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CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

CIDESCO INTERNATIONAL

LINK

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Cosmic Congress

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President's Message



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

DEAR FRIENDS AND COLLEAGUES

It was the greatest pleasure to see so many of you at the CIDESCO International World Congress in Mumbai, India in September and all our thanks go to the team in India for making this such a successful and memorable event. From the meetings which were so well organised and attended to the spectacular cultural activities, India did us extremely proud and you can read all the highlights in this issue of LINK which Sandy Fuhr reports on.

Congress is always a time to bring us together to discuss key issues and ways to advance our organisation. This Congress was no exception with us recognising that we constantly need to evolve and meet the requirements of the industry at large. Following on from the debates during the General Assembly, in the new year, we will be announcing these exciting developments including some new partnerships which will help us expand our reach and impact on education standards.

A key focus for 2018 is to roll out our amended Media Make-up Diploma. The feedback from those students who have already completed this Diploma has been fantastic, some of whom are already successful professional make-up artists. With the make-up artist being such a popular career, we believe it has never been more important for students to gain professional training in this field and we see this as a huge opportunity for our schools. Please do contact our education team if you would like to find out more about the syllabus.

We are also pleased to expand our world of CIDESCO by welcoming our new CIDESCO Section Fiji. It is a pleasure to have Debra Sadranu, President of the Fiji Section and her team join us.

Our Associate Membership continues to grow and we encourage you to invite your own product houses, suppliers and connections who would be interested in becoming part of our global association. It is an opportunity for them to work in partnership with us, which has never been possible before.

We were deeply sad to hear that Hedy Dettwiler passed away this September. Hedy was a remarkable lady who achieved great success while always looking impeccable. We are sincerely grateful for all she did for CIDESCO and the industry and thank Helene Bramwell, Josephine Wackett and everyone else who sent words of condolences.

I hope you enjoy reading this issue of LINK. In addition to all the latest news, it has some wonderful expert articles including Annica Joensuu's second part feature on needle free treatments which are rapidly rising in popularity and her report on how the Nordic countries have worked together to form an impressive alliance. Talking of Nordic countries, I am also delighted to announce that the next CIDESCO World Congress will take place in Stockholm, Sweden on 6-9 September 2018, so please save the date.

With us nearing the end of 2017, I thank you for all your hard work and support this year. We have all made some great achievements for CIDESCO and with new initiatives in place for 2018, I am looking forward to an exciting year where we can spread the word of first class education and training even further.

**With best wishes
Anna-Cari Gund**



Hedy lived by the mission that 'to be successful, a woman must always look well-groomed'.

Remembering Hedy Dettwiler

16.05.23 - 19.08.17

We were very sad to hear that Hedy Dettwiler passed away in her sleep after a short sickness on 19th August 2017. At head office we were privileged to have seen Hedy earlier this year when she came to collect her Médaille d'OR. Many of you had wonderful things to say about Hedy and we will always remember her as one of CIDESCO's great ladies who made an enormous difference to our industry.

Hedy always devoted herself to beauty as both a pioneer and visionary at a time when people had no idea that beauty care would become a recognised occupation. Starting her own Beauty Center Lacuna over 40 years ago, Hedy also introduced the first training centre and founded The Cosmetics Institute.

Hedy lived by the mission that 'to be successful, a woman must always look well-groomed'. Hedy proved this to be true in many many ways.

Hedy, you will be greatly missed.

We have lost a devoted past CIDESCO Board Member who worked hard as General Secretary. CIDESCO was enriched by the good fortune of having this lovely lady as a dedicated part of our organisation.

Condolences & warm, happy memories to her family and all who knew her.

**Josephine Wackett,
CIDESCO Honorary Member**

I was privileged to have met Hedy in the early 80's when she came over to examine in South Africa - a quiet, well spoken, gentle lady who was always impeccably dressed, articulate and a person that one could not help warming to immediately - she ran her own skin clinic and was one of us.

She was privy to the split in CIDESCO and encouraged us SAIHBTH (CIDESCO S.A.) to fight for the right to continue representing this prestigious organisation as we were being threatened by the split in CIDESCO. She loved South Africa, South Africans and the standards we had introduced at the time. She worked tirelessly for CIDESCO in the most obscure places, never complained, always exceptionally efficient and intuitive, always willing to go the extra mile.

She had such patience explaining the protocols of CIDESCO, just being in her company made one feel that all was well in the world - she instilled confidence where none existed. I truly loved and respected her tremendously - she instilled purpose that gave confidence.

**Helene Bramwell,
CIDESCO Honorary President**

Many happy returns

Many happy returns to Kate Wacz, holder of the CIDESCO Medaille d'Or and founder of the CIDESCO International make-up competition who celebrated her 85th birthday on 20th September.

Due to the Monsoon in India, Kate was delayed travelling home from the Congress so spent her birthday in Mumbai. However, Kate was fortunate to be in the company of her fellow Nordic colleagues and members of the Board who helped her celebrate this special day with champagne and cake. Kate had a second celebration in November when she and Nick celebrated their jubilee together.

Right: Kate Wacz with Anna-Cari Gund at the Make-up competition at this year's World Congress; Inset: Kate on her birthday



CIDESCO Supports Breast Cancer Awareness Month



October is Breast Cancer Awareness Month and, as an organisation which is made up of over 90% women, many of us at CIDESCO have been affected by this terrible disease. Sadly, men are not exempt from this dreaded disease either, with the awareness of Male Breast Cancer becoming more and more prevalent. This October many of us joined together to make Friday 20th October a special CIDESCO day for raising funds and awareness for the cancer charities.

At CIDESCO International head office, the team wore pink ribbons, gave their emails a pink background and put a pink ribbon around the Diploma rolls which were posted out on that day.

Celebrating Global Beauty

Here we share a wonderful definition of beauty from Tina Castillo on Facebook:

"Is a slab of marble beautiful in its blandness? Or does it become a beautiful masterwork when sculpted and meticulously crafted? The body is the same way, physical beauty indicates willpower and determination on at least some level. The pursuit of aesthetic beauty isn't as shallow as some claim it to be. Creating aesthetic beauty in the world serves the purpose of achieving a higher ideal of what our world can look like. Beauty isn't complicated or subjective, beauty is clear and simple, it speaks to our very souls. Beauty is as alluring as fire, beauty is thoughtful and beauty takes work. If one is willingly to achieve beauty, they must work for it. Beauty is a sign of a healthy self image, the respect for one's self and represents self worth. Beauty warms our heart. Beauty is a transcendent ideal. As an aesthetician, this is why I seek beauty."
#InternationalBeautyDay #Cidesco



CIDESCO International Beauty Day

9TH SEPTEMBER 2017

On 9th September CIDESCO celebrated beauty around the world with the CIDESCO International Beauty Day. This was an opportunity for members and the public to share their thoughts on what 'beauty' means to them as well as arrange special 'one day only' offers and introductory talks on the diplomas and courses their schools offer.

