



CIDESCO  
THE WORLD  
STANDARD  
FOR BEAUTY  
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EST. 1946

CIDESCO INTERNATIONAL

# LINK

DECEMBER 2014 · Issue 72

# A World Congress to remember

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# President's Message



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

## **DEAR FRIENDS AND COLLEAGUES**

We have just had the pleasure of experiencing the wonderful hospitality of CIDESCO Section Greece with Iro Koronéou, Section President, who once again staged a spectacular event for the 68th CIDESCO World Congress. Those of you who were there would agree that we had five very interesting days with meetings, lectures, and exhibition all mixed with unforgettable social events.

It is not without reason that we say the "CIDESCO family". More and more I see the need for Members to meet up and exchange experiences in their business and private lives. I see the need for them to talk and learn more about our industry; learn more about new developments which is ongoing. To be on the ball and follow the trend, we have to be involved as much as possible.

The Examiners' Workshop and Schools' Meeting were well attended, represented by Members from all continents. The demonstrations gave clear insight of the CIDESCO requirements for both Examiners and Schools. Both meetings were well received even by those who are well experienced. We find that these meetings are an ideal way of interacting and getting to know more about our business.

The General Assembly was, as usual, a very active day for the Board and the Delegates. We have had almost a full day discussing issues concerning

CIDESCO e.g. Statutes, Rules, Finance, Trademark and many other interesting items. The Delegates were all pleased with the outcome of our decisions and we are already moving towards next year's Agenda which will also contain a number of important issues.

The newly launched Diplomas are well on the way with Schools and we hope to have a fruitful year in 2015. We are in the process of finalizing the new Advanced Skincare Aesthetics Diploma which we hope to introduce in 2015.

The Board is holding regular Skype meetings so that all Board Members are well informed of the daily running of CIDESCO. We work as a team and all Board Members contribute to the decision making. Our General Secretary Brigitte Sterz was paying a visit in November to the Zurich Head Office for a pre-Christmas celebration with the office staff and the full Board will meet up with them in January - when we will have a first Board Meeting.

The South African Congress is coming up very soon; please reserve the dates 20th to 25th May 2015. Learn more about the various meetings and events by going to [cidescocongress2015.com](http://cidescocongress2015.com). We are promised an unforgettable 6 days in this fast growing country with its multicultural people. Another date to save in your Agenda is the 70th Anniversary Celebration of CIDESCO which will take place in Dublin, Ireland in September/October 2016. As soon as the exact dates are fixed, we will inform all Members.

**I take this opportunity to wish you and your family a Healthy, Happy and Prosperous Holiday Season and look forward to being in touch again in the New Year.**

**ANNA-CARI GUND**

# In memoriam...

## Christian Chauveau



*In the 1980's Christian was the mainspring behind the renaissance of CIDESCO*

**Margaret Toulrier is very sad to have to inform you of the death of her friend Christian Chauveau at the CHU hospital in Montpellier on 22nd April 2014.**

Christian Chauveau qualified as a Beauty Therapy teacher in the French National Education system during the 1960s. He created one of the first make-up schools in France which was based first in Rue Simplon and then in Boulevard Haussman Paris.

