



CIDESCO
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& SPA THERAPY

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CIDESCO INTERNATIONAL

LINK

JUNE 2015 · Issue 74

South African specialty: Skin is Alive!

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President's Message



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

DEAR FRIENDS AND COLLEAGUES

The 63rd CIDESCO World Congress and Exhibition was hosted by Section South Africa. Section President Tina Scholtz together with Honorary President Helene Bramwell gave us a week of unforgettable events. Unfortunately many Members from overseas were not able to attend this event but there was a huge turn out from the South African Members.

The Lectures were well attended and chaired by high profile speakers. There was a variety of exhibitors and members were able to experience and learn about new technology. South Africa is a country of ongoing research in the Beauty and Spa Therapy Industry and is one of the leaders in this field.

The official CIDESCO Meetings started with a full day allocated to Schools, Examiners and Sections which was followed by a day especially for Examiners only. We were pleased to welcome a huge turnout from the South African Schools and also happy to see that many Examiners from far away made the effort to be present at these Meetings. Those of you who could not make the journey will receive information of the important issues that were discussed.

We were able to cover all items on the Agenda at the General Assembly to allow an open forum for the Delegates. It is the first time that we have introduced this open discussion which was very well received. The usual updates of School Rules, Statutes, and Trademark Rules etc were all discussed and decisions were made accordingly.

After many years of hard work, we have been able to achieve what past Boards have also been working towards, "one Section per country". Members have voted for CIDESCO Australia, (former representatives of CIDESCO Schools Australia) to represent CIDESCO International in Australia. They will communicate with the AABTH Section in view of working together in the future and to grow CIDESCO in their country.

The newly launched Diplomas are up and running. Schools have the opportunity to expand and develop their businesses even more with these diplomas and we hope you will make use of the hard work behind all of this.

We all received an outstanding welcome from South Africa during our 63rd CIDESCO World Congress when we were able to experience different cultures, mingle and exchange new developments in their industry.

Moving from a country of great hospitality to an island of great hospitality!! We invite you to attend the 70th Anniversary of CIDESCO to be held in Ireland. This event will be hosted by the newly formed Section Ireland from the 22nd to 26th September 2016. Please check our website for information and make sure that you reserve these dates. This will be an unforgettable event as Ireland will also be celebrating their 100th year of independence in 2016.

I take this opportunity to wish you and your family a happy season with lots of new experiences.

With best wishes

Anna-Cari Gund

In memoriam: Christine Valmy



If you're an esthetician, if you're a company that sells facial equipment, if you sell cosmetology textbooks, if you're the manager of a skincare salon, you have Miss Valmy to thank.

JOEL GERSON

It is with great sadness we report that CIDESCO USA founder and member Christine Valmy died on 18 January 2015 at 88 years old in Bucharest following heart complications.

Christine Valmy was a remarkable woman who helped build the professional skin-care industry in the United States, and was recognized as a true pioneer in the field of esthetics by establishing the first esthetics school in the U.S. and introducing CIDESCO to the continent.

In 1966, Christine opened her first licensed school for skin care in the U.S. in New York. She established the country's first association for estheticians - the American Association of Estheticians and, in 1968, Christine Valmy set up the American chapter of CIDESCO.

Throughout her life, Ms. Valmy received many awards for her work. In April 1968, at the 8th National French Congress for Esthetics, Ms. Valmy was awarded the honorary diploma for special merits in promoting the Esthetics profession in the U.S., the first time an American citizen had been awarded this citation. In 1971, the United States 92nd Congress acknowledged her as a "pioneer in establishing the field of esthetics in the U.S."

In 1972, Ms. Valmy single-handedly organized the first CIDESCO World Congress and Exhibition held outside Europe in New York, and was subsequently honored for her efforts with the Médaille du Mérite. In 1984, she was presented with the award for "Outstanding Contribution as pioneer in the field of Aesthetics in the United States of America" by the AIA Congress IX.

In 1985, she was appointed by President Ronald Reagan to serve on the United States National Council on Vocational Education, in recognition of her contribution in the education field, and to help develop the United States' policies on vocational education - a capacity in which she served until 1991.

Ms. Valmy was the person responsible for having a separate license for esthetics and, in 1994, New York became the first state to give esthetics licenses. From New York, most states adopted a separate licensing for esthetics.

Ms. Valmy wrote three books, one of which is named Esthetics, a seminal textbook in the field published in 1979.

Today, the Christine Valmy company has fifteen affiliate schools internationally and manufactures private label and branded products sold in twenty-six countries. As the head of the company, Ms. Valmy's daughter, Marina Valmy, now carries the torch and legacy that her mother had dedicated her life to establishing for future generations to learn, benefit from and carry on in the field of esthetics.

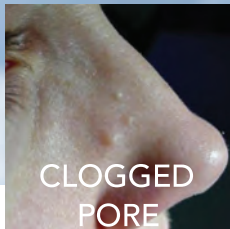
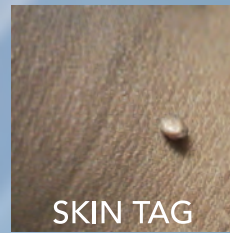
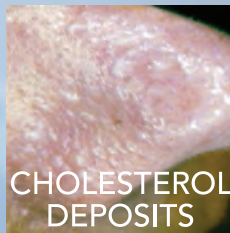
The name "Christine Valmy" will be indelibly synonymous with skin care and, because of her, she lives through all of us and our successes.

