



CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

EST. 1946

CIDESCO INTERNATIONAL

LINK

SEPTEMBER 2014 · Issue 71

Success Through Education



Est. 1946

CIDESCO

Comité International
d'Esthétique et de Cosmétologie

has awarded the
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BEAUTY & SPA MANAGEMENT DIPLOME INTERNATIONAL

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Who has passed the International Beauty & Spa Management Examination
Welche(r) die Internationale Beauty & Spa Management-Prüfung bestanden hat
Qui a passé l'Examen International de Beauty & Spa Management

For the CIDESCO Education
Für die CIDESCO-Ausbildung
Pour la formation CIDESCO

CIDESCO Board Members
CIDESCO Vorstand
Comité directeur du CIDESCO

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- How to Prevent Injury at Work
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President's Message



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

DEAR FRIENDS AND COLLEAGUES

Welcome to another issue of our new LINK which I hope finds you well.

In Sweden where I live, we have had the most amazing summer and have now re-charged our batteries to deal with the dark and cold winter that will soon come. It has also given me the opportunity to contemplate and come up with new plans for CIDESCO's development.

What does CIDESCO mean to you? To me it is a unique organisation looking after the interests of the Beauty and Spa Industry. It guarantees that Education and Excellence are the keywords and motto for its international members.

I would like to express my gratitude to my fellow Board Members who all work hard in the interest of CIDESCO. Their time and expertise are invaluable to CIDESCO and shows how committed they are to our organisation.

It is with great pleasure to announce that the new CIDESCO Diplomas in Spa Therapy, Media Make-up and Management in Spa and Beauty Therapy have been launched and we hope that many accredited Schools and Sections will take the opportunity to offer these to their students and members. In this fast moving industry, it was necessary to keep up with new developments and these new Diplomas have been introduced to meet the market. We encourage you to advertise and encourage students and members to upgrade their knowledge and profit from these new Diplomas.

As part of our PR plan the new Spa Therapy Diploma and the Beauty and Spa Management Diploma were introduced to all the influential attendees at this year's Global Spa and Wellness Summit in September in Morocco. The Spa and Wellness industry is growing rapidly and one of the problems for the future is to find well trained staff. We hope to establish a sound relationship with the leaders in the Spa industry to make sure that CIDESCO graduates with high standards are sought after. I personally attended this Summit to spread the word and promote these new Diplomas and of course CIDESCO, the leading organisation in our industry. We are not yet known in this part of the World and so it has been important to get the attention of as many attendees as possible and to grow CIDESCO.

Our co-operation with the Spa PR Company is well co-ordinated and we have regular articles published in different media channels throughout the world. A new marketing leaflet has been designed and the updated CIDESCO website will be presented at the CIDESCO Congress in October in Greece.

Times move fast especially when your work is also fun and very soon it is time for us to meet again at the CIDESCO Congress and Exhibition in Athens. An exciting program was prepared by Section Greece with a seminar on ancient Egypt, lectures with Speakers from around the World and of course unforgettable social events. Please check our website for details and plan your trip now!!

The meetings planned by CIDESCO will be thought-provoking. It is a perfect time to meet colleagues and to exchange knowledge and experiences. "The roadmap to success" which the CIDESCO Board has drawn up, makes sure that CIDESCO is on the right track for the future.

My colleagues and I look forward to welcoming everyone in Greece to our big 'CIDESCO' family.

ANNA-CARI GUND

Helene Weber-Bramwell

CIDESCO HONORARY PRESIDENT



Her motto: It is important to stay ahead, network, and attend congresses and exhibitions. The history of CIDESCO is a tapestry of people who forge forward with commitment - that make the difference.

IT WAS IN GLASGOW Great Britain in 1987 when I first met Helene Bramwell. Unlike the cool reservation of the people in the Northern hemisphere, it was a delight to welcome the lady from South Africa in her multi-coloured flowing dress. This was my first CIDESCO World Congress.

Helene Bramwell has been involved with CIDESCO since 1970, has attended over 26 CIDESCO World Congresses and was appointed the CIDESCO International President in Italy in 2000. She chaired this position for two consecutive terms. Before taking on the important function as President of this prestigious Association, Helene had the position as the PR Board Member for CIDESCO, in the new position that was added to the Statutes. She introduced the CIDESCO LINK (with the slogan "The International Link to the World of Beauty Therapy") and of course the History of CIDESCO. Other various avenues were assessed to make CIDESCO World Class in the industry as we are today. She handled difficult situations and kept the peace - we were then known as "the big CIDESCO family", a stable and reputable Association. She motivated CIDESCO to purchase its own head office building in Zurich, Switzerland.

She served with Ursula van Deelen, Kyriacos Poupoutsis, Elinor Bull-Hansen, Kenneth Morris, Joan Thornycroft, Riitta Salmi, Ronelle Iten, Margrit Altenburg, Elise Wessels, Baljeet Suri, Anna-Cari Gund, Dianne Miles and Anita Bürki, to name a few, all of whom were passionate in promoting CIDESCO's growth.

As a salon owner since 1971 Helene was the right person in the role as President of a Beauty Therapy Organisation. She led from the front and knew exactly what our Section Members, Schools and Salons needed and how vital the

Beauty Therapy Profession is. Being a person for the "People", she was able to work harmoniously with her colleagues on the Board and the office staff. Who she believed were a major role in CIDESCO's success.

Helene is a CIDESCO Gold Medallist, SAAHSP (Section South Africa) Honorary Fellow and Founder Member and the recipient of three SAAHSP President Awards for her dedication and commitment to the profession. In 1987, she was awarded Fellow Membership - the highest honour that can be given to a member - for her crucial input to the profession worldwide.



SAAHSP (CIDESCO Section South Africa) has been given the privilege of hosting the 63rd CIDESCO International Congress in South Africa in 2015, after having hosted the CIDESCO World Congress in Sun City, South Africa in 1998. Helene continues to be involved and is currently organising and actively promoting this event taking place from the 20-25 May 2015.

Her motto: It is important to stay ahead, network, attend congresses and exhibitions. The history of CIDESCO is a tapestry of people who forge forward with commitment - that make the difference.

