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THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

CIDESCO INTERNATIONAL

LINK

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Country of a Thousand Spas Serbia

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President's Message



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

DEAR FRIENDS AND COLLEAGUES

It is with a heavy heart that I must share the sad news of the passing of a great woman.

Mrs. Joan Thornycroft is no longer with us, though her legacy will live on for ages, both in the mission of a world standard in Beauty Therapy Education and in the hearts and souls of all the people who have had the pleasure working with Joan through the years.

Please take a moment of silence to honour Mrs. Thornycroft MBE, a true CIDESCO Ambassador and an amazing lady.

In my home country Sweden spring has finally arrived with flowers blooming in all colours and the sun warm and bright, which gives me a boost of energy. I can use this extra energy after a hectic but exciting time.

With the former CIDESCO Vice-President and Honorary Member Josephine Wackett and Gerard Gordon from the Head Office in Zurich, we attended the Professional Beauty Exhibition in London during late February. We had a very productive time meeting people that are interested in collaborating with CIDESCO as well as catching up with friends and familiar faces. Thanks to the kind support of Mark Moloney, we had a great stand.

As we are featuring the awareness of workplace Health & Safety and Salon hygiene this month, I would like to emphasize on the importance to keep the workplace safe and ensure hygiene is in place at all times. Most important is to wash your hands regularly. Do you know that we have our own CIDESCO Hygiene Guidelines? If not, log into the Knowledgebase to easily download or contact the Secretariat to send you a copy.

On 25th March, the Accredited CIDESCO School Traute de Lorenzi in Cologne, Germany, celebrated their 60th anniversary and the opening of their new premises. Karin Luggens, CIDESCO Vice-President represented CIDESCO at this milestone event.

The Congress team at CIDESCO Section India is busy preparing the 65th CIDESCO World Congress and Exhibition and it promises to be spectacular! The invitations to all CIDESCO meetings have been sent to our members and we have received a lot of registrations already. For those who have not registered yet, I suggest to do so as soon as possible and start with the visa process early so you don't miss out.

The next Board Meeting will be held in May in Zurich where we will focus on important tasks that shape CIDESCO. If you have anything you would like us to discuss, please send an email to our Head Office who will ensure we receive your input.

With warm greetings

Anna-Cari Gund

Joan Thornycroft MBE 1916–2017

It is with great sadness that we inform you of the sad passing of our Honorary Board member Mrs Joan Thornycroft MBE. Joan passed away peacefully on March 21st 2017 at the age of 101 years.

Joan was a true pioneer in the history of beauty therapy and CIDESCO by opening up many countries to the value of high standards and encouraging them in their professional skin care training.

A remarkable woman who influenced the journey that has been taken globally by our Sections. She held the hands of the Presidents, assisting them and their boards to grow and develop the industry with pride.

Joan served firstly as PR and then Education Board Member for CIDESCO International from 1983 until 1996, creating the syllabi for CIDESCO. Always going the extra mile to uplift standards.

Joan is never to be forgotten. She helped carve the way for many schools and beauty therapists globally. Energetic, enthusiastic and with the Best of British sense of humour. She loved challenges and was never afraid of them. Kind and genuine with a heart bigger than herself. Joan regaled with stories about her experiences as one of the first CIDESCO Examiners and kept her colleagues in hysterics.

The team that worked with and knew Joan well wish her 'Au Revoir' and Rest in Peace, knowing her footprints are firmly imprinted in our History.

'CIDESCO International has huge respect and admiration for you and the enormous contribution you made to us, Joan. You will be remembered forever.' says Anna-Cari Gund, President of CIDESCO International.

With love from the CIDESCO International Board, Honorary Members, Past Board members, Section members and Secretariat.

"Joan Thornycroft has been in the Beauty Therapy Industry for over 80 years, she had something in common with the founders of CIDESCO International, Georges Dumont and Jacques Poirsons. Her passion was unlimited and a great many people around the world have benefited from her knowledge. Having lived for some time in India at a young age, she developed the talent to understand the different cultures of our people. When she travelled to exotic countries, she was one of them and her sense of humour never failed her.

She was closely linked to CIDESCO International and served on the Board for several years. During this time she was part of the development and growth of CIDESCO, thus making it the number one Organisation in Beauty and Spa Therapy. She shared her knowledge without prejudices.

We all have stories to tell about Joan, be it during one of her trips to a faraway country or about everyday life. She made many people laugh, she made them happy regardless of the age group. Joan had dignity and class and she had something in common with The Queen Mother Elizabeth – they both liked a whiskey.

There were always celebrations for her birthdays especially those towards her 100th. Not long before her departure, she celebrated her 101st with friends at her home in Kent. Many of us had the opportunity to talk to her a few days before she passed away and there was still a joke for a laugh.

Tall and elegant she flew to the stars – may she rest in peace."

Your friend Anne Maestrini



'So sad to hear of Joan's passing. My deepest condolences to her family and friends.

Joan was a true inspiration to all of us. Her relentless energy and drive in striving for higher standards and exceptional education within the skincare industry for over 70 years was legendary.

Joan's beauty and glamour reminded us all of what this industry is all about. Her fabulous sense of humour and passion for the skincare industry will certainly be missed. I have such fond memories of laughing and dancing together at the many functions we attended.

Her legacy will continue on within the next generation of aestheticians and spa professionals.'

**Carrie Berry
Former Co Founder & Principal
Camelot SOUTH AFRICA**

Remembering Joan Thornycroft MBE



“Joan was a inspiring figure behind the formation of our section. I have been associated with her since 1985, when she first arrived in India as an examiner. She was a loving person and true teacher at heart. We have honored her as ‘The mother of Association of Beauty Therapy & Cosmetology (INDIA)’ and she will always remain as a guiding lamp for us. May her soul rest in peace.”

MAYA PARANJAPYE

Global Wellness Day

Once again CIDESCO will be supporting Global Wellness Day on 10th June 2017. Please join us in showing your support for ‘living well’ by sharing your GWD paddles on social media.

www.globalwellnessday.org



Spring Charity Luncheon in Sweden



L-R: Pirjo Axelsson Johnson; Indian Ambassador, Monica Kapil Mohta, Anna-Cari Gund, Kate Wacz, Björg Hannadal Achinelli

CIDESCO International's President and Médaille d'Or holder, Kate Wacz had pleasure in representing CIDESCO at the International Women's Club of Stockholm's annual spring charity luncheon which was held at the Operaterassen .

Mrs Monica Kapil Mohta, the Indian Ambassador was the guest of honour and gave a talk on 'The Role of Women in Modern India'. As India's first Prime Minister said "You can tell the condition of a nation by looking at the status of its women!"



We announce three new schools to our membership and welcome them to the CIDESCO family:

Pandhy's Beauty Academy, Sósút, Hungary
www.pandhysakademia.hu

South Pacific Academy of Beauty Therapy, Fiji
www.spacademyfiji.com

LTA School of Beauty Pune, India
www.ltaschoolofbeauty.com

Introducing the CIDESCO International Education Committee

**VICKY HARPER, SWITZERLAND
EDUCATION BOARD MEMBER**



I moved to London from Johannesburg, South Africa, after studying Beauty Therapy. Starting my career in lecturing, it was in London where I transitioned into retail education, working in a fast paced, upscale environment with luxury brands.