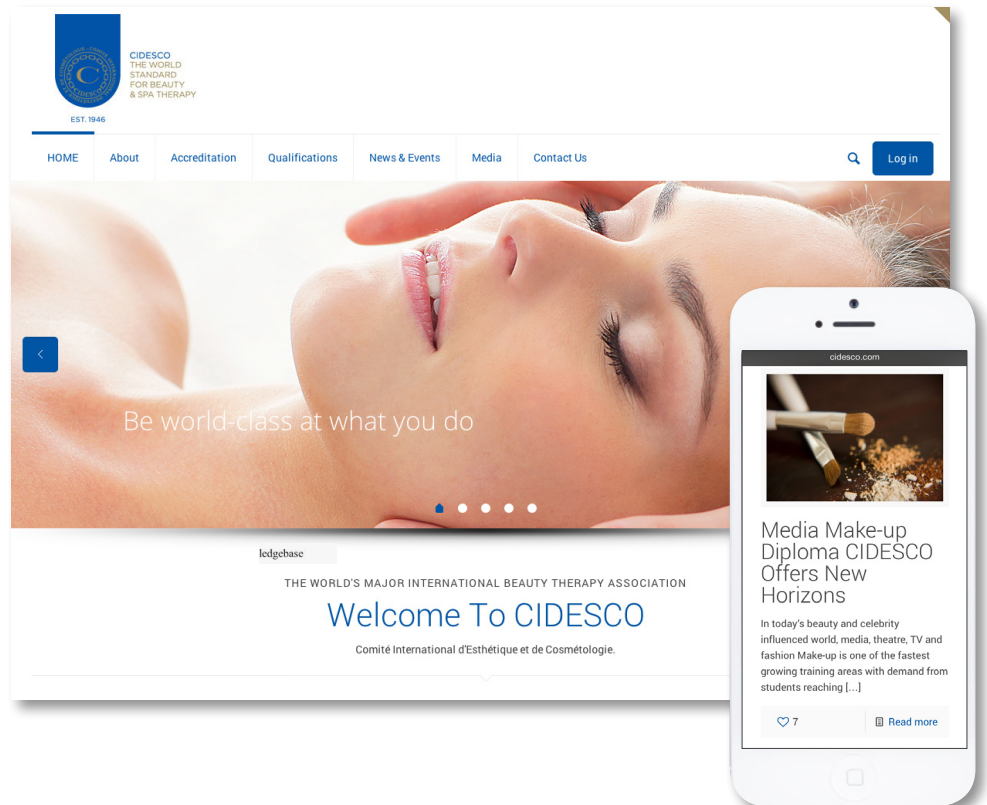
Christian Chauveau trained many of the big names such as Danièle Sanz and Serge-Louis Alvarez amongst many others.

In the 1980's he was the mainspring behind the renaissance of CIDESCO, visiting Beauty Therapy schools throughout France and finally creating CIDESCO Section France which now comprises 6 schools accredited by CIDESCO International.

**A generous and faithful friend who was always ready to listen, he will be sorely missed by his many friends.**

# A new window to the world of CIDESCO: [cidesco.com](http://cidesco.com)

*As a worldwide organisation it has been important to have an online meeting place where we can continue to share information, distribute news and network together.*



At the CIDESCO World Congress in Athens this year we were delighted to unveil our new website at [cidesco.com](http://cidesco.com) which is fully responsive to meet the demands of today's busy professionals.

The new website reflects our organisation's re-focused commitments to developing CIDESCO's core brand concept: to uphold the highest level of service and standards in the world of Beauty, Spa and Media Make-up.

The website has been designed as an exciting 'meeting place' for members and an enticing 'window' to the world of CIDESCO for new visitors.

The international nature of CIDESCO is well represented with details of CIDESCO Schools and Beauty Centres across 31 countries. Students

can discover the portfolio of CIDESCO Diplomas offered, which will provide them with the best possible start or career advancement in the Beauty and Spa industry enabling them to work worldwide.

Visitors to the site can meet our Education Committee who oversee the development and advancement of syllabi as well as our International Examiners who travel the world to ensure our students are the 'best in class'.

The Media Section of the site provides a fascinating insight into CIDESCO including video interviews with key personnel and features from CIDESCO's quarterly magazine, CIDESCO International LINK where you will learn from our wide range of experts covering topics from specific therapies to operational and business advice.

A fully responsive site, means that the new [cidesco.com](http://cidesco.com) is fully compatible with today's browsers and mobile devices so it is easily accessible on the move which is imperative in today's times.

Announcing the launch of the new CIDESCO website, President Anna-Cari Gund says "A lot of hard work has gone into developing our new website and we are delighted with the result. It reflects the CIDESCO of today and gives our members and visitors a much more user-friendly experience. As a worldwide organisation it has been important to have an online meeting place where we can continue to share information, distribute news and network together. We look forward to the website evolving further as CIDESCO continues to grow as the World Standard for Beauty & Spa Therapy."

# A warm welcome to Malaysia

## **CIDESCO is proud to announce the establishment of the newly accepted National CIDESCO Section in Malaysia.**

Julie Lew, Vice President of the Malaysian Esthetic Association presented the organisation's application to the CIDESCO General Assembly to be accepted as the National CIDESCO Section in Malaysia. Ms Julie Lew gave an interesting and informative presentation, detailing how the Malaysian Esthetic Association would help grow CIDESCO in Malaysia emphasising the benefits they would offer CIDESCO Graduates. The General Assembly was very impressed with her presentation and unanimously voted the Malaysian Esthetic Association as the National CIDESCO Section in Malaysia at this year's 68th CIDESCO General Assembly in Athens Greece.

