



CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

EST. 1946

CIDESCO INTERNATIONAL

LINK

Issue 92 · 2021



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President's Message



**KARIN LUGGENS,
PRESIDENT,
CIDESCO INTERNATIONAL**

“Ladies and Gentlemen, for the first time in history of our beautiful profession we come together...”

DEAR COLLEAGUES

“Ladies and Gentlemen, for the first time in history of our beautiful profession we come together in Brussels as Beauty Specialists from different countries to establish an International Committee of Esthetics and Cosmetology,” these words were spoken by Georges Dumont in 1946.

As I write this I find myself wondering, would he have ever thought that CIDESCO would still be in existence for 75 years? What a privilege it is to celebrate our 75th Year anniversary of CIDESCO with you all! So much has happened in these past 75 years, and for many of you, reading through this LINK magazine will awaken memories from the past to the present and onward to the future. It all began with the first meeting in 1946. In 1947 the first Section and then in 1957 the first accredited Schools, were established. Seventy-five years later, at this very moment, we have 29 sections who represent CIDESCO in their country and over 230 CIDESCO accredited Schools, Salons and Spas all over the world!

In 1958 the first Beauty Therapy exam was held, and since then so many courses have been developed, including Media Make-up, Beauty and Spa Management, Aromatherapy, Spa Therapy, Electrolysis. In addition, some of these courses can also be done as Post Graduate.

As well, we have our Skin Care, Body Therapy, Aesthetics certificates. Of course, this is not the end of it as we are still developing new qualifications: Certificates for Massage, Nails and Advanced Aesthetics Microdermabrasion, Micro Needling, Advanced Skin Peelings and more to come. We are very excited about our new user-friendly and modern website, which will be launched very soon.

As we all have experienced, the past two years have been very hard for so many people unfortunately. Due to COVID-19, there were salons and schools closed, and even complete lockdowns in many countries. This year there was no gathering for our International Congress, which was to be held in Bali, Indonesia. However, Section Indonesia went ahead and organized the Make-up competition. It was held online and there were candidates from Indonesia, China and Ireland. The result was absolutely amazing as you will see in this LINK magazine.

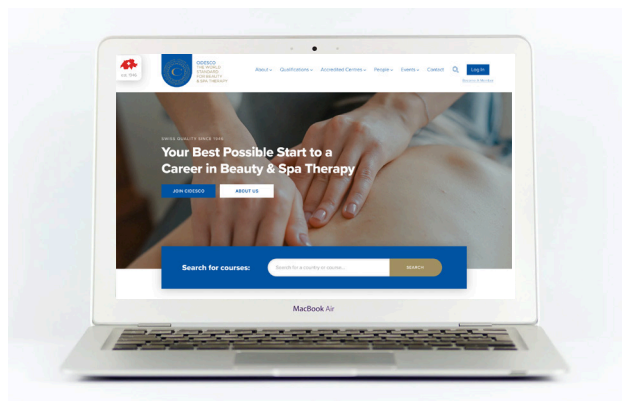
Another “something extra special” that took place this year was the CIDESCO Global Awards and it was a great success. These were awards given for Beauty Therapy, Beauty & Spa Management, Aromatherapy, Spa Therapy, Make-up. All of the candidates were judged by professional judges and the outcome was announced online by Jacqueline Kennedy, Global Head of Business Development and Erika Ferreira, Global Head of Marketing, both from our Head office in Zurich.

Included in this issue of the LINK magazine, will be memories of CIDESCO members including Honorary Presidents, Honorary Members and Examiners over the past 75 years. Enjoy the stroll down memory lane, along with the present and future visions we have for CIDESCO, and I look forward to welcoming you, together with my fellow Board Members, at next year’s congress in Bali.

Best wishes

Karin Luggens

Exciting new websites



What was modern and on brand eight years ago, isn't today. Technology has advanced a long way and so has CIDESCO.

This is the reason we are creating a super new website which aims to fully support our members and promote CIDESCO to prospective new students. With the new site we will have the facility to keep the site updated from Head Office which will enable us to stay current and relevant to our users. Expect to see the new CIDESCO International website launched in the first quarter of 2022.

We are also in the process of developing a new website for the CIDESCO World Congress. This will remain a year round site which can then be adapted to the host country.



New Courses & Qualifications

Recognising the growth of the Beauty, Spa and Wellness industry and demand for high calibre spa managers, CIDESCO has launched its Post Graduate Beauty & Spa Management Diploma to candidates who have obtained formal training in the beauty and spa industry and have a minimum of three years' experience in a supervisory or a management position. See page 28 for full details.

In 2022 CIDESCO looks forward to releasing other exciting new courses, specifically:

- Advanced Aesthetics (Microneedling, Skin Peeling, Laser) Certificate
- Nails
- Massage Diploma
- Teacher Training
- Examiners Training

We are also currently updating our Manual Facial Course Book which will be available to purchase from CIDESCO International.



Educational Guides

We're pleased to announce that we will be adding to our popular educational guides in 2022. These guides will be themed around frequently asked questions we receive from members and will join our current library of guides. This includes: 'Working Abroad', 'Setting up a Beauty Salon' and 'Becoming a Make-up Artist'. These guides have been coordinated in cooperation with CIDESCO experts to help beauty professionals advance their careers.



New Membership Brochures

New and updated versions of the CIDESCO Membership Programme is now available in brochure format. We now have brochures specifically for Schools & Colleges, Salons & Spas, Associates & Sponsors. These brochures contain details of membership benefits, qualifications and testimonials.

To obtain copies please email marketing@cidesco.com.

Global Expansion



CIDESCO is pleased to welcome two new National Representatives to the membership: Norway and Canada. Norway is represented by Norges hudpleie og SPA Forbund under President, Adrienne Hughes, which aims to advocate for a higher standard of education and practice across the Norwegian Esthetics and Spa industry, and to promote the study of Esthetics and Spa in Norway.

Canada is represented by The Canadian Esthetics and Spa Association (CESA) which aims to advocate for a higher standard of education and practice across the Canadian Esthetics and Spa industry, and to promote the study of Esthetics and Spa in Canada.

Plus we have new schools in Albania, Belarus, the Cayman Islands, Dubai, Jamaica, Ukraine, Nigeria.

New Board Members



At the annual General Assembly in September 2021, three new appointments were made to the CIDESCO Board. It is with great excitement and pleasure we welcome these outstanding members of CIDESCO to the Board of CIDESCO International.

Karin Luggens (above, top right) from the Netherlands was elected as CIDESCO International President. Karin previously held the position of Vice President for five years and brings her in depth knowledge of CIDESCO and superior leadership experience to the position.

Mary O'Donoghue (above, left) from Ireland was elected to the position of CIDESCO Vice President. Mary brings with her many years of experience in our industry servicing as the President of CIDESCO Section Ireland and operating a very successful CIDESCO School for the past 14 years.

Susanna Korpinen-Back (above, centre) from Finland takes on the position of Sales and Marketing Director, a position she held previously and one that she is uniquely qualified for. Susanna holds a Master's degree in Beauty and Cosmetics and has previously been the President of CIDESCO Section Finland.

These new Board members join the current CIDESCO International Board comprising: Pamela Adkins, Education Development Director Japan; Gerard Gordon, Executive Director, Switzerland; Vicky Harper, Education Quality Assurance Director, Switzerland and Biju Nair, Financial Director, India.

Diversity, Equality & Inclusion Committee



CIDESCO is proud to be represented throughout the world and embraces the diversity this brings to the membership. In order to further foster belonging and empowerment of our members, CIDESCO is coordinating a Diversity, Equality & Inclusion Committee. This will enable us to listen and engage with our diverse communities, value teamwork with our diverse suppliers and create relevant marketing for our diverse customers.

If you have the ability to research, identify and implement best practices of diversity, equality and inclusion and are interested in becoming part of this committee, please email info@cidesco.com.

CIDESCO Sanitation and Sterilization Award



Over 20,000 students from 100 countries worldwide have taken the new CIDESCO Sanitation and Sterilization Award. This award was created by CIDESCO to help salon and spa professionals return to work safely during the COVID-19 pandemic.

The award was a gift to members. For more information contact your nearest CIDESCO School or Section.

Global Award Winners

2021 marked the launch of the CIDESCO Global Awards in celebration of the 75th year of CIDESCO which attracted hundreds of entries from all round the world. The judging panel was overwhelmed by the high standards, professionalism and expertise. Here we celebrate the winners.