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CIDESCO Section Latvia 20th Anniversary Celebrations

The Association of Beauticians and Cosmetologists of Latvia, CIDESCO Section Latvia celebrated it's 20th Anniversary on 9th March 2015.



Some of the largest beauty industry and medical companies' managers, cooperation partners and sponsors congratulated the Association for the achievements in the field of Beauty. The most beautiful gift to the Association Board was a mountain of gorgeous flowers given by guests.



In the second part of the celebration the conference was based on the historical changes in development of the Esthetic Cosmetology in Latvia. Dr Phyl. Skaidrite Lasmane gave a magnificent presentation on the philosophy of Beauty and communication culture.



The celebration took place in the beautiful old hall of the Latvian's Society Building. The formal meeting was opened by the National Anthem and the ceremonial speech was conducted by the Association's President Nellija Janaus. Nellija Janaus founded the Association in 1995 working for many years as Executive Secretary before becoming President in 2014.

Six members of the Association were granted the Honorary Member title.



(From right to left) Dr Phyl. S. Lasmane, the moderator of the conference Dace Brante, Beautician, the Board member for Education, Nellija Janaus, President.

The Association Board (in the first row from right to left) the President Nellija Janaus, the Honorary President Dr Med. Inara Anchupane, the President of the Association of the Physicians - Cosmetologists, the board member of The Association of Beauticians and Cosmetologists of Latvia, Inara Stepanova.

The Memorial Prizes were given to the top managers of the biggest cooperation partners and sponsors.

A lady with foresight: Maya Paranjapye

**JYOTSNA THOPTE,
CIDESCO EXAMINER
FROM INDIA & PR
COMMITTEE MEMBER**

It gives me great pleasure to introduce a dynamic lady from our section India - Maya Paranjapye, who we lovingly call Mayatai.

Mayatai is a successful businesswoman, running two CIDESCO schools, one spa academy, a cosmetic and ayurvedic laboratory and three salons, in Mumbai and Pune. But just as Rome was not built in a day, this has been quite an adventurous journey for Mayatai. Her hard work, dedication and a balanced nature have all constituted to her current success. She is one of the most disciplined people I have ever met and the fact that her work routine has not changed in the last 45 years is a testament to her work ethics.

Mayatai started her career as a beautician in Mumbai in 1978. It was quite a challenge to create her own space, but not only did she establish herself and her business, she did so with dignity, always making sure she was a class apart.

In the course of time, Mayatai achieved various diplomas, from reputed international academies in beauty, spa and hair.

In 1986, Mayatai spearheaded a group of like-minded people in Mumbai to form an association for the unity and educative progress of the beauty industry. Along with being the founding member of ABTC, she has served three terms as a secretary, one term as the chairperson and is the present treasurer of the association since 1999.



The fact that her work routine has not changed in the last 45 years is a testament to her work ethic.

In 1991, the Indian National Section organised the first CIDESCO examination in India. Since then, for the last 24 years, ABTC has been organising postgraduate CIDESCO examinations every year. Mayatai's strategic vision and hard work were key players in India being accepted as a Section by CIDESCO in the 1994 Basel congress. She has represented Section India at various CIDESCO congresses and was appointed as a CIDESCO international examiner in 2010.

Mayatai is an active member of the National Skill Development Council and has crafted syllabuses for educative organisations, written books and articles and has given numbers of demonstrations and speeches.

Her role in the beauty industry has been recognised by various organisations. Section India is forever grateful for her contribution and has shown its gratitude by electing her as a lifetime trustee. Mayatai, we are extremely proud to have worked alongside you and shall continue to walk the path that you so resolutely led.



Anatomy & Physiology

for therapists and healthcare professionals

Designed for use both in the classroom and as a home study resource, this new book includes many features not found in other texts. It is the only book that students will need to complete their A&P course.

Benefits of the book:

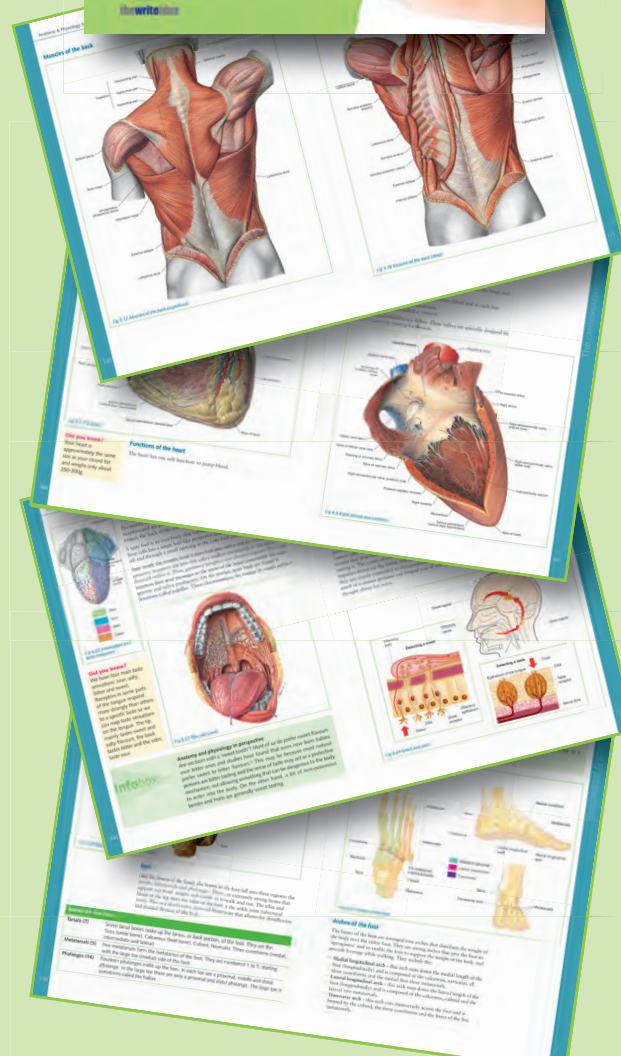
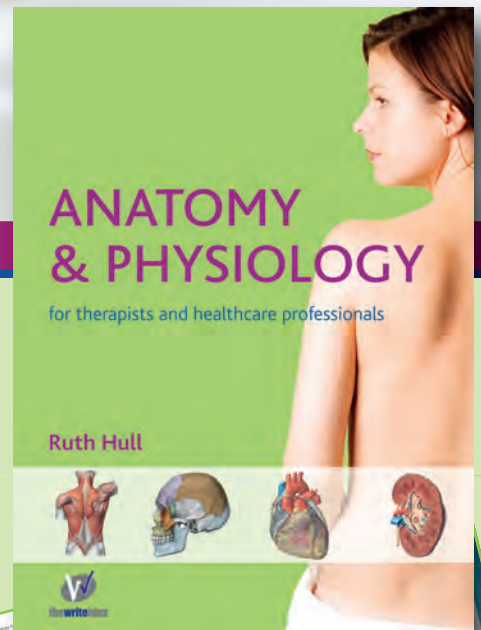
- suitable for levels 2 and 3
- includes pathology of all body systems
- highly detailed and accurate anatomical drawings
- revision and multiple choice questions at the end of each chapter
- study outline at the end of each chapter
- reviewed and endorsed by leading therapy professionals

£18 per copy. Discounts available for bulk orders.

Illustrations from this book are used in the CIDESCO app

I would have no reservation in recommending this book. I love this book and from the moment you pick it up you don't want to put it down. It totally engrosses the reader with its interesting facts, attractive layout and concise and relevant information. Fantastic!

College reviewer

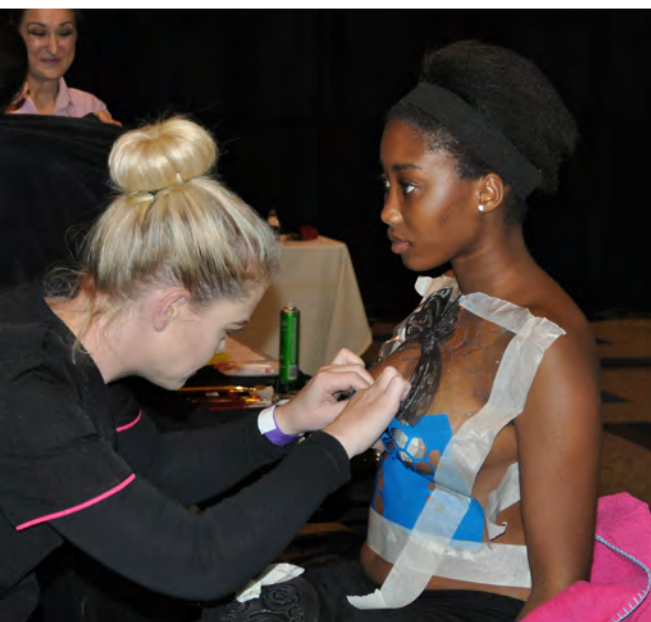
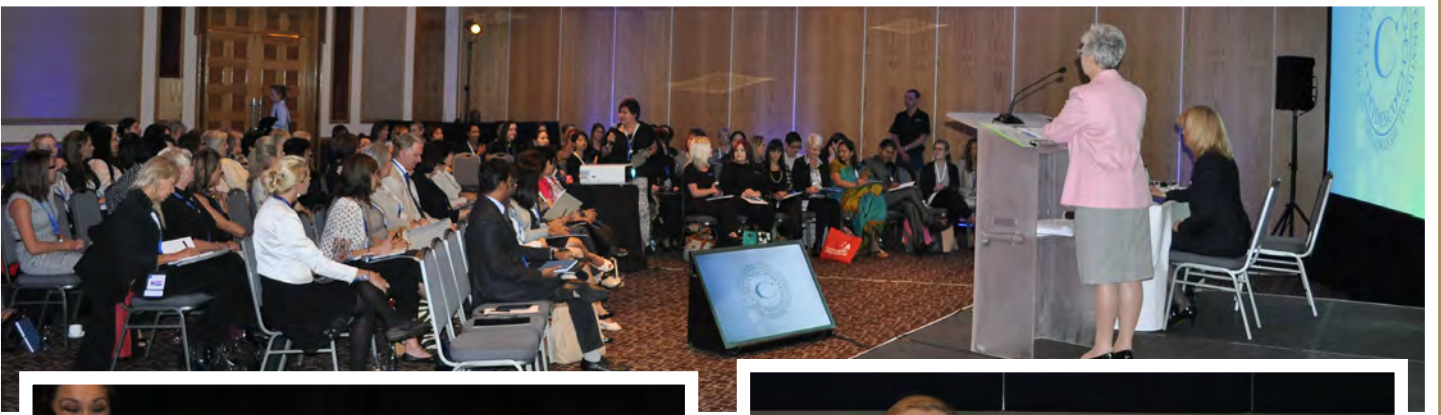