In an interview with Julie Lew at the CIDESCO World Congress, she told LINK:

"In Malaysia we wanted to create a CIDESCO Section principally to unite industry players and upgrade the industry in Malaysia. All the key beauty industry players are at different schools yet they are all offering CIDESCO training. This gives us the opportunity to bring everyone together and build this mix of enthusiasm, passion and shared goals for our industry. As a CIDESCO trained therapist I have also seen the value of holding the qualifications in my own career.



The new CIDESCO Diplomas identify key training trends in Malaysia. There is a thirst for post graduate training from our students and a growing demand for areas such as Media Make-up. Our biggest challenge is recruiting new members and making them aware of the benefits that are available. CIDESCO helps aestheticians to advance in their careers and it is highly recognised worldwide. Many of our therapists in the Johor Bahru area work in Singapore where demand is very high. There is no problem getting a job with a CIDESCO qualification".

Anna-Cari Gund, President of CIDESCO said "We are really pleased to welcome our new National CIDESCO Section Malaysia and we look forward to working closely with them to inspire and uplift Beauty, Spa and Media Make-up Industry Standards in Malaysia. It is always exciting to announce the launch of a new National CIDESCO Section as CIDESCO continues to expand its global reach."

# A Spectacular World Congress in Athens



**October 2014 brought CIDESCO members together who gathered from all corners of the world in the ancient city of Athens, Greece to attend the 62nd CIDESCO World Congress & Exhibition.**

Hosted by CIDESCO Section Greece, the event enabled like-minded members and associates to network and discuss the industry's most important issues, strategise with each other and of course to discover this beautiful city.

We thank Section Greece for going to great lengths to put on a memorable 5 day event which commenced with a spectacular opening ceremony at the "Anna & Maria Kalouta" theatre in Athens.

## **Cultural Night and Welcome Dinner**

Section Greece hosted a typical Greek night where international guests met up with old friends and made many new ones. The night was filled with the finest Greek food. Far more than anyone could eat. Traditional Greek dancing was on the menu so needless to say; we all had a fantastic time. What a great way to start off the week to come.





### Wednesday 22nd October

#### Examiners' Workshop

The CIDESCO Examiners' Workshop was held at the Intercontinental Hotel. Narelle Blinman, CIDESCO Board Member for Education held an informative workshop for CIDESCO Examiners where they discussed new techniques and skills within the industry. The new Diplomas were discussed in detail. Advanced training was given to examiners to assist them in examining internationally.

### Thursday 23rd October

#### Schools' Meeting

The Schools' Meeting was hosted by Narelle Blinman with the assistance of her fellow Board members and Head Office team. During this meeting, CIDESCO members discussed new techniques, saw practical skills demonstrated and new qualifications available from CIDESCO were explained to the teachers.





**Friday 24th October**

**General Assembly**

The CIDESCO General Assembly, chaired by President Anna-Cari Gund, was held at the Intercontinental Hotel where Section representatives attended to discuss and vote on important issues. 26 countries were represented which was wonderful to see.

CIDESCO International takes this opportunity to welcome the newly formed CIDESCO Section Malaysia, represented by Julie Lew, to the CIDESCO family.

This year we celebrated National CIDESCO Section Anniversaries. Section Canada and Section Latvia both celebrated 10 years, whilst Section India celebrated 20 years and Section Singapore a very impressive 30 years with CIDESCO.

The next CIDESCO Congress will be held in May 2015 in Sandton, Johannesburg, hosted by CIDESCO Section South Africa. This promises to be an exciting destination with forward thinking education top of mind. The theme is *Skin is Alive*.

CIDESCO will be celebrating our 70th anniversary in 2016. Section Ireland was given the honour, by the General Assembly, to host this milestone event. Speaking to the delegates from Ireland, they are extremely excited to host the 64th CIDESCO World Congress and showcase Dublin to the world.