Passionate about the industry and maintaining its standards, I continued to develop both professionally and personally until finally settling in Switzerland, where my involvement in maintaining high standards in education and beauty therapy is at the forefront of my mind.

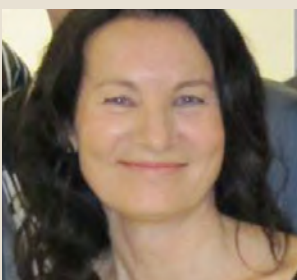
**PAMELA ADKINS, JAPAN
EDUCATION BOARD MEMBER**



I was born and raised in Norfolk, England where I trained as a beauty therapist. I knew early on I wanted to travel and, after gaining experience in a salon in the UK, I took a job working on board cruise ships. Travelling to 65 countries on board eight ships in five years. Whilst it was hard work, the experience of working together with so many nationalities on many different types of clients was invaluable. It wasn't all plain sailing, there were hurricanes, typhoons, even a fire on board the ship but all this added to life experiences.

After this, I was offered a job in Tokyo, Japan, teaching beauty therapy. Of course this was a totally different environment but a wonderful opportunity. I have now lived in Japan for 25 years where I actively teach in my school.

**ANNA-LIISA HALSAS,
FINLAND**



I've been working for over 20 years at SKY-Opisto, the first Beauty Therapy school in Finland (founded in 1933) and am currently Acting Principal. I'm a beauty therapist, vocational teacher and I also have a Masters degree in Health Sciences and Nursing Studies. I am also proud to have published the first Finnish textbook for Beauty Therapists.

I've been married for over thirty years and the mother of two sons and a grandmother to two girls. I love to run in the forests and swim in the lakes, during summer and winter.

Working for CIDESCO is a privilege and gives me more understanding for humanity and the World of Beauty and Wellbeing.

**ARLENE DAVEY,
SOUTH AFRICA**



I have been in the beauty business for many years. In fact ever since I was a teenage girl, falling in love with the 'idea' of a life filled with all things beautiful. It remains a continuous journey spanning over 50 years - from being a very serious student (still that!) all the way through the gypsy like life of a make-up artist. Then to a spell of retailing cosmetics and fragrances and then back to therapy, more study and then onto teaching. Therapy filling every college holiday and finally, on attaining the post of College Principal.

My life is a little less structured these days yet still unfailingly challenging. I continue to study and I enjoy being part of the entire learning experience, whether indulging my passion for teaching and writing teaching objectives or as a student.

**BEVERLEY CROWTHER,
DOHA**



I am originally from the UK, presently living and working in Doha - Qatar after being invited to be part of a new school set up, launch and role of Principal at Qatar's only beauty school.

I'm an independent, self motivated, people-orientated individual which is effectively demonstrated in my management and mentoring role. Travel and cultural experiences as well as keeping a positive outlook on life are top of my personal life priority list.

Introducing the CIDESCO International Education Committee

JULIE LEW, MALAYSIA



Beauty education is my passion. I have been in this industry since 1989 and an International CIDESCO Examiner since 2004. I am the Vice-President for Malaysian Esthetic Association (CIDESCO Section Malaysia) and also the Beauty Industry Expert for the Malaysia Department of Skills Development.

I am from Johor Bahru, Malaysia and I managed an esteemed beauty college for 23 years before taking time off in 2013. I then started my own school, Finesse Beaute Academy, in 2014 and was accredited a CIDESCO school in 2016.

Attending the CIDESCO Congress is the highlight of the year besides having the opportunity to examine in different schools all over the world. I am honoured and privileged to be part of the CIDESCO Education Committee.

KAREN THOMASON, AUSTRALIA



I have been involved in the beauty industry for the past 22 years having worked my way up from being a therapist & trainer to managing operational & human resource functions within a large spa group. Whilst I lived in South Africa, I was also actively involved with all levels of industry legislation & governmental regulations as well as skills development for our industry. I now live in Australia and lecture to students where English is often the second language which proves to be a constant challenge but one which I thoroughly enjoy.

My passion for this industry encourages me to mentor students by empowering them with knowledge & confidence to love what they do and succeed in having a profession that is so important in our stressful world. I travel annually for examinations & love being able to engage with students around the world to see how they perform all treatments with dedication & passion.

MARY FINNEGAN, USA



I am pleased and honored to serve on the CIDESCO Education Committee and am also proud to be a CIDESCO Examiner.

I have a Bachelors of Science degree in Natural Health, Associate of Arts Degree in Esthetics and Cosmetology as well as the CIDESCO Diploma. I am also a certified massage therapist, reflexologist, healing touch practitioner, aromatherapist and yoga teacher.

I am on the Board of Cosmetologists Examiners for the State of Minnesota and previously ran my own salon for many years.

SONIA O'DWYER, IRELAND

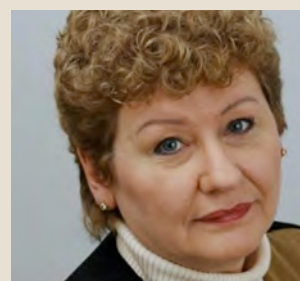


As a Senior Beauty Therapy Tutor with over 19 years experience, my aim is to provide an engaging learning environment to enable my students to excel. Awareness of industry requirements helps me provide an environment which meets the needs of both learners and the industry.

I'm experienced in assessing learning needs and developing lesson plans which meet student requirements, providing students with constructive feedback and working with them towards realistic goals.

I thrive on providing the ultimate in training, leadership and customer care using my strong communication skills to develop positive relationships with students, colleagues and clients. I take pride in training my students to deliver world-class customer service and facilitating their journey to a rewarding career. Their success is my reward. One of my favourite quotes about education is from fellow countryman W.B. Yeats - 'Education is not the filling of a pail, but the lighting of a fire'.

MARGRIT ALTENBURG, USA



I was born in the Netherlands, growing up in Switzerland and worked in the USA. After studying Beauty Therapy and further skin and body science and chemistry I was active in the Swiss Section, preparing students for the Post Graduate Beauty Therapy examination. Later I was elected as General Secretary and served for two terms on the Board of CIDESCO. Since 1991 I have also been a CIDESCO Examiner and travelled around the world which I enjoy very much. During my travels to the US I noticed the need for CIDESCO training as opposed to the "Esthetic training" that was the norm. After the first preparation class I was offered the opportunity to move to the US and teach the CIDESCO program at The Institute of Cosmetology and Esthetics where I remain still today.

Total Guest Experience Month



Greet your guests with a welcome drink

“Our guest’s experience should be at the forefront of our minds at all times.”

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

CIDESCO International has introduced a series of special months and awareness days to encourage its members to continually educate and improve their own careers, staff and businesses.

Starting with ‘Total Guest Experience’ month which ran throughout February and March, CIDESCO created some tips to guide and help improve the guest experience. Anna-Cari Gund, President of CIDESCO, says “Our guest’s experience should be at the forefront of our minds at all times. Even when you continually perform treatments to a high standard and maintain a positive reputation it is important to keep evaluating your service to make sure it’s the best possible, improving not only your Total Guest Experience but also raising the bar and standards in our ever developing industry.”