CIDESCO Global Award for Make-up Graduate Runner-up - Qianmei Zhu, IBEO School, China



CIDESCO Global Award for Make-up Student Runner-up - Nike Noviana, CIDESCO Section Indonesia. Nike's inspiration was Audrey Hepburn from the movie Roman Holiday.



CIDESCO Global Award for Make-up Graduate Winner - Cui Can, Monita School, China. Cui Can paid homage to the 1950s model Dovima, creating make-up based on dawn light representing new beginnings.



CIDESCO Global Award for Make-up Student Winner - Smita Darji, Meera's International School of Makeup & More, India. Smita's inspiration was Audrey Hepburn from the movie Sabrina



CIDESCO Global Award for Aromatherapy Graduate Award Runner-up - Vrushali Pancholi. Vrushali is a graduate from Butic School of Beauty India.



CIDESCO Global Award for Aromatherapy Graduate Award Winner - Naomi Iida. Naomi is a graduate from Takara International Esthetic College, Japan.



CIDESCO Global Award for Beauty and Spa Management Diploma Graduate Winner - Tephannie Thomas. Tephannie is an international hair stylist from Jamaica and graduated in CIDESCO Beauty and Spa Management from Spa Business Education.



CIDESCO Global Award for Beauty and Spa Management Diploma Graduate Runner-up - Dr. Shubhada. Dr. Shubhada from India, graduated in CIDESCO Beauty and Spa Management from ISAS International Beauty School.



CIDESCO Global Award for Beauty & Spa Management Diploma Student Winner - Kristine Kosareva. Kristine currently studies this prestigious diploma at Yorkshire College of Beauty.



CIDESCO Global Award for Spa Graduate Winner - Mohsin Shaikh. Mohsin is a Spa graduate from Seema Institute & Salon, India.



CIDESCO Global Award for Spa Graduate Runner-up - Winnie W Taylor. Winnie from Kenya, is a Spa graduate from the Camelot Institute, South Africa and is an experienced Health & Skincare Therapist.



NON CIDESCO Global Award for Spa Professional Winner - Asen Kou. Asen Kou is from Taiwan but lived in Japan for 13 years. Asen runs her own spa business.



CIDESCO Global Award for Beauty Therapy Graduate Winner - Xiyao Liu from IBEO School, China.



NON CIDESCO Global Award for Spa Professional Runner-up - Ramesh Babu. Ramesh Babu is MassagePro & qualified spa professional from ITEC in India.



CIDESCO Global Award for Beauty Therapy Graduate Runner-up - An Yu Fang, from Monita School, China



CIDESCO Global Award for Beauty Therapy Student Winner - Feng Yi from Monita School China



CIDESCO Global Award for Beauty and Spa Management Diploma Student Runner-up - Aleksandra Ivanovic. Aleksandra from Serbia, currently studies this prestigious diploma at Spa Education Academy in UK.



CIDESCO Global Award for Beauty Therapy Student Runner-up - Zhang Chenyi from Dalian School, China

The Beauty of Tropical Paradise

The 2021 CIDESCO World Congress Make-up & Body Art competition organised by CIDESCO Section Indonesia was as spectacular and impressive as ever. Due to COVID-19 this year's event was streamed for five hours online to 60 countries and the panel of esteemed global judges were impressed by the dedication and skills of the entrants. Under the theme 'The Beauty of Tropical Paradise', the competitors presented a colourful display.

The winners included:



*Third Winner
(Professional) -
Wu Jia Wei, China*



*Second Winner
(Professional) -
Song Hai Yan, China*



*First Winner
(Professional) & Best
of The Country, China -
Zhang Qi, China*



First Runner-up (Professional) - Li Wan Huan, China



Best of Unique Design - Sri Susilawati, Indonesia

Popular Vote - Angelica Salwa Muharram, Indonesia



Best of The Synopsis - Rachel Ramadhini, Indonesia



Second Runner-up (Professional) and Best of The Country, Indonesia - Rezky Aulia Putri, Indonesia



Third Runner-up (Professional) - Jiang Shuang, China



Best of The Country, Ireland - Edel Joy

CIDESCO celebrates 75 years of superior standards in beauty & spa therapy



“Medames, Messieurs, Pour la première fois dans l’histoire de nos belles professions, voici réunis à Bruxelles des spécialistes de la Beauté de différents pays qui se sont imposé pour tâche de constituer un Comité International d’Esthétique et de Cosmétologie”.

With these historic words from Georges Dumont in Brussels, Belgium on 27 December 1946, CIDESCO, an International Association of Beauty Therapists, was founded.

75 years later CIDESCO has grown into a globally recognised organisation accessible in all corners of the world. One which is proud to have trained hundreds and thousands of therapists, supporting them in their career development through its superior Schools & Colleges, Salons & Spas, Associates and Sponsors.



Here we look back at some of the most important milestones:

1946

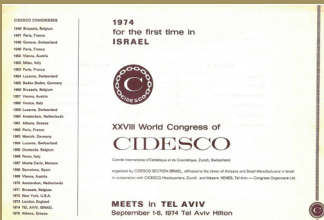
Formation of Comité International D’Esthétique et de Cosmétologie by Georges Dumont from Belgium, and Jacques Poirsons from France.

1956

The organisation officially accepted the name CIDESCO as an abbreviation for the French name Comité International D’Esthétique et de Cosmétologie. This acronym was proposed by Mrs Ria de Korte, who represented the Netherlands.

1957

11th World Congress held in Vienna, Austria. Preliminary steps taken towards standardization of Beauty Therapy training by an Educational Commission. CIDESCO Diploma awarded. First Beauty Therapy schools with CIDESCO training programme appointed in Belgium, Germany and Switzerland.



1960

First Medaille du Merite for Professional Standards awarded to Nelly Andreazzi, Austria at the 14th World Congress held in Amsterdam, Netherlands.

1963

Mrs Ria de Korte, Netherlands elected as first female President at the 17th World Congress held in Munich, Germany.

1966

20th World Congress held in Rome, Italy. Foundation of support group Amis du CIDESCO. This club organised the fund raising event Soiree Des Amis Du CIDESCO. First Diplome d'Honneur du CIDESCO for Training and General Education

awarded to Mabi Svampo, Italy.

1967

First Medaille du Merite CIDESCO for Research awarded to Dr. Med. E H Wegener, Germany at 21st World Congress in Monte Carlo.

1970

CIDESCO registered at Commercial Register in Zurich, Switzerland. Secretariat moved to Zurich. Statutes and Regulations adopted.

1971

First Medaille Co-fondateur du CIDESCO for Historical Honour awarded to Jacques Poirsons, France at the 25th World Congress held in Brussels, Belgium.

1972

26th World Congress held in New York, U.S.A. which was the First World Congress and Exhibition held outside Europe. Rules for Beauty Centres recommended by CIDESCO adopted by the General Assembly. Netherlands Section accepted.

1974

Examinations for estheticians with at least five years experience adopted by General Assembly, thus giving the opportunity to Beauty Therapists who had not undergone training in a CIDESCO School to obtain the CIDESCO Diploma.

1976

Education meeting in Brussels drafted revised version of CIDESCO Curriculum.

1977

Princess Grace of Monaco opened the 31st World Congress in Monaco with the following words- "I am pleased to know that the Principality of Monaco is welcoming the 31st Congress of the Comité International D'Esthétique et de Cosmétologie. I do hope that the Congress proceedings will be profitable to everyone and that at the end of the stay, all participants will take away a pleasant memory of the Principality."

1978

First Diplome du Georges Dumont for Practical Achievement awarded to Rose Droessaert, Switzerland.

1980

First World Congress and Exhibition in Asia.

1983

Work experience required for candidates to enter Post Graduate examination reduced to three years.

1985

First World Congress and Exhibition held in a Nordic country. First CIDESCO display at Les Nouvelles Esthetiques Congress in Nice. This promotional display has become an annual event.

1986

First Diplome de Rose Droessaert for Services to Congress Organisation awarded to Lou Mosky, Greece.

1987

Mobile training of CIDESCO examiners begun.

1988

New Statues and Regulations adopted by General Assembly. New CIDESCO Theoretical Training Programme completed by Education Sub Committee.



Georges Dumont (left); Princess Grace of Monaco (right)

1992

The first Board Member outside of Europe was elected, Helene Bramwell, South Africa. First Medaille D’Or for Loyal Service and Outstanding dedication to CIDESCO & the Beauty Therapy Profession awarded to Kristina Peltomaa, Finland.