Anne Maestrini
CIDESCO Head Office

24TH - 26TH OCTOBER, 2014 · ATHENS, GREECE

62nd CIDESCO World Congress & Exhibition



PROGRAM AT A GLANCE

Wednesday, 22nd October

- Examiners Workshop (by invitation only)
- Welcome Party

Thursday, 23rd October

- Schools Meeting (by invitation only)
- Opening Ceremony at the "Anna & Maria Kalouta" Theatre

Friday, 24th October

- General Assembly (by invitation only)
- Lectures Program, morning:
 - Aloe, plant of health and beauty
 - Cleopatra body massage with raw materials from mother earth
 - Nefertiti face lifting massage
- Lectures Program, afternoon:
 - Body painting that mixes Science and Art
 - New make-up trends
 - "Champi", Indian head massage
 - Treat acne in a natural way
 - Lypossage of the body and face with essential oils and herbs
 - Recent trends of raw materials used in cosmetics and cosmetology
 - Salt Caves - next generation services
- Exhibition in the afternoon (a passport photo is required for the name badge)
- Gala Dinner at the Piraeus Yacht Club

Saturday, 25th October

- Exhibition
- Lectures Program, morning:
 - Jade massage
 - Bridal make-up
 - Plant stem cells and skin care
 - Fruits and their effect on skin
- Lectures Program, afternoon:
 - Anti ageing from the neck down
 - Amazonic massage
 - Aesthetics of yesterday, today, tomorrow
 - Balneo Therapy: Key of wellness
 - Camouflage make-up
 - Radiofrequency technological advancements
- Greek night at a famous place in Athens

Sunday, 26th October

- Exhibition
- Lectures Program, morning:
 - Body massage with four hands
 - Eyes. Care for them. They are so valuable
 - Prevent damage of sensible parts of the body
 - Plastic surgery from India to Rome & from Egypt to Greece
 - A healthy mind in a healthy body
 - Rolling body massage for health
 - Massage Hellenic face lifting
- CIDESCO Body & Make-up Art Competition
- Closing Ceremony

**All meetings and lectures are held at the
Athenaeum InterContinental Hotel**

**SAVE YOUR SEAT AND REGISTER NOW AT
WWW.CIDESCOCONGRESS2014.COM**



Discover Athens at the CIDESCO World Congress & Exhibition 2014

WE ARE ALL EXCITED TO BE WELCOMING YOU TO THE 62ND CIDESCO WORLD CONGRESS & EXHIBITION HELD IN ATHENS, GREECE FROM 22ND – 26TH OCTOBER 2014.

Greece, officially the Hellenic Republic and known since ancient times as Hellas, is a country in Southern Europe. Greece's population is around 11 million and Athens is the nation's capital and largest city. This bustling, cosmopolitan metropolis with a population of nearly 3.3 million is the centre of economic, financial, industrial, political and cultural activity in Greece. The main port of Athens, Piraeus, is one of the biggest and most important in the Mediterranean.

As one of the world's oldest cities, Athens has a history of over 3000 years. Details of its founding, though, are not known; the rich mythology of ancient Greeks fills in the blanks. According to the legend, Cecrops was the founder and first King of Athens. Half man and half serpent, he emerged from the earth and during his reign, he instituted monogamy and the burial of the dead. He also participated in the Council of the Twelve Olympian Gods, in which Athena, goddess of wisdom and knowledge, quarreled with Poseidon, god of sea, over who should be protector of Athens; the council decided that patron of the city would become the god that would offer the best gift to the city. Poseidon struck the rock of Acropolis with his trident, and water rushed out, along with a horse. Athena also struck the

rock with her spear and an olive tree emerged. The Council said Athena was the winner, so she became the patron of the city, which was also named after her.

History unfolds with every step in Athens, from the Parthenon atop the Acropolis, to the Temple of Poseidon at Cape Sounion on the tip of Attica.

The sacred rock of the Acropolis and its most recognised monument, the Parthenon, have withstood the test of the time. Locals have often commented on its commanding presence that is instilled in their daily life. But nothing compares to witnessing the grandeur up close and in person. The archaeological park that surrounds the Acropolis encompasses some of the world's most ancient treasures.

The new Acropolis Museum and its creative use of natural Greek light is the new gem of Athens and has been heralded as a masterpiece in itself.

The best time to visit Athens is during spring and autumn, as in the summer, high temperatures and increased traffic may prove to be very harsh.

It would be worthwhile to extend your Congress stay and visit some of the famous historical and archaeological sites or take a cruise suggested by the Congress organizer Free Spirit.

Please visit the Congress website www.cidescocongress2014.com for further information and registration.





SAAHSP achieves professional body status



CIDESCO International would like to congratulate SAAHSP – CIDESCO Section South Africa who have received confirmation from SAQA (South African Qualifications Authority) to become the appointed recognised Professional Body for various designations relating to the Beauty industry in South Africa. This is a quest SAAHSP has been working on for many years. SAQA's recognition of SAAHSP indicates their role as the leaders in South Africa.

Members may register as a:

- Nail Technologist
- Beauty Technologist
- Beauty Therapist
- Somatologist

Membership is based on ones' prior educational level and Continuous Professional Development (CPD).

By becoming a designated member it shows:

- Commitment to level of excellence
- Passion for the occupation
- Desire to improve professional knowledge
- Interest in developments within the industry
- Commitment to developing products, services and business management knowledge
- Competence as a Therapist in running and/or contributing to the running of a sustainable business
- Dedication to the uplifting of the Beauty industry in South Africa and globally
- Contributing to organisations and associations within the industry

SAAHSP-CIDESCO Section South Africa has a reputation as a hard working board of Directors and office staff who are dedicated to ensuring that the industry in South Africa is enhanced. We are proud of you, South Africa.

How to register:
Application forms are on the SAAHSP website
www.saaahsp.co.za or email
proffbody@saaahsp.co.za
for more information.



South Africa to host the 63rd CIDESCO World Congress & Exhibition

We are delighted to announce that the 63rd CIDESCO World Congress & Exhibition will take place from 23rd to 25th May 2015 in the beautiful country of South Africa.

Hosted by The South African Association of Health and Skincare Professionals.

(SAAHSP) which represents the CIDESCO Section South Africa, this promises to be an unforgettable event and we hope as many members as possible will attend.

To register your interest email cidesco@gbcm.co.za.

CIDESCO Ireland launches



A new CIDESCO Section has been established in Ireland meaning that colleges, students and therapists alike now have a local connection to the association.

The Section was accepted into the CIDESCO family by CIDESCO International President, Anna-Cari Gund at the Irish Beauty Show earlier this year.