Beauty Salon Business

Setting up your own salon is a dream of many therapists and entrepreneurs. When trade publication, Professional Beauty magazine asked Beauty Therapists 'what is your ultimate goal as a Beauty Therapist?', 40% said it was 'to open my own salon.'

Running your own beauty salon business can be rewarding in many ways but making it a success can be a challenge and fraught with obstacles. It's not all about beauty, as business skills are essential. We've gathered together advice from some of CIDESCO's most successful business owners around the world to give you a head start. **Visit www.cidesco.com to download.**



A big welcome to Erika Ferreira

We're pleased to announce the appointment of Erika Ferreira who has joined CIDESCO International as Office Assistant working with the head office team. Erika says: "I like working for CIDESCO because of its openness to different people and how they make you feel integrated and welcome. I like the philosophy, the work ethic and the world class education CIDESCO provides to Beauticians and Therapists around the world. I cannot wait to meet all the Board Members in the near future".

Erika is the new contact for any Diploma issues, replacing Sandra Neumeyer. To contact please email diploma@cidesco.com.



"I like the philosophy, the work ethic and the world class education CIDESCO provides."



Sweden's Toughest Chairperson

Annica Joensuu, Chairwoman of SHR, Sveriges Hudterapeuters Riksorganisation and the CIDESCO Section in Sweden was profiled as Sweden's toughest chairperson by Daisy Beauty Professional, a magazine for all professionals that work in the Beauty Industry in Sweden.

With joy and bluntness, Annica Joensuu told readers about her thirst for knowledge and why the skin therapist profession is not getting the status it deserves.



Massage Makes Me Happy

The Global Wellness Institute has launched a new wellness initiative, Global Massage Makes Me Happy Day, to celebrate the healing powers of massage therapy and promote its benefits through research and education, advocacy and global awareness. Taking place on 20th March 2018, not only is this an opportunity to promote and market massage therapy and massage therapist careers worldwide but it will also stimulate advocacy by encouraging storytelling of the benefits of massage and create a global platform and rallying cry around 'Massage Makes Me Happy'.

For thousands of years, massage and touch therapies have been a part of the healing traditions of hundreds of cultures around the world. From the hands of early Chinese physicians to massage therapists today, massage has been a natural and caring intervention that supports physical and emotional well-being. In other words, massage creates HAPPINESS.

Anti-Pollution Beauty



Mintel calls on Europe to step up when it comes to anti-pollution beauty. Vivienne Rudd, Director of global Insight & Innovation, Beauty & Personal Care at Mintel said in a recent blog post that while anti-pollution is almost mainstream in regions like Asia and the US, in Europe, the market still lags behind. Despite growing awareness about the dangers of urban pollution among consumers, new product development (NPD) in Europe's beauty and personal care market is stagnating, Mintel finds.

This situation may be linked to a lack of credibility of the benefits of anti-pollution in cosmetic products. "A third of German consumers say anti-pollution skincare products are of no use, and a quarter of French consumers don't believe anti-pollution haircare has any validity," points Mintel.

However, new data is now available, as testing agencies have worked on protocols that can evaluate anti-pollution protection. According to Vivienne Rudd, beauty brands now have valuable scientific tools to convince sceptical consumers.

In the pink

A new tone of pink paint that reduces blood pressure has been invented. The newly invented colour called Cool Down Pink is thought to make people less aggressive. Researchers found significant falls in blood pressure in people who spent just a few minutes in a cabin painted in the colour and it is used on the walls of Swiss prison cells in a bid to calm inmates down.





Meeting In Magical Mumbai

**REPORT FROM THE CIDESCO WORLD CONGRESS MUMBAI
BY SANDY FUHR, BOARD MEMBER FOR PR**

We journeyed on a bucket-list trip to bring the spirit of CIDESCO to the Mega city of Mumbai, which is driven by power, wealth, glamour and fame. A most favoured destination to visit, filled with legendary, colourful stories, known as ‘Incredible India’. Delicious, inspiring, chaotically organized, hot, wet India. An experience of a lifetime for many.

The line-up of international and local speakers, global exhibitors presenting at the Professional Beauty Exhibition with CIDESCO members of the International Beauty industry experienced days of fascination.

‘Nurture through Nature’, so well-themed. Almost all behavioral traits are gleaned from “nurture”, influenced by external factors, experience and learning. ‘Nature’ is our pre-wiring, controlled by genetic inheritance and other biological factors. A completely holistic approach to people.

Opening Ceremony

The delegates traversed to the Conference centre about an hour away. Country representatives were called up when their flag was displayed. A traditional candle lighting took place.

Examiners Meeting

Godard Koremans from Holland did training for CIDESCO Examiners on the new Media and Make-up diplomas. It was emphasised how popular this is globally. Examiners protocol and assessment criteria was discussed at length. Examiners had a wonderful opportunity to discuss all their concerns at this gathering of like-minded individuals.



Schools Meeting

We had an excellent turnout with the India schools sending educators to attend. There was detailed discussion on the split of the full qualification into two parts - Skincare and Bodycare. The full Beauty Therapy Diploma will continue as always. Use of the CDE and Knowledgebase was emphasised. The Online MCQ, Media Make-up exams and Case Histories were discussed in detail.



Top: CIDESCO Sections Norway, Switzerland, Netherlands, Indonesia; Middle: Medal Winners Julie Lew Yoke Peng, Maya Paranjapye, Sara Jane Roberts; Bottom: Anna-Cari Gund with Gerard Gordon - 10th anniversary



General Assembly

The General Assembly began promptly at the Taj Lands End conference room. We congratulate and welcome our new CIDESCO Section Fiji, accepted at the General Assembly.

Section Sweden, Stockholm is accepted as the next venue for congress 2018 to be held in September. Dates to be confirmed. Section USA put forward a proposal to host congress in 2019 in Chicago in April which was accepted.