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Celebration in South Africa at the CIDESCO World Congress & Exhibition





Read the full review in the September issue of LINK



Slimming Trends

With nearly 30 per cent of the population overweight, demand for slimming and toning treatments has never been higher.

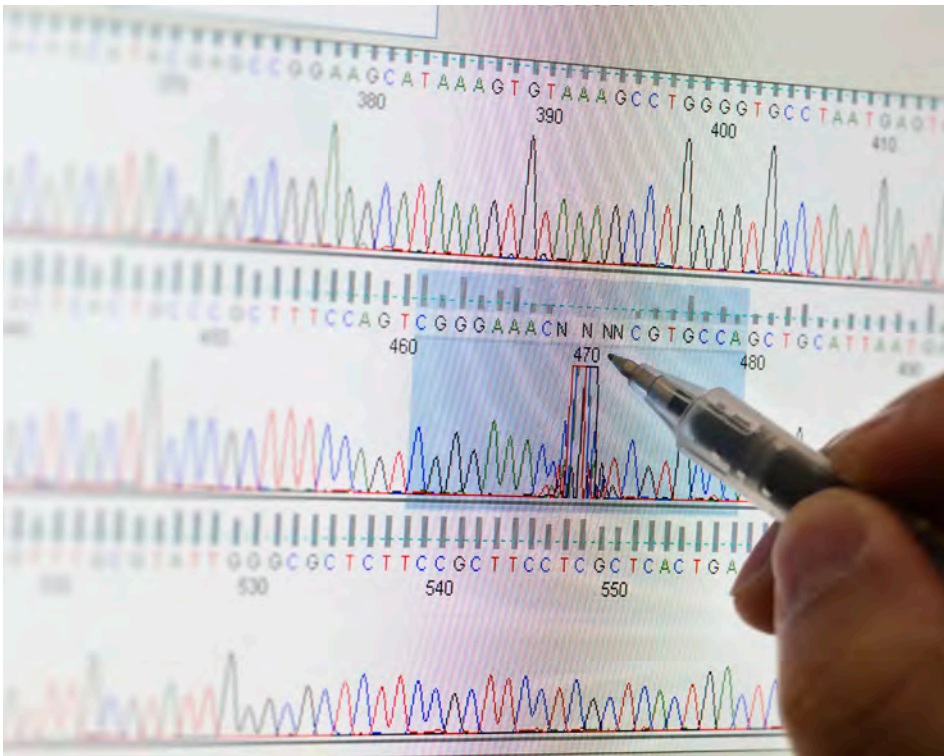
These treatments have an important role to play in body control and maintenance and can often help a client become more in touch and confident with their body as they embark on a weight loss regime, reduce the appearance of cellulite or tone up for a special occasion.

We talked to three CIDESCO International Examiners: Sonia O'Dwyer, Ireland, Julie Lew, Malaysia and Norlisa Lee Abdullah from Malaysia to find out what's happening in Asia and Europe.

"In Malaysia slimming and toning treatments have been popular for more than a decade, although in recent times they have become even more popular" says Norlisa. "However, what's changed is they are no longer limited to slimming the body. The trend today is to incorporate face slimming in the form of treatments such as non-surgical facial slimming."

In Ireland facial treatments still reign which is perhaps due to the colder weather although Sonia says she has seen an increase in the demand for more advanced body treatments such as Endermologies, LPG, 3D Lipo and Skin tightening treatments. "Clients have moved further away from slimming wraps and more towards machine based treatments in the search for more lasting improvement in their bodies." adds Sonia.

Inch loss is the number one issue for clients worldwide with the abdomen causing most concern followed by



“The main innovations I see currently are the combining of different technologies to give more effective and faster results.”

the thighs, buttocks and upper arms. In Malaysia Julie says “for white-collar office workers who sit in front of computer screens for many hours cellulite has also become a bigger concern.”

While machine based treatments are proving most popular, all our members agree that manual massage can help accelerate the results. Favourite slimming and toning treatments for Sonia include a combination of muscle toning with a fat reducing element such as ultrasound which give clients a faster result and a more successful all round treatment. “I am a huge fan of lymphatic drainage also as it complements all treatments and greatly boosts efficacy.”