“Many colleges and education facilities require their staff to be CIDESCO qualified in order to teach in their establishments,” says

CIDESCO Ireland’s Kate Jordan. “It is also a compulsory requirement for the Teaching Council of Ireland in order to register with them and be recognised as a beauty teacher.”

CIDESCO’s Irish Section has an elected committee comprising of the President Ms. Sheila Curran and representatives from various CIDESCO colleges throughout Ireland. Regular meetings are held at different venues across the country for representatives from all member CIDESCO colleges to attend.

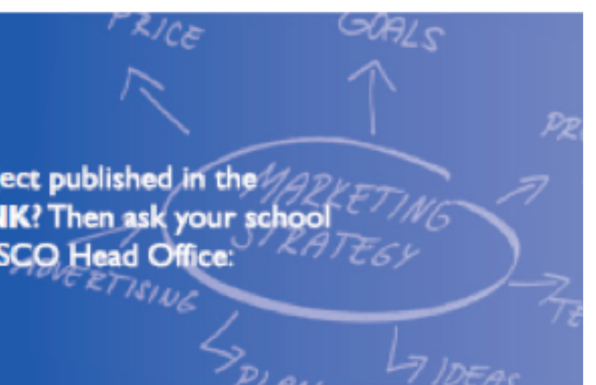
“The aim of the Section is to supply the industry with information on the high CIDESCO standards and increase public awareness of these well revered and internationally recognised diplomas in Beauty and Spa therapy.” Says Kate Jordan.

There are 20 CIDESCO registered beauty education establishments in the Republic of Ireland which are well dispersed geographically, giving prospective students many options to study.



PROJECTS

Would you like to see your project published in the **CIDESCO International LINK**? Then ask your school to submit your project to CIDESCO Head Office:
info@cidesco.com



The Power of Plants



ALL AROMATHERAPY CANDIDATES UNDERGO CASE STUDIES AS PART OF THEIR COURSE. HERE IS A WELL-PRODUCED AND PRESENTED CASE STUDY EXAMPLE.

BY CATRIONA MOUTON, STUDENT OF THE SANDY ROY BEAUTY THERAPY INSTITUTE, CAPE TOWN, SOUTH AFRICA

Lifestyle and Client Profile

Mrs Mouton is a 52 year old woman. She has three grown up children (one of which lives with her.) She is the Director of a wetsuit company and works Monday to Friday (08:00 – 16:30) and every third Saturday. She finds it is very hard to relax as she is always thinking about work or related situations. During her working day she comes into contact with chemicals and fluorescent lighting. She enjoys her job as there are always new opportunities arising but she feels she needs to find more time to relax.

Mrs Mouton leads a very busy lifestyle both at work and at home. She rates her stress level at work at a 7/8 out of 10 and at home a 5/6 out of 10. She is currently not doing any exercise and hasn't for about 6 months. She eats breakfast and dinner daily but cannot always seem to find the time to eat lunch during the day when she is at work. Her diet is somewhat balanced consisting of chicken, meat, fish, rice/potatoes, fruit, vegetables and cereals. She does however snack after dinner during the week and at the weekends on chips, chocolate and cheese. She sleeps for roughly 7 hours a night.

Treatment plan

Treatments 1-4 **1 hour full body** **Aromatherapy massage**

Medium to light pressure using a blend of essential oils in a carrier oil which are specifically picked for a desired outcome for that day. At the end of the four treatments I recommended that my client came in for another 6 sessions.

Rationale for choice of each essential oil for each treatment

TREATMENT 1/4

Body

Top Note: Sweet Thyme *Thymus Vulgaris*

- Anxiety
- Mental debility
- Lack of direction
- Antidepressant
- Stimulating

Middle Note: Juniper *Juniperus Communis*

- Emotional drained
- Detoxifying
- Nervous tension
- Anxiety

Base Note: Neroli *Citrus Aurantium*

- Depression
- Nervous tension
- Anxiety
- Carminative

FACE

Carrier oil - Avocado oil 100% dilution

Essential oil - Neroli *Citrus Aurantium*

- Good for dry mature skin

TREATMENT 2/4

Body

Top Note: Basil *Ocimum Basilicum*

- Congested skin and acne
- Depression
- Anxiety
- Migraines and headaches
- Refreshes the mind

Middle Note: Lavender *Lavendula Officinalis*

- Anxiety
- Depression
- Headaches
- Stress-related problems
- Very healing

Base Note: Ylang-Ylang *Cananga Odorata*

- Nervous tension
- Stress-related problems
- Sedative
- Nervine

Face**Carrier oil – Avocado oil** 100% dilution**Essential oil – Lavender**

- Good for all skin types. Very healing and regenerating on the skin

TREATMENT 3/4**Body****Top Note: Bergamot** *Citrus Bergamia*

- Uplifting for body and mind
- Anti-depressant
- Carminative
- Tonic
- Vulnerary

Middle Note: Juniper *Juniperus Communis*

- Emotional drained
- Detoxifying
- Nervous tension
- Anxiety
- Stress-related problems

Base Note: Jasmine *Jasminum Officinale*

- Good for dry and sensitive skins
- Anti-inflammatory
- Sedative
- Anti-depressant

FACE**Carrier oil – Almond oil** 100% dilution**Essential oil – Jasmine** *Jasminum Officinale*

- Good for all skin types, especially dry sensitive skin

**TREATMENT 4/4****Body****Top Note: Petitgrain***Citrus Aurantium var anara*

- Nervous tension
- Stress related problems
- Antidepressant
- Insomnia

Middle Note: Geranium *Pelargonium**Graveolens*

- Anti-depressant
- Tonic
- Vulnerary
- Nervous tension

Base Note: Jasmine *Jasminum Officinale*

- Good for dry and sensitive skins
- Anti-inflammatory
- Sedative
- Anti-depressant

Face**Carrier oil – Avocado oil** 100% dilution**Essential oil – Jasmine** *Jasminum Officinale*

- Good for all skin types, especially dry sensitive skin

Rationale for choice of each carrier oil for each treatment**Treatment 1/4 – Grape seed oil** 100% dilution

- Contains vitamin E, minerals and protein
- Good for all skin types
- Very fine and clear oil – gives the skin a satin smooth finish without leaving the skin feeling oily
- High in linoleic acid

Treatment 2/4 – Avocado oil 100% dilution

- Contains lecithin, fatty acids, vitamins (A, B & D)
- Good for dry, dehydrated and wrinkled skin
- Emollient (softens the skin)
- Natural anti-oxidant therefore has good keeping property
- Relieves itching (very soothing)
- Green in colour
- Smooth silky texture therefore the client feels less oily after the massage