1993

First “in-between” Congress held in Rio de Janeiro, Brazil. The newsletter “CIDESCO LINK” was first published as the ‘voice’ of CIDESCO.

1995

Second “in-between” Congress held at Sun City, South Africa - the first Congress on the African Continent. Multiple Choice Question examination becomes compulsory. This examination is unique in being a pioneer in a multi-language test.

1996

First Examiners Workshop was held at the 48th World Congress, Golden Anniversary, Washington D.C., U.S.A.

1997

Extraordinary General Assembly in Wiesbaden, Germany. A Promotional Seminar conducted by Megan Tozer was a first for CIDESCO.

2000

CIDESCO’s 50th World Congress & Exhibition took place in Florence, Italy.

2002

New Statutes of CIDESCO accepted

2006

CIDESCO Spa qualification introduced.

2011

Launch of CIDESCO’s online knowledge based management system.

2013

CIDESCO social media channels go live on Facebook and LinkedIn.

2014

New Qualifications introduced: New Spa Therapy Diploma, Beauty & Spa Management Diploma and updated Media Make-up Diploma

CIDESCO General Assembly



Above: The CIDESCO virtual World Congress; Below left: Jacqueline Kennedy in CIDESCO’s new HQ training facility; Below right: Zimbabwe’s Audrey Paradza

2016

Launch of CIDESCO’s expert guides series with ‘CIDESCO’s Guide to Working Abroad’. This remains one of CIDESCO’s most requested pieces of content.

2017

Launch of the CIDESCO Associate Membership.

2018

New qualifications introduced: Certificate program in Skin Care, Aesthetics and Body Therapy. Launch of CIDESCO’s first Signature Treatment Experience – CIDESCO Age-Defying Facial. CIDESCO International signed a Memorandum of Understanding (MOU) with India’s Beauty & Wellness Sector Skill Council (B&WSSC). CIDESCO launches its second expert guide: ‘Setting up a Beauty Salon’.

2019

CIDESCO supports the ban on glitter in beauty. Launch of the ‘CIDESCO Guide to Becoming a Make-up Artist’ and ‘Guide to Beauty & Spa Management’. Audrey Paradza from the Elite School of Beauty, t/a Cindy’s Beauty Therapy School in Zimbabwe is one of the first students to complete the CIDESCO Skincare Certificate.



2020

Partnership with BABOR to launch a Student Scholarship Program. CIDESCO launches Sustainability Initiative. COVID-19 causes CIDESCO to run its first virtual World Congress. CIDESCO launches Manual Facial and Facial Certificate Unit Course Books

2021

CIDESCO’s second World Congress which had been planned for Indonesia was held as a virtual event. Launch of CIDESCO Sanitation and Sterilisation award.



CIDESCO Memories



Seventy five years of CIDESCO is a time for celebration and reflection. All of us at CIDESCO have wonderful stories to tell whether this be the joy of progressing in our careers, having the ability to guide the next generation of therapists or making meaningful friendships throughout the world. Here are some of those special memories:



**DIANNE MILES,
HONORARY BOARD
MEMBER, AUSTRALIA**



"I feel so blessed to have been given this wonderful addition to my career, to hold dear all the memories I have to this day."

"In 1998 I was nominated for the position of CIDESCO PR Board member. My memories of that time were stepping onto the stage in Athens at the General Assembly and speaking to the delegates from some 33 countries about why I would love to be given this position and opportunity.

Imagine how thrilled, shocked, honoured, and delighted I was to be voted into this position. I then entered a whole new Professional world with this elite and prestigious Board I joined. With my hand on my heart, I can say from 1998 until my retirement as PR Board member in 2008, was and still is one of the most fulfilling and exciting opportunities of my life, professionally and personally.

I loved everything about working for CIDESCO and Zurich became like a home away from home for me over all those years.

I have met so many people from all around the globe, made dear precious friendships that have stood the test of time. I also examined for CIDESCO along with my Board duties and had the chance of working with amazing CIDESCO school owners, their staff and students whilst visiting these wonderful countries and schools around the globe, I will never ever forget any of this.

I feel so blessed to have been given this wonderful addition to my career, to hold dear all the memories I have to this day.

Happy 75th Anniversary CIDESCO, with love and care from a devoted CIDESCO member."



**HELENE WEBER
BRAMWELL,
HONORARY
PRESIDENT,
SOUTH AFRICA**

“My journey with CIDESCO began in the 1970’s when CIDESCO was brought to South Africa. 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 1992 when I was voted in as the Board Member for Public Relations of CIDESCO and starting up the CIDESCO LINK. 1998 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 so many dedicated people, many giving their time examining for no other return than a good dinner out, schools who willingly looked after them, and stories told that made us cry! 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 - 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!

To mention the influencers by name would fill reams, they remain in my memory bank. I am appreciative of the gifts of love, friendship, compassion and the joy of re-uniting at Congresses. How I enjoyed being part of this circle and never lost touch with the support structure - the Office, our attorney, Sections, Schools and members. I am so much richer for the journey and feel privileged to have served this profession that I love. To the unsung heroes, many of whom are no longer with us, I raise my glass in salute and to those continuing the CIDESCO journey - I wish them success in all they set out to achieve.”



**LYDIA SARFATI,
PRESIDENT OF
CIDESCO SECTION USA**

“My best memory about my involvement with CIDESCO was when, in 2005, I was appointed chairman of CIDESCO Section USA, and brought the 54th CIDESCO World Congress to New York City during the International Beauty Show at the Jacob Javits Center. This helped to heighten awareness of CIDESCO as the world standard in esthetics to the over 50,000 national and international attendees. A particular favorite memory was the Ball I organized in honor of the Congress meeting at the Marriot Hotel. It was everything a Ball should be in the grand style, with great dancing, food and music. The hotel building literally shook from the festivities!

I shall also be forever grateful for the memory of being honored with the CIDESCO Médaille du Mérite Award at the 67th CIDESCO World Congress in Chicago in 2019. Awarded to members since 1960 and nominated and voted for by other CIDESCO Sections, with a decision ratified by the Board of Directors of CIDESCO, this award was given in honor of my ongoing efforts to elevate professional standards in the esthetics education and beauty industry.

It was a great honor to be recognized by CIDESCO, an organization I am so proud to be part of for the last 17 years and I look forward to continuing to represent and work with CIDESCO to elevate the field of esthetics and the beauty industry. I am also very excited for the new developments that CIDESCO will bring to esthetics industry in the U.S. and abroad. It has truly been my honor and privilege to serve CIDESCO and the esthetics community in this capacity, and this award will always be the one of which I am most proud.”



“CIDESCO is in my blood that’s how committed I am, and all members are like family to me.”



**ANNA-CARI GUND,
HONORARY
PRESIDENT, SWEDEN**



“I fell in love with the Beauty profession when I studied at the Beauty Therapist school in Stockholm. I graduated and passed my CIDESCO Exam in 1988 and straight away got involved as a Board Member of SHR - the Swedish CIDESCO Section. By being engaged on a national level I learned more about the profession and the importance of keeping the highest possible standards and quality in the industry.

One thing led to another and in 2004 the Swedish CIDESCO Section asked to put my name forward for the CIDESCO International Vice-president’s position. I was successfully voted onto the Board at the Congress in Slovenia 2004 and re-elected 4 years later in Baden-Baden, Germany.

During my years as Vice-president, I learned so much, developed ideas and noticed areas for improvement that I wanted to implement for the future of CIDESCO. This was my motivation to put my name forward for the President’s position in 2012.

In my years as President of CIDESCO and together with my amazing Board we achieved a lot and set the tone for the future of CIDESCO. I believe we took our prestigious organisation to a level which better reflects the modern times by implementing new educational offerings and ways of communicating.

CIDESCO is in my blood that’s how committed I am, and all members are like family to me. I love that I now have more time to examine for CIDESCO and I am also engaged in offering the online CIDESCO Beauty and Spa Management Diploma through my company.

CIDESCO has played a huge role in my Beauty Therapy career. I have reached the highest possible position in my profession through CIDESCO. This has given me the opportunity to travel the world and to meet all the extraordinary people that are engaged in our industry. It has been and continues to be the most rewarding experience.

The future of CIDESCO is bright and there is so much more that can be developed to meet the demand for new areas in education within the Beauty & Spa profession. The industry is growing worldwide and the demand for excellent quality therapists continues to be very high.

I look forward to a shining future for CIDESCO International – to one and only!”



