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THE WORLD
STANDARD
FOR BEAUTY
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CIDESCO INTERNATIONAL

LINK

Issue 88 • 2019



The CIDESCO Guide to
Becoming
a make-up
artist

INSIDE THIS ISSUE

- First Certificate Schools
- My Beauty Career
- Introducing **SPACE99**
- Tips for attending Trade Shows
- All the latest member news

President's Message



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

“To grow we have to continually innovate and move forward in the market, differentiating our products and services as much as possible to meet market demand.”

DEAR FRIENDS AND COLLEAGUES

We are now totally immersed in 2019 and I can feel the full force of our combined energy and excitement as we move forward with our first full year of the CIDESCO Certificates program. As we all know, to grow we have to continually innovate and move forward in the market, differentiating our products and services as much as possible to meet market demand. The Certificate program is very much a part of this. In this issue of LINK you can read all about one of our first Certificate successes, Audrey Paradza from the Elite School of Beauty, Cindy's Beauty Therapy School in Zimbabwe. Hearing Audrey's feedback and her ambition for running her own make-up business in the future gives us all the more reason to rejoice in helping to put Audrey on her career journey. As the USA, India, Ireland and many others take in their first students, we are looking forward to seeing the effect of the implementation of the Certificate program on a larger scale.

With careers in mind, this issue we've had the pleasure of interviewing one of our Associate Members, Miranda Allard, CEO of SpaStaff.com who gives an insight into the different careers available and useful advice on preparing for interviews. We also hear from Vaishali Shah, Education Head at LTA School Beauty in Mumbai and Elaine Sterling of the Elaine Sterling Institute of their own career journeys.

Marketing CIDESCO on a global and local basis has been an important part of our business strategy and particularly strengthening existing and new partnerships. We were therefore extremely pleased that towards the end of last year, our Business Development Officer, Jacqueline Kennedy was invited by the Swiss Embassy to present a lecture at the 8th CII Global Summit on Skill Development in India. We are pleased to report that this has helped form an even stronger relationship between CIDESCO and beauty education in India. Jacqueline has a busy Sections and Schools tour schedule planned for this year where she'll be looking to assist the promotion of CIDESCO on a local basis.

I hope you enjoy reading this issue of LINK which includes a number of important anniversary milestones celebrated by some of our members as well as features on how to make the most of exhibitions and part 1 of the CIDESCO Guide to becoming a make-up artist.

Best wishes

Anna-Cari Gund

CIDESCO assists Worldskills



CIDESCO has assisted Worldskills, which raises the profile and recognition of young skilled people, with the review of its Description of Roles and Worldskills Standards Specification for the Beauty Therapy for Worldskills competition, Kazan 2019. As part of the process, CIDESCO has been added to the Technical Description for this skill to acknowledge the organisation's contribution in ensuring Worldskills is truly reflecting global industry.

Both CIDESCO and Worldskills are recognised worldwide for setting the gold standard in education, with both brands sharing identical values to not only establish but uphold the highest level of skills excellence throughout the world. Many of CIDESCO's leading professionals have been appointed Beauty Therapy Experts for their country, which include CIDESCO International school teachers training the competitors.

With accredited schools worldwide, CIDESCO has been defining the professional standard in the beauty therapy industry since 1946. With this experience it understands that the dynamic growth and developments in the industry requires a solid background of education a skills.

CIDESCO is proud to be leading the way in ensuring that standards reflects 'best practice' in the beauty and Spa industry.

The CIDESCO Guide to Becoming a Make-Up Artist



Becoming a make-up artist is a dream to many creatives around the world, but CIDESCO is proving that a fascinating career in make-up does not need to be just a dream. To be successful, artists will need to pair their visual flair with business skills, networking ability and a first-rate knowledge of hygiene best practices. In answer to these challenges, CIDESCO has brought together its global experts to create a Guide to Becoming a Make-Up Artist.

Compiling advice from some of CIDESCO's most successful make-up artists, accredited make-up school founders and examiners, the Guide to Becoming a Make-Up artist leads budding artists through the ingredients to success. Including key points from Linda Mehrens, founder of Scandinavia's first CIDESCO accredited make-up school Mehrens Academy, and Leena Khandekar, founder of Lee's Beauty and Spa Institute in India, the guide is designed to give future students a head start.

Highlighting key subjects such as hygiene, marketing, education and work experience, CIDESCO's new guide draws on the success of its own members and helps to re-iterate the importance of constant upskilling in make-up artistry.

This guide is part of CIDESCO's Expert Guide series which includes the CIDESCO International Guide To Working Abroad and the CIDESCO International Guide To Opening a Beauty Salon.

Skill development in India

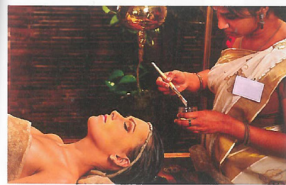
On request of the Swiss Embassy, Jacqueline Kennedy CIDESCO International's new Business Development Officer was invited to present a lecture at the 8th CII Global Summit on Skill Development in Lucknow, India.