Treatment 3/4 – Almond oil 100% dilution

- Contains high percentage of fatty acids, minerals and vitamins (A, B1, B2, B6 and E)
- Rich in protein
- Pale yellow in colour
- Good for all skin types
- Relieves itchy, dry and inflamed skin
- Very nourishing
- Soothing and calming
- Vitamin E – helps to keep the oil for longer

Treatment 4/4 – Avocado oil 100% dilution

- Contains lecithin, fatty acids, vitamins (A, B & D)
- Good for dry, dehydrated and wrinkled skin
- Emollient (softens the skin)
- Natural anti-oxidant therefore has good keeping property
- Relieves itching (very soothing)
- Green in colour
- Smooth silky texture therefore the client feels less oily after the massage

Alternative choice for each treatment and rationale**TREATMENT 1/4****Body****Carrier oil: Almond oil** 100% dilution**Top Note: Basil** *Ocimum Basilicum*

- Depression
- Anxiety
- Migraines and headaches
- Refreshes the mind

Middle Note: Lavender *Lavendula Officinalis*

- Anxiety
- Depression
- Headaches
- Stress-related problems
- Very healing

Base Note: Ylang-Ylang *Cananga Odorata*

- Nervous tension
- Stress-related problems
- Sedative
- Nervine

Face**Carrier oil – Almond oil** 100% dilution**Essential oil – Lavender** *Lavendula Officinalis*

- Good for all skin types. Very healing and regenerating on the skin

TREATMENT 2/4**Body****Carrier oil – Almond oil** 100% dilution**Top Note: Bergamot** *Citrus Bergamia*

- Uplifting for body and mind
- Anti-depressant
- Carminative
- Tonic
- Vulnerary

Middle Note: Juniper *Juniperus Communis*

- Emotional drained
- Detoxifying
- Nervous tension
- Anxiety
- Stress-related problems

Base Note: Jasmine *Jasminum Officinale*

- Good for dry and sensitive skins
- Anti-inflammatory
- Sedative
- Anti-depressant

Face**Carrier oil – Almond oil** 100% dilution**Essential oil – Jasmine** *Jasminum Officinale*

- Good for all skin types, especially dry sensitive skins

TREATMENT 3/4**Body****Carrier oil – Avocado oil** 100% dilution**Top Note: Petitgrain** *Citrus Aurantium var anara*

- Nervous tension
- Stress related problems
- Antidepressant
- Insomnia

Middle Note: Geranium *Pelargonium Graveolens*

- Anti-depressant
- Tonic
- Vulnerary
- Nervous tension

Base Note: Ylang-Ylang *Cananga Odorata*

- Nervous tension
- Stress-related problems
- Sedative
- Nervine

Face**Carrier oil – Avocado oil** 100% dilution**Essential oil – Jasmine** *Jasminum Officinale*

- Good for all skin types, especially dry sensitive skins.

TREATMENT 4/4**Body****Carrier oil – Grape seed oil** 100% dilution**Top Note: Sweet Thyme** *Thymus Vulgaris*

- Anxiety
- Mental debility
- Lack of direction
- Antidepressant
- Stimulating

Middle Note: Juniper *Juniperus Communis*

- Emotional drained
- Detoxifying
- Nervous tension
- Anxiety
- Stress-related problems

Base Note: Neroli *Citrus Aurantium*

- Depression
- Nervous tension
- Anxiety
- Carminative

Face**Carrier oil – Grape seed oil** 100% dilution**Essential oil – Neroli** *Citrus Aurantium*

- Good for dry mature skin.

**Ratio of blending for each treatment****TREATMENT 1/4****Body****15ml of Grape seed oil** 100% dilution**Top Note: Sweet Thyme** *Thymus Vulgaris*
2 drops**Middle Note: Juniper** *Juniperus Communis*
2 drops**Base Note: Neroli** *Citrus Aurantium*
2 drops

The blend of oils for the body will add up to a 2% dilution. (Synergistic blend)

Face**5ml of Grape seed oil** 100% dilution**1 drop of Neroli** *Citrus Aurantium*

This adds up to a 2% dilution (Synergistic blend)

TREATMENT 2/4**Body****15ml of Avocado oil** 100% dilution**Top Note: Basil** *Ocimum Basilicum*
2 drops**Middle Note: Lavender** *Lavendula Officinalis*
2 drops**Base Note: Ylang-Ylang** *Cananga Odorata*
2 drops

The blend of oils for the body will add up to a 2% dilution. (Synergistic blend)

Face**5ml of Avocado oil** 100% dilution**1 drop of Lavender** *Lavendula Officinalis*

This adds up to a 2% dilution (Synergistic blend)

TREATMENT 3/4

Body

15ml of Almond oil 100% dilution

Top Note: Bergamot *Citrus Bergamia*

2 drops

Middle Note: Juniper *Juniperus Communis*

2 drops

Base Note: Jasmine *Jasminum Officinale*

2 drops

The blend of oils for the body will add up to a 2% dilution. (Synergistic blend)

FACE:

5ml of Almond oil 100% dilution

1 drop of Jasmine *Jasminum Officinale*

This adds up to a 2% dilution (Synergistic blend)



TREATMENT 4/4

BODY:

15ml of Avocado oil 100% dilution

Top Note: Petitgrain *Citrus Aurantium var anara*

2 drops

Middle Note: Geranium *Pelargonium*

Graveolens

2 drops

Base Note: Jasmine *Jasminum Officinale*

2 drops

The blend of oils for the body will add up to a 2% dilution. (Synergistic blend)

FACE:

5ml of Avocado oil 100% dilution

1 drop of Jasmine *Jasminum Officinale*

This adds up to a 2% dilution (Synergistic blend)

Details of how therapist conducted each treatment

TREATMENT 1/4

When Mrs Mouton arrived I handed her a towel and instructed her to remove all her jewellery and get undressed only leaving her panties on. Once she had finished changing, I walked her to the plinth and helped her get settled in a supine position. I filled in the aromatherapy client card and asked my client to sign the client card before I began the treatment. I then talked to my client to decide which oils I would be using today. We decided to target her anxiety. Once I decided on the oils I was going to be using, I allowed her to smell them individually starting with the top note then the middle note and lastly with the base note. Then I let her smell them altogether as a blend. I made sure that my client liked the smell of the blend. If she didn't then this would be the time that I would change the specific oil that she didn't like and then move on. As my client liked the smell of the blend I continued. I lowered the bed and helped turn my client turn over into a prone position. I then began my massage.