## Gala Dinner

The CIDESCO Gala Dinner was another wonderful evening with delicious Greek food, music and belly dancing. It was held at the historical Yacht Club in Athens which boasts a spectacular view of the harbour and stunning hillsides. The bus ride was a fun experience in the torrential rain.

The night passed by with the usual fabulous Greek entertainment. Singing and traditional dancing combined with the opportunity to learn Greek dancing made the evening memorable.

We were honoured to have South African Ambassador Mr. Makgetla attend the CIDESCO Gala Dinner. Mr. Makgetla, by all reports, enjoyed the evening and got to meet with some of his fellow countrymen.

... a great night for all



## Saturday 25th October

### PR Committee Meeting

Over 30 members attended the PR Meeting at the Intercontinental Hotel, hosted by PR Board Member Sandy Roy. Sandy introduced Tracey Stapleton from The Spa PR Company who is the agency recruited to promote CIDESCO and its members worldwide. Tracey presented the new PR and marketing developments including the media exposure secured this past year. She unveiled CIDESCO's new website which gives our association a more modern image, responsive to different media platforms. The committee agreed that Beauty Centres will be a focus for the year ahead along with increased social media activity to attract the younger student.



## Sunday 26th October

### Exhibition and Make-up Competition

On the final day of the 3 day Exhibition and Seminar program, students and professionals presented a spectacular Body Make-up competition. The theme this year was 'Historical Ancients'. Participants showcased their masterpieces at the closing ceremony.

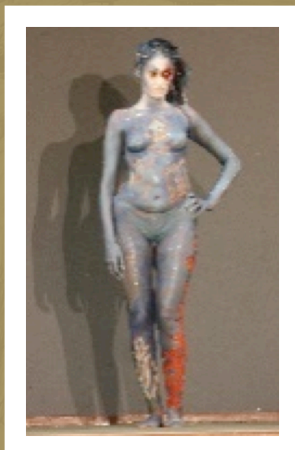
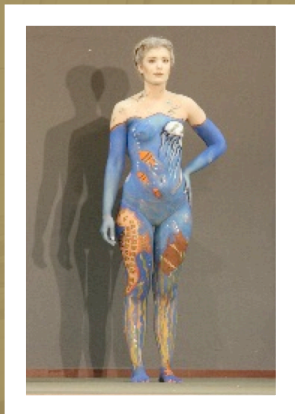
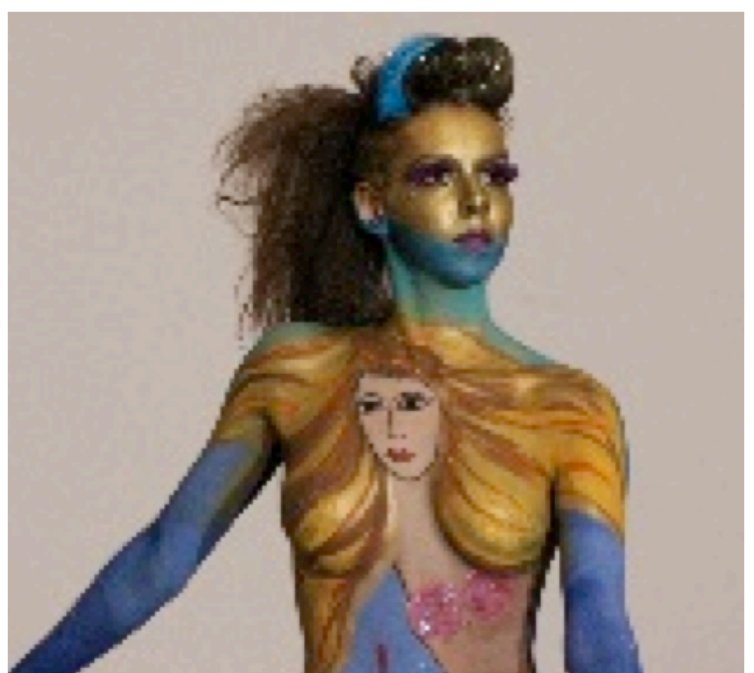
The CIDESCO Board and Secretariat would like to thank Section Greece for hosting a wonderful event and all members and associates who attended for making this a memorable and rewarding Congress. The exchange of information and dedication to the development of CIDESCO is vitally important to the industry. The CIDESCO World Congress gives us an opportunity to further this, face to face, and to network effectively amongst like-minded people.