Celebration of Anniversaries:

- CIDESCO Section France 70 years
- CIDESCO Section Indonesia 40 years
- CIDESCO Section Netherlands 70 years
- CIDESCO Section Norway 60 years
- CIDESCO Section Switzerland 70 Years

Medal Awards:

- Medaille d'Or - Maya Paranjapye - India
- Medaille du Merite - Julie Lew Yoke Peng - Malaysia
- Medaille d'Esthetique - Sara Jane Roberts - Australia

Congratulations to Gerard Gordon on his 10 year anniversary as Office Manager at CIDESCO International.

PR meeting

The PR meeting was host to a full room of attendees from all Sections. Ken Omori contributed to the meeting, discussing the value of having an Ambassador program in Japan. Ken encouraged all Sections to undertake this process to create consumer awareness. The need to increasing PR and regional, including global exposure was discussed at length. Contributions from the Sections were very valuably received by all. The focus on growing CIDESCO was very enthusiastic and there was immense positive sentiment about CIDESCO.

Social events

Great fun was had by all at the welcome dinner, cultural night and Gala evening. The delegates could throw their shoes off and have a good time. Much dancing, singing, making new friends, finding the spirit of India and enjoying the delicious foods on offer.



Top to bottom: PR meeting; Gala dinner with CIDESCO Board and ABTC Board; Cultural Evening – Kate Wacz and Josephine Wackett; Make-up judges; Make-up model with Godard Koremans



Closing Ceremony and Make-up competition

The theme of '5 Elements of Nature' for the Make-up competition, typically refers to concepts of Earth, Water, Wind, Fire and Ether, which explains the nature and complexity of all matter. In essence, the sky was the limit. The professional and student make-up artists could have channeled their work in whichever direction they wished. A tough decision was set before our judges as the quality of the work demonstrated was exceptional.

The judges were:

- Godard Koremans
- Beverley Crowther
- Julie Lew
- Julia Leone
- Joma DeRoos
- Jyotsna Thopte

ABTC CIDESCO Section India and Mrs Kate Wacz from Sweden together with Style Speak and Dermalogica generously donated prizes to the top 3 Professionals and Students.

Many of us fell in love with India and will be back to visit and meet up with our colleagues again. The warmth of the people enveloped us from morning to night, never to be forgotten.



Winning Make-up Artists



This year's entrants were tasked with creating unique looks on the theme of 'Five Elements of Nature'. Supporting the wider theme of the congress, 'Nurture Through Nature'.

Congratulations to the winners of the CIDESCO annual Make-up & Body Art competition which this year, took place in September at the 65th CIDESCO World Congress in Mumbai, India.

Open to both students and professionals, designed to identify and reward the world's most skilled and creative make-up artists, the competition delivers awe-inspiring results year after year, with the quality and creativity of work produced increasing each time.

This year's entrants were tasked with creating unique looks on the theme of 'Five Elements of Nature'. Supporting the wider theme of the congress, 'Nurture Through Nature', the make-up competition allowed artists to create theatrical, full body artworks that drew inspiration from the earth's most beautiful, natural components.

Entrants celebrated the power and volatility of nature with their artwork. Winning the **Student Category** was **Bhushan Sutar** with his subject 'The Importance of Being in Nature'. **Runners up** were **Manisha Gauhane** with 'Creation of the Universe' and **Swati Vangi** with 'Water and Fire Disaster'.

In the **Professional Category**, **Kiran Manjrekar** took first place with his subject of 'Mother Nature'. Runners up were **Jiten Giri** with 'Pancha Mahabuta', a Sanskrit term meaning 'five great elements', and **Ashish Galande** with 'The Relationship between the 5 Elements of Nature & God'.

The winning artists created dramatic body art using props, prosthetics and hairstyling to enhance their idea. The competition called for all areas of the body on display to emulate the artist's theme within a five hour period. The artists then presented their work on stage accompanied by music they selected themselves to support the concept of their art. The judging panel was made up of some of CIDESCO's most experienced professionals, including Godard Koremans, Kate Wacz, Joma de Roos, Julie Lew, Julia Leone, Jyotsna Thopte and Beverley Crowther.

SAVE THE DATE!



CIDESCO World Congress & Exhibition 2018
Stockholm, Sweden



BEAUTY of the Northern Lights

Beauty of the Northern Lights

We look forward to welcoming you to
the 66th CIDESCO World Congress in Stockholm, Sweden

6-9 September 2018

Thursday 6th September

Exhibition and Lecture Program
Opening Ceremony
Welcome Party

Friday 7th September

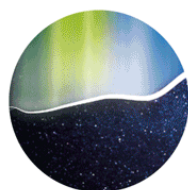
Exhibition and Lecture Program
Makeup Competition, PR-meeting
Cultural Evening

Saturday 8th September

General Assembly (by invitation only)
Gala Dinner

Sunday 9th September

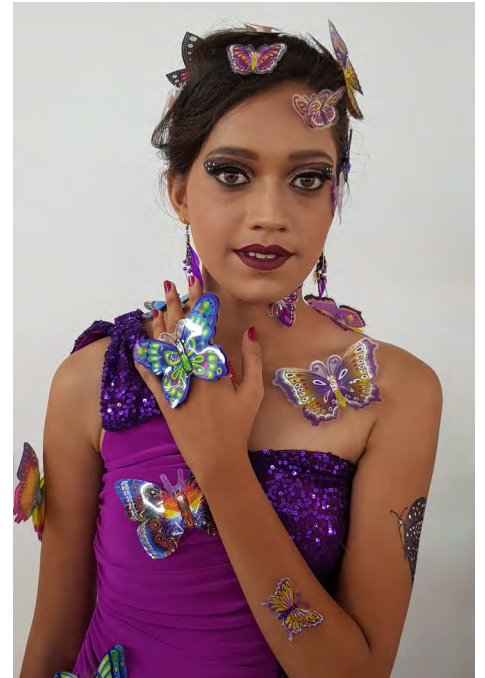
Examiners and Schools Meeting
(by invitation only)



Warm Regards

CIDESCO Section Sweden
Sveriges Hudterapeuters Riksorganisation

Bollywood star shines



The CIDESCO Make-up examination which took place at the end of September at The Seema Institute & Salon Mumbai in India showcased the incredible talent of its students in the CIDESCO Media Make-up examination.

CIDESCO Honorary Board Member and Examiner, Josephine Wackett who is pictured here with School Owner Seema Gopujkar (bottom picture centre and far right) said "Amongst our entrants was Mr Cherag Bambboat, a successful make-up man in Bollywood and at Mumbai cat-walk shows with a great reputation. As a post graduate candidate he was keen to upgrade his qualifications by adding the CIDESCO Media Make-up Diploma to his name.