Julie works with a high technology machine which has a double slimming effect as it physically breaks down the appearance of cellulite, enhances the effectiveness of serums and visibly firms the skin and helps to drain water from cutaneous tissue to obtain a finer and firmer appearance.

For Norlisa the Lipomassage program is a favourite due to its many long lasting effects, from diminishing saddlebags, slimming to reshaping. However, all our members recommend that treatment alone won't achieve the best results without a healthy lifestyle and sufficient physical activity.

Courses of treatments are still the preferred method for delivering the best results and everyone agrees that the client's approach will also dictate the results. Sonia says “if the client is supplementing their treatment with a healthier diet and some additional exercise the results will be enhanced and the client will be more encouraged to keep up their treatments. However if the client is dependent solely on the machine to deliver, the results will be slower to appear.”

So what new innovations are coming into the market? Julie says “In Asia, non-invasive Body Contouring, new techniques using Laser and Radiofrequency Device, Ultrasound, Colour Therapy and Low Sonic Frequency are some of the many treatments available in the market.” In Ireland, Sonia says “The main innovations I see currently are the combining of different technologies to give more effective and faster results. Moving forward, gene mapping and ‘Genomics’ are certainly paving the way for skin and body care treatments personalised by using your DNA to measure how your body degrades your collagen and how much anti-oxidant protection is present in your skin to fight free radicals, this is very interesting.”



SPOTLIGHT ON...

Italian vision: Makeup in the world

“Italian Vision: Makeup in the World” is the title of a new arts project by Jenny Modena, a successful artist who in recent years has produced a number of initiatives in collaboration with some of the most important fashion brands.

The result of months of work and collaboration with outstanding professionals, the project was presented to the hotel Savoia Bologna in March 2015, at Vernissage Fuori-Cosmoprof. To applaud the works of the artist there was a wide audience of experts along with personalities from the international beauty & wellness industry including our own CIDESCO President Anna-Cari Gund, Andrea Bovero, President CIDESCO Italy, Sandra Rojas, representative of the University of Sao Paulo, Brazil and Vera Zec, director of Beauty Academy in Belgrade.

The works were exhibited on a simple white background in the halls of an elegant ancient building.

The Project

The aim of the project was to represent beauty without boundaries working with women from different continents of the world. This revealed a new vision of makeup, one which fused style and experimentation creating a harmony that goes beyond personal interpretations and has a universal language. The artist wanted to represent equality across different views of beauty, highlighting the uniqueness of each model through a balanced and clean makeup look that expresses order and simplicity.

“These works are the result of almost twenty years” said Jenny “during which I planted, watered, cultivated and defended my passion for makeup. My slogan is ‘Enhance your beauty’ and I think that’s the real goal of all professionals who work in the image industry. You should be able to listen to the needs of each individual and to highlight their characteristics, making them visible and appreciated. With the Italian Vision project I tried to capture the beauty of the faces, stopping time and emotions that I experienced in creating these works. I had realized it was time to embark on a new path, personally and professionally, and I chose this art project as a first step that would take me in this direction and make a mark.”

