



EST. 1946

CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

CIDESCO LINK

Issue 93 · 2022



INSIDE THIS ISSUE

- New CIDESCO Nails Qualifications
- Expert's Guide to Nail Care
- The Do's & Don'ts of permanent make-up by the Black Micropigmentation Association
- Global Wellness Trends

President's Message



**KARIN LUPGENS,
PRESIDENT,
CIDESCO INTERNATIONAL**

“CIDESCO is booming! Much has been going on behind-the-scenes and all the hard work is showing up beautifully.”

DEAR COLLEAGUES AND FRIENDS

Welcome to this issue of the CIDESCO LINK magazine. It pleases me greatly to share exciting news:

CIDESCO is booming! Much has been going on behind-the-scenes, and all the hard work is showing up beautifully. Let's take a look.

The new CIDESCO website has been successfully launched. It is completely redesigned, with a new lay-out and is more user-friendly. Please do take some time to sit and browse through the site.

The New Nails qualification has been developed, with Mani/Pedi, Natural nails and Professional nails soon to be launched. You will find an interesting interview with Lynn Mason, Mavala's nail expert on nail care, as she shares her professional insights with us in this CIDESCO LINK magazine.

There is a new edition of the Manual Facial Book, it has been reviewed, adjusted and updated. If you would like any information about the book, please contact info@cidesco.com.

The first weekend of April, 3rd-5th, CIDESCO was represented at Professional Beauty in London. After two years, it was very exciting to meet students, associate members, school owners and colleagues. The CIDESCO booth was kept very busy sharing information as well as conducting lectures and demonstrations. To name a few: Oncology massage and treatment; a demonstration of pregnancy massage; the Black Micropigmentation Association from the United States gave a very interesting lecture on "How to Build Your Business," and later during the day, there was a demonstration of nano brows. Being at Professional Beauty was very successful for CIDESCO.

Upcoming events and important dates we are looking forward to:

April 28th-May 2nd, CIDESCO will be at Cosmoprof in Bologna, Italy, for the World Massage Meeting. Sure to be another success!

Last year, the Global Awards in all qualifications was a great success and we aim to continue with that. Further in the magazine, you will find that the CIDESCO Global Awards competition 2022 is now open. If you have students or graduates in one of the qualifications, they can apply as of now.

Another feature to enjoy reading in this issue is an interview with Ragdale Hall Spa, a beautiful luxurious spa in the UK. Ragdale Hall Spa is an accredited CIDESCO Spa, and one of their unique treatments is an anxiety reducing treatment.

In the spotlight will be the plastic and waste in Salons and Spas. Increasingly more brands have products in recyclable material to help the waste of plastics. In some countries, you get a deposit when you deliver your plastics at special counters. This is all a good thing in the grand scheme of taking better care of our planet and oceans.

Last but not least, the International Congress will be in Bali, Indonesia this year, September 14th-17th. After two years of postponing, together with my fellow Board members, I am looking forward to seeing you all again.

**Until then, enjoy this issue of
CIDESCO LINK magazine!**



A Natural Nail Specialist is now a specific career route that many prefer.

CIDESCO has developed three new qualifications for Nail Services led by nail professional, Marian Newman which will be launched in April and available to CIDESCO Schools and Colleges.

These new qualifications are based on the National Occupational Standards but have been elevated to reflect what is being done in the global nail sector and incorporate business units, particularly for those self-employed and further career progression. All of the courses are comprehensive to the highest standards with a robust CIDESCO Assessment Strategy, meaning that the learner is 'job ready' for a Salon, Spa or self-employed.

The new courses include:

Certificate in Manicure and Pedicure Treatments (155 Guided Learning Hours)

- Manicure and pedicure
- Health & Safety
- Client Consultation

Certificate in Natural Nail Services (265 Guided Learning Hours)

- Manicure
- Pedicure
- UV Gel Polish
- Basic Nail Art
- Health & Safety
- Client Consultation
- Contribute to Work Relations

Diploma in Professional Nail Services (655 Guided Learning Hours)

- Manicure
- Pedicure
- UV Gel Polish
- Enhance and Maintain Nails using Liquid monomer and Powder polymer
- Enhance and Maintain Nails using UV cured gel
- Remove Nail Enhancements and Restore Natural Nails
- Advanced Nail Art
- Provide an Electric File Service
- Health & Safety
- Client Consultation
- Contribute to Work Relations
- Provide Basic Business Support
- Implement Advanced Business Support
- Contribute to the Financial Effectiveness of the Business

Each qualification is standalone so students can choose the one most suitable to their needs.

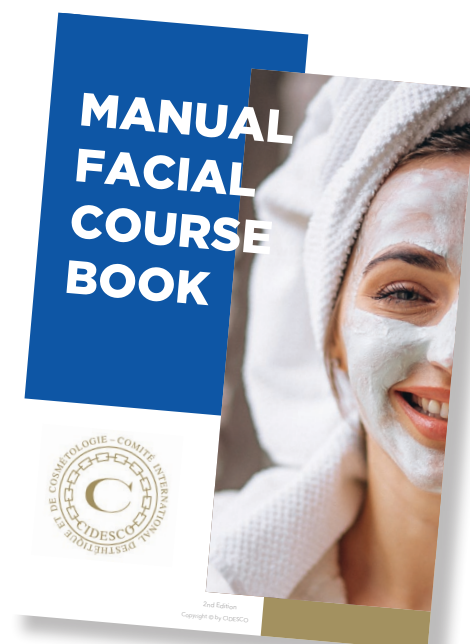
Coming soon: new qualifications in Advanced Aesthetics, Massage and Teachers Training.