**RONELLE ITEN,
HONORARY BOARD
MEMBER, SWITZERLAND**

“One of the most challenging responsibilities I experienced was to research and find a suitable property for CIDESCO to purchase. There were various possibilities and the Board carefully evaluated my proposals and made a good choice for the organization which is still of great value today. Moving into the building and organizing the CIDESCO Headquarters was exciting and rewarding.

Another project I developed with Gerard was the Knowledge Base which has proven to be so valuable and saved so many paper documents being sent around the world.

We worked very intensely, there was less staff in the office then, our discussions were endless and intense, but I think back to a collegial and constructive Board and Colleagues even if we were not always in agreement.”



Vanessa with Josephine Wackett taken on her graduation day at Steiner July 1991

**VANESSA FRANKLIN,
UK**

I remember my CIDESCO exam day very clearly, especially for the theory... you waited your turn to go into the room where, Jo Wackett my principal, my tutor Miss Lorraine and the international CIDESCO examiner were all seated. There was an empty chair for me and a desk with a range of plain white unmarked envelopes of which I had to pick one. Whichever exam question sheet was in there you were asked all 24 questions orally (you were only allowed to get three wrong!) One of my anatomy questions was to "Describe the structure of the meninges of the spine?" - I knew the answer and I know it to this day!!

Graduation day was a big deal, complete with fashion show, outfit changes, dressing to attend an interview and giving a presentation about your interests or hobbies - I was a cheerleader for an American football team so I spoke about this and got a few of my fellow students to do a display with me - and no I'm not sharing that photo that's just too embarrassing, but a fantastic memory all the same!!

Only recently a fellow spa/therapy trainer who attended a training session I was delivering gave me a lovely compliment on my training "you have great attention to detail explaining and demonstrating treatments and that comes from your CIDESCO training"

Even typing this brings a smile to my face, fond memories.



**ANDREA VAN DEN
HAUTE, CIDESCO
EXAMINER,
THE NETHERLANDS**

I still remember very well the first exams I ever assisted, that was in the year 1977, at the Arnhem school in the Netherlands. It was a real eye opener to me and made me use the same way of working at my own place. Furthermore, since then I have used the books of the school's director, Mrs W.Wanroy who is the author of books on Estetic. These were a great help. This expertise I was able to take all the way along during my further work, as an examiner.

"I am appreciative of the gifts of love, friendship, compassion and the joy of re-uniting at Congresses."



**URSULA VAN DEELEN,
HONORARY
PRESIDENT, THE
NETHERLANDS**

"I started with CIDESCO in 1978, becoming a member of the Dutch Section. In 1983 I was elected in Hamburg as Board Member of Education. This was a very interesting job and I worked on re-organizing the examination system of CIDESCO. Until 1988 I did a lot of examinations all over the world and was elected in November 1988 as president of CIDESCO Netherlands. I organized the next World Congress in 1990 in Amsterdam which was successful with over 1600 participants. In 1992 I was elected as president of CIDESCO International until 1996 when I returned to education work in our national Section. In 1998 I became honorary president of CIDESCO International. I wish all members of CIDESCO the best of luck during this difficult time, and congratulate CIDESCO on their 75th anniversary."



**CORNELIA GROTH,
CIDESCO EXAMINER,
SWITZERLAND**

“I had the privilege to give an exam in India (Pune, Mumbai, Dehli) last year in February. It was my second visit as an examiner and once again I was blown away. I absolutely loved the hard work of the students, the hospitality of the schools and the food that was lovingly prepared by family members as well as the hustle and bustle of the streets. The teachers told me about their life and culture which I found fascinating. It was, and always will be, heartwarming to meet the family members of the students during the ceremony, to see the pride of the students.”

“There was so much creativity in treatments from each country... I saw baby massages, even a treatment on a horse with clay.”



**JANET ROSE,
CIDESCO EXAMINER,
UK**

“Examining for CIDESCO has been like being part of a large family over a 38 year period. I have always been motivated by sharing good practice with others and enjoyed setting high standards for working life.

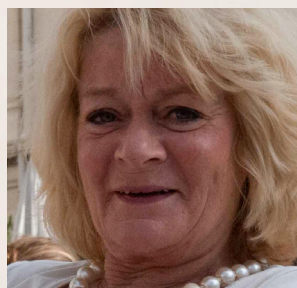
I look back with pride and nostalgia at the 77 examinations I have conducted. My nice memory is when students succeed and my visits to Sweden often involved the colour pink, concerning a rose for each student, a glass of champagne and cake.”



**JENNIFER SAVANNAH,
CIDESCO EXAMINER,
NEW ZEALAND**

“There have been so many amazing experiences and memories from my travels as an examiner that I have found it hard to identify the best memory. However, I will share my proudest memory.

To travel to an overseas country only to find one of my previous students was the Head Trainer of the college that I was assessing at and being able to assess with her. The thought that my role, as an inspiration for this student, played a part in her career was a very proud moment.”



**LONNEKE KANTERS,
CIDESCO EXAMINER,
THE NETHERLANDS**

“Since I started as an examiner in 1986 it is hard to choose a memory because there are so many. The first that comes to my mind was that a friend of ours who lives in Mozambique was seriously ill from malaria and had to be flown to Johannesburg in an unconscious state. I had been there and made some friends, so I emailed Helene, who emailed Tracy and immediately she went to the hospital to see if my friend needed anything.

The second memory was staying on in South Korea for a couple of extra days after the examination to meet the parents of Ms Y Soon Hi and spending the night there, I even ended up on the cover of a magazine in full colour. Shame I could not read it!

I am very grateful that I got the opportunity to travel into so many countries and see so many treatments especially in the time we had the special subjects. There was so much creativity in treatments from each country, I still miss that part of the exams. I saw baby massages, even a treatment on a horse with clay.

Above all being an examiner means I met people I learned a lot from, and made some friends for life, that why I love Congresses where we can all meet.”



**AMANDA BELL,
CIDESCO EXAMINER,
IRELAND**

“One of my most memorable moments was being the first Irish CIDESCO Examiner to qualify in examining Beauty and Spa management diploma. Examining for CIDESCO has been a wonderful experience and it’s a great qualification for students interested in running or managing an aesthetic or spa business. I am very proud to be part of the examining team.”



**NISHA CHAETHANI,
CIDESCO EXAMINER,
INDIA**

“The very first opportunity as an examiner I received during the pandemic and lockdown this year. The long awaited opportunity. It was out of my expectations to have my first exam in such circumstances. That too was a virtual exam.

However I am grateful to Timea and Ms Jeannie Sim to solve my queries. The school was also very cooperative as well. Finally the exam went very smoothly with great experience. That’s how the journey began...

The first experiences are always closest to the heart.” 😊



**CORRINE BROWN,
CIDESCO EXAMINER,
AUSTRALIA**

“I have so many memories but two that I remember most are my last CIDESCO in-person exams in January 2020. On the way to Chengdu, there were already announcements about the COVID-19 outbreak. On the way back to Melbourne from Chengdu after the exams, the virus news went global.

On another occasion we had a power failure for the day so this photo shows students having to use their phone torches. We also demonstrated electricals without electricity”

“Examining for CIDESCO has been a wonderful experience and it’s a great qualification for students interested in running or managing an aesthetic or spa business.”



**MS. YUEN KA WING,
NAIL EDUCATOR/
FOUNDER OF
BEAUTY SALON,
MEMBER OF CIDESCO
SECTION CHINA
INTERNATIONAL CICA
ASSOCIATION OF
ESTHETICS**

“Congratulations to CIDESCO on its 75th anniversary, I’m proud to be the first Hong Kong candidate of Diploma in the Media Makeup Program. I sincerely wish CIDESCO continuous success and have a brilliant future.

Besides, I would like to say thank you to CMM Monita Academy for their support and encouragement.”



**TRACY BOUSFIELD,
UK**

“It is hard to believe that it is nearly 30 years since I studied for my CIDESCO qualification. It is without doubt the most comprehensive and intense course I have ever done in my whole life. That said, it is also the best. CIDESCO is THE standard of beauty therapy. Being CIDESCO qualified has rewarded me with some amazing jobs; premier Beauty Therapist, Spa Manager, Studio Manager and Salon Manager to name a few.

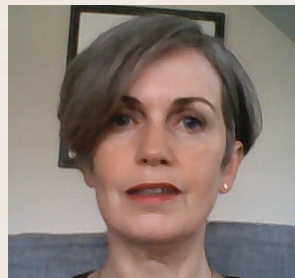
At an interview once I was told ‘I like you already, you have a CIDESCO qualification!’ And that was before I had even sat down! I have even found myself seeking CIDESCO qualified staff as I know their skills and knowledge are of the highest standard.