When I massage her back I will focus on the neck and shoulder and lower back areas as this is where she holds her stress and tension. I will have to apply more pressure than normal to these areas to help release the stress and tension.

When I work on the back of the legs I will concentrate on her feet as this is very relaxing. I will then turn my client over into the supine position, raise the bed slightly and wash my hands. I will then continue with her face massage using the specific blend that I had made for her face. I will then continue with her scalp massage. I will use a combination of pressure points and massage movements for the face and scalp.

I will then massage both arms and then the abdomen. I will only massage the abdomen if my client is awake and will use a very light pressure as this area is highly sensitive.

I will finish my treatment off with the front of her legs and feet. I will concentrate on her feet again relieving the pain that may be present. I will conclude my treatment by covering my client up with the towels and making sure she is comfortable and warm and fetch her a glass of water.

TREATMENT 2/4

I will follow the same treatment plan as in treatment 1. I will be targeting my client's anxiety again. The aim for today's treatment is for the oils to induce relaxation. My client is more at ease for her treatment today so I will be using a very gentle approach and try not to increase my pressure unless needed. This will allow my client to fall asleep and relax completely today during her treatment.

TREATMENT 3/4

I will follow the same procedure as in treatment 1. I will be treating my client's anxiety again.

I will make sure that my client is warm and comfortable throughout the treatment today. I will also play soothing music to help relax my client and make her sleep.

TREATMENT 4/4

I will follow the same treatment plan as in treatment 1. I will continue with the treatment of my client's anxiety today.

How client felt before each treatment

Treatment 1/4 – my client is apprehensive as she has never had an aromatherapy massage before.

Treatment 2/4 – my client felt more comfortable as she knew what to expect. She was looking forward to it as she had been working in the morning.

Treatment 3/4 – my client was very tired when she arrived for her treatment as she had had a busy week at work.

Treatment 4/4 – she was looking forward to her treatment today but sad that it was her last one.

How client felt during each treatment**TREATMENT 1/4**

She was very interested in the oils I was using and wanted to know what benefits she was going to get from them all.

TREATMENT 2/4

My client was a lot more relaxed during her massage today.

TREATMENT 3/4

My client was more relaxed and at ease during her treatment today, she even fell asleep for a while during her massage.

TREATMENT 4/4

My client thoroughly enjoyed herself today during her massage. She was completely relaxed.

How the client felt immediately after each treatment and immediately aftercare given**TREATMENT 1/4**

She found the experience very interesting and exciting.

TREATMENT 2/4

My client felt very relaxed but had a slight headache.

TREATMENT 3/4

My client felt sleepy and tired.

TREATMENT 4/4

My client felt she was refreshed and that the tension in her back had been relieved. She also felt sad that this was her last treatment.

How the client felt between each treatment session**TREATMENT 1/4**

My client felt she slept very well after the treatments. She noticed she drank more water the day after her treatment.

TREATMENT 2/4

My client didn't notice anything different this week besides that she slept very well after the treatment.

TREATMENT 3/4

My client felt tired for the rest of the day and she is sleeping better at night now.

TREATMENT 4/4

My client feels like she is more 'in-tune' with her body and can cope better with the stresses at work.

Specific home care advice for each treatment**TREATMENTS 1-4**

- Drink a glass of water immediately after your treatment. At least 2 litres for the next 24 hours.
- No anti-perspirant for 24 hours.
- No alcohol especially wine for 24 hours.
- Do not tint (dye) your hair for the next 24 hours.
- Do not intoxicate the body in any form for 24 hours.
- Avoid washing for up to 8 hours. (Allows essential oils to penetrate to the maximum).

- Rest and relax for the rest of the day (try not to demand too much from your body).
- Client may get a headache after their treatment due to detoxification.
- Avoid tea and coffee for at least 12 hours.
- Avoid non-prescription medication for at least 12 hours.
- Do not fight any feelings or emotions you may be experiencing (normal reaction from the treatment)
- Avoid large stodgy or spicy meals for the next 24 hours.

Treatment 1/4 - Specific oils used in this treatment:

- Sweet Thyme – do not use on hypersensitive skin. Dilute well before use. Avoid during pregnancy. Do not use on infants under 2 years of age.
- Juniper –avoid during pregnancy. Use in moderation. Should not be used by those with kidney disease (nephrotoxic).

Treatment 2/4 - Specific oils used in this treatment:

- Basil – avoid during pregnancy. May cause sensitisation and irritation.
- Lavender – non-toxic, non-irritant and non-sensitisation. Avoid during first trimester of pregnancy.
- Ylang-Ylang – cases of sensitisation have been reported. High dosages can cause headaches and nausea.

Treatment 3/4 - Specific oils used in this treatment:

- Bergamot – phototoxic.
- Juniper –avoid during pregnancy. Use in moderation. Should not be used by those with kidney disease (nephrotoxic).

Treatment 4/4 - Specific oils used in this treatment:

- Geranium – may cause irritation.



Reflective practice after each treatment

TREATMENT 1/4

I felt that I could have worked slower during my massage today.

TREATMENT 2/4

I must remember to put the music on for my client as we start the treatment.

TREATMENT 3/4

I must make sure that the room is at a reasonable temperature as my client's body temperature drops and she therefore will feel the cold more.

TREATMENT 4/4

I must keep a glass of water on my trolley for my client during the massage.

Overall conclusion of the case study

TREATMENT 1/4

I felt that the objective of today's treatment was achieved and Mrs Mouton left feeling relaxed and ready to go sleep.

TREATMENT 2/4

I was very pleased with the outcome today and my client relaxed a lot quicker today as I had explained everything last week and she felt more at ease.

TREATMENT 3/4

My client left feeling sleepy, relaxed and ready for bed. I was very happy with how the treatments went and with the oils that I blended.

TREATMENT 4/4

I was very pleased with the oils that I chose today. As my client really liked the Jasmine last time I chose it again today. My client left feeling refreshed and rejuvenated.