Above: Jacqueline Kennedy speaking at the Summit; Far Left: Maya Paranjapye (Section India), Dinesh Sood (CEO CIDESCO School Orane, Punjab), Annu Wadhwa (CEO B&WSSC), Seema Gopujkar, (Section India), Jacqueline Kennedy BDO, Aradhara Trupathi (B&WSSC), Pratibha Dusaj (B&WSSC), Vicky Maden (B&WSSC); Left: Dr Indraneel Ghose PhD Senior Advisor, Education and Innovation Embassy of Switzerland and Jacqueline Kennedy, Business Development Officer CIDESCO International



India's Beauty & Wellness Skills Council teams up with Cidesco to increase employment opportunities



Indian therapists can now gain beauty and spa therapy standard Cidesco's internationally recognised Certificate in Skincare qualification, increasing overseas employment opportunities for the sector. Cidesco signed the Memorandum of Understanding (MoU) with India's Beauty & Wellness Sector Skills

Council (B&WSSC), established by the Indian Government to improve skills and standards in the country's beauty sector and enhance employability of its workforce globally. The partnership aims to establish service delivery parameters and uniformity in training, along with supporting knowledge sharing in the sector between India and the rest of the world. "This MoU will help in fast-tracking India's mission to produce world-class beauty professionals," said Cidesco president Anna-Carl Gund. "We are delighted to be part of this mission. The Cidesco International Board and Section India are proud to be working together with this superb team." Vandana Luthra, chairperson of B&WSSC, added: "It is the first-of-its-kind initiative in which a Sector Skill Council has signed an MoU with an international body for boosting the global mobility of the candidates trained in beauty therapy."

CIDESCO deal aims to boost Indian beauty drive

SWITZERLAND: A recognised leader in beauty and spa therapy standards, CIDESCO International has signed a memorandum of understanding with India's Beauty and Wellness Sector Skill Council (B&WSSC).

The B&WSSC was established to standardise the quality of education in the beauty and wellness sectors, and to enhance the employability of the Indian workforce globally.

Obtaining CIDESCO's internationally recognised certificate in skincare will increase the overseas employment opportunities for trained professionals from India. www.cidesco.com



In the Press

CIDESCO regularly attracts global media attention. Here is a selection of articles which have recently been published. We thank CIDESCO Section USA for their article in Beauty Launchpad promoting the 67th CIDESCO World Congress in Chicago.



Celebrating CIDESCO's First Certificate Student



Following the introduction of the CIDESCO Certificates in 2018, we're delighted to announce that Audrey Paradza from the Elite School of Beauty, t/a Cindy's Beauty Therapy School in Zimbabwe is one of our first students who has completed the Skincare Certificate. Follow her journey on CIDESCO Facebook.

On receiving her Certificate, Audrey said, "It was amazing. I learnt so much in a very short space of time and I enjoyed each and every bit of it. I'm so excited, after all, CIDESCO is a prestigious qualification and I can't wait to tackle the international sphere. It is going to be my oyster!"

The CIDESCO Certificate courses were launched in 2018 in the quest to offer the highest standards of professional qualifications and provide students with the means to equip themselves with the skills required to succeed in a highly competitive industry.

The new Certificates comprise of a combination of theory and practical skills, resulting in qualifications of value for the ever-changing needs of the industry we find ourselves servicing. This Certificate program provides students with career pathways, leading them towards the prestigious CIDESCO International Diploma

Students who obtain a CIDESCO Certificate are assured that their qualifications will be recognized and respected worldwide enabling them to stand out in an increasingly competitive skills market.

This year we will see even more Schools take on the new CIDESCO Certificate program with significant interest from the USA, India and Ireland. With schools being able to recognize prior learning of Therapists, entitling the students to sit the CIDESCO PG Certificate program, which is tailored to their individual needs.

"I learnt so much in a very short space of time... I'm so excited, after all, CIDESCO is a prestigious qualification"

The three Certificates: Certificate in Skincare, Certificate in Aesthetics and Certificate in Body Therapy comprise of:

CIDESCO Certificate in Skincare

- Facial treatments
- Electrical equipment
- Waxing
- Make-up

CIDESCO Certificate in Aesthetics

- Facial treatments
- Electrical equipment
- Make-up
- Waxing
- Manicure and pedicure

CIDESCO Certificate in Body Therapy

- Body Analysis
- Pre-treatments
- Body Electricals
- Body massage

Welcome Spa Nursery

CIDESCO welcomes Spa Nursery Japan to the membership. This beauty spa is located in the first wooden five-story building in Kyoto and combines cultural skills cultivated in Kyoto with sophisticated technology. The spa has a natural philosophy around the five elements.



Spa
Nursery-Japan

CIDESCO Section Greece celebrates 60 years



CIDESCO Section Hellas, President Iro Koroneou and the Board of CIDESCO Hellas which has been a CIDESCO member since 1958, celebrated their 60th anniversary in November. Guests were invited to an exhibition and reception held at the Amalia Hotel in Athens.

Donate-a-Loo Schools Project

Despite the recent assurances from the South African Government that it will be getting rid of pit latrine toilets in state schools within two years, they still pose a daily danger to children in more than 4,500 state schools in South Africa that have them. A pit toilet is a large hole in the ground covered with a platform and many are shoddily built. In March this year, 5-year-old Lumka Mketwa fell into one of those big holes at an Eastern Cape school and drowned; and four years ago, another 5-year-old, Michael Komape, died a similar horrific death in Limpopo.