Photographs taken at the CIDESCO World Congress in Athens can be seen on the CIDESCO website. Please visit our new website to find these fascinating pictures.

I look forward to seeing you all in Sandton, South Africa next year. The South African Section is working very hard at making this experience a once-in-a-lifetime event.

**SANDY ROY**

**CIDESCO Board Member for Public Relations**



# CIDESCO World Congress South Africa

**20<sup>TH</sup> – 25<sup>TH</sup> MAY 2015,  
SANDTON, JOHANNESBURG**



Registration is now open for the 63rd CIDESCO World Congress & Exhibition in Sandton, South Africa. Hosted by The South African Association of Health and Skincare Professionals (SAAHSP), which represents the CIDESCO Section South Africa, our 2015 event promises to be an unforgettable event in this remarkable country.

Full information will be sent out to all members early in 2015 but the outline schedule will be:

**Wednesday 20th to  
Friday 22nd May:  
CIDESCO Meetings**

**Saturday 23rd May:  
Gala Dinner**

**Saturday 23rd to  
Monday 25th May:  
Exhibition and Lectures**



We welcome as many members as possible to join us in South Africa where you will have a chance to discuss key industry issues, network with colleagues and discover the beauty of this fascinating country.

**To register your interest please  
email [cidesco@ghcm.co.za](mailto:cidesco@ghcm.co.za)**



# The power of thoughts on water



**BY TARYN ELLIS, CIDESCO SPA AND BEAUTY THERAPIST AND EDUCATOR AT THE SANDY ROY BEAUTY THERAPY INSTITUTE, SALT RIVER, SOUTH AFRICA**



## Let's play a game...

When you read the following words, visualise the first few ideas that you associate with them.

Starting with "fountains"

This most likely evokes a sense of life, peace, wellbeing, pressure jets, beauty, art and creativity. A location to hydrate the palate when thirsty.

Let's try another, "bath"

A sense of suspension, pressure-less environment, purity, luxury soaking and childhood memories.

This positive collection of views around the idea of water are all paradigm, as they don't match the harsh reality of water misuse which we have to deal with globally at present. The fact that the misuse of this precious resource is evident since Ancient Roman spas, is

a major concern when investigating the treatment of it in our modern day spas. Understanding the value of water in Spa therapy allows one to gain the respect that one should treat it with.

"Misuse" can be viewed in many aspects. Mainly - Physical and emotional/spiritual. Physical misuse of water is the most evident in present day spas. General waste of water could cause a country to have water rationing during the dry season. A deficit of 25% rainfall is normally regarded as a severe meteorological drought but it can be safely assumed that a shortfall of 20% from normal rainfall will cause crop and water shortfalls in many regions accompanied by social and economic hardship. This fact is evident today, and is a physical reality to all of us.



The relationship between water and humans is powerful. The molecule itself acts as a transport medium to major beneficial constituents such as essential minerals, salts and nutrients. Yet, the abuse of it goes further than just physical misuse.

Water carries energy and emotions. This is evident since ancient spa therapy. For example, the Ganges River in India is deemed sacred to Hindus. Many Hindu pilgrims bathe in the river to wash away sins and the faithful often spread ashes of the departed into the river, helping them reach nirvana. Christians rely on the spiritually healing waters of baptism for redemption, cleansing, renewal and rebirth of the soul. Catholics use holy water for blessing themselves and their homes.

Dr. Masaru Emoto, a Japanese scientist, investigated the effect of human emotions on water crystals. The influence of positive and negative emotions had the ability to alter the molecular structure of the water crystals. He analysed water crystals exposed to thoughts and feelings of love and positive emotions and found them to have beautiful snowflake like structures. In contrast, water crystals influenced by negative thoughts and emotions appeared to have jagged, misshapen and ugly looking shapes. Knowing that water comprises over 80% of an individual's body composition reiterates how emotions can affect ones' own physical molecular structure.

This proves the close parallel between the abuse of water in spas and the human itself. Neither one can be healed until we respect water. The emotional abuse of water is a looming shortfall when it comes to an individual seeking healing from the spa. We need to look back to the roots of spas and renew the values we have for it.