Manual Facial Course Book 2nd Edition

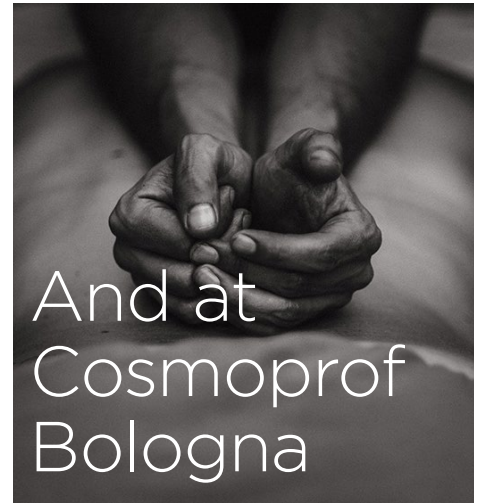
The second edition of the Manual Facial Course Book compiled by CIDESCO International is now available in digital and print versions. This book is an invaluable resource for students and professionals in the Global Beauty Industry. Providing the underpinning knowledge to uphold the highest professional theoretical

and practical standards, and to ensure that the consumer's facial treatment experience is safe and world class.

Beautifully designed to capture the student's interest, the Manual Facial Course Book provides students with the required educational resources to undertake the respective CIDESCO qualification and also assists educators in lessons planning and assessment of their students.



Please email info@cidesco.com to purchase a copy.



CIDESCO takes to the stage at Professional Beauty

This April we were honoured to host a fantastic line up of speakers on the CIDESCO stage at this year's Professional Beauty show in London.

Topics included: *How to build and sustain a successful beauty brand*; a Live Nano Brow demonstration by the Black Micropigmentation Association; *Oncology Massage Speech - understanding and dispelling some of the myths around treating cancer patients* by Helen Beckmann, Senior Physiotherapist specializing in

oncology and palliative care; *Wellness in Pregnancy - grow your clientele and create a foundation of understanding. Discover the blooming baby moon that keeps on giving* by Catherine McNerney, founding director of Pregnancy Massage, Australia; and Nail Professional, Marian Newman, introduced the new CIDESCO global nail qualification.

Between 28th April and 2nd May, CIDESCO International has partnered with the European Massage Association (EMA) to organize the World Massage Meeting. This Meeting will welcome beauticians, masseurs and holistic operators for an opportunity to discuss, train and update on the latest innovative body techniques.

Today, more than ever, massage is among the most popular treatments in beauty salons and spas all over the world and this event represents a great opportunity for all massage specialists to enhance their professional skills in an international context.

www.cosmoprof.com/en/events/educational/world-massage-meeting/

Have you visited our new website?

The new CIDESCO International website is now live! Created with our members and students in mind, the new site has a modern design and streamlined navigation. This enables our visitors to discover the full range of CIDESCO qualifications, easily locate their nearest School or College and learn about CIDESCO membership.

News updates

If you want to keep up-to-date with all CIDESCO International news, please sign up to our News Updates via the home page of our website. This monthly email is designed to keep you informed on the latest CIDESCO news as well as global beauty, spa and wellness trends.

Visit now at cidesco.com

New Salon Sponsor



We're pleased to announce that Bioline Jatò is the new sponsor of the CIDESCO Salon in Zurich, providing a range of their professional products for CIDESCO training.

Bioline Jatò is an established international professional skincare brand developed and produced in Italy, with a successful distribution network in more than 40 countries, able to sustain the needs of different markets and consumer demands.

The family company, based in Trento, originated from an Academy of Professional Aesthetics founded in the early Seventies. In 1979, highlighted by the need for highly performing cosmetic products, Bioline Jatò was founded to offer to aestheticians an exclusive work method, called the BiolineJatò®System. This system is based on the synergy between high-performance products, application protocols and exclusive massages which are able to provide and perform safe, effective and 100% customizable solutions.

For more than 40 years, Bioline Jatò has been supporting beauty therapists to meet the needs of consumers with innovative products and the exclusive BiolineJatò®System method, now globally recognized. To guarantee results and enhance the quality of the exclusive formulations, Bioline Jatò organizes training and education activities, which are structured in compliance with UNI EN ISO:9001 certified Quality System.

Bioline Jatò founding values, Quality, Research and Professionalism, merge with its mission to take care of the beauty of men and women all over the world, at the same time being committed towards sustainable development to offer consumers cutting-edge cosmetics that safeguard present and future.

CIDESCO Global Awards

Judged by the most senior educators and examiners from all over the world, entry to the CIDESCO Global Awards 2022 is now open.

CIDESCO welcomes applications for the following categories:

- Beauty Therapy
- Beauty & Spa Management
- Make-up
- Spa
- Massage
- Nails

The deadline for applicants' submissions is 3rd October 2022 with the winners announced on 1st December 2022.

For further details email info@cidosco.com

Congratulations!

We're delighted to announce that Elna Hagen from South Africa is the winner of our CIDESCO LINK magazine competition featured in issue 92, the 75th anniversary issue.