The Top 5 staffing issues



BY IAN FUHR, CEO OF THE SORBET GROUP, SOUTH AFRICA

In 2005, I embarked on an incredible journey into the beauty salon industry. Having come from a completely different environment, the learning curve was remarkably steep. All the perceptions and paradigms I had developed in my previous business about staff management and leadership were rocked to the core and I had to re-examine everything I had learned and experienced up to that point. The last 9 years have been not only a stimulating and ultimately rewarding challenge but a great journey of self discovery.

My first impressions of this industry were wildly diverse. From being thrilled by the passion I encountered in several of the therapists to being totally appalled by the lack of integrity in others. From being impressed by the rapidly changing technological advances in the spa environment to being surprised by the somewhat old fashioned way in which salons were being managed. It taught me the importance of continual learning and the need for constant change. In fact I learned that, “if you have stopped learning, you have started dying and if you cannot change, you may already be dead”.

Most importantly, I discovered that the staffing issues in this industry needed to be addressed in a manner unlike anything I had done before. The following five staffing issues have surfaced as the most critical. This is an holistic approach to staff management and can only be successful if all of them are adequately understood and addressed.

1 Integrity

Sadly, the beauty industry has been tainted by a distinct lack of integrity. I believe that much more emphasis should be placed on this issue during the educational process. It is not enough that schools and colleges teach student therapists how to do their jobs. It is vital that they are also exposed to the importance of having high levels of integrity in everything they do.

They should be warned, for example, that soliciting clients when you leave a salon is unethical, that leaving your place of work without proper notice is totally unacceptable and that lying, stealing or any type of fraudulent activity could jeopardise your whole career.

Everyone in the industry should face one simple truth.... The purpose of work is to serve and only when you have served well do you deserve to receive your reward. As soon as self-interest is placed above service, greed takes over and service suffers. Only when you put more into your job than you take out can you possibly be successful.

2 Commitment, Passion and Motivation

The very nature of this work requires commitment and passion. If employees have become therapists simply because they had “nothing better to do”, it will soon become evident in their service and performance.

The really great therapists I have encountered all love what they do and delight in exceeding the expectations of their clients. They understand that the greatest reward they can receive is being able to



make a difference in other people's lives. They understand that their clients come to them, not merely to have a wax or a manicure, but they come as part of a deep-rooted desire to look good and feel good about themselves. They understand that developing a client's self-esteem and self confidence is a critical element of the service they provide and that their own personal financial reward will flow from excellent service, not from greed and self-interest.

Insofar as management is concerned, you can train your staff in every aspect of their job; you can give them all the skills they require and you can offer incentives and commission.... but you simply cannot guarantee motivation. This has to come from within. All you can really do as an owner or manager is to create the best possible environment in which employees will ultimately motivate themselves!

Leadership can best be described as "being able to get your staff to follow you to places they would otherwise never have gone by themselves" All you need to do is lead with honesty and integrity; show trust and respect; recognize with sincerity and appreciation; and provide the right guidancesimple really!!

3 Workplace Community

There are certain questions that burn in the mind of every salon owner or manager!

"How do I get my staff to work as a collective?"

"How do I move away from the unhealthy individualism of my therapists?"

"How do I avoid the back-stabbing and the bitchiness?"

Although there are no straightforward answers to these questions, there is a management style that can take you down the road towards a much healthier and effective working environment. It is known as "Building Workplace Community".

A workplace community is a group of diverse individuals that have come together for a single purpose. In this case that purpose is to provide outstanding guest service. In order to achieve this purpose, they need to create a working environment that transcends their differences, whether these differences are racial, cultural, religious or just personality based.

Rugged individualism, considered by many to be an essential trait for success, is often the destroyer of community. It isolates people from each other and they lose sight of the common purpose.

In my experience, the most successful salons are always those where there is a stable staff environment with a strong sense of community. Individual success is recognized and celebrated, but the overriding purpose of the community stands tall above individual needs. On the other hand, the under-performing salons are those where one or two individuals ride roughshod over the others and the relationships are tainted with conflict, jealousy and bitchiness. Staff turnover is invariably high and it looks more like a battleground than a workplace community!

4 Remuneration and Incentivisation

Whilst it is important to reward individual achievement, it is also important to reward community based achievements and the overall performance of the business. Finding the balance between individual and community based incentivisation is never an easy process but, if you can get it right, the results will exceed your expectations.

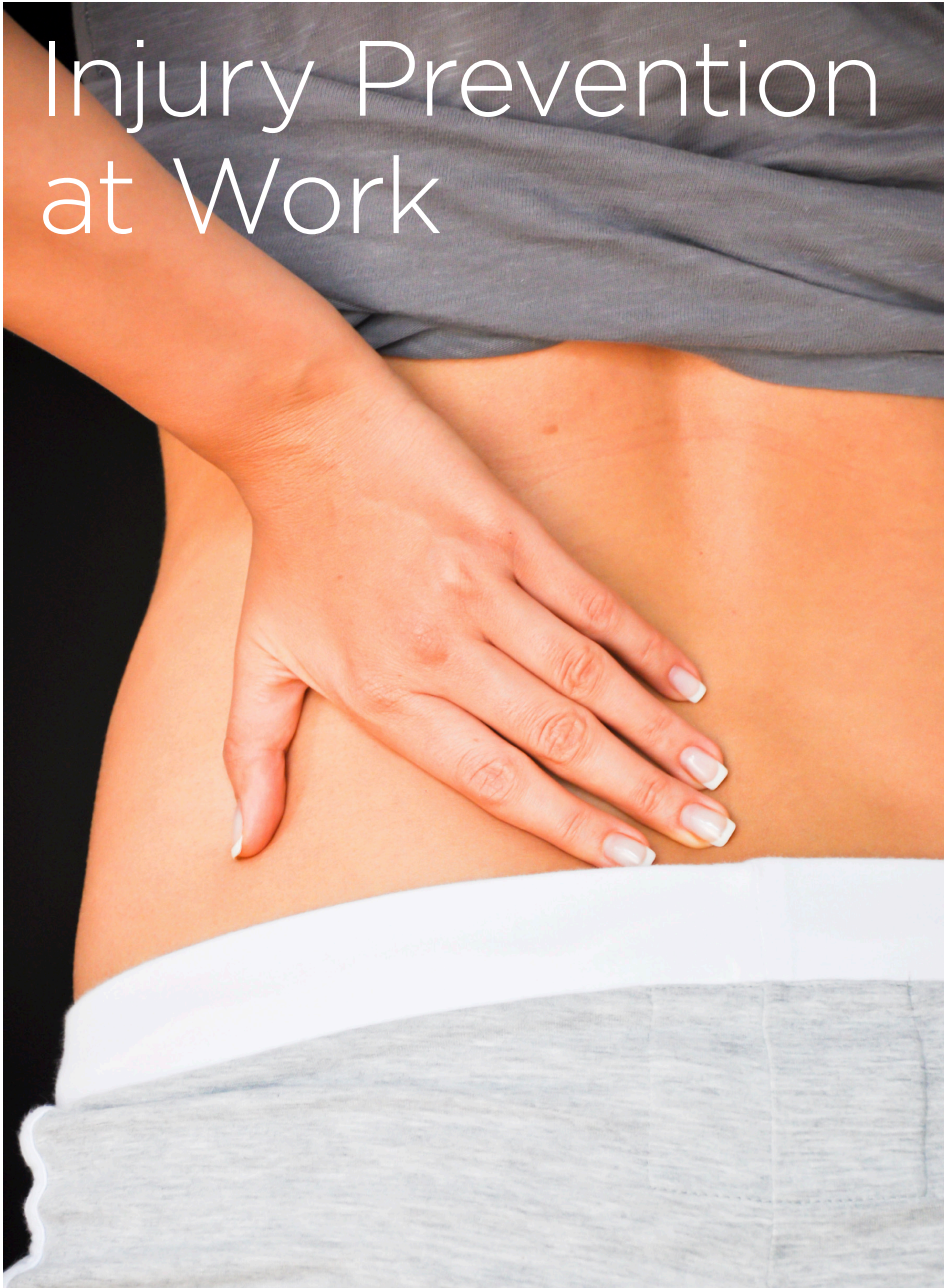
Do away with basic salaries and ensure that the commission rates are high enough to stimulate performance. If you can manage this extra cost in the short term it will pay handsome dividends in the long term. Too often owners are forced to pay meager salaries due to a lack of adequate funding. This problem tends to compound itself when the staff turnovers grow to unacceptable levels and the business goes into a downward spiral. Rather pay more for stability and watch the rewards flow in.