In Tito Mboweni's Mid-Term Budget Policy Statement on 24 October, he stated that Treasury's most urgent priority was to eradicate pit latrines in schools and that R800m has been added to the 2018/2019 adjustment

budget for the school infrastructure backlogs grant in an effort to save lives and restore dignity to tens of thousands of children. "Over the medium term, the government, donors and private-sector companies will fund these projects and test new sanitation technology," said the Treasury.

In response to the dire situation and years when no action was being taken by Government, Honorary President Helene Bramwell, holder of CIDESCO's Medaille d'Or and owner of The Mask Skin & Body Clinic in Parkview, Johannesburg established the Donate-a-Loo Schools Project to 'gift' toilets to some of the most needy schools in Gauteng until such time as the Education Department could provide permanent toilets with running water. With the support of



benefactors and donors, Donate-a-Loo launched their Schools Project at Paradise Bend Primary School in Diepsloot on 19 November, which was co-incidentally also World Toilet Day, where six 'enviro' loos have been installed at a cost of R15000 per unit which includes an apron around the toilets – toilet rolls dispensers and hand wash units which will be put into a few classrooms.

Congratulations to Helene Bramwell for getting this phenomenal project off the ground.

Celebrations in Fiji



CIDESCO International Examiner, Corrine Brown, was privileged to be at the South Pacific Academy of Beauty Therapy Fiji's third International CIDESCO examinations in November last year.

Over the years, School Director Debra Sadranu has achieved some spectacular results for her students and the island country Fiji. This includes winning Visionary and Women in Business awards, Fiji Excellence in Tourism, CIDESCO Section approved in 2017 and many more.

It is therefore no surprise that graduating students are in high demand and many have work placements secured before they graduate.

Corrine says "The unity, support and attitude of the staff, students and Fijian citizens have won me over. I now know why people come here and never leave.

"I was honoured to also be present and to witness the school's 20th Anniversary Celebrations. Past students returned to pay respect and gratitude to where they began and how their careers unfolded into the success they now experience. Sharing amazing stories brought all in the room to tears. It was so touching, it is real and it moved me. Thank you for inviting me to share these amazing experiences with all of you."

Corrine Brown has thirty one years' experience in the health and beauty profession, primarily in the education and practical fields of beauty therapy, makeup artistry, complementary & holistic therapies and management of salons and spas, as well as over eight years' experience in the international arena of advertising, marketing, direct response and public relations. Corrine has been a CIDESCO International Examiner for 25 years, examining students globally wishing to attain this prestigious, internationally recognised diploma.

<http://www.ihtaustralia.com/corrinebrown.htm>



Top Left: International CIDESCO Examiner Corrine Brown from Australia with Spa Academy Fiji staff; Top: Spa Academy Fiji Nov/Dec 2018 CIDESCO International Examinations; Middle: Spa Academy Fiji 2018 Graduation; Bottom three: Spa Academy 20th Anniversary Celebrations



Italy Celebrates 68th National Congress

Celebrating its 68th National Congress, CIDESCO Section Italy hosted a sparkling two day Spa & Beauty Forum in Italy's capital city of Rome in December bringing industry professionals, experts and entrepreneurs together. One of the industry's most anticipated events of the year, the 2018 Congress was no exception, incorporating a spectacular spa gala party in spa.

CIDESCO International's President, Anna-Cari Gund was proud to be a guest at the event which was hosted by CIDESCO Section President, Dr. Andrea Bovero and included two full days of conference and workshops. Topics covered included such subjects as the role of chromatology in spa; wellness trade marketing; business planning; spa trends; and information on the CIDESCO Diploma and Certificates.

SPARKLING was the theme of the gala evening organised by LIFEXCELLENCE, a new way to experience the Spa, offering luxury, wellness, excellence and fun. This was a Gala evening with a difference. Guests donned bathrobes and experienced the innovative frontiers of wellness, in which the jet set of the Spa Business met to socialize, interact and have fun in the name of the most exclusive lifestyle 'made in Italy'. The wet area of the Spa became the scene of an unprecedented show.

Among the Hammam vapours, guests enjoyed wonderful treatments such as alum stone scrub, rassoul mask, Turkish foam and Maghreb Savonage under the careful direction of specialists. In the saunas there were rituals to enjoy accompanied by spectacular music and colours.

Guests moved between the installations created to evoke the magical atmosphere of natural scenery in a wonderful world of perfume.

Delicious cocktails and food based on essential oils enabled guests to combine taste, style and fun in a unique setting. An innovative vision that recovers the tradition of the ancient Roman Baths with a new dimension of modernity.



Introducing **SPACE99**



CIDESCO International will be part of an exciting new futuristic project – SPACE99 which is taking place at this year’s Cosmoprof in Bologna.

Created by Dr. Andrea Bovero, President of CIDESCO Section Italy and LIFEXCELLENCE, **SPACE99** is an experimental wellness zone and path featuring the unmistakable design of architect, Simone Micheli.

This immersive spa experience taking over 300 square meters of the show, is based on the five senses combining sounds, colours, materials, aromas and flavours. This enables the exhibitors to bring to life experiential stages animated by numerous shows and live events. At the centre of the path, in the multifunctional area of the Spa Lounge, visitors will be able to directly experience the wellness concept: taste herbal teas, wellness cocktails with essential oils, try innovative rituals and meet entrepreneurs, professionals and opinion leaders.