I would recommend to anyone looking for a career in beauty to study CIDESCO. It is a worldwide recognised qualification that identifies that you come to any job role with outstanding skills, and a commitment to excellence.”



**WINNIE W TAYLOR,
BODY EVOLUTION/
BYWINNIE TRAINING
INSTITUTE, SOUTH
AFRICA**

“The CIDESCO Diploma in Beauty Therapy is a prestigious, world-class qualification that has enabled me to have a meaningful career in doing what I love, while impacting my clients’ lives positively. This motivates me to bring my two brands Body Evolution By Winnie and ByWinnie Training Institute to the same level.”



**JOANNE MURRAY,
IRELAND**

“I did my CIDESCO training in Dublin Ireland at Lorian Beauty Collage in the early eighties. Eager to train in a prestigious collage I upped and left home to move to Dublin city at the tender age of 18. What an experience..

My CIDESCO training was very thorough, tough at the time but has stood me in good stead over the years on knowledge of A&P, Skin, Electrolysis, Treatments both Face and Body and Hygiene.

I have expanded my knowledge on my own interests and now do a various range of Holistic Therapies as well as my Beauty Therapy. I have owned my own business for 15 years, many staff I am still friendly with and have worked self-employed through clinics. I feel very blessed at the range of opportunities I have had over the years.

I feel my training helped me deal with all my experiences as let’s face it, preparing for the oral questions... aaahhh, at the end of the examination process is preparation for many things.

I look back on my training mostly with pride on my achievements and do often wonder about the class of ‘82/83’. I know that some opportunities have been solely because I have had my CIDESCO training, and I look on with excitement for the opportunities and experiences offered to the CIDESCO pupils now.”



**LIU XIAOYANG,
PRINCIPAL, MONITA
IMAGE ART COLLEGE**

“Greetings, friends from CIDESCO and the beauty industry! Congratulations on the 75th anniversary of CIDESCO!

I am Liu Xiaoyang. I have established three schools of Monita Image Art College in Beijing, Shenzhen and Dalian, China. The three schools were established in 1986, 1989, and 1993. As an art educator, I have been in this industry for more than 30 years. I was fortunate to have obtained the CIDESCO Beauty Diploma in 1996. I was the first man in China to obtain this diploma. I am very proud of this. Through the study and examination, I have come to the deep realization that China and the world must become more closely connected; the world needs to know China, and at the same time more Chinese beauty professionals need to join CIDESCO.

I recognize and understand the importance of having industry standards, and CIDESCO has done this. CIDESCO’s professionalism and global reach have successfully influenced tens of thousands of people in the beauty industry. Nowadays, more and more people in the beauty industry have attained CIDESCO’s standards through study and examination, and have shown the people the charm of beauty industry of China to the world.

Meanwhile, as a member of CIDESCO, I have been assisting with the work of CIDESCO Section China and have witnessed CIDESCO’s development in China all the way. I was elected as the chairman of CIDESCO Section China at the end of 2020.

I sincerely thank CIDESCO for my own personal improvements as well as the contribution to the Chinese beauty industry. In the future, I hope that CIDESCO Section China and CIDESCO International will work more closely together and make progress together! Congratulations again to the 75th anniversary of CIDESCO!”



**TRISHA CAUSON,
CIDESCO EXAMINER, UK**

“Nothing can beat being surrounded by these beautiful candidates all so happy to pass their CIDESCO exam and wanting to have their picture taken with me. I was there for quite a while taking individual pictures with all of them, but well worth it.”



**LOICE K CHANSA,
SOUTH AFRICA**

“A journey of a thousand miles begins with a single step. All it requires is passion and perseverance. Performing Arts was my first love and I made sure I realised my passion by enrolling for studies at the University of Namibia where I acquired an Honors Bachelor’s degree in Arts. Theatre make-up was my strength. However, I decided to further study and up-grade my skills. My love for make-up took a turn when I decided to join Elite school of Beauty for the CIDESCO Make-up course. After consultation I ended up enrolling for the CIDESCO Beauty therapy Diploma. I applied for the CIDESCO course which was definitely the most intensive 10 months of my life!

Being a novice in the beauty industry and a lady who never used to wear make-up and had no clue about skin care, this was a huge challenge. My intention was to just expand my horizon when it came to make-up. After 10 months of intensive training I came out as a confident therapist. I believe I would have been a completely different person if I had not taken the program! Not only do I have the confidence to perform treatments to the highest standards, but I also have enormous pride to be a part of the Beauty and wellness industry, something I desired but never thought I’d be. My deepest gratitude to Elite School of Beauty for introducing me to CIDESCO, I am an accredited therapist who aims for nothing but the highest standards in the industry.”



**DATIN NORLISA
LEE ABDULLAH,
CIDESCO EXAMINER,
MALAYSIA**

“In both the ever-flourishing Beauty and Spa services industry, beauty and spa therapists carry out different procedures, many of which involve direct contact with the customers and some degree of skin penetration procedure such as hair removal, tweezing, blackhead removal, cuticle cutting, which if hygiene and sterilization are compromised carry a risk of infection and disease transmission. To prevent such unforeseen incidents from happening, quality and high standard training and qualification are a must. Qualifications attained from CIDESCO International equips their graduates with important knowledge which not only establishes their competency, but also helps prevent such ill-incidents.”



**MARIE HALL-SMITH,
THE FACE PLACE
INSTITUTE OF
AESTHETICS,
JAMAICA**

“In pursuit of best practice, international and globally recognized standards in Beauty are a part of The Face Place Institute of Jamaica’s mission statement to our learners. CIDESCO International training school status has allowed us to achieve and meet this vision and mandate by our late founder Elima Hall O.D. I personally am very proud as a Beauty Therapist educator to be associated with such a prestigious accrediting body and am confident in the quality of material and training resources provided by CIDESCO International for our learners’ success.”



**MA YUEFANG,
MONITA IMAGE ART
COLLEGE, CHINA**

“Congratulations to CIDESCO for its 75th anniversary!

I graduated from Monita Image Art College in 2001 and worked in a beauty salon for several years. At work, I found that I had entered a bottleneck period and sought to have higher requirements and standards for my own skills. In 2007, I went back to school again for further studies and passed the CIDESCO Diploma in Beauty Therapy. I understand the importance of doing everything with heart, and also the importance of serving customers with the highest international standards. Now, I am a CIDESCO instructor. I combine my work experience with CIDESCO standards to help more people in the beauty industry to obtain CIDESCO certification.

As a member of CIDESCO, I actively participate in various activities of CIDESCO Section China. In my mind, CIDESCO cannot only improve the technical level, it is also a window to communicate with the world. It allows me to have a more comprehensive understanding of the development trend of the beauty industry around the world. My thanks to CIDESCO International and I hope that CIDESCO will get better and better!”





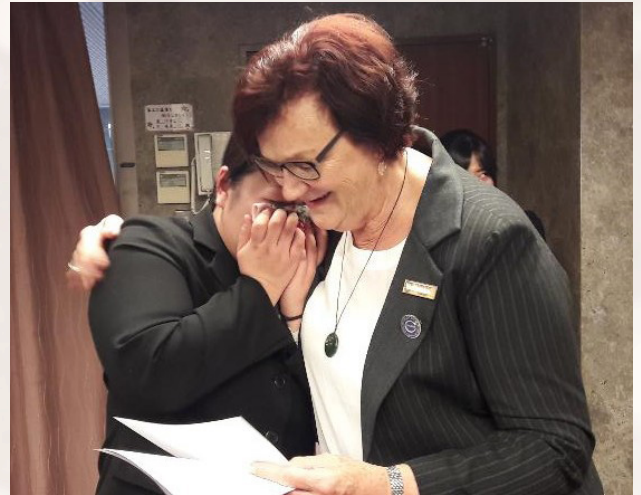
**WANG JING, MONITA
IMAGE ART COLLEGE,
CHINA**

“On the occasion of the 75th anniversary of CIDESCO, it is a great honor to share my thoughts with you.

I used to be a less confident girl, but I had a dream of making myself more beautiful and more confident. I joined the beauty industry in 2001, and in 2003 I obtained the CIDESCO Diploma in Beauty Therapy.

CIDESCO has had a great influence on me. It is the highest standard of beauty in the world and has given recognition to my professional skills. During my 15 years as an instructor of the CIDESCO Diploma, I have trained nearly a thousand beauty enthusiasts to acquire professional skills in beauty and aesthetics and to obtain the CIDESCO Diploma. I taught all my students to serve customers according to the CIDESCO standards, and as a result, they have received unanimous praise from their customers and they have accrued more experience and made continuous progress in their work.