5 Ongoing Education and Development

The quest for more skills and knowledge is fundamental to success. However, it must be understood that the desire for self development must come from within. And it is the individual's 100% responsibility to improve themselves. Management can only create the environment that encourages learning and can provide the opportunities for employees to attend educational programs. The rest is up to them.

The great power of knowledge is best utilized when it is shared. Anyone who hesitates to share their knowledge with a fellow employee undermines the community. Indeed, many therapists in our industry refuse to share their knowledge and refuse to teach others because they feel this might increase the competition and weaken their own ability to earn commission. This once again raises the ugly issue of self-interest before service.

Injury Prevention at Work



*Prevention is
always better
than a cure...*

We all know how important it is to look after ourselves; but unfortunately, this is not always the case. We come from an industry where we are constantly looking after other people, which we love to do, however, we rarely take the time to focus on our own needs. This is not to say that when we get home from a long day at work we don't relax and put our feet up, but what we tend to neglect the majority of the time, is our own well-being in the workplace.

We have all heard of the injuries that can happen at work, in fact, many of us have colleagues who suffer from these injuries already, yet we don't



**BY VICKY HARPER,
CIDESCO EXAMINER,
GREAT BRITAIN**

always focus on how to prevent these injuries ourselves.

The parts of our bodies that are most susceptible to work related injuries are our thumbs, wrists, shoulders, neck and lower back. The types of injury such as lower back strain, tendonitis, tenosynovitis and carpal tunnel syndrome can all be caused by overuse of the joints, applying pressure during massage, standing for extended periods of time or our posture. Each of these reasons behind these injuries is what we as therapists deal with on a daily basis- back to back treatments in the salon or spa, clients wanting firmer pressure and repetitive movements with our hands. It is important to make sure that we do whatever we can to prevent these injuries so that we can fulfil a long and healthy career in the beauty and spa industry.

Prevention is always better than a cure...

One of the first points we need to look at is the height of the treatment couch. If doing a facial and in a seated position, the treatment couch should be a few inches above the height of your elbows, this allows for smaller more precise movements. During a massage, whilst standing, the treatment couch should be at the same level as your knuckles, this allows for more pressure and for you to be able to perform larger movements. If deeper work is needed, you can lower the treatment couch further so that it is at the same level as your fingertips, this will allow you

to utilise your own body weight and incorporate more of a downward force. During any massage, a therapist will use a combination of different techniques; this of course means that you will need to adjust the treatment couch at different points throughout the treatment, which is why an adjustable treatment couch is preferable.

If you are experiencing discomfort whilst massaging, try adjusting the treatment couch, for example, if you are experiencing the discomfort in your shoulders and trapezius, try lowering the treatment couch or if the discomfort is in your lower back try to relieve the discomfort by increasing the height of the treatment couch. If you are experiencing discomfort in your wrists or thumbs, take the pressure off by aligning your joints and not creating hyperextension or hyperflexion. Make sure to take advantage of your knuckles, forearms and elbows more when massaging to lessen the pressure on your thumbs and wrists. You could also invest in hand held massage tools, however when choosing these, make sure that they allow you to grip comfortably, that they do not make you place pressure at the heel of your palm and that they allow you to keep your wrist straight.

One of the most common complaints that I hear from therapists is that they experience discomfort in only one side of the back, if this is the case, you are twisting your body too much and need to adjust your posture. When positioned at the end of the treatment couch, avoid twisting your body by keeping your shoulders and hips in line with one another. To avoid twisting when you are working from the side of the treatment couch, place your outside foot in front of you and your inside foot behind you. If you need to provide a firmer pressure to your client, adopt a lower stance with one leg further behind you, this way you can use your hip and leg to create more force.

When it comes to your own posture, it is important to know what "good" posture is and when to utilise it. When you have a correct posture, all of your joints are aligned and your muscles



When it comes to your own posture, it is important to know what "good" posture is and when to utilise it.

can move in their mid-range of motion. Good posture is nothing more than keeping your body in alignment. Make sure, before you work, that you identify and get your body into its correct posture. By ensuring that your joints are in alignment whilst massaging, you will take the pressure off of your joints and transfer it to your larger muscles, this will provide less strain for you as a therapist, and more comfort and pressure for your client.

Another important aspect to keeping a good posture, is making sure you have enough space in the treatment room, many times when I visit different salons and spas I will notice that the area around the treatment couch is crowded, this means that the therapist can get into very awkward positions that can compromise their posture. Try to keep around three feet of space around the treatment couch, this will make sure that you

have enough space to be able to take a wider stance when necessary.