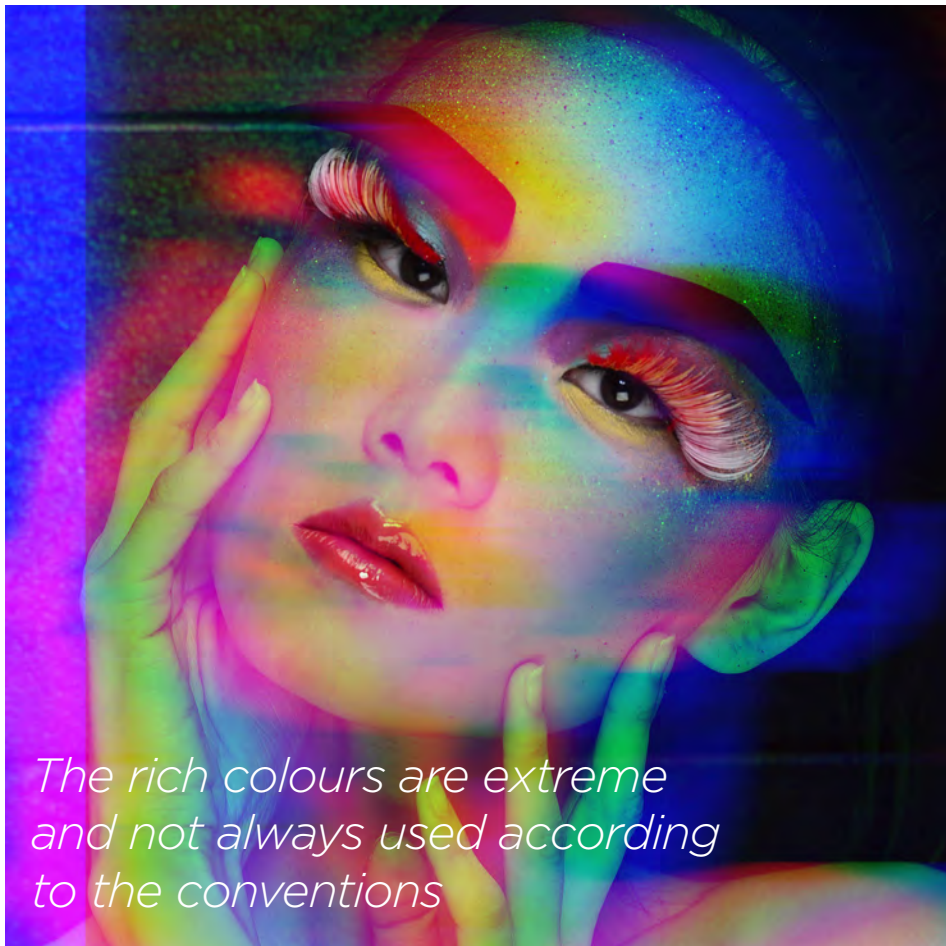
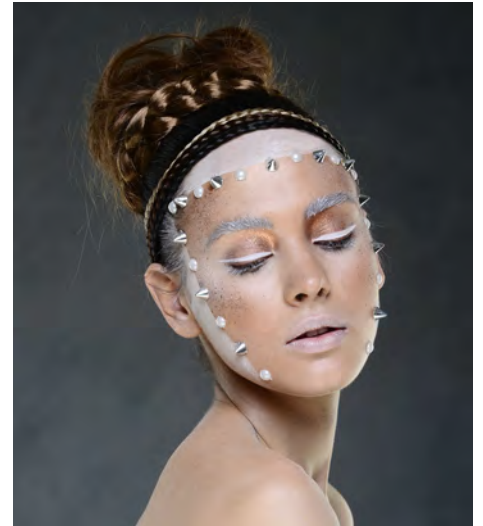
The technique used by Jenny Modena is an epitome of contamination and teachings learnt by the great masters and integrates numerous elements that have become the trademark of the artist. Light bases and satin that create an almost ethereal effect transforming the skin into porcelain and crystallizing emotions in a timeless space.

The project used two stylistic trends in 2015 - the extreme makeup and avant garde look - which break the concept of “technical” and give way to a new way of understanding the makeup, based on “creativity”, “emotion” and “interpretation”. Sometimes the colours are used with shades

accentuated and exacerbated, sometimes like real firework explosions that create sensations.

The rich colours are extreme and not always used according to the conventions, such as the black that is processed on the lips. The makeup avant garde, however, involves the use of unconventional materials like beads, jewels or studs to embellish the faces, turning them into works suspended between reality and fantasy.

The photographer, Sergio Fortina actively contributed to the project that, with his experience, has been able to capture the best creations. Other contributors included Emanuele Morini, head of the back stage, Fulvio Masini, video maker, Christian Gianella and Linda, Hair Stylists, Matteo Fortina who oversaw the DJ set and assistant Valentina Afflicted.



Background on Jenny Modena

After art school, Jenny trained to be a beautician and realises her dream of becoming an image consultant under exceptional teachers such as Roberto Albertini, Gil Bitches and Diego Dalla Palma.

Jenny has twenty years' experience in the field of tattooing and has worked on numerous television programmes including Women under the Stars, Miss Italy, Miss World and in the fashion industry has worked with leading designers such as Gianfranco Ferré, Alviero Martini, Alberta Ferretti and Roccobarocco.

Jenny also collaborates with fashion photographers for shooting magazines and journals and produces fashion shows with internationally renowned hair stylists. She is artistic director of video and film projects made with filmmakers and industry professionals and deals with the training of professional makeup artists for international companies.

The rich colours are extreme and not always used according to the conventions


 A portrait of Dr. Andrea Bovero, a man with short dark hair and a beard, wearing a light blue and white vertically striped blazer over a black t-shirt. He is sitting and leaning forward, looking directly at the camera with a serious expression. He is wearing a watch on his left wrist and a ring on his left hand.

Interview with Dr Andrea Bovero

**CHAIRMAN OF
CIDESCO SECTION ITALY &
CIDESCO PR COMMITTEE
MEMBER**

With our spotlight on Italy this issue, we interview Dr Andrea Bovero to find out how he started his career and his most important advice to others.

How did you start your career in the industry?

“My career started after I had completed a PhD in Medicinal Chemistry. At the beginning I was involved in some university projects in cosmetology and after that I was invited to manage a Master dedicated to the Beauty Therapist. I immediately took to this opportunity and it was the beginning of the realisation of my dreams.”

Who or what has been your greatest influence?

“It may seem strange, but my biggest influence was the University. I worked for several years in a laboratory of medicinal chemistry and in those environments beauty is considered as something frivolous and unimportant. However, I always felt the opposite: beauty is the starting point and finishing line

of humanity... As long as there is beauty there will be life. I think I'm investing my life in the beauty industry to prove this.”

What do you like most about working within the beauty industry?

“Working in the beauty industry is a great privilege. We have the opportunity to make people look and feel great, to do beautiful things and to earn a living whilst having fun. What could be better?”