See our Top 10 Tips for increasing your ‘Total Guest Experience’ and ‘Health & Safety at Work’

Total Guest Experience

- 1.** Remember to keep the quality of your mind-set front of mind throughout the day i.e. Ask how am I feeling? Do I have lots of positive energy?
- 2.** With any problem remember that you have only two options: One to improve your perspective and two to remove yourself from the problem.
- 3.** Try to focus on the present. When you’re totally in the moment, delivering a treatment, both you and your guests have the most rewarding experience.
- 4.** First impressions really do count so ensure that your appearance and the attitude you project is presenting yourself in the best way – a way that you wish to be remembered and recognised.
- 5.** Remembering details about your guest’s last visit can help them to feel more relaxed and cared for – even the smallest detail about a conversation can help.
- 6.** Go one step beyond what is expected, which will not be the same with every guest but will be noted by each.
- 7.** Support your team in front of your guest or refer to the services of a peer which will remind your guest that there is an entire team dedicated to their experience.
- 8.** Taking sufficient breaks isn’t just important for the physical quality of the treatment and your concentration but also for your energy and social efforts.
- 9.** A genuine compliment should always be shared - you can help your guests to feel good in many ways.
- 10.** Your final words can have a lasting effect, especially after delivering a treatment on a guest. Be sure to make them count.

Work Health & Safety Month



Stress, a major cause of workplace health issues

Long hours, a busy work load and working with other people can be stressful which in turn can lead to health problems including depression.

The next awareness month covers Health & Safety and is running throughout April and May.

- 1. Do a risk assessment.** You need to understand the risks so you can take the necessary steps to reduce the risk of work-related injury or illness.
- 2. Write a Health & Safety Policy.** If you are an employer you should have a health & safety policy which identifies the risks. Key areas will include dermatitis, storing and using chemicals, aches and pains.
- 3. Have the right facilities.** Employers will need to make sure that staff have access to toilet and washing facilities, drinking water, somewhere to store clothes or change if your staff wear a uniform and somewhere for your staff to rest and eat meals during breaks.

- 4. Minimise stress.** Long hours, a busy work load and working with other people can be stressful which in turn can lead to health problems including depression. Look at ways you can minimise this by helping to stay in control of your workload and balancing with out-of-work activities.
- 5. Take regular breaks.** Staying fresh and alert will help you avoid injury or burnout.
- 6. Check your work area.** Use ergonomically designed furniture and equipment, and rearrange your work area so that everything you need is within easy reach.
- 7. Protect your back.** If you do need to pick up and carry heavy loads, keep the load close to your body and lift with your thigh muscles.
- 8. Don't drink.** Apparently alcohol and drugs are a contributing factor in around three per cent of workplace fatalities.
- 9. Talk.** Whether you're an employer or employee, keeping the communication channels open is important. This not only reduces stress but it also highlights any particular risks.
- 10. Get Insurance.** Rules will vary by country but generally your business should have employers liability and public liability insurance. If an employee or client gets ill or injured due to your business it will protect you against the cost of compensation.

Cosmetology Competition celebrates 15 years



The XV anniversary of the International Beauty Therapy and Aesthetics Competition took part from 23rd to 25th February 2017 in St-Petersburg, Russia. It was held under the auspices of CIDESCO Section Russia. More than 1,000 estheticians from 17 countries took part during the 15 years of holding this event.

This year two participants from Latvia have been awarded the cups in the category “Young Specialists” and “Professionals” in the Face Treatments nomination. Also, cups were won by the representatives of Moscow, St. Petersburg, Yekaterinburg and other cities of Russia. Expert jury, formed by CIDESCO members from Russia, Latvia and Finland, selected the best in the category “Professionals” in the nomination Face Treatment, Body Treatment and Electrical equipment.

Thanks to this annual competition in St. Petersburg, and the qualification events in other cities, the high standards of CIDESCO International committee are becoming more and more popular and well recognized in Russia and other countries. The international CIDESCO organization is a pass to the world of cosmetology without borders!

Read the label



When it comes to skin care product labels, people shouldn't necessarily believe everything they read.

"The language on the label is not always an accurate description of the product inside the bottle or its potential effects on your skin," says board-certified dermatologist Rajani Katta, MD, FAAD, a clinical assistant professor of medicine at the Baylor College of Medicine in Houston. "Manufacturers may use certain language for marketing purposes, and the same terms may mean different things on different products - and that makes it difficult to determine what they mean for our skin."

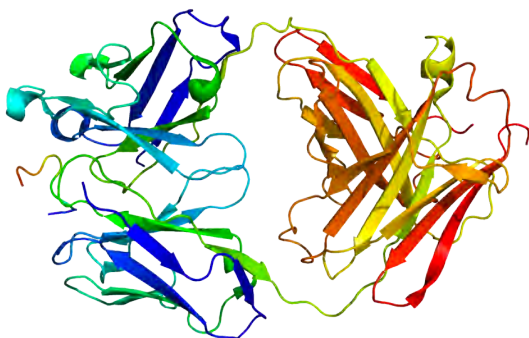
"For example, patients may choose products labeled "for sensitive skin" or "hypoallergenic" because they believe these products will be gentle on their skin and less likely to cause an allergic reaction. Because these terms are not regulated by the U.S. Food and Drug Administration, however, there is no guarantee that these products won't irritate the skin or cause a reaction", Dr. Katta says.

She also warns patients to be wary of the term "all-natural," since products containing natural ingredients are not necessarily good for the skin. "Remember, poison ivy is 'all-natural,'" she says. "And even if a natural ingredient is good for your skin, some products may combine that ingredient with additives or preservatives that could be harmful."

Language related to fragrances also may be misleading. Under current labeling laws, Dr. Katta says manufacturers are permitted to use the term "fragrance-free" on products that include fragrance chemicals if those chemicals are utilized for another purpose (i.e. moisturizing) rather than changing the product's scent. Further, the term "unscented" may be used on products that utilize fragrances to mask a strong existing odour instead of creating a new scent.