Elna wins some wonderful luxury beauty gifts from BABOR, BIOLINE JATÒ, Jacqueline Piotaz Cosmetics, Mavala and Thalgo.





Global Wellness Day (GWD) headquarters has revealed #ThinkMagenta as the theme of its 2022 event scheduled for 11 June, recommending simple but effective affirmations, reminding people that living well begins in the mind.

"#ThinkMagenta is not about being optimistic, it's about being realistic," explains event founder, Belgin Aksoy, "things happen in our lives and we have the choice to call them good or bad things. Sometimes difficulties, failures or illnesses become the greatest teachers. No matter what is happening we can always find a way to choose joy."

Originally launched in 2012, the nonprofit event encourages people all over the world to champion the power of wellness. The event sees a range of free health and wellness activities held for the public, which many spas across the world are involved in. Since its inception, GWD has grown from being celebrated in one country to being observed in 170 countries in tens of thousands of locations.

The GWD team has compiled a set of suggestions that encourages everyone to think positively:

Aksoy recommends starting with three easy steps: stop, breathe, smile.

1. Let GWD's Manifesto be your compass
 - Walk for an hour.
 - Drink more water.
 - Don't use plastic bottles.
 - Eat healthy food.
 - Do a good deed.
 - Have a family dinner with loved ones.
 - Sleep at 10 pm.
2. Use the right words.
3. Simplify your life.
4. Be open to different experiences.
5. Share goodness.

www.globalwellnessday.org

How fat cells in the skin fight acne



Researchers from the University of California have discovered a specific antimicrobial skin cell and the role it plays in acne development, which could result in more targeted treatment options.

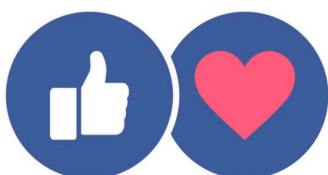
It's known that hair follicles assist in the development of a pimple, but new research suggests the skin cells outside of these hair follicles play a larger role.

"These findings may transform the way we treat acne," said Richard Gallo, MD, PhD, Ima Gigli Distinguished Professor of Dermatology and chair of the Department of Dermatology at UC San Diego School of Medicine. "Previously, it was thought that hair follicles were most important for acne to develop. In this study, we looked at the cells outside of the hair follicle and found they had a major effect on controlling bacteria and the development of acne."

The cells are called fibroblasts, common in connective tissues throughout the body. In skin, they produce an antimicrobial peptide called cathelicidin, which plays a key role in suppressing acne development.

www.sciencedaily.com/releases/2022/02/220216140406.htm

Crackdown on social media influencers



Australia's drug regulator is cracking down on social media influencers promoting certain 'therapeutic' products.

They will no longer be able to post about products they have been paid to promote or gifted, in a move taken to protect the consumer from false information. Products in question include vitamins and homeopathic items as well as sunscreen. It will be interesting to see if this is a policy followed by other countries.



The Future of Wellness

In February this year, The Global Wellness Summit (GWS) released its annual wellness trends report, the new directions in wellness that the organization believes will have the most meaningful impact on the industry and people worldwide.

The 110-page report goes in-depth on the major shifts ahead in nutrition, wellness travel, wellness real estate, women's health, men's wellness, healthcare, technology, sustainability and spas.

HERE'S AN OVERVIEW OF THE 10 WELLNESS TRENDS FOR 2022:

- **Dirt-y Wellness:** The health of the world's soil—and the impact of soil exposure on human health—become far more important (Think: “soil-bathing”)
- **Toxic Muscularity Comes Clean:** How bulging biceps and rippling abs have had a negative ripple effect on male body image
- **From Wellness Tech to Technological Wellness:** A fresh take on digital health
- **Senior Living Disrupted:** A wrinkle in time no more!
- **Wellness Travel: Seekers, Welcome:** Post-pandemic travellers are ready for adventure and engagement
- **Innovative Tech Closing the Gender Gap in Medical Research:** Artificial Intelligence, apps, and wearables collect data for a wide range of women's health conditions
- **Urban Bathhouses & Wellness Playgrounds:** Affordable wellness is coming to a city near you
- **Next-Gen Naturalism:** The return of self-reliance
- **Health & Wellness Coaching Gets Certified:** Coaches trained in the art and science of motivating healthy changes have been the missing link in both healthcare and wellness
- **Wellness Welcomes the Metaverse:** Health & wellness are attractive to the Metaverse which needs to diversify beyond gaming



The Future of Wellness contd.



“One thing that this forecast makes very clear is that the future of wellness will be anything but a ‘restart’ of 2019. What consumers need most, what they perceive as ‘true wellness,’ has profoundly changed.”

SUSIE ELLIS, GWS CHAIR AND CEO

“If it’s always daunting to predict trends in the fast-moving wellness space, it’s especially so two years into a pandemic where the long-promised ‘post-pandemic world’ is becoming visible but is repeatedly delayed,” said Susie Ellis, GWS chair and CEO. “One thing that this forecast makes very clear is that the future of wellness will be anything but a ‘restart’ of 2019. What consumers need most, what they perceive as ‘true wellness,’ has profoundly changed.”

A few themes emerge in the trends report. With new awareness of the radical fragility of life and the planet, a “survivalist wellness” is emerging: More people are seeking resilience and self-reliance (see: “Next-Gen Naturalism”) and they’re now keenly aware that their own wellbeing is inextricable from the planet’s (see: “Dirty Wellness,” on how restoring the world’s soil and our connection to it become a major focus.)