Why did you join CIDESCO?

“CIDESCO is the most important organisation in the field of beauty and wellness. It's the first choice for any professional who intends to pursue a successful international career. When I met CIDESCO I knew that would be the main lever for my success, for my future and I was not wrong.”

“Invest in yourself, challenge yourself, try out new things but most of all, do not ever stop being curious.”

Why would you recommend CIDESCO to schools and beauty centres?

“CIDESCO is the world’s largest network of professionals in the beauty industry. Today it is unthinkable to grow without collaborating with international colleagues, without benefiting from the experiences of others, without training and learning every day. CIDESCO is a relationship, training and information. These are the most important ingredients for schools and students.”

How is the aesthetics industry viewed in Italy?

“Italy is the land of aesthetics, from art to fashion. The concept of ‘made in Italy’ is based on an innate ability to produce things “beautiful and good”, which become real cult objects, artworks. Italian image is loved all over the world for elegance, style, balance and sophistication. In this sense, I’m really proud to be Italian.”

What are the latest Italian beauty trends?

“I think one of the trends followed in Italy today is a return to the essential. We are moving away from fashion extremism. Beauty has at last met wellness, and this wonderful meeting has created a new way of looking at fashion. Being beautiful today also means feeling good, with the body, mind and spirit. Hence the great success of the ‘Spa’, which allows you to recover physical and mental equilibrium, without neglecting aesthetics.”

What are your favourite treatments?

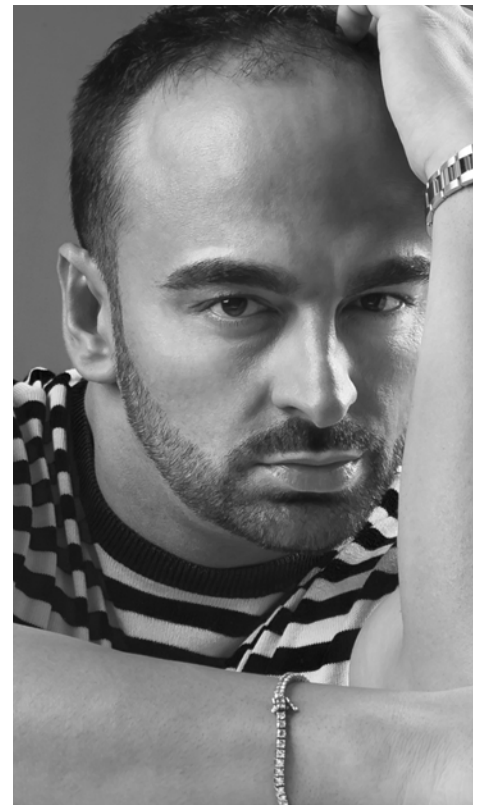
“I love every kind of treatment, although my favourite is a deep tissue massage. I have the opportunity to travel a lot during the year, and when I’m abroad I make sure I try out new treatments. For example, I love Thai massage, Chinese treatments, but also Amazonian massage. I think in the future we will have great success with cold treatments such as cryotherapy, which promise great results.”

How important do you consider social media to be for your business?

“Social media is the heart of my business. Today there are no successful projects that have not been well communicated on social. Being social means being close to the people, to those who follow us, who love us. Social media defeats all other media on time because it allows us to immediately reach people, wherever we are. However, social communication is not easy because it requires intelligence and strategy: it is not easy to enter in the heart of the people, and it’s even harder to stay there. To communicate effectively on social media you must adapt advertising and information in order to make communication interactive and fun.”

What advice would you give to CIDESCO students?

“Invest in yourself, challenge yourself, try out new things but most of all, do not ever stop being curious. Curiosity maintains the mind, prepares you to consider new opportunities and contributes to creativity. Do not be afraid to change the path, to reinvent yourself and continue to dream, because dreams, if well managed, will help you achieve your goals. Always point to the top and thank those who will tell you “You will not make it!”, because it will be thanks to them that you will have success!”



ANDREA BOVERO IN SHORT:

Journalist, writer and trainer, opinion leader in Beauty, Wellness & Lifestyle.

Professor of Cosmetology and Communication of Beauty and Wellness in Italian and foreign Universities.

President of the International Committee of Aesthetic and Cosmetology (CIDESCO) Italian Section, scientific director of the Wellness Sciences International Institute, art director of the “Beauty Capital’s Award”.

Director of the review Modern Esthetics (Tecniche Nuove Editor - Milan), the author of many rubrics on important reviews and he has published hundreds of scientific articles and interviews. He is invited as a speaker to international congresses and seminars and he participates in many TV and radio shows.

He is the author of the books The Communication of Beauty&Wellness (2009), Dermocosmetology (2011), Spa Management (2013), The 3 souls of communication (2015).



**DIANE COLLINS,
CIDESCO EXAMINER
& INTERNATIONAL
BEAUTY TUTOR**

Training is vital in any company or organisation that wants to progress. Training helps people to acquire the essential skills they need to do their job whether that is understanding a process, operating a certain machine or system or dealing with people. While training is sometimes considered expensive and time consuming, it brings benefits to the company and individual employees that make the cost and time a worthwhile investment. Working as a trainer within the professional beauty industry is a rewarding career as Diane Collins, CIDESCO Examiner and International Beauty Tutor at the Qatar International Beauty Academy Tajmeel, Doha's only CIDESCO training college, explains in this interview.