Modern day spas are incorporating ancient methods of healing by installing traditional hydrotherapy equipment. This has become a popular trend - coming full circle again. Bringing back the old will turn the tables of the misuse of water and eventually get us back to the true values of water healing.

*The relationship between water and humans is powerful... Knowing that water comprises over 80% of an individual's body composition reiterates how emotions can affect ones' own physical molecular structure.*

# 5 New Year Business Resolutions

The New Year is all about new beginnings so there's no better time to take stock of where you are with your business and give it a little refresh for the year ahead. Here are five top tips:

**1 Set time aside each week for 'thinking time'.** Often we don't give ourselves the space to think and plan. Life gets so busy that we get caught up with all the activity and quickly feel like we have no time for planning. Good planning takes good thoughts and often these don't come to us until we start to relax and free our minds of all the detail. Diary date one or two hours each week for some quiet thinking time and see the difference this makes not only to your career or business but also to your wellbeing.

**2 Get blogging.** From brand exposure to generating traffic to your website, blogging plays a large part in the ever expanding digital world and allows you to connect with consumers, other businesses and, more importantly, your clients. Whether it's your latest news, favourite treatments or products, events you have held or attended or simply your opinion, it's a quick, easy and interactive form of communication.

**3 Become an official expert.** Working in the beauty industry you are already an expert and you will have lots of valuable information which will be useful to others. Write up your expert tips on a particular



subject and offer this up to your local and national press. Our own CIDESCO LINK magazine is always looking for new contributors so if you have something that could be useful to other members do contact our editorial team.

**4 Enter your business for an award.** It could be a local entrepreneurial competition or a bigger industry award but look out the award opportunities in your area and commit to an entry. Success not only feeds your team but it also helps you to stand out from the competition and gives you some valuable content for PR and social media to attract new clients.

**5 Get to know your colleagues.** Business is the business of people. The better you get to know others and find out ways to relate to and communicate with them, chances are your productivity in the workplace will equally benefit. Take time each week to go out to lunch with one new person or grab a drink after work. The relationships you develop make your work increasingly rewarding.

# Global Beauty & Spa News

## AUSTRALIA - Supermarket sales of cosmetics on the rise

According to Roy Morgan Research, in the last six months, more than one quarter of 4,791,000 Australian shoppers popped make-up into their shopping trolley just like any other grocery item. The market researcher reports that the year to June 2014, 25.6 per cent of women bought their make-up from a supermarket in any given six-month period, while one in every five (20 per cent) purchased theirs from a chemist.

Source: [www.cosmeticsdesign-asia.com](http://www.cosmeticsdesign-asia.com)

## JAPAN - Designer trend is out, uniqueness is in

In Japan, consumer demand for designer brands has shifted to a desire to be unique. According to Florence Bernardin the CEO of 'Information & Inspiration', an agency that specializes in the cosmetics industry in Asia, the days of Japanese consumers kitted out in Chanel from head to toe are gone and the customized experience is now favoured. According to Florence the key trends continue to be a quest for wellbeing, positive ageing and minimalism. "Japanese consumers are educated in prevention, so timely regimes have been replaced with one high standard product in the quest for natural beauty. Therefore the trend at the minute is more about looking like yourself than sophisticated or complicated products."

Source: [www.cosmeticsdesign-asia.com](http://www.cosmeticsdesign-asia.com)

## THAILAND - Scientists to make cosmetics from latex

The Thailand Center of Excellence for Life Sciences has teamed up with local universities to develop cosmetics products using rubber latex extract. Products including facial wash gel, skin care serum, whitening cream and hair care are due to be launched next year according to the scientists in charge of product development.

Source: *Soap, Perfumery & Cosmetics*

## EUROPE - Loneliness is bad for health

The number of people living alone has increased by 80 per cent in the last 15 years, rising to 277 million globally in 2011 according to Euromonitor. While ageing populations have contributed to statistics, the 'cult of the individual' has also intensified.

Figures are the highest in Sweden, where 47 per cent of households only have one person living in them, this is followed by the UK (34 per cent) and Japan (31 per cent).

Loneliness has dramatic ramifications for health - it can interfere with sleep, raise blood pressure, decrease immunity, increase depression, lower overall wellbeing and stimulate the production of cortisol. Lonely people are twice as likely to die prematurely warn doctors.