Another theme is tackling the glaring gaps, missing links and underserved populations in both healthcare and wellness: from male body issues finally getting the attention that women’s have to innovative technology closing the women’s health research gap to “senior living” getting a dramatic rethink to the rise of professional wellness coaches dedicated to solving that great unsolved issue in both healthcare and wellness: motivating behaviour change.

With the pandemic further subsuming us in a digital world, the future of wellness and technology is complex: The metaverse will plunge us into evermore immersive health and wellness experiences while a new “technological wellness” will have us interrogating and limiting our relationship to tech as never before. As always, the report covers the cool, new experiences rising in wellness: from pandemic-weary cities being reimagined as accessible “wellness playgrounds” to destinations answering the call of a new purpose-seeking wellness traveller, with experiences that help them grow intellectually, spiritually and creatively.

This is the only wellness forecast based on the insights of hundreds of global executives of wellness companies, economists, doctors, investors, academics and technologists that gather each year at the GWS.

To obtain the full report please visit the Global Wellness Summit website: www.globalwellnesssummit.com/product/2022-global-wellness-trends-the-future-of-wellness/

The only thing permanent is change.

HOW THE BLACK MICROPIGMENTATION ASSOCIATION IS CHANGING THE FACE OF PERMANENT MAKEUP ARTISTRY

It all started on Clubhouse when Dior Davenport, Shalon Burruss, Sheron Devlin and Kechia Taylor came together to discuss the lack of representation of Black artists in the permanent makeup (micropigmentation) industry. With over 24 years' of collective experience in Beauty, they envisioned a space for all Permanent Makeup (PMU) Artists to realize their full potential doing what they love. The result is The Black Micropigmentation Association (BMA).

Unlike the groups before it, The BMA was founded for all PMU Artists, and removes impossible barriers that would discourage interest in joining the association. Instead, membership is contingent upon community and skill, with accessibility at the heart of each founder. "It's beyond time to amplify the voices, expertise and experiences of Black PMU artists to make room for every artist."

CIDESCO interviewed the four inspiring founders to find out The Do's and Don'ts of Permanent Make-up on Black and Brown Skin

What Makes Black and Brown Skin unique when applying permanent makeup?

"Black and brown skin tends to produce greater amounts of sebum and oils, which can encourage pigment migration. To counteract the risk, artists should be careful not to oversaturate the skin with pigment. When too much pigment is deposited, the skin is over worked and the brows may have an ashy or cool tone when healed. Black and brown skin can have a more severe inflammatory reaction to trauma, known as post inflammatory pigmentation, which results in skin discolouration. To minimize any risks to clients, the artist should be particularly attentive when working with skin of colour and pay attention to the visual cues such as blood, swelling, and excessive lymph."

DIOR DAVENPORT

Why do some techniques/standards differ from the skin that is less pigmented?

"Melanated skin can easily become scarred or hyperpigmented if techniques are not done correctly. The skin can also become hypopigmented which is loss of skin colour due to trauma. Hypopigmentation can be permanent if the melanocytes are destroyed completely. That is why it is important not to work aggressively on melanin-rich skin. The best eyebrow techniques for black and brown skin are machine stroke and powder eyebrows. If done correctly, these techniques cause less trauma and allow the artist to increase definition via shading techniques. Microblading is not recommended on melanin-rich skin since it is more likely to scar, discolour, or result in keloids."

DIOR DAVENPORT

What are the do's and don'ts of Skincare before or aftercare?

- "Do exfoliate your skin before the PMU Procedure - This will help remove dead skin cells making it easy for the permanent make-up device to penetrate the skin.
- Do drink a sufficient amount of water before the procedure to keep the skin hydrated.
- Do not tan before the procedure. Tanning can change the overtone of your skin and the artists will not be able to select a proper colour for the procedure.
- Do not wax the skin 72 hours before the procedure and do not drink alcohol or caffeine beverages 24 hours prior.
- Do not get Botox, facials or chemical treatments on the skin four weeks prior and six weeks after."

KECHIA TAYLOR

What are the do’s and don’ts of hygiene, and sanitation processes?

“All permanent makeup artists should complete Blood Borne Pathogens (BBP) training before performing services. This helps them understand how to protect themselves and others from infection when an incident occurs and what to do if exposed to blood or other body fluids.

- Do wash your hands before and after performing a procedure.
- Do wear personal protective equipment (PPE) such as a face mask, lab coats and nitrile gloves.
- Do make sure your workstation is disinfected and covered with a protective covering. This includes the workspace, chair and handles, lights, bedding, etc.
- Don’t leave pigment bottles and other reusable items on your workstation. Only single-use items should be placed on your tray,
- Do safely dispose of all sharps in a sharps container.
- Don’t touch or wipe the skin with bare hands post-procedure.
- Don’t clean dirty work tray/station without gloves
- Do properly cover/protect any equipment that’s used during the procedure.
- Do only use single-use disposable needles and/or blades on client’s skin.
- Do use new gloves if used gloves have to be removed.
- Don’t place clean instruments on unclean surfaces.”

DIOR DAVENPORT & SHERON DEVLIN

What are the do’s and don’ts of sun protection?