Thanks to CIDESCO for allowing me to find a career I love. As a CIDESCO member, I can devote all my passion to the cause of beauty education, carry forward the spirit of CIDESCO, and pass on the standards of CIDESCO.”



**ANNE LINDSAY, CIDESCO
EXAMINER, NEW ZEALAND**

“There are so many memorable times but I have photo evidence of this student who was so overwhelmed passing her CIDESCO International Exams in Osaka Japan 2019

These are tears of joy!”



**CHRISTINE TILLEY,
YORKSHIRE COLLEGE
OF BEAUTY, UNITED
KINGDOM**

“CIDESCO has for over 45 years played an important part in my life.

As a young girl in the 70’s I chose to embark on a career in beauty therapy and chose this prestigious qualification for my training as it was internationally recognised as the leading qualification in the beauty industry. When I decided to open my own training college in 1983 I applied to become a CIDESCO college so as to be able to offer this prestigious qualification thus guaranteeing a kite mark of quality to future graduates. I later became an examiner for CIDESCO and for many years travelled extensively to other parts of the world carrying out exams and ensuring the same high standards were being delivered at all other colleges offering this qualification. I later became chairman of the UK Section and still after 38 years offer this qualification to both national and international students training at the Yorkshire College of beauty.

CIDESCO continues to be a leading force in the beauty therapy industry ensuring high quality standards and industry ready therapists”



**AREZOO KAVIANI,
'BEAUTICIAN TO THE
STARS', UK**

"I started my training at the Yorkshire College of Beauty in 1985 and graduated with the prestigious CIDESCO International Diploma one year later. It was the best decision I could have ever made as this course gave me the confidence and skills to apply for jobs in the more prestigious high end salons.

The CIDESCO course covers all aspects of beauty therapy training to a very high standard which is renowned both nationally and internationally as the world's elite qualification. I originally started working in Harrods, London before moving on to run celebrity hair stylist Nicky Clarke's beauty salon in Knightsbridge. Twenty years ago I opened my own salon in Knightsbridge and my clients travel to me from all over the world and include many A list celebrities as well as international Royal family members. I also fly out to the Middle East regularly to treat royalty in their private residences.

My career has been very exciting and has involved many television appearances and editorial articles on my specialist areas of expertise.

I cannot recommend the Yorkshire College of Beauty in Leeds highly enough, their standard is World class."



**JAYNE COURTLAND,
UK**

"I attended the Yorkshire College of Beauty in 2019 and completed my ITEC, CIBTAC and CIDESCO in beauty therapy and massage level 2&3.

After completing the course I went straight into the cruise industry. I trained in London for five weeks at the Steiner Academy learning cruise line specific treatments and other skills I would need to work on a ship. On my fifth week I was finally given my ship and flew out to Hawaii to join it. Here I worked in the spa as the only therapist who specialised in a treatment called Ionithermie which is an inch loss cellulite treatment. From Hawaii, we crossed to Sydney stopping at Guam, Vietnam, Kota in Malaysia, Bali, Darwin and Singapore. My contract was then based in Sydney where we travelled all around the Pacific islands!

Working on a cruise ship was a dream come true for me, but without YCOB I definitely wouldn't have been as confident to do it. Public speaking was a large part of my job for sales. I had to talk to groups of 100+. At the college we did regular presentations, and learnt to be more confident when speaking in a group. Secondly, with all the information and knowledge I gained doing the CIDESCO course, I went in to train for the ships at an advantage. The kind of things they were teaching there, I'd already covered in my CIDESCO course, so I quickly advanced. Thank you to all the tutors who made my time at YCOB so amazing, I will be forever grateful to you all."



"The CIDESCO course covers all aspects of beauty therapy training to a very high standard which is renowned as the world's elite qualification."



**SEEMA GOPUJKAR,
OWNER AND
PRINCIPAL OF SEEMA
INSTITUTE & SALON IN
MUMBAI INDIA**

“CIDESCO has been my backbone of education ever since I began my career 31 years ago. My career took leaps and bounds after I graduated. All my students hold high positions in Hotels and Spas all over India and the world. Being a guiding force for the young generation is my forte.”



**GERARD GORDON,
EXECUTIVE DIRECTOR,
CIDESCO INTERNATIONAL
SWITZERLAND**

The moment I joined CIDESCO, despite being one of the few men, I was given a really warm welcome. It was like being welcomed into a family and that's exactly what CIDESCO has become for me. I have met some incredible, talented and wonderful people, many of whom I consider good friends.

It's the CIDESCO World Congresses though which enable us to come together that bring me the best memories. As we come together to uphold the high standards in the beauty and spa industry, this 'one voice' approach is felt most strongly. I am never more proud to be part of CIDESCO.

Also, the social events at the World Congresses are always an occasion to look forward to where CIDESCO friendships and networking are established further. I recall dancing the Zorba in Athens to witnessing the most incredible sights in India and China and even coming face to face with lions in South Africa. Sharing these moments together will stay with me forever.

I am now looking forward to the next steps in CIDESCO's bright future.

“As we come together to uphold the high standards in the beauty and spa industry, this ‘one voice’ approach is felt most strongly.”





Beauty Through the Ages

The world was longing for some more beauty when CIDESCO was founded in Switzerland in 1946, and throughout the decades that have followed, women, and men have turned to their favourite looks in times of both crisis and prosperity. The Lipstick index is the famous measure of the economy, coined by Leonard Lauder of the Estee Lauder company in the early 2000s, believing that women reach for their cosmetics in times of recession; but looking through the trends it is clear people use beauty and hair styles as a way to express themselves whatever is happening in the world.

Alex Bridgwater, The Spa PR Company

1946

The classic look of the 1940s both during and after the war was the red lip. After the drudgery of the war years, many women opted for bright pinky-reds towards the end of the decade. They often lined around the natural shape of their lips to give a full, plump effect called the Hunter's Bow. This was originally made popular by a certain Max Factor who created the 'smear' effect when working with the actress Joan Crawford in the 1930s. Rationing continued in many countries during the 40's, so make-up remained precious and application was fairly minimal – but this did not mean women held back on the glamour!

Women would emulate Hollywood stars like Lena Horne and Ava Gardner, with the focus on a red lip with a perfect, arched brow (held in place with a little pencil and Vaseline). For their base, Max Factor's Pan-Cake foundation was the favourite of the decade, either in a compact or, from 1948, the Pan-Stik and then some powder to finish. Eyeshadow was applied using a finger and the lighter lining of the eye that was popular at the beginning of the decade slowly transformed into a heavier, more almond shape. A smidge of mascara, either a block cake or tube applied with a little brush, and then some rouge completed the look. Oh, and matching your red nail polish to your lips was a must!



1950s

The 1950s were really the golden age for make-up, with brands we still know and love today such as Max Factor, Maybelline and Elisabeth Arden all creating super glamorous ranges which were much more accessible. There was also a boom in new brands, with Boots launching No. 7 in 1952, as well as Biotherm (1952), Clarins (1954) and Shisedio International (1957) and many more all launching. The new cream foundations and shadows were the 'in' thing, with the 'mask effect' the desired look. To look like Grace Kelly or Dorothy Dandridge you needed a thick, creamy application of foundation and a skin-coloured powder to set, with a subtle pastel or rose rouge applied to the apple of the cheek. Eyeliner really had a moment as well; the wing effect is still hugely popular today and gave an instant flicker of Hollywood glamour. Beauty salons also became increasingly popular during the 1950s, with women visiting and working in salons, booking in for facials, hair styling and manicures.



1960s

While the 1940's and 50's beauty looks around the world were heavily inspired by Hollywood, by the end of the 1960's it was all about the London Look. There was a small revolution in the form of hair styling by Vidal Sassoon and make-up by Mary Quant, with Carnaby Street and Portobello Road inspiring women go for a youthful, playful style which played homage to the original look from the 1920's. Out went the elegant, powdery look of the early 1960's and in with the statement eyes and nude lips. Women wanted to look like Twiggy or the American model Donyale Luna with lashings of lashes, often false and with very liberally applied mascara, with heavy eyeliner and statement eyeshadow used to contour the eyes.