The Spa Experience is born from the desire to create a deep bond between the visitor and the environment...

A shining aura envelops the space. The colour white, a symbol of brightness, purity, an emblem of rebirth, spirituality and life, encourages the guest to let go, to free their mind from the weight of everyday life, to dedicate themselves to the reconstruction of lost, fragmented interiority.

The Spa Experience is born from the desire to create a deep bond between the visitor and the environment, anchoring emotions and transforming space and time into unforgettable memories.

Pantone Colour of the Year



Pantone, provider of professional colour standards and digital solutions for the design industry, has announced PANTONE 16-1546 Living Coral as the Pantone Colour of the Year 2019, an animating and life-affirming shade of orange with a golden undertone.

Vibrant, yet mellow PANTONE 16-1546 Living Coral embraces us with warmth and nourishment to provide comfort and buoyancy in our continually shifting environment.

In reaction to the onslaught of digital technology and social media increasingly embedding into daily life, we're seeking authentic and immersive experiences that enable connection and intimacy.

Sociable and spirited, the engaging nature of PANTONE 16-1546 Living Coral welcomes and encourages light-hearted activity. Symbolising our innate need for optimism and joyful pursuits, Pantone 16-1546 Living Coral embodies our desire for playful expression.

Representing the fusion of modern life, PANTONE Living Coral is a nurturing colour that appears in our natural surroundings and at the same time, displays a lively presence within social media.

Artificial Nail Allergy Epidemic

The British Association of Dermatologists has issued a warning that (meth)acrylate chemicals, the key ingredients in acrylic nails, gel nails and gel polish nails, are causing a contact allergy epidemic in the UK and Ireland.

Their concerns are based on a study which has found that 2.4 per cent of people tested had an allergy to at least one type of (meth)acrylate chemical. This trend is a Europe-wide phenomenon, overwhelmingly affecting women.

The study looked at three main types of nail enhancements containing (meth)acrylates: Gel nails, Acrylic nails and Gel polish. Concerns have been raised about all three options, even if professionally applied. It is when the uncured products come into contact with any part of the skin that sensitisation to the chemicals can occur. This is very likely when people apply a product themselves, or if insufficient training has been given to the nail technician.



Allergic reactions may involve the nails loosening, or a severe red, itchy rash, not just on the fingertips, but potentially anywhere on the body that has come into contact with the nails, including the eyelids, face, neck and genital region. Very rarely, symptoms such as breathing problems can occur.

Sixty per cent of patients in the study developed their allergy through what was termed 'recreational exposure', in all cases due either to the use of nail enhancements, or to nail and/or eyelash glue.

Time to Rock



Anyone who has ever put a baby to sleep by gently cradling it or has ever taken a nap in a hammock knows that rocking promotes sleep. But why? To understand this phenomenon and the brain mechanisms at stake, researchers from the universities of Geneva (UNIGE), Lausanne (UNIL) and from the University Hospitals of Geneva (HUG) conducted two studies: one on young adults and the other on mice. Their results, published in *Current Biology*, show that slow and repeated movement throughout the night modulates brain wave activity. Consequently, not only does balancing induce deeper sleep, but it also helps to strengthen memory, which is consolidated during certain sleep phases.

UNIGE scientists had already shown in a previous study that swinging during a 45-minute nap helps people fall asleep faster and sleep more deeply. But what are the effects of this slow movement on the brain? To find out more, the researchers, in association with colleagues from UNIL, conducted two new studies – one on human beings and the other on rodents – as part of a joint SNSF grant that allows researchers in basic and clinical research to work together on a common issue.

Many spas and salons are now introducing sleep treatments so something to think about when planning your therapy.



Beauty Careers

A career in the professional beauty industry can be a long and rewarding one taking you on an incredible journey.

Many of the CIDESCO memberships have started as newly skilled beauty therapists, some moving onto a plethora of careers such as salon manager or owner; spa director; beauty product house sales manager; schools examiner; lecturer and more... Along the way many great friendships are made.

We talk to Miranda Allard, CEO of SpaStaff.com, a CIDESCO Associate Member about the career paths available and how to prepare for them.

Every country has its own training programme with various levels of qualifications for the beauty and spa industry. Many therapists start with a basic beauty or massage diploma and add new skills to their CV during their career. This is fine for those who seek only to work in their own country. However the advantage of CIDESCO training is that it is not only considered by the industry as the most superior qualification but also the most accepted international qualification for those seeking to work in other countries.

The exciting thing about beauty training is there are so many career paths to choose and follow. Whereas some love the daily variety and remain hands on therapists throughout their career, others like the idea of specialising in certain areas and become expert facialists for example. Those who enjoy leadership can structure their path towards becoming a salon or spa manager and there is always the option to teach. Product companies also require beauty therapists as trainers and sales reps with good money to be made for area managers.