Source: American Academy of Dermatology

Youthful protein

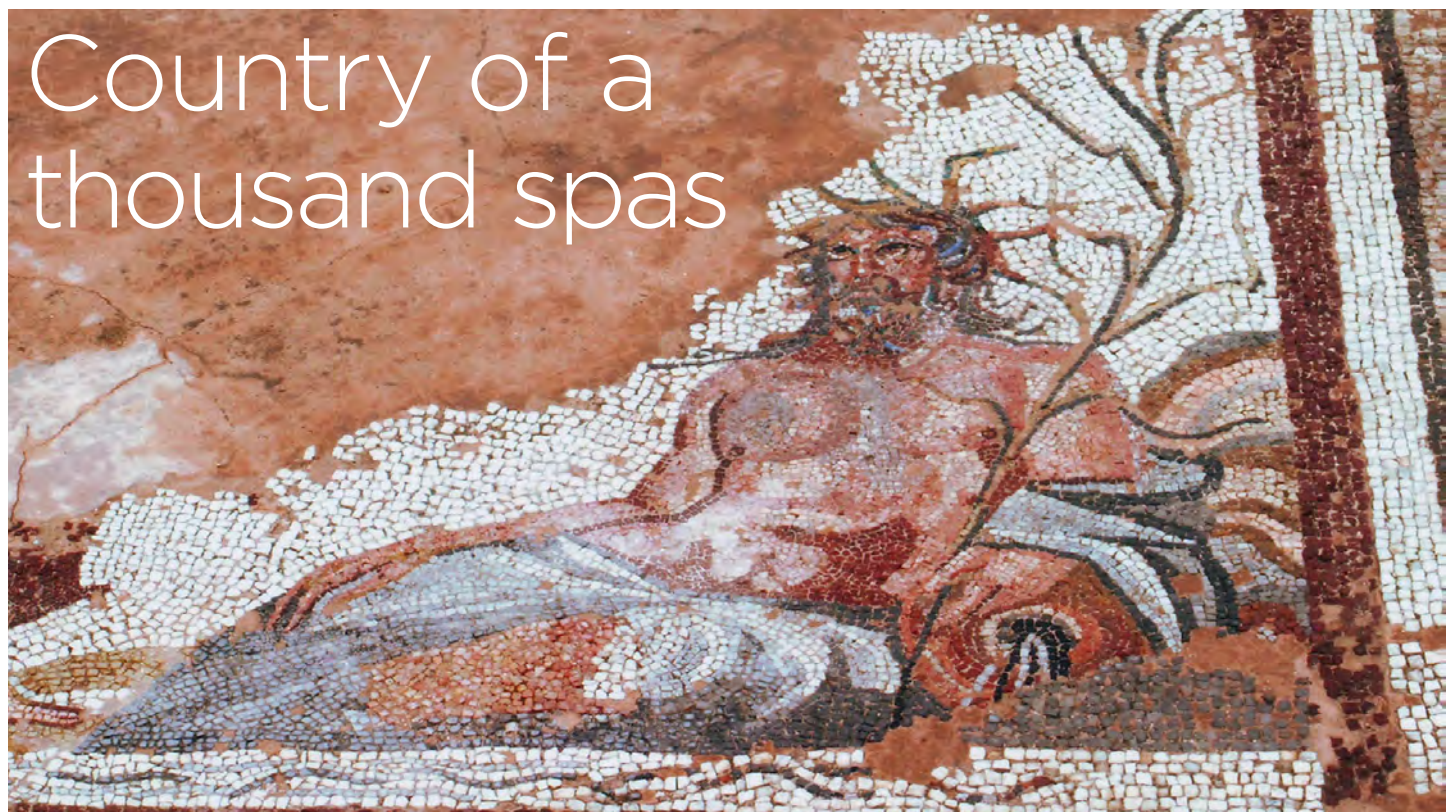


Old blood can be made young again and might even fight diseases of aging, a study suggests. The key is a protein that seems to keep blood stem cells youthful.

Blood stem cells come from mother stem cells in bone marrow. As we age their number declines.

Professor Hartmut Geiger of the University of Ulm in Germany and his team found that in a test on older mice they had low levels of a protein called osteopontin in their bone marrow. When they injected stem cells into mice that lacked osteopontin the cells rapidly aged. But when older cells were mixed with osteopontin, they produced white blood cells, just as young stem cells do. This suggests the protein osteopontin makes stem cells behave more youthfully.

Source: New Scientist



Country of a thousand spas

Do you know that Serbia is a country with more than 1,500 high quality thermal springs?

The mighty Roman leaders chose Serbia as a destination to build a great many spas due to its wonderful geographical position and plentiful supply of thermal mineral springs surrounded by beautiful nature.

It was well known to the Romans and they didn't lose any opportunity to enjoy all the benefits offered by nature in this part of the world.

The mighty Roman leaders chose Serbia as a destination to build a great many spas due to its wonderful geographical position and plentiful supply of thermal mineral springs surrounded by beautiful nature. However, it was not only spas they built. The Romans were also responsible for the development of the country's palaces, cities, military camps and roads.

Nowadays there are modern highways which follow the original Roman roads and passengers travelling this part of Serbia can witness many Roman developments.

I often travel this way visiting many of the country's spas and it was during one of my travels that I came across The Jubilee of Milan's Edict, issued in 313 year which initiated this article.

Travelling through Serbia from the extreme south, from a place named Lipljan (Roman's Ulpiana), through the city Niš (Roman's Naissus and Roman palace Mediana) to Bela Palanka (Roman's Remisiana). Further, travelling along the eastern Serbian border, near Zaječar we have the Gamzigrad Spa - Roman's Romuliana and further city Negotin with famous palace Šarkamen (Turkish word) - famous for extraordinary jewellery made in Roman times. Very near, along the river Danube there are the palaces Kladovo (Roman's Diana) with Tabula i Pons Traiana and Viminacium (near the village Kostolac).



Travelling along the river Danube we arrive in Belgrade, the capital of Serbia with the Roman name of Singidunum and where the river Sava joins the Danube. Continuing along the river Sava at the Nord-West of Serbia we arrive at Sremska Mitrovica, once the capital of the Roman Empire and originally called Sirmium.

Visiting all these Roman buildings you will see how many of the palaces had well designed spas attached in addition to dancing halls such as in Gamzigrad-Romuliana where the famous mosaic of the God of wine, Dionisys can be found.

All elements of the steam baths were made from natural components following the rules of well-being spas, with interiors designed to relax all the senses. According to constructions found in Roman ruins, thermal mineral water was used in the pools and steam baths at different temperatures for regeneration, recovering, health and relaxation.

Clearly the Roman imperials used these palaces for their own rest and health as well as for helping their army recover from their battles. Considering the amount of equipment in the spas, they spent a long time there enjoying all the benefits of the natural resources. Well-being of the body was very important for ancient Romans which give them strength for an unprecedented number of conquered territories.

The river Danube was obviously admired by the Romans with its wild and beautiful nature, but especially with its canyon named Djerdap where the river goes from 6 km at its widest to 700-800 metres in just a few kilometers. The Roman Empire saw the great military and economic importance

*Clockwise from top:
Mediana; Sirmium;
Singidunum; Trajan's
Bridge; Viminacium*



of Đerdap which is witnessed by the construction of the road which runs parallel to the river Danube. The river served to Romans as a barrier to hostile barbarian tribes. In those places where the mountain descends almost vertically to the water, the road is partly carved into the rock, and then expanded with a wooden frame on special carriers above the river.

But besides military camps there were palaces with so many high quality thermal springs and Romans built very expensive palaces with all the necessary facilities for enjoyment of them and their people. Serbia became a wonderful place to take a rest.

Lidija Radovanović, dipl.ecc
Board Member of CIDESCO Section Serbia
Financial adviser for Beauty and Spa centers



The definition of Aging is the progressive decreasing of biological functions of any unit of a species, the lifespan depending on the species. All living creatures in the world are liable to aging.

Biologically, aging is manifested with different anatomic and functional changes in the body which lead to a decreasing of vital activity leading eventually to death. These changes are progressive, comprehensive and irreversible and damage the body. This process acts on all levels of the body starting with molecules, the cells' elements (DNA, proteins, lipids), moving to the body's organs until it overtakes the whole body. With time it develops different diseases, so called 'aging diseases', which progressively destroy the body.