"The make-up artist of the highly imaginative black and white study is Ms Manisha Pradeep Gavhane. She was runner-up in the CIDESCO Congress Body Art Competition. She made this unusual costume from fans of folded newspaper and the face make-up has a quirky Halloween edge to it incorporated with chess-men."



Beauty standards success in Korea



Over 500 people took part in South Korea's 2017 CIDESCO Beauty Therapy Competition this September organised by the National CIDESCO Section Korea under Section President, Ms Soo Kyung Cho. This annual event is one of the largest in the beauty industry and attracted over 1,500 people.



Above left: Opening Address--Soo Kyung, Cho. Competition Chairman; Top: The Whole View of Main Competition; Above: Awards of CIDESCO International President

Nordic Cooperation



BY ANNICA JOENSUU, CHAIRWOMAN OF SHR & CIDESCO SECTION SWEDEN

Many years ago the Nordic skincare organisations had a close cooperation, but for some reason it ran into the sand. For two years the CIDESCO Section Sweden, SHR, took up this idea again, by inviting the other nordic countries to Stockholm for a meeting in connection with SHR's big exhibition Hud & Kosmetik. It was a success.

To the first meeting we invited schools and organisations from the nordic countries. Norway, Denmark, Iceland, Finland and Sweden. Many came to the first meeting and we had so much to discuss. We also invited the President of CIDESCO, Anna-Cari Gund, who held a presentation of the work of CIDESCO.

At the meeting we agreed that we should continue and try to meet at least twice a year. At the next meeting in Denmark we formulated aims with the cooperation which are:

1. Get a higher recognition for our profession and organisations in the nordic countries
2. Exchange experiences
3. Together meet challenges and be a united nordic power-broker

The result of our work together so far is a marketing campaign with a nordic logo for each country and organisation. We will spread the logo in various ways and in different media. We have also a hashtag that we use **#nordicskintherapists**.

Our third meeting was held in connection with the CIDESCO Congress in Dublin due to the fact that we knew many from the nordic countries would be attending the Congress. At that meeting we decided that together we would try to modernise the way we analyse the skin and not emphasise the skin type so much but rather choose products and treatments which are more related to skin condition.

The latest meeting was held in Iceland in September. We were overjoyed to be invited by Iceland and the meeting was really successful since we now have contact with all organisations and there we really had time to get to know each other. The next meeting will be held in Norway next spring. Then we will compare and help each other with our rules for education.

The Icelandic section prepared a wonderful programme for us with a study visit to the only school in Iceland, study visit to the factory which produces the Blue Lagoon products, a visit to the Blue Lagoon and other famous sights. We also passed the cultivation of the very innovative and popular brand, Bio Effect. The company was founded by three geneticists who spent ten years developing a method for creating biorisk-free recombinant proteins in plants for use in medical research. They founded BIOEFFECT when they discovered a way to bio-engineer a plant-based replica of EGF, a naturally occurring human protein, in barley.

There are also several other Icelandic interesting new brands such as; Gamla Apotekid, ZoPure, Una, EGF, Soley, Villmey, Tamar and many more.

A big thanks to the Icelandic CIDESCO Section for the wonderful visit in Iceland.

Between the meetings we have, we will visit each other on other occasions.



The organizations that are cooperating in the nordic cooperation are:

Denmark

- DKF, Dansk Kosmetolog Forening, CIDESCO Section Denmark www.dkfnet.dk

Finland

- Suomen CIDESCO ry, CIDESCO Section Finland
- SKY, Suomen Kosmetologien Yhdistys www.kosmetologitsky.fi

Iceland

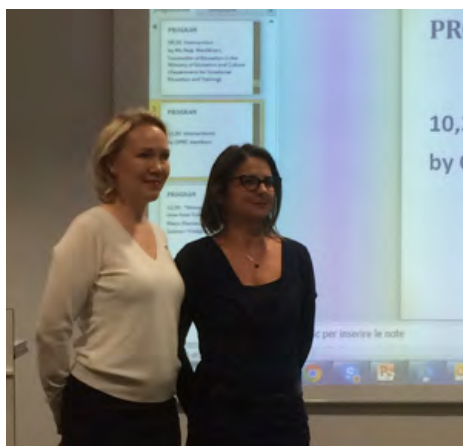
- FIS, Félag Islenskra Snyrtifraedinga, CIDESCO Section Iceland www.si.is/english

Norway

- NKHF, Norske Kosmetologers og hudterapeuters forbund, CIDESCO Section Norway www.nkhf.no
- NFVB, Norske frisør- og velværebedrifter www.nfvb.no

Sweden

- SHR, Sveriges Hudterapeuters Riksorganisation, CIDESCO Section Sweden www.shr.nu



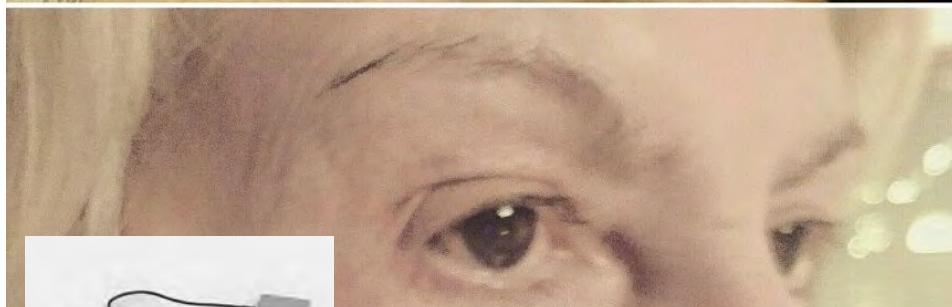
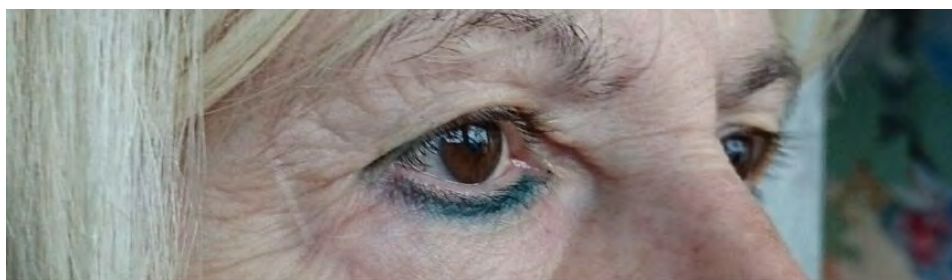
Above: Sweden visits Finland in October 2016. On the left: President of SKY, Anne Parkinen.