Your CV is usually the first opportunity you have to pitch yourself for a job. Employers may be in a situation where they have a whole pile to look through so it is vital to give a great impression at first glance. Some job seekers make a great effort to design their CV to stand out so it is noticed. That is fine as long as the employer can quickly see what they are looking for - suitable qualifications and appropriate previous experience. A personal statement at the top shows your personality and ambition - so work on that to get noticed. Layout should be clean and simple. We at SpaStaff.com offer a free CV writing service. Once registered, job seekers are directed through 7 Steps - once these are filled out the system produces a finished item which can be printed off and used anywhere - while at the same time once approved by a member of our team, our online job ads can be applied to and if desired the CV can be released into the database for searching employers.

Interviews these days may be conducted in person, via media such as Skype or even initially over the phone.

In the less formal world we live in today it seems that candidates seem to think they don't need to dress to impress when going for a job interview. This is something I often hear at spa and beauty conventions. So give a great first impression, even over a Skype interview, by arriving smart, well made up and tidy - they are looking for a professional!

Read on for Miranda's tips for interview success...

MIRANDA'S INTERVIEW SUCCESS TIPS:

- 1. Do your homework and let the employer know you are as interested in them and their business as they should be in you.**
- 2. Try to turn every question they may have into a positive answer - if you may not have quite the skill or experience you think they are looking for let them know how you could work around the issue and bring up some positive way you feel you could enhance their team.**
- 3. Smile - show a clean fresh attitude and that you are a person who the team would easily get on with.**
- 4. Be prepared for a trade test - if possible ask in advance if you should bring a uniform to change into - if not pop one in your bag just in case.**

However aside from how to give an employer the best impression of you, I also like to point out to job seekers that interviewing is a two-way thing! Both sides seem to forget that it is not necessarily all about the nervous candidate being desperate for the job. In order to be sure that you really want the job, then find out as much as you can about the employer, the type of workplace salon/spa, brands etc and have your questions ready to ask at interview. This is particularly important for those being interviewed for work overseas. Be very careful of fake employers who post jobs online, offer jobs and ask for money towards work permits and visas - never part with money before you arrive in your new workplace.

What's your best advice to someone who has just qualified as a beauty/spa therapist?

The most important thing is to be prepared for hard work, get off to a good start with your new manager and team by learning quickly and gain as much experience as quickly as possible. The first job is not always easy to get and as experience is essential for career progression my advice is not to aim too high at this point, work hard and learn as much as you can by being enthusiastic and interested. Remember to regularly add all new skills and any product training to your CV to keep it up to date so that when the dream job comes along you are ready to apply.

My Career Journey



Vaishali K Shah on the merits of being a successful CIDESCO graduate

As a teenager, I aspired to be a part of the medical fraternity. So, as the years progressed, I qualified as a clinical nutritionist and dedicated myself wholeheartedly to this endeavour for many years. Over a period of time, I developed a passion for beauty cosmetology. Striving to excel and better acquaint myself with the best global practices in beauty therapies, I qualified as a CIDESCO graduate!

Following this, my first business venture was to run a popular chain of beauty salons. Having acquired the fundamentals during the CIDESCO course, I realised that I had a lot to offer my staff to enable them to elevate their standards of performance. My ambition to contribute to the beauty industry lead me to start an International quality beauty academy called LTA - School of beauty. Having trained with the best, I ensured that the school and its branches were CIDESCO accredited. This venture has been truly fulfilling, with my school empowering thousands of students every year with professional skills, knowledge, certification and most importantly, a livelihood... I was honoured when my school received the award for the most preferred International Beauty Academy in the country for three consecutive years.

Since 2013 my students have been representing India at the World Skills Competition and winning laurels for India, thanks to our strict adherence to CIDESCO standards in all our courses. It was also in that year that I was selected as the National Beauty Skill Expert to represent India at various international competitions and I look forward to guiding our Indian candidate who will participate in Kazan, Russia this year!

I firmly believe that CIDESCO has played a huge role in my path to success and I urge every beauty therapist to acquire the same qualifications in order to strengthen their foundations in this industry

Do visit me on Facebook and discover all you need to know about CIDESCO!

VAISHALI SHAH
EDUCATION HEAD AT LTA SCHOOL
OF BEAUTY, MUMBAI, INDIA

A Lesson Plan for Success

Elaine Sterling of The Elaine Sterling Institute in Sandy Springs, USA talks about her career journey



“The beauty industry – and education – is really about empowering women... It’s giving them a hand up, not a hand out.”

The road that got Sterling from being an out-of-work esthetician to running her own school was definitely paved with challenges. A short time after arriving in Atlanta from South Africa, her marriage fell apart and Sterling found herself in a strange country, divorced and raising two children. But she had a skill in her arsenal – her esthetician degree. She knew she could do something in the beauty field, so after getting the accreditations for working in the US, she began her career. In the beginning, she worked three jobs to make ends meet. After working as an esthetician, she became a sought after trainer for Spa Sydell and began teaching others. Then at the age of 35 she was diagnosed with breast cancer. “The cancer was really a gift” Sterling recalls. “It changed me. It made me stronger and bolder. When I finished my radiation, I made a decision to change my life. I was not going to be afraid. I didn’t know that my school would be successful and everyone thought I was crazy when I opened it. I didn’t listen to anybody because I knew I had a vision and a dream.”

Today that dream is a reality and has paved the way for others to achieve their goals of working in the beauty field. “The beauty industry – and education – is really about empowering women.” Sterling says. “It’s giving them a hand up, not a hand out.”