“Do it! Don’t avoid it! Brown and Black skin like all skin should be protected from the sun. Although it has higher amounts of melanin this is not an exemption from protecting it. Protecting the skin will cause more moisture retention, fewer and fewer moles and will prevent early signs of ageing. The sun feels good and makes melanin-rich skin look amazing, but that amazing looking skin can be damaged if not protected. Contrary to popular belief people with brown and black skin burn and peel when exposed to the sun and can get melanoma. Melanoma is a form of skin cancer. This type of cancer begins in the melanocytes cells that produce the pigment in the skin. Although brown and black skin has higher amounts of melanin and burns slightly less, that does not make it exempt from skin cancer. Protecting your skin from sun damage is mandatory for everyone. Your body is your temple so take care of your God-given monument.”

SHALON BURRUSS

What are the do’s and don’ts of skin analysis?

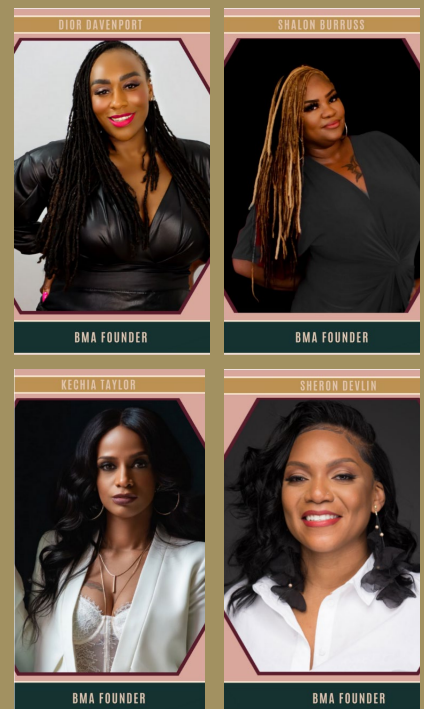
“Artists should always do a skin analysis on their clients. This is not a part of the procedure that should be overlooked or taken lightly. A thorough skin analysis will determine the outcome of your client’s procedure. You should also do a skin tone analysis and make sure you pay close attention to the undertones of your client’s skin. This will help you determine which pigments should be used on your clients. Proper analysis of skin tones and undertones will help you determine if pigments need to be modified. It will also prevent discoloration of the pigment once the skin is healed from a permanent makeup procedure. You should also analyze skin type to determine which procedure is best for your client. For example, clients with thin, problematic or oily skin are not good candidates for microblading. When working with a machine a proper skin analysis will help you determine what’s the best needle configuration to use on your client that will prevent scarring and trauma to the skin.”

SHERON DEVLIN

Follow them on Instagram
@blackmicropigmentationassoc

About The Black Micropigmentation Association

The Black Micropigmentation Association is for any Beauty Professional who strives for excellence. The founders are four Black artists and business owners who, collectively, have over 24 years’ experience in the beauty industry. Each of them has built their business in a way that comes away from the idea of hustle, hustle, hustle, and instead focuses on sustainability, longevity and legacy building – something that they aspire to help more professionals learn how to do.



blackmicropigmentationassociation.com



Our planet needs you!

Babette Gallard discusses the problem with plastic worldwide and explains how CIDESCO Honorary President and Gold Medalist, Helene Bramwell has been addressing this issue.

Plastic is made from oil, a fossil fuel, and it doesn't disappear when we've finished with it. Plastic is everywhere, poisoning our lakes, rivers and seas, the air we breathe and the food we eat, but plastics are also critical to our modern lifestyles. Replacing natural materials with plastic has made many of our possessions cheaper, lighter, safer and stronger. Computers, cell phones and most of the lifesaving advances of modern medicine are all made of plastic. Can you even imagine life without it?

We need plastic, but we need our planet and the biosystems that support it even more, so there has to be a solution. But what can we, as individuals, do?

We can take responsibility for how we use and dispose of plastic.

We can use our consumer power to force manufacturers to use less plastic and ensure it is disposed of responsibly.

The Beauty, Spa and Wellness sector uses huge amounts of plastic, but we can also control how it is used and disposed of. Helene Bramwell is a prime example of someone doing precisely that.

Helene opened The Mask Skin & Body Clinic in South Africa 1971 and has been monitoring and trying to address the use of plastics in her own business and beyond since then.

"As a Skin Therapist for more than 50 years and committed to the treatment of our clients, it has often occurred to me that we can, should and do play a major role in influencing our clientele about how they should care for the environment. Most consumers don't pay much attention to the packaging their purchases come in, but packaging accounts for about 28% of municipal solid waste. In fact, only 53% of it ends up in recycling bins, and even less is actually recycled, meaning we, the practitioners, must be proactive and creative. We must think about how we can re-purpose the plastic containers we use. We must encourage our clients to return their own plastic containers, and we must insist the suppliers collect empty containers for either refilling, re-purposing or responsible disposal.

"We can, should and do play a major role in influencing our clientele about how they should care for the environment."

HELENE BRAMWELL

Plastic in Numbers

1 million plastic bottles are produced every minute

5 trillion single-use plastic bags and packages are used worldwide every year.

The 368 million tons of plastic are produced every year

Three-quarters of non-degradable plastic trash is either in Landfills or the natural environment. The remainder will be incinerated with all the carbon this adds to our already overloaded atmosphere.

Microplastics are in the air we breathe our water and food, with possible health consequences: hyperactivity, thyroid disorders, breast cancer, prostate cancer, low sperm count, asthma, early puberty.