Top: Iceland visits Sweden in June 2016; SKY visits Sweden in June 2017

Needle-free Anti-Age treatments

**ANNICA JOENSUU, CHAIRWOMAN
OF SHR & CIDESCO SECTION SWEDEN**

Part 2



Plasma treatment using an electrode.

Injections have become amongst the most popular Anti-Age- and Quick-Fix-treatments lately, but these treatments are exclusive, in most countries, for nurses and doctors to perform. Now we see a number of new innovative treatments for skin rejuvenation suited for the skin therapist. In the last issue of the CIDESCO LINK we wrote about infusion of active ingredients with Electroporation and Hydroporation. Now we will introduce you to new treatments for skin tightening using sound, light and mechanical devices to create a controlled thermal injury zone.

Plasma - Technology

A new cosmetic, non invasive treatment with plasmalight for skin tightening, has been developed by Pureneau in Germany. The treatment which is called Fibroblast is performed mainly in the eye area and the method effects only the epidermis unlike former methods. This method is safe for skin therapistst to work with.

Plasmalight

Plasma is according to physics a form of materia. If a gas is heated enough, the electrones will be separated from the nucleus of the atom and plasma is formed. Plasma can be described as a gas with electrical charged particles and is the most common shape of the visible matter in the universe. On the earth you can find plasma naturally in flashlights and flames and in technical devices such as plasma tv and strip lights. Plasma was discovered in 1879 by William Crookes and he called it radiant matter.

Treatments with Plasma

This is a brand new treatment for skin tightening with plasma-impulses. The method uses a electrode which does not touch the skin. The electrode produces a tiny so called "Plasma-Flash" which jumps from the tip of the electrode to the skin and lets the surface of the skin evaporate. These millimetre size evaporations/spots will tighten the skin in the area. The skin will be stimulated by the pulses and there is only an effect where there is moisture in the skin. If there is no moisture there will be no effect. In this method you will only be working in the tsratum corneum of the epidermis.

Before treating the client you have to ask for contraindications, analyse the skin, give complete information of the treatment and advice for home care. The client needs to approve the treatment. Before the treatment you can also use an anesthetic.

Effects on the skin

There will be no form of current or heat on the skin. The electrode will not even be warm. After the treatment there will be dry, brown spots on the skin wich are dried out skin. These will disappear in five days. There will be no wounds or scarring since the barrier of the skin is not broken and due to that, you only work in the stratum corneum. The treatment makes the dead skin cells disappear quicker and leaves a new skin layer. There will not be any pigmentation either.

Similar treatments

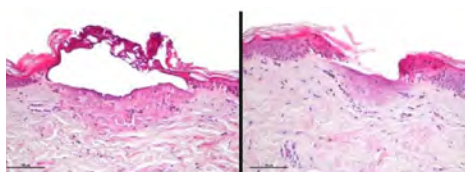
Similar effects can be reached with fractional CO2 laser but there you will work deeper down in the skin. Even though the laser is more invasive, the advantage is that it is more exact when it comes to the depth and the pattern of the thermal zone it creates. You can be more precise in the treatment, the collagen will contract immediately and the skin will be firmer.

MFU - Microfocused Ultrasound

Ultrasound is sound waves with frequencies higher than the upper audible limit of human hearing. Ultrasound is no different from 'normal' (audible) sound in its physical properties, except in that humans cannot hear it. This limit varies from person to person and is approximately 20 KHz (20,000 hertz) in healthy, young adults. Ultrasound devices operate with frequencies from 20 kHz up to several gigahertz. Ultrasound is used in many different fields. Ultrasonic devices are used to detect objects and measure distances but are also used in medicine and physiotherapy and now in beauty therapy.

Effects of Microfocused Ultrasound

MFU is a non invasive treatment for skin tightening which creates small thermal injury zones. MFU generates heat deeper in the dermis and the cutaneous tissue, leading to new collagen synthesis and subsequent skin tightening and elevation. When collagen is exposed to 60-65 degrees Celsius, it becomes denatured. New collagen and elastin will be formed along with hyaluronic acid.

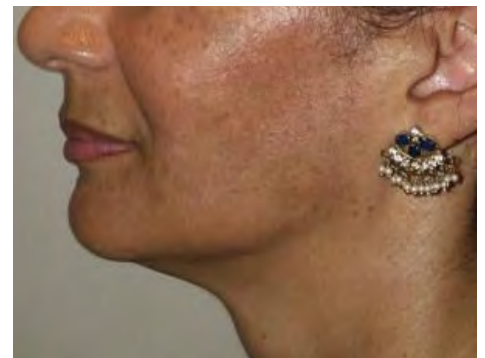


Microfocused Ultrasound uses sound waves to tighten and elevate skin through stimulating collagen synthesis.

How does it work?

When ultrasound are mikrofocused to a point in living tissue, molecular vibration results and heat is generated creating well-defined thermal injury zones at predetermined depths while leaving the surrounding tissue unaffected. MFU is different to RF energy in that it can be microfocused to target deeper tissue without affecting more superficial tissue. It can heat deeper tissue to 60-70 degrees Celsius without damaging the skin. You can work from 1.5mm deep to 5.5mm deep which targets the SMAS (superficial muscular aponeurotic system). The treatment can be painful so before the treatment you can also use an anesthetic. The result will not be seen before 3-6 months after the treatment.

Thermo-Mechanical Ablation treatment using heated pins to vaporise water in the skin.



TMA - Thermo-Mechanical Ablation

TMA is a new way of doing treatments for skinrejuvenation and wrinkles. TMA enables an exact, correct and painfree evaporation of the skin without creating any unwanted damage in the surrounding healthy tissue. The company behind the method is Tixel.

TMA treatment

The treatment is safe with a fast healing process. You can transfer heat energy to the skin fast and safe. The heat is generated from a mould with small pyramidal pins which are made of biocompatible material and will cover an area of 1cm². The pins will be heated to 400 degrees Celcius, the same temperature created from a CO₂ laser when it hits the skin.

The pins have an exact time duration and hit in under a couple of milliseconds. The following vaporisation of the water in the skin will occur immediately and result in a formation of tiny craters in the treatment area. The small pins have the exact heat to create a controlled vaporisation without damaging the skin. This is often seen with, for instance, laser.

Collagen Beauty



DAWN JOHANSSON
BOARD MEMBER OF SAAHSP -
CIDESCO SECTION SOUTH AFRICA



Collagen is the most abundant structural protein in the connective tissue making up 75% of our skin.