Why are we aging?

Scientific research shows that there are two types of aging:

a) Intrinsic aging or biological aging involved by inherited genes or chronological aging. Aging caused by internal factors related to degeneration of physiologic processes.

b) Extrinsic aging caused by external factors, for example, sun exposure, smoking, stress, diet, sleep etc

Throughout the world, scientists continue to research and explain

the reasons of the biological aging process with the aim of slowing down the process and obtaining longevity.

Aging theory

As the result of many years of research there are many theories of aging and they are divided mainly in two categories:

1. Programmed theories
2. Damage (Error) theories

Only some of these theories are accepted as an explanation of the biological aging process:

- Theory of somatic DNA Damage
- Theory of Free Radicals
- Theory of telomeres
- Biological clock – programming death
- Theory of Genetic aging
- Mitochondrial theory of aging

The first signs of aging

The first signs of aging appear very early at around 20 years old as very fine, hardly visual small wrinkles on the forehead, around eyes, around the mouth and on the cheeks.

Biological aging process we can divide into three phases:

Age period 25 to 35: for this phase the characteristic is the beginning of decline of the hormonal system on

all levels. The damage starts inside the cells of the body as a result of free radicals caused by an unhealthy lifestyle, environmental factors, bad nutrition, stress etc.

Age period 35 to 45: Hormones decline by more than 25% and clinical symptoms start to be seen. Cell damage is increased as formation of free radicals are increased. The level of damage depends on lifestyle.

Age period 45 plus: the production of most hormones decline. From the outside signs of aging are more apparent and increased. The most obvious signs of aging are on the skin.

Aging changes are happening on all areas of the body:

- Hair
- Nails
- Hormonal production
- Organs
- Bones
- Body and posture
- CNS and nervous system
- Senses
- Breasts
- Face
- Skin

The visual signs of Aging

The most visual signs of aging are on the skin and on the face. On the skin there is: dryness, wrinkles, folds, sagging, loss of elasticity, spot pigmentation and degenerative changes in elastin and collagen.

Considering that skin is multilevel tissue in the aging process we witness many changings in all layers:

- epidermal,
- dermal and
- hypodermal

In the Epidermal layer we have:

- Thinning of epidermis
- Accumulation of imperfect or damaged proteins

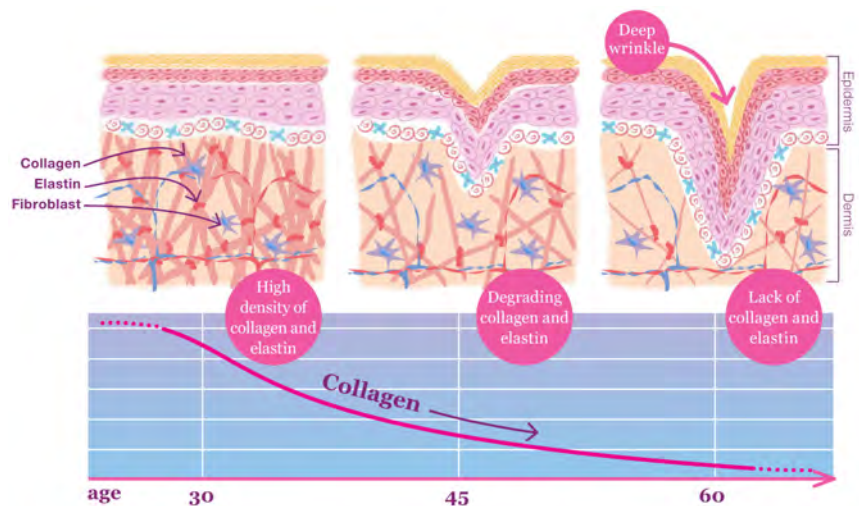
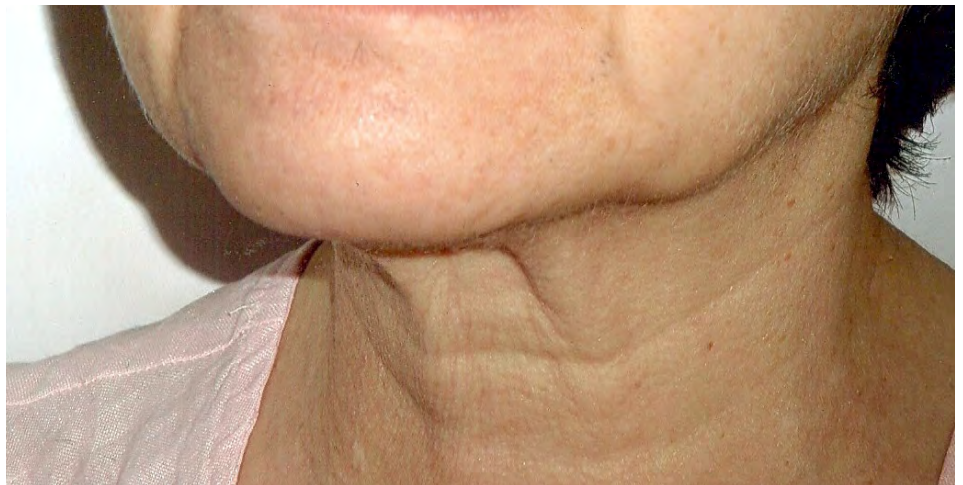
- Hyperkeratosis – increased keratin layer sporadic
- Decreasing number of melanocytes and Langerhans' cells
- Skin dryness
- Epidermal atrophy
- Exhausted Epidermis
- Epidermal malformation - “crow’s feet”, wrinkles, deep wrinkles etc.

In the Dermal layer we have:

- Fibroblasts and mastocytes reduction
- Fibroblasts decrease proliferation of collagen; alteration of collagen occurs – collagen fibers become thicker, collagen type is changed (type II – type IV), collagen fibers grid structure disappears
- Elastin alteration occurs – accumulation of elastin on the fibers, so called “elastosis”
- Changing in complete fiber tissue, causing reduction of skin strength and elasticity
- Oxygen deficit on cell level
- Microfibril reduction and interfibril space increasing
- Decreasing of Hyaluronic Acid and Chondroitin Sulfate levels
- Water retention
- Melanocyte reduction; lentigos
- Skin loses elasticity and softness, becomes thin and transparent with weak tone and turgor and with dermal atrophy
- Bad vascularization with low blood circulation, blood vessels in skin become weak and fragile, low metabolic exchange and occurs keratosis, telangiectasia and skin tags.

In the Hypodermal layer we have:

- Fat layer is thinner and disappears
- Normal temperature isolation is reduced
- Risk of hyperthermia or hypothermia is increased



- Risk of injury is increased
- Atrophy of hypodermis is visual on face, hands and feet

In the aging process we also have structural changing in deep skin tissue as:

- Fat tissue
- Muscles
- Bones

These changes are reflected on complete face physiognomy where we have change in the structure of:

- Fat tissue
- Muscle tissue
- Bone tissue

What are wrinkles?