Plastics can take anywhere from 20 to 500 years to decompose.

This also applies to the products we use to clean our salons. Again, the containers can be re-used, re-purposed or recycled. For many years now, I have been sending my reusable plastic containers to nursery schools that use them to produce plastic bricks, and for the waste pickers who collect the remainder, it is a source of income. As for plastic bags, I won't even allow them in my salon.

In my opinion, companies that create consumer packaging should be responsible for the recycling and disposal of those products, and I have to say that our suppliers are now using more recyclable plastics such as PET, HDPE, LDPE and PP.

Tackling the plastics problem is a shared responsibility. We have to inform, encourage and empower our employees, partners and clients to practice good green habits both at work and in their personal lives."

Fortunately, some of Helene's hopes for the future have come true. The Extended Producer Responsibility legislation passed here in South Africa at the end of last year has shifted the liability for plastic production and its use to the manufacturers and importers. Nevertheless, the transition is not easy and is certainly not complete. Plastic is still being produced in vast amounts, and the process clogs our atmosphere with carbon. Plastic waste kills thousands of fish, birds, and animals daily. The plastic pandemic has to stop. Our planet needs people like you who can make changes in your salons and persuade your clients to follow your example.

Babette Gallard profile

It's hard to admit, but I am a 63-year-old woman who worked for an oil services company, though my last job was managing the construction of a 44-bed maternity hospital in Arusha, Tanzania. The hospital was built for the local Masaai women, but it was also a life-changing experience for me. In Tanzania, the main electricity supply is unreliable, fossil fuel-based and generally supplemented by polluting and inefficient diesel generators. I looked at the architect's plans, had what I now call my environmental epiphany and persuaded the financiers to install a stand-alone solar-powered system instead. I'm pleased to say that the hospital is still fully operational, and I am still a confirmed tree-hugger.

Now my eco-crusade continues here in Johannesburg, South Africa. Helene and I are banging the environmental drum with our friends from the Rotary Club of Johannesburg New Dawn and currently making as much noise as possible about a new recycling centre in an inner city park known as Zoo Lake. If our friends (and possibly enemies) don't understand why they should bring their plastic here, they soon will!

Balancing Body & Mind at Ragdale Hall Spa



A recent UN report reveals that six in seven of us worldwide are plagued by feelings of anxiety. While maybe not a cure all, holistic therapies have been effectively used for centuries for treating the body and mind together, thereby relieving stress and anxiety and maintaining overall wellbeing.

CIDESCO's new member spa, the multi-award winning Ragdale Hall Spa in the UK, has offered a programme of holistic therapies to its guests for many years. We find out from Hannah Farrell, Ragdale Hall Spa's Senior Treatments Manager, more about these therapies and what other spas and wellness centres should bear in mind for best results.

When we talk about holistic therapies what does that mean to you?

Holistic therapies for me means working on the person as a whole: taking into consideration emotional states, body wellness and how their environment effects them.

What holistic treatments do you offer and why have you chosen these?

At Ragdale Hall Spa we have a wide choice of holistic therapies ranging from some of the more traditional treatments such as Reiki and Reflexology to our own signature treatments such as Sound Healing, Body Balancing, Access Bars and Sensory Journey.

Which holistic treatments are the most popular with your guests and why do you think this is?

Our most popular holistic treatment is Reflexology, I feel that this is because it's a well-known treatment and many people just love having their feet touched!

Access Bars is also really popular, it's a shorter length treatment to the face with amazing results for relaxation.

What happens in an Access Bar treatment?

Access Bars are 32 points on your head that, when gently touched, effortlessly, and easily release anything that stops you from feeling joy and ease in your life.

These points contain all the thoughts, ideas, beliefs, emotions, and considerations you have stored. This treatment gives you an opportunity to let go of everything!



How do you make these treatments as beneficial as possible to the spa guest?

Some of our holistic treatments have been created by myself and a member of our Holistic Team, thereby creating an indulgent journey or a short deep relaxation for our guests. Every one of our treatments is different allowing our Holistics Team to personalise the treatment to their guest, following a treatment outline and then working with the guest’s energy for best results.

We don’t have a standard welcome or close for all of our treatments, however a few of the holistic treatments will start with a deep breathing practice to aid relaxation.

Many of our Therapists have benefited from training in these therapies and particularly with Reiki which takes them on a journey. Initially with Reiki 1 they work on their own energy as well as friends and family, to first heal themselves to be open to working on others in Reiki 2 training.



When developing a holistic programme, what are the key points to bear in mind?

At Ragdale Hall Spa we choose to have a varied offer for our guests to suit all different types of people. Not everyone will want healing or to have a treatment that uses sound.

We also require a team of individuals who already have a strong connection to the healing world so we can work with them to bring out their passion for the benefit of our guests.

Is there any advice you’d give to other spas when considering their own holistic/wellness programmes?

You definitely need a strong team with an understanding of the healing energies and those of your guests. This way you can work with their natural abilities to create bespoke treatments for you.

Do you have any plans to introduce any new therapies this year?

We have just launched Sound Healing – with Tibetan singing bowls which offers our guests a deeply relaxing treatment. This immersive treatment begins with meditation and deep yoga breaths followed by gentle body stretches from head to toe, preparing the body for the experience of sound vibrations created by Tibetan singing bowls can reduce stress and have a positive effect on the immune and nervous systems. This treatment can restore harmony and balance to the body by encouraging healing and deep relaxation for the mind, body and soul.