Adding connective tissue from fish or pigs or cows to your morning coffee, juice or smoothies is right on trend right now. Collagen is the latest "it" antiaging supplement and is everywhere from on-line stores, pharmacies or professional skincare clinics. What's the buzz? What's the difference between them all and does it really work?

Collagen is the most abundant structural protein in the connective tissue making up 75% of our skin. Collagen supports the skin's cohesion, elasticity, density and strength, and is comprised of various amino acids which are, in simple terms, the building blocks of protein within the skin. Essential amino acids cannot be made by the body, and as a result they must be supplemented.

The most common amino acids are Glycine, Proline, Hydroxyproline and Arginine. These amino acids supply nutrients to nourish the skin, hair and nails and are essential to maintaining collagen at healthy levels.

Types of Collagen

- Type I - the most predominate form of collagen in the skin representing about 80%; supports skin strength
- Type II - supports cartilage strength
- Type III - represents about 15% and maintains skin's elasticity and is essential in wound repair
- Type IV - supports the extracellular matrix of the skin

There are over 16 types of collagen present in the body, but collagen type I - IV are the collagens that support skin as well as cartilage strength.

As we age, the amount of collagen in our skin begins to decrease leading to fine lines, wrinkles and loss of radiance. By the age of 50 we have lost almost 50% of the collagen in our skins.

Both liquid and tablet forms of collagen supplements have been used for years, but unfortunately, most forms have shown little benefit due to the lack of absorption capability within the body. Reasons for this include the molecules being too large to absorb and degradation from stomach gastric juices.

Successful formulas use Hydrolyzed Collagen. Long chains of proteins are broken down into shorter pieces, resulting in short individual peptides which make up hydrolyzed collagen. Breaking peptides into sections is known as hydrolysis. These collagen peptides are absorbed quickly by the body and stimulate the body's own natural production of collagen.

Bioavailability is the prime criteria in evaluating any supplement, not just collagen, and is the amount of supplement actually absorbed at a cellular level. Studies have shown hydrolyzed collagen to be 90% bioavailable, whereas non-hydrolyzed collagen has only a 5% bioavailability. Vitamin C is vital to assist in collagen synthesis, so look for that in the formula.

AGE GROUP	APPROXIMATE COLLAGEN LOSS
30 - 40	15%
40 - 50	30%
50 - 60	45%
60 - 70	60%
80 - 90	75%
90+	90%

Published studies in both the Journal of Cosmetic Dermatology and Skin Pharmacology and Physiology have shown that oral collagen peptide supplementation significantly increased skin hydration after 8 weeks of intake, and collagen density in the dermis significantly increased. Both effects persisted after 12 weeks.

Collagen supplements are safe to consume and the FDA has ensured that all supplements are manufactured in FDA approved laboratories. The safety profile of collagen is clearly backed by research. There does not appear to be an overdose risk since collagen is water-soluble and is quickly eliminated from the body. However, this means that it needs to be replenished regularly. Ask to see the Clinical Trials of the products you sell to your clients - good brands will have them.

Successful formulas use Hydrolyzed Collagen... These collagen peptides are absorbed quickly by the body and stimulate the body's own natural production of collagen.



Skin Diseases: Acne

DR VERA ZEC
PRESIDENT OF CIDESCO SECTION SERBIA

Acne affects millions of people in the world and it is the most common of all skin diseases that attacks both adolescents and adults. Scientific research shows that nearly 80% of the world's population aged between 12 and 24 years suffers from some type of acne. Acne mostly appears on the face, but also can appear on the back, chest and upper arm.

What is acne?

Acne is a disorder in secretion of sebaceous glands in the skin.

Follicula

The follicula is the space where the hair develops. The place where the hair appears on the surface of the skin we call a pore. The sebaceous glands excrete their secretion in the follicula with the purpose of lubricating the surface of the skin. At the same time, dead cells of the upper layer of the skin (stratum disjunctum) peel and fall helping to lubricate the skin surface.

Sebum

Sebaceous glands are placed near the top of the follicula where they excrete sebum. Sebaceous glands look like two or three lobulus with hexagonal cells (like honeycomb). The sebaceous glands excrete their secretion in the follicula with the purpose of lubricating the surface of the skin.

The secretion of sebaceous glands is called sebum and sebum comes through the pores to the surface. The sebum is a mixture of fats, proteins, cholesterol, alcohol and salt.

On the skin surface sebum forms a slightly acidic film which protects skin from bacteria and other infection. In the normal function of sebaceous glands they produce exactly the right amount of sebum to lubricate the surface of the skin and in that instance, skin is healthy with small pores.

How acne appears

However, when there is disorder in the secretion of the sebaceous glands and they start to over excrete, the sebum fills the follicula and plugs the pores which causes further blockages to the surface of the skin. The sebum starts to putrify which helps to develop bacteria.

A pimple occurs when the damaged follicle weakens and bursts open releasing sebum, bacteria, skin and white blood cells into the surrounding tissues. Inflamed pimples near the skin's surface are papules and deeper ones are pustules. The most severe type of acne consists of cysts (closed sacs) and nodules (hard swellings).

Moderate and severe inflammatory types of acne result when the plugged follicle is invaded by *Propionibacterium acnes*, anaerobic bacteria. This bacterium is most often located in the skin. Infections caused by anaerobic bacteria are marked by bad-smelling pus, the formation of abscesses and the destruction of tissue.



Acne affecting shoulders, face and back

Types of acne

There are various types of acne and they are differentiated by size and inflammatory or non-inflammatory lesions:

- Blackheads or Whiteheads
- Acne juveniles, papullo - pustular acne, Common acne
- Acne vulgaris
- Acne Indurate (bacterial infection)
- Nodular Acne (hard swellings) bacterial infection
- Acne Cysts (closed sacs) bacterial infection
- Acne Conglobate bacterial infection
- Acne Rosacea



Top left: Acne Indurata;
Above: Acne Conglobate;
Left: Acne Comedonica

Acne treatments

Classic treatment for most types of infected acnes consist of reducing sebum production, removing dead skin cells and killing bacteria with topical drugs or by using antibiotics, chemical peels or Accutane for difficult types of acnes.

One of the new approaches in acne treatment is ozone therapy which works by detoxifying the skin. It deep cleanses the skin and boosts up the oxygen levels in the skin.

One of the variants for external application of ozone is Hydro-ozone therapy that can be used both in dermatological clinics and beauty salons too. Baths with ozonized mineralized water are used to increase peripheral blood circulation and improve the diffusion processes in the skin so that tissues will receive not only oxygen and ozone, but also mineral substances like zinc and silicon.

