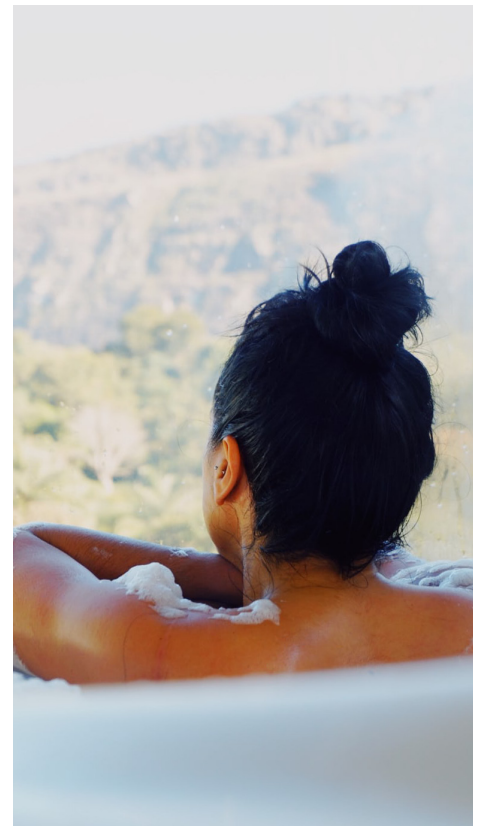
A positive attitude, learning to communicate effectively and asking the right questions all help to provide a clear understanding before you respond to any situation, and also helps to eliminate assumptions, worries and unnecessary pain. By turning these into daily practices, you acquire more peace of mind, and an untroubled heart.

You'll also learn what works for you and what doesn't; and find the confidence to offer a gentle “no” when needed, rather than a resentful yes...

According to a report by Stanford University in the US, several studies show that self-care rituals offer significant benefits. These include assisting with wound healing, alleviating pain and easing anxiety. Self-care is a powerful healing tool that can help to increase your white blood cells and endorphin levels, while improving your quality of your sleep.

There are so many ways to weave self-care rituals into your life, for example: when you wake up in the morning, smile, focus on gratitude and thank your body for being your biggest support system. Breathe in and be fully present. Self-massage, self-tapping and smiling at your organs are all powerful ways to remind your body that you are present in it, and that it's well cared for. Learn to listen to your intuition – start by writing a letter and express what you hold within. (This is infinitely better than lashing out with an angry attack, which is essentially your unconscious trying to protect your vulnerability.)

Embrace your vulnerability and remember that it's your strength; when we work through what feels “off”, we disable the hold these issues have on us.



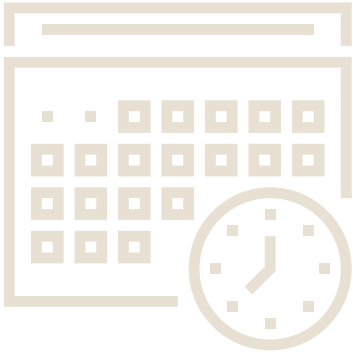
Your gift to the world

It's often said in retail that rejections are more prevalent than sales – but when we offer wisdom, inner joy and excitement, customers are far more likely to warm to the products we believe in. A gentle touch or an acknowledgement can activate a sense of being nurtured and cared for – which is a feeling that's so needed by so many of us.

The biggest gift you can give another is the gift of yourself. After all, as a therapist, you perform massages, give facials and serve customers in retail. You are a blessing to others, and to yourself, and this blessing finds its true meaning in your wholeness and your truth.

And as we circle back to the questions of what it means to be a healer, we are filled with a passion to take our gift into the world – to reach out and touch others with intuitive compassion, and to help transform inner turmoil into calm and resolve the ravages of pain.

No one doubts the healing spirit that is burning so brightly inside you, so go out and warm hearts with your divine inner you.



Diary Dates

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www.indobeautyexpo.com

04-05 Beauty Vision, Poznan, Poland
www.2exhibitions.com/cosmetics/
beauty-vision-poznan

04-05 Cosmetica Stuttgart, Stuttgart
www.cosmetica.de/cosmetica-stuttgart

04-06 Congrès International d'Esthétique et Spa, Paris, France
www.congres-esthetique-spa.com

06-07 Professional Beauty Kolkata, Kolkata, India
www.professionalbeauty.in

20-22 Beautyworld Japan, Tokyo, Japan
www.beautyworld-japan.
jp.messefrankfurt.com

23-25 Intercharm Professional, Moscow
www.pro.intercharm.ru

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www.aestheticeverything.com/
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www.beautyukshow.com

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www.umae.co.uk

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www.beautyandspaexpo.com

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www.worldspawellness.com/e/
wsa/site/home

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www.cosmoprofcbasean.com/en-us/

09-12 International Beauty Expo, Kuala Lumpur, Malaysia ibe.my/

19-21 China International Beauty Expo, Shanghai, China
www.chinabeautyexpo.com

25 Beauty & Spa Insiders, Sydney, Australia
www.beautyandspainsiders.com.au/

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20th March - International Day of Happiness

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Around the World



From top: CIDESCO Examiner *Trisha Causon* examined the Post Graduate Beauty Therapy course at CMM Monita Hair and Beauty Academy in Shenzhen; *Lydia Sarfati* from Section USA welcoming 20 new CIDESCO students to The Esthetic Institute Training Center in Canada; *Vo Dung Beauty & Spa School* in Ho Chi Minh, the 1st CIDESCO school in Vietnam. 3rd from left, school Principal, *Mrs Bui Thi Phuong LOAN*; Elite School of Beauty Zim students before their final CIDESCO exams; Students of *Isa Carstens Academy Pretoria*, South Africa, on completing their CIDESCO examinations. Pictured with examiner *Ms J Thoote*, staff and students.



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