1970s

There was another radical change in the 1970's, when a more athletic and natural look became the aspirational trend. Women were spending time and money to create what appeared to be a simple and effortless look! It was all about shimmers - it could be found in cream pastel eye make-up and much loved bronzer, as well as being used to highlight the cheekbones. Lips were left much more natural than previous decades, with the dewy and glossy finish of Yardley's Pot O Gloss being one of the firm favourites. Thanks to Donna Summer, Diana Ross and Cher, statement eyes were still in vogue, with white eyeliner on the lower lash line paired with highly pigmented eyeshadows for a dramatic look. False lashes were still popular but toned down a little, with more natural shapes from brands such as Revlon.

Women in Asia started to move away from wanting to look like a Westerner and took another look at their traditional beauty. Brows had been getting thinner but now they suddenly became darker and fuller.



1980s

There were so many trends that captured women's imaginations over the 1980's, but the recurring theme was heavy, statement make-up and big, big hair. The New Romantic, post-punk, power dressing and bodycon trends all required teased hair and a chiselled cheekbone, curtesy of carefully applied blush in eye-catching colours. It's safe to say a lot of the outrageous trends have remained firmly in the 80's, it is unlikely mullets, tight perms or the up-the-brow block colour eyeshadows will make a resurgence. Beauty icons like Grace Jones, Christie Brinkley and Jane Fonda somehow managed to make all these look good!

1990s

Unlike those of the 1980's, the beauty trends of the 1990's are having a real moment in 2021. The decade began with a heavy make-up hangover from the 80's, but transformed into the more neutral, paired-back but highly polished aesthetic we associate with the supers of the day - Naomi Campbell, Cindy Crawford and Kristy Turlington all made thick lip liner one of the looks of the decade. For those taking inspiration from Kate Moss, a bottle of CK One and a dollop of one of Lancome's Juicy Tubes was all you needed for the 90's androgenous look. Super skinny brows were also a huge trend, ideally paired with a frosted eyeshadow or a bright blue eyeliner.



Thankfully beauty brands started to finally become more consciously inclusive, with years of limited foundation shades and a lack of options for women of colour being recognised

2000s

The early 2000's was a rush of colour, with pastel purple or blue eye shadow and playful liners in abundance, alongside sparkles in everything. Eyeshadows, lipsticks, bronzers and lip gloss all came with a healthy helping of shimmer, glitter or dazzle dust; with brands like Barry M, Rimmel and L'Oréal producing affordable, playful products so everyone could experiment. Britney Spears, Christina Aguilera and Beyonce served as daily inspiration as people had access to Google images for the first time and could begin uploading Youtube tutorials from their bedrooms on how to recreate their favourite looks. Ultra-thin brows remained the fashion, this time paired with fake tan and chunky highlighted hair, along with heavy pink blush, high contrast lip liner and a generous application of body glitter.

2010s

Everyone finally put down the tweezers in the 2010's and thanks to models like Cara Delevingne, big brows were back. Brow services are no longer niche and a whole new category of make-up and beauty treatments boomed; both women and men are now just as likely to book in for threading, waxing, microblading or laminating as they would a manicure. Thankfully beauty brands started to finally become more consciously inclusive, with years of limited foundation shades and a lack of options for women of colour being recognised and brands like Fenty by Rihanna launching with a mission to have foundation shades to suit everyone. 'Instagram' beauty became hugely fashionable, with celebrities like the Kardashians leading the way with extreme contouring, Instagram perfect make-up and plumped up lips. To counter this, the other big trend was the 'Glossier' look, which is all about 'real' skin and minimal make-up, with a fresh and dewy finish.

With the era of face coverings hopefully coming to an end, it will be fascinating to see what new beauty trends will emerge; will women look back to the roaring twenties for inspiration again?

Or, will Gen Z continue to rework the 1990's, this time resisting the androgyny and embracing playful beauty for all? Beauty becoming more inclusive and the new ideas emerging will make the beauty trends of 2020's exciting to watch.

CIDESCO Qualifications

CIDESCO offers a wide range of qualifications across Beauty, Aesthetics, Spa & Wellness, Make-up, Management & Training.

These qualifications are highly valued by employers worldwide and are available for full-time and online study enabling students to choose the course that fits best with their lifestyle.

Many of the courses require no prior experience other than a desire to achieve a high level of training and achievement.

For those students with experience and previous qualifications, CIDESCO offers a selection of Post Graduate/Recognised Prior Learning Courses.

CIDESCO QUALIFICATIONS OVERVIEW

Beauty Therapy		Spa	Make-Up	Management
Beauty Therapy Diploma	Skin Care Certificate	Spa Therapy Diploma	Media Make-Up Diploma	Beauty & Spa Management Diploma
Aromatherapy Diploma	Body Care Certificate		Make-Up Artistry Diploma	
	Aesthetics Certificate			
	Manual Facial Certificate			
	Facial Certificate			
Post Graduate Qualifications				
Beauty Therapy Diploma PG	Skin Care Certificate PG	Spa Therapy Diploma PGS	Media Make-Up Diploma PG	Beauty & Spa Management Diploma PG
Aromatherapy Diploma PG	Body Care Certificate PG		Make-Up Artistry Diploma PG	
Epilation Diploma PG	Aesthetics Certificate PG			
	Manual Facial Certificate PG			
	Facial Certificate PG			
Under Development				
Advanced Aesthetics	Nails			
Massage	Teachers Training			

 CIDESCO Diplomas

 CIDESCO Certificates

CIDESCO Qualifications contd.

New for 2021

Beauty & Spa Management Postgraduate Diploma

Recognising the growth of the spa and wellness industry and demand for high calibre spa managers, CIDESCO has launched its Beauty & Spa Management Diploma to candidates who have obtained formal training in the beauty and spa industry and have a minimum of three years' experience in a supervisory or a management position.



THE COURSE

Available 100% online.

There is a pre-requisite for all candidates to have completed a refresher course of at least 30 hours at a CIDESCO School or CIDESCO National Representative covering all subjects in the Beauty & Spa Management Syllabus.

All candidates must have completed their Business Plan and achieved a minimum 70% pass mark before they can sit the CIDESCO Post Graduate Beauty & Spa Management Diploma examination.

The Examination consists of two additional parts: Theoretical examination – Multiple Choice Questions (MCQ) and a Practical examination.

Reach beauty and
spa professionals in
over 40 countries
worldwide

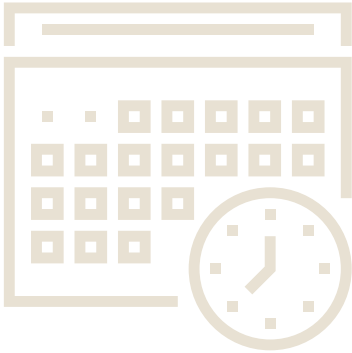
**TO ADVERTISE IN
THE INTERNATIONAL
LINK MAGAZINE**

**Contact Erika Ferreira at
CIDESCO International**

Email: info@cidesco.com

Tel: +41 44 448 22 00





Diary Dates

DECEMBER 2021

09–12 Skin & Beauty Expo,
Dhaka, Bangladesh
www.savor-skinbeautyexpo.com

11–13 Beauty & Fitness Asia,
Karachi, Pakistan beautyasia.com.pk/

21–23 Cosmobeaute, Vietnam
www.cosmobeauteasia.com

JANUARY 2022

8–9 IMATS, Los Angeles
imats.net

11–12 Cosmet'agora, Paris, France
www.cosmetagora.fr

12–14 Cosme Tokyo Osaka,
Tokyo Big Sight, Japan
www.cosmetokyo.jp/en-gb.html

29–31 International Salon & Spa Expo,
Long Beach, California
probeauty.org/isselb/

FEBRUARY 2022

6–7 Professional Beauty GCC,
Dubai, UAE professionalbeauty.ae

7–8 Beautyworld Japan, Fukuoka,
Japan www.beautyworldjapan.com

MARCH 2022

2–4 Beauty Asia, Singapore City,
Singapore www.beautyasia.com.sg

2–4 PCHi China, Shanghai,
China www.pchi-china.com

4–6 Beauty Dusseldorf,
Germany
www.beauty-duesseldorf.com

10–4 Cosmoprof Worldwide
Bologna, Italy
www.cosmoprof.com

APRIL 2022

21–23 Intercharm Professional,
Moscow pro.intercharm.ru/en-gb.html



Global Awareness Days

**3rd December · International Day of
Persons with Disabilities**

**5th December · International Volunteer
Day**

25th December · Christmas Day

31st December · New Year's Eve

1st February · Chinese New Year

4th February · World Cancer Day

14th February · Valentine's Day

**17th February · Random Acts of
Kindness Day**

8th March · International Women's Day

18th March · Global Recycling Day

18th March · World Sleep Day

**20th March · International Day of
Happiness**

7th April · World Health Day

**10th-15th April · World Homeopathy
Awareness Week**

**15th April · International
Microvolunteering Day**

17th April · Easter Sunday

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

75th Anniversary Competition

We're celebrating 75 years by offering you the chance to WIN a fantastic prize of top spa and beauty goodies including:

BABOR Anti-Ageing X-Mas set containing two skincare highlights from the BABOR Anti-Aging Expert series ReVersive. The BABOR Anti-Aging X-Mas set guarantees radiant eyes, beautiful skin, and luxurious skincare moments.