The most important thing to remember is to give yourself time to recover, if you suffer from an injury or are adopting these techniques to help prevent the injury, make sure to give yourself time to rest and recover. Our industry is a fast-paced, ever-changing industry and if we want to keep up, we need to make sure that we take care of ourselves, just as much as we take care of our clients.

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The Anti-Aging Potential of Plant Derived Stem Cells



**BY JACQUELINE PIOTAZ,
CIDESCO EXAMINER AND
OWNER OF JACQUELINE PIOTAZ
COSMETICS SWITZERLAND**

My 25 years of experience in the Beauty Industry gave me the vision and the passion to create my own skin care label: Timeless Swiss Skin Care: The first Plant Stem Cell Collection (Capsule Collection) and the Advanced Cellpower Performance. The secret is Swissness Pure - nature and bio high technology combined.

I was born in the heart of a fascinating region: the protected canton of Valais in Switzerland, which is surrounded by breathtaking glaciers and rivers. It was in this environment of rare purity, shelled from pollution, surrounded by majestic mountains like the Matterhorn, and valleys abundantly rich in vineyards, trees and flowers, that I discovered the natural richness of my future project.

My daily contact with clients and high class beauty care products and novelties in the cosmetics and ingredients, lead me finally to the Swiss Bio Research Laboratory and to the revolutionary discovery of plant stem cells. This revolutionary science discovery became the basis of my own skin care concept.

The use of plant stem cells protects the most important skin cells, namely its stem cells, thus delaying skin aging. It has opened up entirely new possibilities in the field of cosmetics. Using plant stem cells can slow skin aging by protecting essential skin stem cells, keeping the skin looking youthful longer and giving it a better and more vital appearance.

The apple - the Uttwiler Spätlauber

PhytoCellTec™ Malus Domestica is a liposomal active ingredient based on stem cells from the Uttwiler Spätlauber apple. This old Swiss variety, which is very rare today, was known for its exceptional capacity to keep fresh for long periods. As the apple could be stored for a long time without becoming shriveled or losing flavor, it clearly had special ingredients and especially long-lived stem cells. The effect was able to show in comprehensive studies that PhytoCellTec™ Malus Domestica, the active ingredient based on apple stem cells, promotes the vitality and longevity of skin stem cells, protects them from damage due to environmental stress and thus delays the skin aging processes.

Solar Vitis / Vitis Vinifera

Extensive studies have shown that PhytoCellTec™ Solar Vitis /Gamay Grape reliably protects epidermal stem cells from UV stress and thus from skin aging caused by light. Solar Vitis protects the skin from chronological and light-induced aging, extending skin cells' vitality and keeping the skin's appearance young and beautiful longer.

The Alpine rose

PhytoCellTec™ Alp Rose is a cosmetic ingredient based on stem cells of alpine rose leaves. The alpine rose is a typical Swiss flowering plant from the Alps and grows at altitudes up to 3200 m. Its evergreen leaves are especially resistant to high UV radiation and extreme dryness and cold. The sturdy leaves are a shiny green, even once the snow has melted in the spring. This phenomenon is due to the presence of a special protection protein called "Dehydrin". The Alp Rose strengthens the skin barrier, providing better protection to the skin against climate-induced stress.

The revolutionary combination of plant stem cells is one of the secret behind my Swiss Skin Cellpower Concept. My passion was also to find and add the very best anti-aging ingredients in high concentration and keep the brand simple and smart.

May your dream come true for a timeless beautiful skin.

Diabetes, The Silent Killer



**BY SANDY ROY, CIDESCO PR
BOARD MEMBER**

Studies have shown that 7% of the world's population suffers from diabetes. A quarter of these people do not even know they are diabetic.

Pre-diabetes is a condition in which your blood-glucose levels are higher than normal, but not to high to be diagnosed as a Type 2 diabetic. This 7% does not include people with pre-diabetes. The main cause for this disease is an unhealthy lifestyle and weight gain.

Symptoms of diabetes start off slowly and are often hard to identify in particular with this disease as they could match other diseases quite similarly. Some of these symptoms include fatigue, feeling 'sick', excessive thirst and frequent urination. Other symptoms can also include weight loss, blurred vision, urinary tract infections, genital itching and slow skin and gum healing.

Symptoms of diabetes start off slowly and are often hard to identify

When to see a doctor

Blood sugar levels are important to keep under control as this will help prevent and control diabetes. Many problems associated with diabetes include, heart disease, changes in vision, numbness in the feet and legs or sores that are slow to heal. Any of these symptoms would require you to see a doctor who will check your blood sugar levels.

Prevention of Diabetes

A diabetes prevention study has shown that diet and exercise work better than most medications as they delay the development of diabetes. 30 minutes of light exercise per day, with 5 - 10% reduction in body weight, produce a 58% decrease in the onset of diabetes.

How to help prevent diabetes

Insulin resistance, being over-weight and constant high blood sugar levels are the main causes of Type 2 diabetes. A low Glycaemic Index (G.I) diet will help to regulate blood sugar levels, control appetite, stop cravings and prevent Type 2 diabetes and diabetic complications.

Around the World

High Achievements in Malaysia



Examination at the Impress-Esteem Beauty Academy in Melaka, Malaysia with CIDESCO Examiner Monica Hingorani and the Academy's new graduates.



Celebrations all round in Ireland



Limerick, College of Further Education, Ireland. Students with CIDESCO Examiner, Jennifer Maclean, Aileen Gallagher and Breda Ryan.

Enniscorthy, College of Further Education, Ireland. Students with CIDESCO Examiner, Jennifer Maclean, Kathleen Costigan & Mary Kenny.



Senior College Dun Laoghaire, Ireland. Students with CIDESCO Examiners, Jennifer Maclean and Gillian Byrne, Louise Mc Greal, School Examiner, Janice Healy, School Examiner and Lecturing staff.

Happy Candidates in Finland

CIDESCO Examination held at SKY-Opisto, Helsinki, Finland with CIDESCO Examiner Joma de Roos.



Students from Yrkes Institutet Prakticum in Helsinki, Finland celebrate their CIDESCO Examination. From left to right: Teacher, Maria Silvola, the happy candidates: Melinda Harju, Sara Zitting and Susanne Nilsson and CIDESCO Examiner Ms Maria Severinsson from Sweden.

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