Considering that the most common bacteria affected acnes are anaerobic bacteria - they are bacteria that do not need oxygen present - proliferation ozone therapy can be used as a therapy of choice in the acne treatment. Ozone destroys both aerobic, and more importantly, anaerobic bacteria which are mostly responsible for the acne's complicated infections

The mechanisms of ozone bacterial destruction can be explained through the well known fact that the cell coating of bacteria is made of polysaccharides and proteins, and that in Gram negative organisms, fatty acid alkyl chains and helical lipoproteins are present.

Cosmetics procedures:

- cleansing gel and tonic to remove make-up and atmosphere pollution
- cleaning with ozonized water to remove residue of milk and tonic to emulsify pollution
- cosmetics cleanser to remove some deeper pollution and some over excreted sebum; cleaning with ozonized water
- peeling to remove thick keratin layer of dead cells; cleaning with ozonized water - only if there is no open affected areas
- skin oxygenized for a few minutes - with oxygen machine (not necessary)
- adsorbing anti-acne mask for 15 minutes
- wash with lukewarm ozonized water
- application of Anti-acne ampoule or serum
- recommended ozonized non-fat cream or solution for home use

Preparing ozonized water:

60ug/ml (4.5%) medical ozone distribute for 5 min in 1 litre of lukewarm water in which is dissolved 1/2 table spoon of Marine salt consisting trace minerals with alginate. Ozone will not stay in demineralized water for very long, even at 4°C degrees. In the mineralized water the ozone hangs onto the minerals without oxidizing them and remains available over many months.

Alternatively, you can put common water in the storage of the application gun in the machine for delivering ozonized water fine dispersions and apply ozonized water onto skin directly. The pressure will help the ozone enter into the deep layer of the skin.



Sound

It is obvious to anyone who listens to music that sound plays an important part in our emotional lives. All sounds have a profound effect on our emotions, psyche and well-being. What is less widely known is how music works to make us feel happy, tranquil, energised or even to facilitate healing.

Sound Waves/Frequencies

Most researchers into sound therapy agree that sound waves or frequencies are responsible for music's ability to influence us and many believe that they may have therapeutic benefits that go far beyond the ability to alter our moods, believing the right frequencies used in the right combinations may be able to bring about biological changes that can help boost our immune system and even heal the body. Sound waves have a direct effect on the nervous system and it has been shown to alter brainwaves, leading to deep mental and physical relaxation.

Sound Resonance

Science has described in detail how resonance works at many different levels. Everything has a resonant frequency that it naturally vibrates at. Resonance happens when a strong vibration causes something else to vibrate. This strong vibration can be in tune with nature - or not. Resonance is the key to using sound to make changes in your life and it is completely based on science. Science

has even explained resonance at the quantum level, which is now beginning to explain our connections to each other as spiritual beings and how intention works.

Sound Vibration

Everything vibrates. What we experience as sound is the vibration of air molecules at different speeds starting a pattern of vibrations in the ear drum that a complicated system of receiving mechanisms repeat to different nerve endings and send as patterns to the brain. A cell is the basic element of the human body and research has proven that the easiest and most effective way to communicate with the cells is through "vibration". When an external vibration is produced, a sympathetic resonance in the cells starts off the stimulation process.

Sound Healing Therapy

Our complex physiology can be afflicted by physical dysfunctions and pains, as can our mental and emotional being. Sound Therapy is a proven method of relieving the physical, mental and spiritual problems, by producing healing vibrations, which repositions the body's cell into a state of harmony.

Through the act of passive listening to the rich and harmonizing sounds and overtones of various instruments, we can quickly reach a profound state of deep body-mind relaxation to experience inner silence, balance

and a heightened state of awareness. When we are no longer limited by our thinking mind, suffering and pain disappear and we are able to move towards a new understanding of our relationships, of nature, and of the profound wisdom that is to be found in stillness, inducing a feeling of well-being and a very effective state of mental and physical relaxation. Sound Healing gently breaks away any tension, giving the body a nurturing massage on a cellular level.

Sound Massage

Sound Massage has its origins in the Eastern Cultures of India, Japan, China, Thailand and the Himalaya regions. For over 5,000 years, sound therapy has been used for healing purposes.

Sound massage is a gentle, nurturing, non-invasive cellular form of massage where singing bowls are placed strategically either on or around the clothed or subtle bodies. The pace, intensity, direction of the path and the striking of the bowls are performed gently with right attitude and mindful intentions. This supports the client's path of personal development, growth and healing.

The rhythmical and harmonious sound vibrations and pure frequencies are received by the ears, transmitted and absorbed by every cell in the body, bringing about a deep relaxation and meditation. It is used to destress and align mind, body and soul to bring about a deep sense of calm, balance and peace. Our body, being made up of about 80 percent water, is the perfect medium for sound massage. The soothing vibrations are transmitted to the body and spread from there into concentric waves, affecting the structure and health of cells and organs positively, providing a gentle healing cellular massage for each of the 100 trillion cells in the body.

Modern Day Application Of Sound

Disease is a disharmony of the vibration of the cells, tissues and organs. Sound therapy has an immediate beneficial effect vibrating

Sound Massage with cancer patients at Peter MacCallum Cancer Centre



the cells back into its harmonious state. The subtle vibration can be very precisely directed by placing the singing bowls on or near a tensed area of the client's dressed body. Striking the bowls with a felt mallet, the vibration loosens the stagnant energy and helps it to be rearranged.

Sound Massage is not a new modality though it is having a strong emergence in Australia in recent times. Sound in the traditional medical system in the form of Sound Massage, has been used successfully throughout Europe for many years now in the medical and health professions, trade, education, counselling, disability and in therapy.