Considering all the aforementioned facts and changings in the skin and face during the aging process, we can divide wrinkles into three types:

- Dynamic wrinkles – which appear during facial expression i.e. laughing or frowning
- Static wrinkles (lines) – these wrinkles are evident even when we are sleeping e.g. crow’s feet,
- Folds – deep depression of the skin, usually in nasolabial area

Dynamic wrinkles – are formed as a result of constantly mimicking expression and muscle extension in the same region over the years. Over time as the skin loses structural strength, turgor and volume, these lines become a permanent part of the face. At the start, dynamic wrinkles are only fine lines on the skin and are formed crosswise over the muscle fibers.

Classic dynamic wrinkles are:

- Horizontal lines across the forehead which cross Frontalis Muscle,

- Vertical lines on Glabella – between eyebrow
- Radial lines at the edge of eyes, so-called crow's feet
- Radial lines about mouth

Static wrinkles are:

- formed as a consequence of decreasing skin volume in the deeper skin layer.

Static wrinkles vary from fine lines and deep wrinkles and can appear anywhere on the face, but usually they appear on cheeks and around the mouth where the loss of skin volume is the greatest.

These wrinkles are a consequent of skin aging:

- Decreasing of collagen and elastin fibers in dermis – type and quantity,
- Decreasing Hyaluronic Acid and HS in basic substance (extrafibrillar matrix),
- Loss of muscle volume,
- Loss of deep skin fat tissue

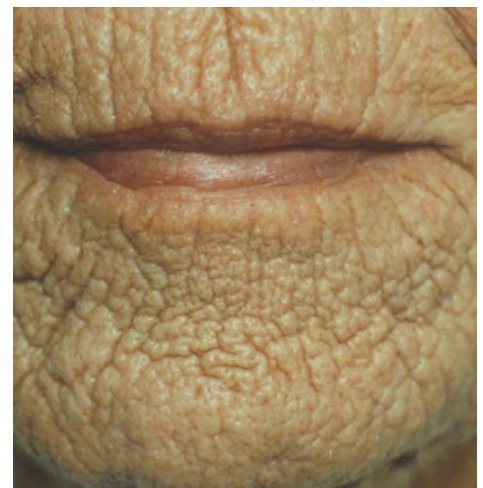
Folds are deep skin furrows on the face skin and they are a result of:

- Loss of fat tissue
- Great sagging of skin
- Muscle tone loss,
- withered tissue
- gravity

Typical samples are nasolabial folds.

So we can summarise: As the result of all these changes in the skin we have the visual signs of aging:

- wrinkles – forehead, glabella, around eyes, around mouth
- skin dryness and dehydration – water retention
- thin skin – reduction of basic substance (extrafibrillar matrix), HA, HS
- broken capillaries, cherry angiomas – bad vascularization
- lentigo – reduction and degeneration of melanocytes
- thickened keratin layer, sporadic keratosis



Clockwise from top left: Dynamic wrinkles on forehead and above mouth; static wrinkles around mouth; nasolabial folds

- weak tone, bad turgor – elastin alteration and accumulation
- lower part of face start to droop – loss of muscle volume and fat
- nasolabial folds
- double chin, turkey neck – skin thinning, muscle fibers droop
- lower eyelids forming bags, dark circle around eyes, eyes deeper – loss of the bones
- skin color pale or red – bad vascularization
- visual collagen reduction

Conclusion

Looking at all these elements of aging, we can conclude that within our beauty salons we have a vital role to play in decreasing the visual effects of aging. With new technology, innovative treatments and advanced skincare, there has never been a better time for minimizing visual aging and restoring vitality to the skin.

VERA ZEC PRESIDENT CIDESCO SECTION SERBIA

Dr Vera Zec

Principal and professor of Aquatone Beauty Academy International, Belgrade, Serbia ; Educational Director and professor of iMaster eAcademy International - Singapore, SG

Lecturer in:

Ozonotherapy Congress, Rome 2015, Italy; International Congress of Scientific Cosmetology, Sao Paolo 2013, Brazil - Crystal statue;

Global Beauty Forum Congress, Rome 2011, Italy;

Two lectures in International Congress of Medical Ozonotherapy, Rio de Janeiro 2011, Brazil;

Seminar Spa and Wellness, Seoul 2005, S. Korea - Golden Plaque;

Two lectures in beauty Congress, Taiwan 2001

Broken Capillaries

Causes and treatments

Red streaks on the skin are often referred to as 'broken capillaries' but this is not in fact true.

If the blood vessels were broken there would be either a bleeding or there would be a bruise. A better word to use is 'superficial blood vessels' and the official term professionals should use is 'Telangiectasia'.

The word Telangiectasia comes from the greek language and means "a widening in the ends of the blood vessels".

Greek

Telos = the end

Angeion = blood vessels

Ektasis = dilation

Telangiectasia are tiny permanent enlarged capillaries. These are to be found in the second layer of the skin, the dermis. The reason why they are seen through the skin is because the widenings are pushed up towards the skin surface. The most common are the linear ones. These can, if there are many, give the appearance of a net especially on the cheeks. There are also other forms, from dots, stars (Spider Naevus) to a diffused redness. The Spider Naevus is most common on the face, neck, trunk and on the legs and they are a special type of Telangiectasia.

Anatomy

The second layer of the skin, also known as the dermis, consists of fibrous connective tissue: collagen, elastine and reticuline. There are two layers in the dermis: Stratum Papillare and Pars Reticularis.

The Stratum Papillare got its name from the Papills/Peaks/Pins that the connective tissue forms in the epidermis. In the absolute top of the Stratum Papillare there is a network of small blood vessels called capillaries which form like a carpet. The circulation in these small vessels is often referred to the microcirculation. The capillaries have two functions: Since there are no blood vessels in the epidermis, they will deliver oxygen and nutrition to the cells in Epidermis and remove CO₂ and waste



Spider Nevus

products from the tissue. The other function is to help regulate the temperature in the body. When the body is warm, the capillaries will open up and the heat will leave the body through evaporation. It is in these capillaries the Telangiectasia can be formed.

Causes

The causes for Telangiectasia could be sensitive skin, trauma, sun damaged skin, cold damaged skin, alcohol, medication, high blood pressure and pregnancy. However, the most likely cause is heredity. Some diseases and skin conditions can also cause Telangiectasia i.g. Cushings Syndrome and Rosacea. Telangiectasia are formed in all UV-skintypes (Fitzpatrick) but can only be seen in those with a white skin as there is less melanin in the skin to camouflage them. A white skin is also thinner which makes the Telangiectasia easier to be seen through.

Treatments

There is no problem removing Telangiectasia. We have so many of them that if you remove one, the blood can take another route. Since they are enlarged they have become malfunctional when it comes to delivering nutrients and removing waste products. When they are removed, the body can produce new functional capillaries through the new connective tissue that is formed and this is called Recanalisation. Different treatments that stimulate the blood circulation can also be used to stimulate the production of new capillaries, this is called capillarisation.

The oldest method of removing Telangiectasia is Diathermy.

Greek

Dia = through

Thermon = heat

Diathermy is an electro-coagulation with a high frequency alternating current. By use of a needle inserted in the capillary this will cause a blood clot that stops the blood flow and the capillary will collapse.

IPL and Laser

These two methods use light to produce the heat that is needed to form the blood clot. The light is absorbed in red material, the blood in the capillaries and the light is transformed to heat when it is absorbed.