Sterling believes that part of achieving success is to never stop learning. “Fifteen years ago, there wasn’t much on the internet and I had to teach myself and find somebody to train me.” She notes. “Now the students have access to so much information that I didn’t have. So grab onto that information and never stop learning.” Sterling admits that even after so many years in the business, she is still educating herself. “I’m still going to class. I’m still learning and that is what made me better, faster, stronger than everybody else, the fact that I kept going to class. I kept pouring (knowledge) into myself, so I was able to give back to the industry.”

This is an extract of article published in ‘Best Self Atlanta’.



Photo: Sauman / smileforthecamera.se

Trade Show Tips

Exhibitions can be overwhelming so you ideally want to plan ahead to gain the most out of attending them.

No matter what your job is in the beauty or spa industry, attending a trade show can be extremely worthwhile. Not only is it the perfect opportunity to meet up with your existing suppliers and network with new prospects, it is the ideal place to discover new innovations.

Exhibitions are also a great place to further your own self-development and education. Many trade shows host seminars, expert panels and workshops which can all contribute towards your corporate and personal development.

Exhibitions can be overwhelming so you ideally want to plan ahead to gain the most out of attending them. First of all it is important to acknowledge what you want to achieve from attending the show. You may be required to take a day off work, or even need to travel some distance to attend. Having a clear strategy will ensure your visit delivers the results you want.

To help you get the most of your next trade show visit we have put together some useful tips:

Pre-Exhibition Planning

1. Make sure you pre-register and sign up early for any seminars or workshops that you want to attend as they often sell out quite quickly. Also make a note of any special timed events which you don't want to miss.
2. Have a look through the exhibitors and decide which stands you would like to visit and which new products you would like to see.
3. Plan a timed schedule incorporating the seminars you want to attend.
4. Many of the exhibitors offer special rates on products so make sure you have a list of what you need so you can take advantage of these.
5. If you want to meet anyone at the show, contact them well in advance so they have time to see you.
6. Encourage a friend or colleague to attend the exhibition with you. It's often good to have someone with you to discuss new products or some of the learnings you have gained from the show.
7. If you are planning on purchasing some products then decide in advance how you are going to carry them back. Many visitors take small wheeled cases with them.
8. Stock up on a few healthy snacks and a refillable water bottle to take with you.



Having a clear strategy will ensure your visit delivers the results you want.

At the Exhibition

1. Pick up a show guide as this will have the latest exhibition map and contact details of all the exhibitors.
2. Decide on your route and start with the stands you most want to visit. It's surprising how quickly time goes.
3. Wear your badge so exhibitors can see who you are and where you are from.
4. Make notes on your phone or take a pen and paper.
5. Collect business cards or contact details of any exhibitors you are particularly interested in and make sure they have your details.
6. Try to keep to your budget when purchasing products. The offers can be tempting!
7. Keep hydrated with regular water and snack breaks. Try to get a breath of fresh air and day light outside once during the day.

After the Exhibition

1. Follow up with any contacts you made.
2. Look at your original objectives and see if you reached these by attending the show.
3. Make a note of the pros and cons so when considering for the following year, you can easily make a decision whether to attend again. And if you choose to attend, the changes you would make to your visit.

You can meet the CIDESCO International team at various exhibitions and events around the world during 2019, including: Professional Beauty, London (23rd-24th February); SPACE99 at Cosmoprof, Bologna (14th-18th March); and the America's Beauty Show (6th-7th September).

CIDESCO International Guide to Becoming a Make-up Artist - Part 1



Make-up artistry can be a long and fruitful career that many find deeply rewarding. A career that appeals to the creatives, the colour-enthusiasts and the dreamers. Make-up artistry requires hard work, passion and practice and there are always skills to improve on, even for the professionals. For students considering a career in professional make-up, CIDESCO International's global experts offer their advice and strategies for success.

Choose the right course

The first step to becoming a make-up artist is getting the right training. There are courses geared towards different interests, whether it is media make-up, prosthetics, body art or fashion make-up. The right course will be just as fulfilling and inspiring as it is educational. When choosing a course, get feedback from past students and find out what graduates have gone on to do following completion of their training.

A good course should include practical elements such as application of photographic make-up and special effects, as well as theory, including industry knowledge, health and safety and creative mood-board making. Make-up artists should continually look to upskill and evolve in order to progress in their careers. There are always new techniques, trends and product formulations to master, and there is plenty to be learnt from an inspiring course leader.

Godard Koremans, CIDESCO International Examiner in the Netherlands says: "I think it is important to follow a course that is well-regarded not only in your own country but also abroad. This will enable you to work globally after your studies, which gives you a lot of freedom in your life. Not only does an inspiring course make you a good make-up artist, but it helps promote your creativity and fantasies. I think this is very important as the basis of training to become a good make-up artist. Let yourself be inspired by the fashion industry, music and everything that happens around you in the world."

Gain Work Experience

There is nothing like work experience for gaining and practising your new skills. As well as helping you to discover where your passions lie, work experience is the real-world way to gain true insight into the life of a make-up artist, encompassing business and interpersonal skills that you need to utilise daily. Work

experience costs nothing but your time, so try to do as much of this as possible. You will soon notice how quickly you advance.