With the power of touch being one of the most effective antidotes to isolation, spas are ideal hubs to tackle loneliness. Facilities could offer community outreach programmes targeting the most vulnerable and provide educational sessions on how to deal with it.

Source: *Spa Business Handbook*



# Spa Talk

## ANNA-CARI GUND TALKS TO AMERICAN SPA MAGAZINE ABOUT INDUSTRY ISSUES

### How many years have you been involved in the spa industry?

I have worked in the Beauty and Spa industry for over 25 years but time has flown by.

### What was the path that led you into the industry?

I studied Chemistry and became interested in how ingredients in cosmetic products could enhance treatments. A friend introduced me to a CIDESCO education program and the rest is history.

### What are the most challenging and rewarding parts of being in the spa industry?

Meeting the positive and devoted people involved in this industry is extremely rewarding. I cannot think of any other profession that is more devoted and enthusiastic than "spa people".

### What has surprised you most about working in the spa industry?

The fast and continuous growth and demand for the tranquillity that Spa stands for. With fast living this is what people will need for both body and soul in the future.

### Where do you think the industry is heading?

I think there will be greater use of electrical equipment in the future, as a complement to the original philosophy of the four cornerstones of Spa. There is so much great technology out there today.

### How much business training should spa management provide to their team?

Business training, as a crucial part of continuous professional development, will be a huge benefit for everyone involved. To understand the financial side of the working environment is an essential element as well as involving

the team in the day-to-day business. Everyone will then feel that the success is a team effort.

### Why has training and education become a critical issue for the success of the global spa industry?

Every five-star Hotel knows how important standards and quality are. You can have a gorgeous Spa with the latest design, products and equipment and an impressive treatment menu that builds the Guests' expectations but if you then don't have a well-trained, qualified and experienced Therapist who can deliver excellent client service and an unforgettable treatment, the Guest experience will be mediocre. Nowadays the customer is more and more demanding and they expect a certain standard. Qualified and educated Therapists are vital.

### What is the most bizarre treatment you've experienced?

I could name a few...a Scotch Hose in a Hamman in Turkey that almost nailed me to the wall, a Self-tan shower that turned me bright orange and a facial in Paris with a G5 massage machine that was so strong it nearly removed my fillings... but I survived to tell the story and they sure were an experience.

### What new spa treatment would you like to try?

WellnessmassageAir by Lefterow is a new holistic treatment developed here in Sweden, which is performed with the client on a hammock in the air and the therapist working from the floor. Sounds amazing. Almost like floating!

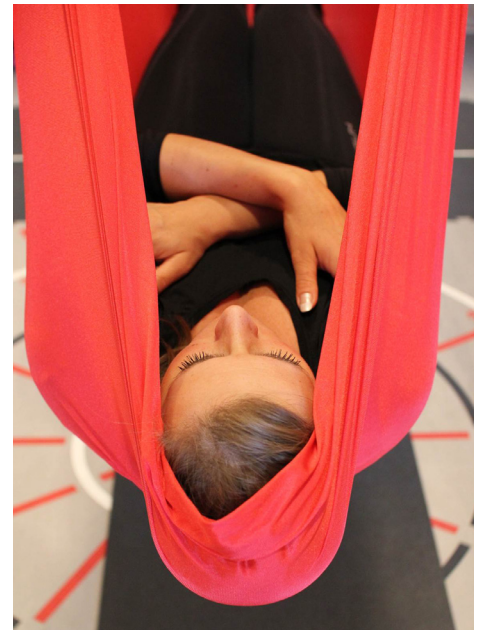
### What's your go-to spa treatment?

I have to have my nails done every 4 weeks! Then I really enjoy a well-executed body scrub followed by a nice relaxing aromatherapy massage for both face and body - it's heaven!

## ANNA-CARI GUND, PRESIDENT CIDESCO INTERNATIONAL



Below:  
*WellnessmassageAir*  
by Lefterow, a new  
holistic treatment  
developed in Sweden



### What positions have you worked in that you feel have been most influential to your career?

The 15 years as Principal of a CIDESCO School has given me the experience to appreciate how important education is for the growing demands of the Beauty and Spa industry. My 8 years as Vice-President and 2 years as President of CIDESCO International have given me the opportunity to influence the future of the industry.