Natural Nails Problem Solving

To coincide with the launch of CIDESCO's new Nails qualification, we talk to Lynn Mason, Nail Expert at MAVALA, leaders in natural nail care, to find out more about common nail problems and the best client care.

Nail Matrix

The white half-moon at the base of your fingernail is actually part of a full-moon, half of which is beneath the cuticle skin. This full-moon is called the 'nail matrix' which acts like the brain of the nail, controlling the health of the nail that then grows through. The nail matrix is where new cells develop and where old cells are pushed forwards to form the visible part of the nail. So the quality and health of the cells that are being produced in the matrix will determine the condition of the nail as it grows through.

The matrix is the most sensitive part of the whole nail structure and can be easily damaged. There's often a misconception that cuticles need to be cut.

"There's often a misconception that cuticles need to be cut."



**LYNN MASON,
NAIL EXPERT AT MAVALA**

The part that people cut is actually not the true cuticle but the eponychium or proximal fold. The eponychium is the slightly thicker skin around the base of the nail - it is there for a very good reason and should never be removed. This skin protects the nails and body from infection, cutting it leaves you unprotected from bacteria and infections. Plus if you do cut this skin the body reacts by sending even more skin cells to the area, making the problem even worse!

The true cuticle that does need to be removed is the small, scaly area of dead skin cells that are stuck to the nail plate. These need to be removed to give a clean cosmetic look to the nails, help prevent hangnails and help the growth of the natural nail. This can be removed using a liquid cuticle remover without the need for pushing the delicate area around the half moon.

Ridges

Ridges in the nail can occur for many reasons and can vary from client to client. Things such as illness, pregnancy and certain medications can affect this. Also excess filing, damage to the nail and dehydration of the nail plate can all cause damage. Age also has a factor, as well as genes.

For people who suffer with ridges, we always advise them to be extremely careful around the base of the nail. This is because the nail has not yet fully hardened and if too much pressure is applied while removing cuticles, the nail bed will be damaged and result in ridges as the nails grow through.

Another question to ask is whether the client's hair or skin is dry. If they suffer with dry skin, their nail ridges are most likely due to dehydration. In this case, it is best to use a penetrating moisturiser treatment at the base of the nail to instantly revive the nail plate and help protect from further development of ridges.

To cosmetically improve the look of the nails, a ridge filler can be used to level out the ridges, making them appear smoother and helping polish apply better. You can also very lightly buff the nails once a week but don't be tempted to completely buff the ridges as this will thin the nail plate and make the nails weaker.



Peeling Nails

Nails tend to peel due to lack of oil or moisture in the visible layers of the nail plate. Much like skincare, these nails need a moisturising product which will help bind the layers together and make a healthier nail from base to tip. Quite often clients incorrectly choose a nail hardener which doesn't directly work on the nail layers.

Don't be tempted to completely buff the ridges as this will thin the nail plate and make the nails weaker.

Bendy or Weak Nails

If your client has bendy/weak nails or has just had gels or acrylics removed then a nail hardener is needed, even if the nails look strong and long as they are likely to break in the coming days. Try a penetrating nail treatment with pro keratin such as Mavala's award winning Scientifique K+ as this will improve the nail's quality and diminish splitting and breaking.

Yellow Nails

Yellow nails have various causes, the most common of which is from nail enamel which contains coloured pigments. You can treat it by buffing the nail and prescribing a high quality nail oil and prevent further outbreaks by using a base coat that isolates the nail plate. For deeper stains, a whitening polish can help disguise the nail while the discoloured nail grows out.

Other causes include smoking or an infection or fungus which if left untreated can result in the nail crumbling. Sometimes yellowing nails can be a sign of something more serious such as diabetes, thyroid, liver and lung diseases.

CIDESCO careers around the world

In the last issue of CIDESCO LINK magazine many of our members shared their stories on their CIDESCO careers and how their qualifications had taken them to all corners of the world. Here we share three more inspiring stories.



“My advice is to dream the dream but have a sound and solid foundation under your feet to build on. CIDESCO has certainly helped me to do that!”

Dream the dream

Here, Adrienne Guttuhaugen Hughes, President of CIDESCO Section Norway takes us through her own career journey.

“I took my CIDESCO education in the UK in the 80’s. For me I was an older student and I did find the theory hard to start with, but I was very focused on what I wanted from the course. My dream was to own my school and educate others. I achieved my goals and opened my first school in the UK before moving to Norway to open a CIDESCO School in the centre of Oslo. I went on to be principal on another CIDESCO School in the centre before opening my own business and supplying products to the industry.

My next achievement was to examine for CIDESCO which I have managed to do for the last 38 years.

I believe that the very sound education that comes from being part of a CIDESCO course has been paramount on achieving those goals. Now I have started a new organisation in Norway for the Norwegian Beauty Therapy and Spa Industry called NORGES HUDPLEIE OG SPA FORBUND and we are also the CIDESCO Section and I am so proud to have the honour of being the CIDESCO Section President for Norway.”



Medal-winning Skills

Lovisa Petri from Sweden is an award winning skin therapist with the CIDESCO Qualification. Lovisa won a bronze medal in Euro Skills and has also competed in World Skills where she took a bronze medal.