To begin with, contact a make-up artist in your area and ask to shadow them. More often than not they will appreciate an extra pair of hands, whether during a bridal booking or for a photoshoot. You can also reach out to salons and make-up counters, where you will learn a huge amount and may even be paid for your help. Try to make the most out of each work experience opportunity by staying in touch with your contacts there. This way, they are likely to take you on again in future or even recommend you to one of their contacts. Make a good impression to ensure you are upper mind.

Obtain Transferable Skills

There are certain skills in the make-up industry that are highly valuable regardless of the types of looks you'd like to create. These include the smooth application of product, colour matching, colour correcting, blending and setting make-up. Students soon discover that the above skills become pre-requisites in make-up artistry roles, which will carry them through a long and successful career if developed correctly.

Many courses begin with encouraging students to work in monochrome: by using just black and white shadows. The emphasis is on effectively blending the two colours together seamlessly. Colour theory is also introduced early on, using the colour wheel as a starting point. The colour wheel indicates that green counteracts red, orange counteracts purple and so on, which forms the basis of colour correcting. And understanding warm versus neutral bases and tones is essential. Textures, particularly in skincare and foundation, are another key skill to begin with.

Choose the right tools

Your make-up school may have connections with specific professional brands and products, meaning you will get familiar with the ways



TOP 10 TOOLS

1. Moisturiser and primer ensuring make-up is applied on the optimum base
2. Spoolies which can be used in many different ways including brushing through and separating eyelashes, combing through brows and removing unwanted specs of mascara
3. Sharpeners to ensure pencils are kept clean and precise
4. Sponges in a variety of shapes and finishes, enabling you to create both full and natural finishes
5. False eyelashes create an unparalleled look, particularly on camera
6. Scalpels and scoops to transfer the right amount of product from the container into a mixing dish
7. A multi-purpose balm is a must-have for many make-up artists – use to create a gentle glow on the cheek bones, to keep lips hydrated and to set eyebrows
8. Cotton buds and micellar water because even the most experienced make-up artists make mistakes or want to tidy up the look
9. Hand and brush sanitisers to keep hands and brushes clean, fresh and free of germs
10. Setting spray to hold the look in place through hot temperatures, or even to add a touch of moisture to the face

their products work. It is however suggested that you try various different tools and brands to expand your knowledge and options. Visit trade shows to find out about the best tools, to keep up to date with product innovations and to take advantage of the special offers and discounts that brands are willing to give to professionals in the make-up industry.

Linda Mehrens, Founder and Creative Director of CIDESCO School - Mehrens Academy, Scandinavia says: "You will never know how different the looks you create can be until you experiment with different products and brands. Try to avoid writing off a particular type of product if you've struggled with it: for instance, if you've struggled with synthetic brushes in the past, keep trying different types

and you may land upon a brand that works for you. This will develop your skills and be an excellent learning experience."

You can also reach out to make-up brands to use their products in your work. Many will issue complimentary stock or offer professional make-up artists special prices. It is useful for cosmetics companies to seed their products out into the world of make-up artists as it means exposure for their brand. Make-up artists are most likely to recommend products to others in the industry.

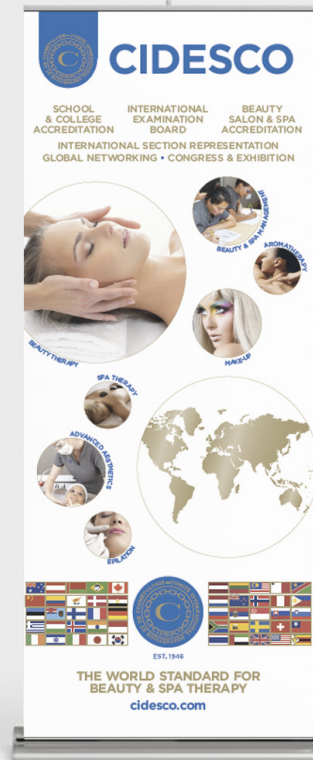
Read Part 2 of the CIDESCO International Guide to Becoming a Make-up Artist in the next issue of LINK. To read the full Guide and download visit www.cidesco.com

CIDESCO Industry Resources

Welcome to our industry resources, a set of information, presentations and marketing materials which are available to CIDESCO member Sections and Schools to promote your own businesses and services. These are updated on an annual basis.

To obtain these materials, please access via the CIDESCO Knowledgebase

Further information is available via www.cidesco.com and CIDESCO International's social media channels



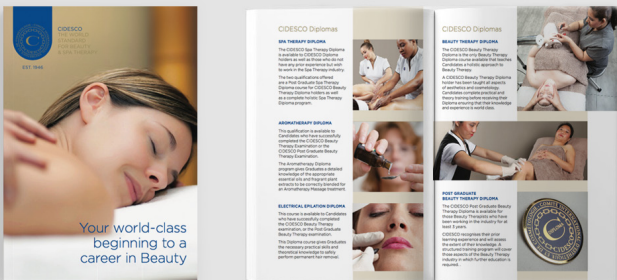
CIDESCO Pull up banner

A CIDESCO branded pull-up banner. Ideal for use in Schools, at open days and exhibitions