Latest advanced skincare products from **BIOLINE JATÒ**. The De-Ox C Evolution Gift Box is an elegant box containing two products for facial home care: a 50ml glass jar of Radical Capture Cream and a 15ml tube Booster Serum.

Alpine Radiance set in a vegan leather bag from Jacqueline Piotaz Cosmetics. This set of 5 Alpine Radiance products helps renew your complexion with nurturing, illuminating skincare, specially formulated to restore the skin's youthful glow. Alpine Radiance is a powerful collection that refines the appearance of wrinkles and expression lines and leaves the skin noticeably radiant.

MAVALA's Discovery Set which contains six of their top products for taking care of your nails and hands including Mavala's popular Scientifique K+. **Plus** some Swiss chocolates and surprise gifts from CIDESCO International.



Simply count the number of 75 anniversary logos in this issue and email your answer to info@cidesco.com quoting 'LINK75 Competition'. The first correct answer drawn will receive this bumper gift of products.



CIDESCO Associate Members

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.

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.

At this time we'd like to say a big thank you to all our Associate Members who have supported CIDESCO. This includes:

BABOR ch.babor.com

Biologique Recherche
biologique-recherche.com

Bioline Jatò bioline-jato.com

Eve Taylor eve-taylor.com

FLORENCEROBY uniformcollection.com

Flower and Show China haixia1989.com

IONTO COMED ionto.de

LEMI lemi.it

New Medic Era AB newmedicera.com

Professional Beauty/Trade Exhibitions
professionalbeauty.co.uk

Repêchage repechage.com



Around the World

CONGRATULATIONS TO ALL CIDESCO STUDENTS WHO ARE EITHER IN TRAINING OR SUCCESSFULLY PASSED THEIR EXAMS THIS YEAR.

Here we celebrate a small number of them from around the world and also hear from students at the Elite School of Beauty Zimbabwe on why they love CIDESCO and why they chose to pursue the CIDESCO Beauty Therapy Diploma.



Clockwise from top left:
 YLG Institut, India; Adara Training Center, Bahrain; Arcos Akademie, Switzerland; Elisabethskolan Sverige School, Sweden; ISAS International Beauty School, India; Isa Carstens Academy, South Africa; Galway Technical Institute; Oxford International College of Beauty, UK.



"To fulfil my dream of being a world recognized Beauty Therapist" - Winnie

"CIDESCO has high standards and is very prestigious!" - Natasha

"I want to provide therapy to all people in order to relieve stress and tension, to improve range of motion and circulation, to enhance a state of well-being and offer a preventive lifestyle through all services hence I saw CIDESCO befitting to offer me the knowledge" - Melinda

"I'll definitely choose CIDESCO even in my sleep because it makes me stand out and not only do I get to be recognized internationally but also because you can get a job anywhere else in world"
 - Ellona

"My passion for medical aesthetics made me choose CIDESCO" - Mutsa

"To be part of greatness" - Geraldine

 *Around the World* *contd.*



Clockwise from top left: *Georgina Price College, Galway Ireland; Potch Academy, South Africa; CMM Monita Academy, China; Seema Institute, India*



CIDESCO SECTION CHINA TEACHERS ALSO SHARE THEIR BEST WISHES ON CIDESCO'S 75TH ANNIVERSARY.



Ms. Yuen Ka Wing

Nail Educator/Founder of Beauty Salon, member of CIDESCO Section China International CICA Association of Esthetics, The First candidate of CIDESCO Diploma of Media Makeup (Hong Kong)

“Congratulations to CIDESCO’s 75th anniversary, I’m proud to be the first Hong Kong candidate of Diploma in Media Makeup Program. I sincerely wish CIDESCO continuous success and have a brilliant future. Besides, I would like to say thank you to CMM Monita Academy for their support and encouragement.”



Miss CHOI Yuk Kee

“I am Choi Yuk Kee, from Hong Kong, China. Congratulations to CIDESCO for its 75th anniversary!

I operate a beauty salon in Hong Kong for over 30 years. I hold CIDESCO Diploma in Beauty Therapy and now I am about to take the exam for the CIDESCO Diploma in Media Make Up. Through studying CIDESCO courses and exams, I understand how to serve customers properly and the importance of upholding international standards which CIDESCO have set for the industry. Thank you CIDESCO for your contribution to the beauty industry.”



Miss YEE Wai Han

“I am Yee Wai Han, from Hong Kong, China, CMM Monita Academy. I wish to convey my warmest congratulations to CIDESCO on its 75th Anniversary.

CIDESCO offer a portfolio of prestigious training programs, standards and qualifications. Our school not only offer CIDESCO Beauty Therapy Diploma, but also CIDESCO Diploma in Media Make-up and Make-up Artistry. Our school produces graduates of the highest level who uphold the highest standards in the beauty industry as endorsed by CIDESCO. Congratulations once again on achieving this memorable milestone.”

Obituaries

IN 2021 WE WERE SADDENED TO HEAR OF THE PASSING OF THREE OF OUR ESTEEMED MEMBERS WHO WILL BE GREATLY MISSED:



Joanna Hoare, UK

Joanna Hoare was an inspiration to anyone who has ever been involved in the Global Beauty Therapy and Aromatherapy Education to all of those who still are, and to all those who plan this as a career. Joanna is The Author of "The Complete Aromatherapy Tutor," translated into so many languages and was also an amazing trail blazer.

CIDESCO honours her memory and her enormous contribution to Global Beauty Therapy and in particular to Aromatherapy Education around the Globe and to CIDESCO International as a charming and much loved CIDESCO Examiner for many years.

Joanna was awarded the CIDESCO Esthetique Award in 1976 for service to the beauty industry.



Anne van Aken, The Netherlands

By Anne's daughter, Annemiek

In 1977 Anne started her Institute. I joined her when I was 18 years old and we worked together for 10 years. Then I took over her business and she continued working for CIDESCO, examining for around 35-40 years. She loved doing the exams and was also chairperson of CIDESCO Section Holland.

Anne was always joining the international congresses because she found it important to meet her colleagues and learn about all the new developments in the business. We even went together because we both had the same love for the beauty business and CIDESCO.

Four years ago she started a beauty salon in an elderly home as a volunteer, where my father stayed and gave facials to the women who had dementia. That was very fulfilling for her.

I inherit the love for this profession from her. And am thankful for everything that she taught me.



Anne Weekes, Ireland

Anne was a beauty therapist and educator who specialized in Remedial Camouflage for over 35 years and ran her own product business, Anne Weekes Beauty with her daughter, Olwen. In 1996 at the CIDESCO World Congress, Anne was honoured with a Medaille D'Esthetique for her excellent contribution to Educational Services.

Anne was brilliant at camouflage makeup and helped many people who needed this service and went on to teach many students the art of camouflage. Anne, along with Bronwyn Conroy, founded the first Irish CIDESCO Section known as SAC in Ireland. She will be greatly missed.

IN REMEMBRANCE

Please also join us in remembering all the many other brilliant people who are no longer with us. Each person has been an important part of CIDESCO International, leading, teaching and inspiring others to be the best they can be in our industry.

Thank you! You will always be remembered.



Visit www.cidesco.com to receive CIDESCO International news and LINK magazine



BECOME A MEMBER

And qualify for a wide range of benefits including:

- Recognition as a CIDESCO accredited body
- Access to CIDESCO Qualifications
- Use of the CIDESCO Logo
- Access to CIDESCO educational materials
- Invitation to enter the CIDESCO Global Awards
- Exchange of professional knowledge

Plus much more...

The CIDESCO membership is open to the world's leading:

- Schools, Colleges and Education Centres
- Beauty Salons and Spas
- Professional Beauty and Spa Associated Businesses
- And Students looking to achieve a prestigious level of training and qualifications which are recognised worldwide.

JOIN NOW

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