Prevention

If you have the tendency to form Telangiectasia you can try to prevent them by being extra careful with your skin. Avoid extreme cold and heat and large temperature differences. Use products that contain ingredients that strengthen the capillaries such as Vitamin K and C.

ANNICA JOENSUU
CIDESCO EXAMINER & PR COMMITTEE
MEMBER, SWEDEN

Mesotherapy



By definition any medication injected into the skin, fat or tissues of Mesoderm is considered Mesotherapy.



The discovery of Mesotherapy was made in the early years of 1950 and the person who was responsible for developing research into this is Dr. Michel Pistor. Previously, the treatment was simply regarded as a skin treatment but was assigned a proper name by the French press in the year 1952. Only after this time did the treatment start gaining popularity and come into practice more frequently. It spread throughout the world in the early years and later on through all the cities of South America and Europe as practitioners started using the therapy easily with security and comfort.

What is Mesotherapy?

Mesotherapy is a natural minimally invasive treatment to treat various injuries, aesthetic concerns, skin and body concerns and medical conditions. Tiny “medicinal bullets” are delivered directly into the Mesoderm (middle layer of skin) by micro injections that are highly specific to the condition being treated. By definition any medication injected into the skin, fat or tissues of Mesoderm is considered Mesotherapy. Using this technique, active ingredients that are highly beneficial to the skin can be directly injected into the areas they are most needed. Similarly, active ingredients that are able to break down fat and cellulite can be injected directly into the problem area by means of Mesotherapy. Medication injected into the skin, fat or tissues of Mesoderm is considered Mesotherapy.

What is it used for?

Mesotherapy can be used to treat a broad spectrum of injuries, illnesses and medical conditions, it is also employed to treat cosmetic conditions, including acne, aging skin, scars, wrinkles, sagging and cellulite, stretch marks and contour fat, rejuvenate the hands and neck.

The procedure

The procedure of Mesotherapy is really very simple and easy. Only the portions and areas that are affected are the target of the treatment. No other part of the body is affected. The process lasts for around one hour but the duration of time does depend on the areas being treated.

Different Mesotherapy ingredients are used for different indications. In addition, the long term results of Mesotherapy treatments are very dependent on what active ingredients

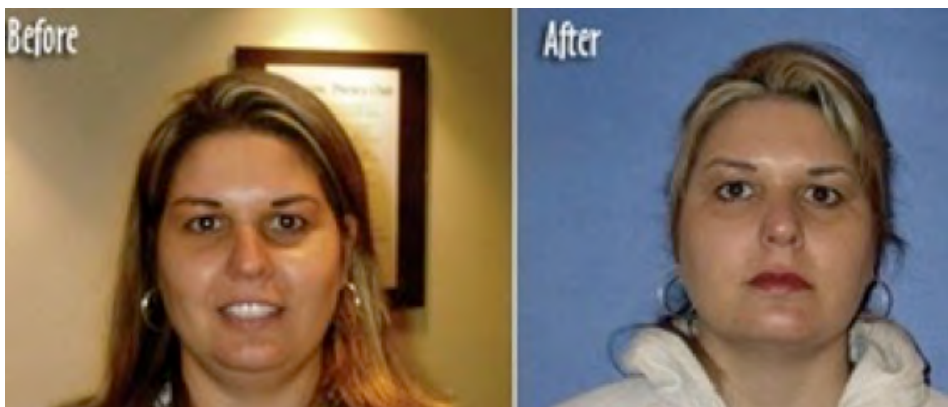


are present in the Mesotherapy solution and how many treatments are prescribed. On average, patients notice visible improvement in two to three sessions. For certain conditions, patients see results after the first session.

The treatment will only give a slight swelling and discomfort around the part being injected so, even after taking the treatment, the person does not feel that much affected and can quickly get back to their normal daily chores. A common side effect of Mesotherapy is bruising, which generally resolves within one week. To speed up the healing process, it's recommended that the homeopathic supplement arnica be taken either orally or applied topically on a daily basis. Patients may experience temporary soreness. This will subside within 24-48 hours.

In general, patients are advised not to wear make-up for at least 4 hours after facial treatments, nor to take hot showers for at least 6 to 8 hours. Patients are recommended to eat a high-protein meal, and avoid caffeine or other stimulants before treatment.

JEAN CHEN, CIDESCO EXAMINER AND PR COMMITTEE MEMBER



Mesotherapy at a Glance:

- Best results: 4 - 8 treatments
- Duration of results: 6 - 8 months
- Treatment recovery: 1 - 4 days
- Risks & complications: Medium
- Anaesthetic: Topical
- Skin specialist: Doctor
- Back to work: Next day

Contra-indications:

Hypersensitive skin, pregnancy, lactation, patients on anticoagulants, cardiac drugs (like amiodarone and hydralazine) diabetes, liver and kidney disorders, AIDS.



Flurina Wunderlin has passed the international CIDESCO exam as one of the best students in 2016. She is currently working in England as a beauty therapist in a 5-star Hotel and here she tells us about the CIDESCO training course and start of her career abroad.

Miss Wunderlin, why did you choose the international beauty therapy school ARCOS?

My Mum's beauty therapist recommended me this school, as it is apparently one of the best beauty therapy schools in Switzerland. Furthermore, the ARCOS school offers the CIDESCO training course, which was essential for me, as I wanted to work in England.

Did the ARCOS school prepare you enough to be able to work in England?

Yes! Apart from the lessons being very interesting, I had the chance to upgrade to training courses such as Hot-Stone massage, Lava Shell Massage, Indian Head Massage, manual lymphatic drainage and the make-up course with the famous Make-up Artist Iris Martin. All those extra certificates, I have been able to include in my CV. That has been very helpful in finding a good job.

On the road to success

WITH THE CIDESCO TRAINING COURSE AT ARCOS ACADEMY, SWITZERLAND

What did you like most about the education at ARCOS?

The CIDESCO training course at ARCOS provides an extensive programme. When we had clients for treatments, I could implement my theoretical knowledge in the treatments I was doing.

I really liked the combination of theory and practise. I learnt how to give exceptional customer-service and Mrs. Wolf Haug, the Headmistress, always made us aware of that.

I had experienced tutors who always helped us and explained everything in an understandable way. The knowledge and use of different electrotherapy machines and their currents was something that we practised a lot. This really helped me for my work in England as electrotherapy is essential in treatments in England and is unimaginable without it.

Furthermore, I had to learn a lot about anatomy and dermatology which was vital as well as learning the Latin terms. As a result, I am now able to read specialist literature easily.

Knowing the individual needs of clients, the relation between a correct skin analysis and the right choice of products as well as the acquisition of cosmetic ingredients, gave me the security to choose the right products and to sell them. I still remember the moment, when I sold my first product range to a client. From then on, consulting customers and selling products was very exciting for me.

The undertaking of a body analysis, the composition of a tailor-made, individual body treatment based on an appropriate client consultation, was also part of the education. We even had a specialist coming to the school, who was specialised in nutrition consulting. All of this facilitated me to access the spa industry. The clientele in London are challenging and especially the clients of the high-end class. A beauty therapist needs to know a lot and be able to keep at it, so she knows all the new trends and can constantly give the best service.