### If you could work in any other profession in the world, what would you be?

Hard question since I am living my dream but I think it would be something involving Organic Chemistry.

### What's the best advice you've received?

Someone once said that 90% of the time we spend worrying turns out to be for no reason. I have always been the worrying kind and this statement has helped me relax and see things from a more positive note.





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SEPTEMBER 2014 · Issue 71

## Success Through Education



### INSIDE THIS ISSUE

- Step by Step to Aromatherapy
- How to Prevent Injury at Work
- 5 Top Staffing Issues
- Plan your Congress Visit
- Discover Athens

# CIDESCO LINK magazine Why advertise?

CIDESCO LINK magazine is a must for any brand looking to reach key decision makers and influencers in the professional Beauty and Spa Industry worldwide. As the official magazine for CIDESCO, it carries the authority of our established and highly respected association.

Published quarterly, CIDESCO LINK magazine features CIDESCO news, new technology, industry developments in professional beauty, spa, aesthetics and media make-up, product updates, expert advice, business features and case studies.

### To advertise:

Contact Sandy Aerne at CIDESCO International

[info@cidesco.com](mailto:info@cidesco.com)

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**LINK INTERVIEW WITH KARIN LUGGENS, CHAIRPERSON FOR THE NATIONAL CIDESCO SECTION IN THE NETHERLANDS**

# My CIDESCO Journey



## **Why did you become a member of CIDESCO?**

“The international character of CIDESCO attracted me to the association. I was educated at a CIDESCO School in Rotterdam and my teacher was the Chairperson of the National CIDESCO Section Netherlands. She was very influential in making me want to be part of the association. The prospects of meeting a lot of similar people in different countries who I could learn from, along with the lectures and Congress were also influencers.”

## **How did you start your career in the Beauty Industry?**

“I started my career working as a secretary for a Japanese trading company but I had always had an interest in Beauty Therapy. I therefore spent two evenings per week training in Beauty Therapy and then left my secretarial job to set up a beauty salon at home whilst also being a mother. I developed my business through more training and courses to achieve my CIDESCO Diploma. I have been a member since 1996 working as teacher and CIDESCO International Examiner and on the Board as Chairperson for the National CIDESCO Section for the last 7 years. My own specialism is treating acne and providing deep tissue massage.”

## **What advice would you give to people starting their careers in the Beauty Industry?**

“My advice to someone coming into the industry is to get as much knowledge and experience as possible. National training courses are very basic and therapists need more in-depth training to be the best they can be. Training should also be ongoing as this is a profession which doesn't stand still. You need to be continually moving forward with your knowledge to embrace the new techniques and developments which are always taking place.”

## **Why would you recommend CIDESCO training to students?**

“The CIDESCO training offers the valuable balance of education, training and work experience. It also offers them the international expertise that CIDESCO brings which helps them to pursue a successful career wherever they might choose to work in the world.”

## **What are your favourite treatments?**

“My favourite treatments are microdermabrasion and deep tissue massage (both to give and receive). Despite the advances in technical equipment, I still like using my hands in therapy as I believe this still makes the biggest difference to the end result.”

# Around the World

*Congratulations to everyone who passed their CIDESCO examinations recently. Well done to you all.*

*CIDESCO Examination at the Kozu Beauty and Hairdressing College, Osaka, Japan with CIDESCO Examiner Narelle Blinman*



*CIDESCO Examination at Arcos Akademie, St. Gallen, Switzerland with CIDESCO Examiner Victoria Harper*



*Above: CIDESCO Examination at the Koide Fashion Beauty College, Hiroshima, Japan with CIDESCO Examiner Narelle Blinman*

*Left: CIDESCO Examinations at Isa Carstens Academy, Cape Town, South Africa - with Ronelle Iten and Isabel Carstens-Roos.*

## CIDESCO International

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EST. 1946



# Season's Greetings

Our special wish to you for a Happy Holiday Season  
& wonderful New Year

## CIDESCO BOARD & Secretariat

Josephine Wackett  
Vice President

Anna-Cari Gund  
President

Kenichi Kume  
Treasurer

Narelle Blinman  
Board Member for Education

Brigitte Sterz  
General Secretary

Sandy Roy  
Board Member for PR

Anne Maestrini

Sandy Aerne

Gerard Gordon

Sandra Neumayer

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