CIDESCO International Powerpoint Presentation

An overview of CIDESCO, its services and products. Available with and without voiceover (English)



CIDESCO Brochure (A5)

An overview of CIDESCO qualifications and services for students



*The CIDESCO Plaque
For Schools, Salons
and Spas to display
on their premises*



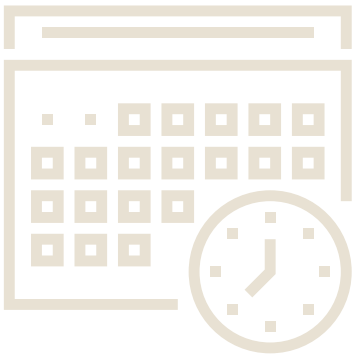
CIDESCO Folder (A4)

A CIDESCO branded folder to hold Certificates and Diplomas and educational materials



CIDESCO Tear drop banner

A CIDESCO branded pop-up banner.



Diary Dates

FEBRUARY

03-04 Beauté Sélection, Nantes, France www.standing-events.com/

04-05 Beautyworld Japan, Fukuoka, Japan www.beautyworldjapan.com/

07-09 Intercharm Professional, St. Petersburg, Russia www.intercharm.ru/en/

08-09 Interbeauty, Bratislava, Slovakia www.incheba.sk/

08-10 Health & Beauty Scandinavia, Lillestrøm, Norway www.health-beauty.no/

10-11 Professional Beauty GCC, Dubai, UAE www.professionalbeauty.ae

21-24 Nevskie Berega, St. Petersburg, Russia <http://nevberega.ru/en>

24-25 Professional Beauty London, London, England <https://professionalbeauty.co.uk>

25-27 Beauty Asia, Singapore City, Singapore <http://www.beautyasia.com.sg/>

MARCH

03-04 Belezza Fest, Mexico City, Mexico www.bellezafest.mx/

04-05 Professional Beauty Bangalore, Bangalore, India www.professionalbeauty.in/

09-10 Beauty Forum, Warsaw, Poland <http://wiosna.beauty-fairs.com.pl/>

09-11 Jesal Extetic, Alicante, Spain www.feria-alicante.com/

21-22 Indo Beauty Expo, Jakarta, Indonesia www.indobeautyexpo.com/

23-25 Estetika, Brussels, Belgium www.estetika.be/

25-27 Beauty Business Malaysia, Kuala Lumpur, Malaysia www.beautyprofessional.com.my/

APRIL

01-02 Professional Beauty Kolkata, Kolkata, India <http://professionalbeauty.in/>

06-07 Beauty Vision, Poznan, Poland <https://look-beautyvision.mtp.pl/pl/>

06-08 Congrès International d'Esthétique et Spa, Paris, France www.congres-esthetique-spa.com/

13-14 Cosmetica Stuttgart, Stuttgart, Germany www.cosmetica.de/

15-17 Beautyworld Middle East, Dubai, UAE www.beautyworldme.com/frankfurt/51/for-exhibitors/welcome.aspx

18-20 Intercharm Professional, Moscow, Russia www.intercharm.ru/en

26-28 Beauty Kenya 2019, Nairobi, Africa www.growexh.com/beautykenya/

Global Awareness Days

4th February - World Cancer Day

5th February - Chinese New Year

14th February - Valentine's Day

8th March - International Women's Day

20th March - International Day of Happiness

22nd March - World Water Day

7th April - World Health Day

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

Reach beauty and spa professionals in over 40 countries worldwide

TO ADVERTISE IN THE INTERNATIONAL LINK MAGAZINE

Contact Erika Ferreira at CIDESCO International

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Around the World



Top: CIDESCO graduates from the International Beauty School in Ahmedabad, India with CIDESCO Examiner, Josephine Wackett; Left: The Esthetic Institute's 2019 CIDESCO Class from Calgary, Canada; Below: CIDESCO South Africa Examinations - Total Concept Port Elizabeth SA, Madge Wallace JNB SA, Potchefstroom Academy SA, Camelot Cape Town SA, South African students with CIDESCO Examiner, Jyotsna Thopte



CONGRATULATIONS TO EVERYONE WHO PASSED THEIR CIDESCO EXAMINATIONS RECENTLY.



CIDESCO Associate Members



- 21 H2EA www.h2e2.net
- 21 Skin Consulting
- Biologique Recherche www.biologique-recherche.com
- Brightmond AB www.sminkspiegel.se
- Celtic Seaweed Bath Products/VOYA www.voya.ie
- CosMed Kft www.pandhys.com
- Decaar Cosmetics www.decaar.com
- Finders International Ltd www.findersbrands.com
- Gharieni Group GmbH www.gharieni.de
- HydroPeptide LLC www.hydropeptide.com
- Kerstin Florian www.kerstinflorian.com
- Image Medical Spa www.imagemedicalspa.co.nz
- Ilcsi Beautifying Herbs www.ilcsi-natural-cosmetics.co.uk
- Nell Health, Beauty & Laser Clinic www.nelllaser.com
- Spa Staff www.spastaff.com
- Tip Touch International www.tiptouch.com
- Trade Exhibitions Ltd www.professionalbeauty.co.uk
- Wellness Interactive Branding www.wellnessinteractive.com
- World Wellness Weekend www.worldwellnessweekend.org

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.

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