You had the big chance to work in Harrods and you are working now in a renowned Boutique Hotel. What was important when you had your interviews?

In England, the CIDESCO diploma is equivalent to an NVQ Level 3. The diploma and its high qualification



Hurley House, a renowned boutique hotel in the UK

opened the door for me to the beauty world and gave me the opportunity to get a very good job. A well-groomed look is also one of the basic requirements for a professional beauty therapist. In addition, communication skills, customer-service and the determination to achieve more than what is expected is significant too.

But of course, I had to demonstrate my proficiency too and I was tested with many interviews and trial work. The many treatments I did at ARCOS and the continuously revision and instructions of the tutors, assisted me to accomplish beauty treatments to a very high standard. I knew exactly what was important. Especially, Mrs. Wolf Haug prepared us for the CIDESCO examination very well.

With my precise work techniques and my broad knowledge, I stood out from all the other applicants and I got very interesting places of employment. I am very proud of that.

What are your areas of responsibilities now?

Now, I am working in the beautiful "Hurley House Hotel" in Berkshire, England. The Hotel opened in summer 2016. I have got the interesting task to set up the treatment room, choose the different brands for products and to create treatment concepts. Besides, I had training for the different brands abroad and I give treatments. My work is diversified, exciting and gives me pleasure.

Would you have chosen the international diploma even if you stayed in Switzerland?

Definitely! The CIDESCO diploma is not only important to be able to work abroad. Even Switzerland is competing on an international level. The more recognised diploma someone has, the higher and better the chances are of getting a good job. The one year long training at ARCOS gives consolidated knowledge. Every day we had theory lessons, which gave me the chance to acquire knowledge quickly. Moreover, the many treatments were an inherent part of the training.

The job search is a lot easier with the CIDESCO diploma as the students don't need to complete a practical course. The training course gives the possibility to learn a lot in a very short time. I was fascinated by this training course and it was definitely the right decision for me as I am very successful now.

What are your plans for your future?

I imagine having my own beauty salon or even my own beauty therapy school one day.

Thank you very much for the interview. We wish you all the best for your future.

Interviewer: Ms. Anja Brunner, beauty therapist

How to succeed in the Interview Process



Preparation for the interview is essential so research the background of the people or company you will meet

Having an interview is not just daunting but can also be a worrying experience – however, careful planning prior to an interview can ensure that you can turn any interview into a positive and rewarding experience.

In my experience Candidates perform their best when feeling spectacular – therefore it's essential that you dress smartly for the interview and bring a clean, well pressed uniform to change into.

Preparation for the interview is essential so research the background of the people or company you will meet – this can be done through the company website or LinkedIn. Practice answering the most common interview questions and prepare questions you will ask during the interview – such as your achievements, job progression, personality, strengths, weaknesses and goals.

If the interviewer asks about your weaknesses, avoid saying that you don't have any. Talk about a weakness that has no relationship to the job, or one that you have improved upon. Do ask questions about the role. The quality of questions asked by interviewees can make the difference.

Most candidates feel nervous regarding salary and if it's right to discuss this during the interview process. They should ask what your salary expectations are, therefore state a range based upon salaries comparable for the position. But make sure you are willing to accept the lower figure.

Before leaving, find out what the next step is. Then write a letter that day thanking the interviewer for their time and summarise how your skills and achievements can best meet the employer's needs.

**MICHELLE CAHENY,
DIRECTOR AT SPA AND BEAUTY
CONNECTION LIMITED**



2017

Diary Dates

APRIL

18-22 International Congress of Dermatology Buenos Aires, Argentina
www.icd2017.com.ar

22-24 ExpoCosmetica Mexico City, Mexico
www.expocosmetica.exponor.pt/en

22-23 Beauty Forum Leipzig, Germany
www.beauty-fairs.de

23-24 Scottish Hair & Beauty Edinburgh, Scotland
www.scottishbeautyshow.com

26-29 DDG Meeting Berlin, Germany
www.derma.de/fuer-aerzte/49-ddg-tagung

27-29 Beauty Eurasia Istanbul, Turkey
www.beautyeurasia.com/home

MAY

03-05 Sustainable Cosmetics Summit New York, USA
www.sustainablecosmeticssummit.com/

07-08 The Makeup Show New York, USA
www.themakeupshow.com

14-16 Beauty World Middle East Dubai, UAE
www.beautyworldme.com

15-17 European Dermatology Congress Rome, Italy

19-21 IMATS London, UK
www.imats.net

21-22 Beauty UK Birmingham, UK
www.beautyukshow.com

21-22 Professional Beauty Durban, South Africa
www.probeauty.co.za/durban.htm

31-02 Philbeauty Pasay City, Philippines
www.philbeautyshow.com

JUNE

07-09 European Dermatology Congress Milano, Italy
www.dermatology.conferenceseries.com/europe

11 Professional Beauty Belfast, Ireland
www.professionalbeauty.co.uk/e/Ireland/site/Home

17-19 Vitiligo and Skincare Physicians Meeting Melbourne, Australia
www.vitiligo.conferenceseries.com/2016

18-19 The Makeup Show Chicago, USA
www.themakeupshow.com

19-21 International Conference on Clinical and Experimental Dermatology Philadelphia, USA
www.rsc.org

21-22 Cosmetics Business Munich, Germany
www.cosmetic-business.com/tradefair/

22-23 Makeup In Paris Paris, France
www.makeup-in-paris.com/paris-fr

24-25 Cosmetica Frankfurt Frankfurt, Germany
www.cosmetica.de/cosmetica-frankfurt

JULY

06-08 International Conference on Aesthetic Medicine Kuala Lumpur, Malaysia
www.aestheticmedicine.conferenceseries.com

08-11 PBA Beauty Week Las Vegas, USA
www.probeauty.org/beautyweek

09-11 Cosmoprof Las Vegas, USA
www.cosmoprofnorthamerica.com

13-14 World Dermatology and Venereology Congress Madrid, Spain
www.aestheticmedicine.conferenceseries.com

13-14 International Conference On Skin Diseases and Annual Dermatologists Meeting Chicago, USA

17-20 Cosmobeaute Asia Kuala Lumpur, Malaysia
www.cosmobeauteasia.com

22-23 IMATS Sydney, Australia
www.imats.net

GLOBAL AWARENESS DAYS

April

7 World Health Day

22 International Mother Earth Day

28 World Day for Safety and Health at Work

May

3 World Press Freedom Day

13 World Fair trade Day

15 International Day of Families

10 "Vesak", the Day of the Full Moon

June

5 World Environment Day

10 Global Wellness Day

July

30 International Day of Friendship

Around the World

Congratulations to everyone who passed their CIDESCO examinations recently.



303rd CIDESCO International Graduation - Top To Toe Beauty Therapy, Kuala Lumpur. Examiner: Ms Jyotsna Thopte

Congratulations to Berufsfachschule für Kosmetik Traute de Lorenzi school in Cologne, Germany which celebrates its 60th anniversary and the opening of its new premises on 25th March. The school has been a CIDESCO school since 1989 and its founder, Traute de Lorenzi was awarded the CIDESCO Medaille d'Esthétique in 2013.





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