For the past few years, Lovisa has been working as a training manager for global spa consultants, Raison d’Etre. Lovisa says “I always had a goal to work as an esthetician internationally. Therefore, choosing a school that would give me a CIDESCO qualification was given. The knowledge I received in school gave me a great foundation that helped me in my career. So, today I get to travel the world and work with what I love the most. I know from my own experience that having an CIDESCO exam is an advantage when applying for jobs within the industry”.



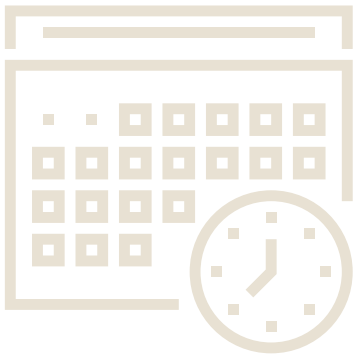
Highlights and close friendships

My journey with CIDESCO began in the 1970’s when CIDESCO was brought to South Africa says Linda Jackson. I joined this group of like-minded Therapists who were keen to develop and grow our profession and introduce the international qualification. Soon Plastic Surgeons, and then Dermatologists, could see a role for us in the medical skin care arena.

The first highlight was when I was able to facilitate the return of the education arm to the South African Section. Next was in 1998 which saw me receiving the coveted MEDAILLE D’OR in Athens for my contribution to the profession and then in 2000 I began my tenure as President of this amazing organisation that connected so many countries and created a platform for the exchange of ideas, treatments and philosophies. I made so many close friendships with many wonderful professionals who gave their time, expertise and money freely to ensure CIDESCO’s quality foundations.

I was in awe of CIDESCO as an organisation that garnered such industry respect, mostly due to hard working Board Members who went the extra mile, cajoling contacts to help instead of using unaffordable contractors - we were a family, united by a common purpose, and these ethics cascaded down through the Sections. Before I completed my time as President we had bought our own offices in Zurich, introduced the SPA qualification and had money in the bank. I was so proud!

I am so much richer for the journey and feel privileged to have served this profession I have loved. To the unsung heroes, many of whom are no longer with us, I raise my glass in salute!



Diary Dates

APRIL 2022

21-22 Cosmohome Tech Expo,
Mumbai Home : Cosmo Tech
cosmotechexpoindia.com

28-02 Cosmoprof Worldwide Bologna
Fairground District, Italy
www.cosmoprof.com

MAY 2022

06-08 Ilu Sonum, Tallinn, Estonia
<https://ilumess.ee/en/>

06-08 Beauty Dusseldorf, www.beauty-dusseldorf.com

16-18 India International Beauty Fair,
Mumbai Home - IIBF (indiabeautyfair.in)

26-28 Cosmobeauty Seoul, South Korea
<https://cosmobeautyseoul.com/>

JUNE 2022

01-02 Cosmetic Business, Munich
tradefair.cosmetic-business.com

15-17 Beauty Eurasia, Istanbul
beautyeurasia.com

25-27 International Beauty Show (IBS)
Las Vegas, United States
www.ibslasvegas.com

25-27 International Esthetics, Cosmetics & Spa Conference (IECSC)
Las Vegas, United States
www.iecsclasvegas.com

JULY 2022

12-14 Cosmoprof North America, Las Vegas
cosmoprofnorthamerica.com

14-15 Cosmohome Tech Expo, New Delhi, India
Home : Cosmo Tech
cosmotechexpoindia.com

29-01 Estetika, São Paulo, Brazil
congressoestetika.com.br

Global Awareness Days

22nd April · International Mother Earth Day

28th April · World Day for Health & Safety at Work

1st-31st May · Skin Cancer Awareness Month

8th May · World Fair Trade Day

21st May · World Meditation Day

25th May · International Skin Pigmentation Day

5th June · World Environment Day

7th-12th June · Aromatherapy Awareness Week

11th June · Global Wellness Day

14th-19th June · Nutrition and Hydration Week

15th-20th June · Men's Health Week

16th June · World Refill Day

27th June-1st July · World Wellbeing Week

15th July · World Youth Skills Day

Reach beauty and spa professionals in over 40 countries worldwide

TO ADVERTISE IN THE INTERNATIONAL LINK MAGAZINE

Contact Erika Ferreira at CIDESCO International

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





**JOIN US AT THE 68TH
CIDESCO WORLD
CONGRESS
IN BALI, INDONESIA
15-17 SEPTEMBER 2022**

FOR FURTHER INFORMATION CONTACT: INFO@CIDESCO.COM



Around the World

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



Clockwise from top left:
Students celebrating from Baoding, China; Wuhan BT graduation, China; Qingdao, China students; Successful students from Orane Lajpat Nagar, Delhi; Wuhan BT graduation, China; Students in Qingdao, China celebrate their CIDESCO qualifications.



CIDESCO International

T +41 44 448 22 00
 F +41 44 448 22 01
 info@cidesco.com
 cidesco.com

facebook.com/CIDESCOInternational
 twitter: @CIDESCO1
 Instagram: cidesco_international
 youtube.com/CIDESCOInternational
 linkedin.com/in/cidesco-international

DISCLAIMER The appearance of any article/advertisement in this publication does not constitute any endorsement whatsoever of CIDESCO for any product, service, method, skills or the like either described or referred to in such article/advertisement or otherwise offered or used by any company or individual identified in such article/advertisement.