Benefits Of Sound Massage

- Holistic treatment approach
- Promotes health and wellbeing from within facilitating personal transformation and healing
- Regenerates and revitalises body, mind and spirit
- Improves body awareness
- Profound state of deep relaxation on all levels thus experiencing inner silence and a heightened state of awareness with release of neurotransmitters endorphins and dopamine
- Induces a state of meditation
- Improves quality and quantity of sleep and fine tunes the circadian rhythm
- Comforting, soothing and supportive
- Harmonises the aura, balances the chakras and detoxifies at a cellular level
- Breathing slows down, heart rate drops, body temperature sinks, neurotransmitters (dopamine and endorphins) are produced bringing about a happy state
- Releases stress, tension, blockages and toxins from the body
- Alleviates physical pain - joints and muscles, sciatica, headaches and migraines, digestive system, damaged discs, neck, shoulder and back aches, abdomen, poor circulation, organs as well as high blood pressure
- Alleviates mental and emotional pains - low self-esteem, fears, anger, doubts, worries, depression, anxiety, insomnia and any feelings that have a negative impact on health
- Increases energy and strength
- Improved immune system by stimulating the self-healing mechanism within the body
- Mental clarity
- Brings balance, harmony, inner calm and bliss in your life
- Brings you closer to your needs and inner wisdom
- Strengthens self-confidence, creativity and motivation

- Gentle, non-invasive massage that harmonises body cells
- Activates innate self-healing forces and creative energies - feel vibrantly alive and light
- Complements, supports and maximises the effectiveness of any primary therapy, healing process, rehabilitation or medical treatments

Corrine Brown of Institute of Holistic Therapies, a certified and qualified Peter Hess Sound Massage Practitioner, performs Sound Massage in various ways:

- Sound Massage with Reflexology
- Sound Massage with Cancer
- Sound Massage with Reflexology on cancer patients (at Peter MacCallum Cancer Centre, Victoria)
- Sound Massage as a form of Massage
- Sound Massage as a form of Healing
- Sound Massage with Reiki
- Sound Meditation
- Sound Baths

Visit this link for more information: ihtaustralia.com/soundhealing.htm

Further Information & Resources

• *Advances in the fields of sound treatment were highlighted by the BBC in 2011, when they reported that Orthopaedic surgeon Angus MacLean has been using ultrasound in the Glasgow Royal Infirmary's fracture clinic. He uses the technology as a pain free method of treating fractures that are not healing well, based on good evidence that the sound vibrates the cells which stimulates healing and regeneration in the bone. This method can also be applied to treatments for abdominal, digestive, circulation and other ailments.* bbc.co.uk/news/uk-scotland-glasgow-west-15262297

• *Dr Mitchell Gaynor, Director of Medical Oncology and Integrative Medicine at the Cornell Cancer Prevention Centre (New York) states, "If we accept that sound is vibration and we know that vibration touches every part of our physical being then we understand that sound is heard not only through our ears but through every cell in our bodies."* gaynononcology.com/sound-healing.html

• *Dr. Masaru Emoto has proven in his extensive research that water is an excellent carrier of information (our body consists of about 80% water) and carried out experiments which exposed water samples to music and all photographic records show a definite response from the water.*

• nytimes.com/2005/11/24/fashion/thursdaystyles/whats-the-buzz-sound-therapy.html

• bengreenfieldfitness.com/2012/05/how-you-can-use-sound-and-music-to-change-your-brain-waves-with-laser-accuracy-and-achieve-huge-focus-and-performance-gains/

• fightdementia.org.au/sites/default/files/1530-Bulsara.pdf



2017/18

Diary Dates

NOVEMBER 2017

08-12 The World of Style and Beauty, Irkutsk, Russia
www.sibexpo.ru/eng

09-12 Interstyle, Minsk, Belarus
10times.com/interstyle-belarus

14-11 Cosmoprof Asia, Hong Kong, China
www.cosmoprof-asia.com/

14-15 Spa Life, Telford, UK
www.spa-life.co.uk/uk/

18-19 Cosmetica Berlin, Berlin, Germany
www.cosmetica.de/fachmessen/

19-20 Beauté Sélection, Lyon, France
www.standing-events.com/

25-27 Estetica, Pordenone, Italy
www.fierapordenone.it/

DECEMBER 2017

02-10 Salon Piscine & Bien Etre, Paris, France
www.salonpiscineparis.com/

03-05 Saudi Health & Beauty Show, Jeddah, Saudi Arabia
www.saudihealthandbeauty.com/

08-10 CBH Beauty & Hygiene Expo, Casablanca, Morocco
www.cbhexpo.com/

JANUARY 2018

09-10 Cosmetagora, Paris, France
www.cosmetagora.fr

27-29 International Spa & Salon Expo, California, USA
probeauty.org/isselb/

FEBRUARY 2018

01-03 IMCAS Annual World Congress, Paris, France
www.imcas.com/en

02-04 Health & Beauty Scandinavia, Lillestrom, Norway
www.health-beauty.no/

05-06 Professional Beauty Middle East, Dubai, UAE
professionalbeauty.ae/site/Home

08-10 Intercharm Professional, St Petersburg, Russia
www.intercharmspb.ru/en/

25-26 Bellezza Fest, Mexico City, Mexico
tradex.mx/bellezafest/

25-26 Professional Beauty UK, London, UK
professionalbeauty.co.uk

26-28 Beauty Asia, Singapore, Singapore
www.beautyasia.com.sg/

GLOBAL AWARENESS DAYS

World Kindness Day (13 November)

Christmas Day (25 December)

New Year's Day (1 January)

Blue Monday (15 January)

Chinese New Year (16 January)

Shrove Tuesday (13 February)

World Thinking Day (22 February)

Reach beauty and spa professionals in over 40 countries worldwide

TO ADVERTISE IN INTERNATIONAL LINK MAGAZINE

Contact Sandy Aerne at CIDESCO International

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Around the World

Congratulations to everyone who passed their CIDESCO examinations recently.



Graduation Day at Bronwyn Conroy Beauty School, Dublin

Many congratulations to Daniela Rusu who recently graduated after a year of full time training at the Yorkshire College of Beauty, Leeds. Daniela is photographed with her award and is joined by our senior tutors (from left to right) Alison Smith, Janet Abbott and Emma Dobson.



CIDESCO Associate Members



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www.professionalbeauty.co.uk

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HydroPeptide LLC www.hydropeptide.com

Tip Touch International www.tiptouch.com

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www.biologique-recherche.com

CosMed Kft www.pandhys.com

Finders International Ltd
www.findersbrands.com

Image Medical Spa
www.imagemedicalspa.co.nz

Ilcsi Beautifying Herbs
www.ilcsi-natural-cosmetics.co.uk

Celtic Seaweed Bath Products/VOYA
www.voya.ie

FH Joanneum International
Hospitality & Spa Management
www.fh-joanneum.at/international-hospitality-and-spa-management/postgraduate

Spa Staff www.spastaff.com

Gharieni Group GmbH www.gharieni.de

The CIDESCO Associates Membership is open to brands and suppliers to the professional beauty, spa, aesthetics and wellness industries and individual professionals within these sectors.

There are a number of benefits for an Associate Member of CIDESCO, including use of the CIDESCO Associates logo, a profile on the CIDESCO International website and connection with the CIDESCO global membership which spans over 40 countries across five continents.

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We welcome your feedback.