"I got the bug for training quite early on. Having completed the CIDESCO training course at the Yorkshire College of Beauty in Leeds, I was offered a Teacher Training Apprenticeship at the same college

in 1987. They put me through my two year Teacher Training qualifications with Leeds Polytechnique and Huddersfield University whilst providing on the job experience in the college. I have not looked back since."

Since Diane started her training career almost 30 years ago she has trained all different types of students. Different ages, different nationalities, different personalities but they have one thing in common, a passion to be part of our industry. Her role has changed as she has progressed starting off as Trainee Lecturer in the late 80's right up to Principal of the first International CIDESCO College in the Middle East more recently. Diane took a three year break from class room teaching and returned to the shop floor as Spa Manager during which she was able to combine training, management and hand-on skills. Says Diane "Training in the spa is different to the class room environment but it is equally as rewarding."

In order to become a trainer you need to hold some form of recognised training qualification and have the relevant industry experience, generally aiming for a minimum of three years. Different countries and companies will also have minimum requirements or will only accept certain award body certificates. Certain skills are also important. Being a good communicator is crucial as well as being personable, a good motivator, creative and presentable. Most of all though you need to be passionate about what you do and you must do it well.

With today's generation of student being brought up on computers and iPads, the options for learning via the internet or email correspondence have expanded and become increasingly popular enabling training companies to reach a wider audience base and students to train at their own convenience. However, Diane notes a word of caution "On-line learning is great but it can provide limitations for practical based courses. I personally feel students should attend a college to ensure they receive correct training which meets industry standards but technology definitely provides the trainer with additional tools with which to teach. What's more, with the increased awareness on training online, training has never been more popular. I was on the CIDESCO stand in Dubai recently at the Beauty Show and the stand was inundated with enquiries for courses."

Encouraging students and therapists that training is something which should be continued throughout their career is an important mission for CIDESCO. "Becoming a member of the CIDESCO Section is the first step as this helps them network and keep in touch with what is happening" says Diane, adding "social media is fabulous, Apps, websites etc all work for training and they are where people will go when they want information. The LINK magazine is another vital tool of communication and it's great that our members can access and share it online."



You will always encounter unexpected demand for a course which you did not foresee and that's great, provided you have the resources and the tutor available

Incorporating training into your organisation should be organised and planned ahead. Colleges work a minimum of 12 months ahead in order to meet demand, employ the right trainers and get the resources in place. "That said" comments Diane "you will always encounter unexpected demand for a course which you did not foresee and that's great, provided you have the resources and the Tutor available - there's nothing worse than having 10 students who want to learn say, Airbrush for example, and you don't have the Tutor or the resources... bad planning! Any reputable college will have well established teaching resources, lesson plans and schemes of work which they will constantly review and update. Training is like any other business, you need to be organised."

In recent years training requirements within the beauty industry have changed. One of the biggest influences has been the unprecedented growth of the Spa industry, globally. No one really paid any attention to it except for a handful of people in the late 80's who began to write about it and warn of the impending problem but no one was really prepared for how fast it expanded. Consequently the industry is now suffering a massive shortage of trained therapists and managers and demand is set to get higher. During the last recession when all other industries were collapsing, the spa industry flourished and continues to do so. Diane recommends we need to do all we can meet demand whilst maintain industry standards. "There has never been a better time to be involved in the beauty and spa industry and students looking to progress on from their basic training should be looking to train in spa and spa management".



Four Types of Employees Every Leader Must Know

Employee engagement is defined as “the strength of emotional connection and devotion people have to an organisation.”

In today's workplace of constant change it's critical that managers and leaders understand the various types of employees in order to cultivate an environment that inspires them to perform their best. While personality style training like DISC, True Colours, and Meyers Briggs can offer insight into how employees will act and behave typically in the workplace, understanding why and how their actions impact performance is essential to increasing their engagement.

Based on our research of over 20,000 managers, supervisors and business leaders, we have placed employees into four distinct categories based on the three levels of engagement; engaged, satisfied and disengaged. Employee engagement is defined as “the strength of emotional connection and devotion people have to an organisation.” An engaged employee is one who is fully committed and enthusiastic about investing his or her full and best effort at work. A satisfied employee is like a “workplace zombie” doing just enough to get by, with no ownership or vested interest in their job. A disengaged employee can infect others with negativity, deliver poor customer service and become toxic to a team, surprisingly, they can also meet expectations but display undesirable behaviours that make it hard to terminate them.

Over the page are the four types of employees and how to increase their level of engagement:

The Passionate Employee

Motto: “I love what I do”

Percentage of staff: 20 percent

Performance behaviours:

Highly committed to day to day work, team, manager and organization. Energetic and excited about vision. Personal values aligned with organisation's values. Delivers extra effort, has an innovative mentality (stays late, arrives early, asks to help others, and takes ownership and initiative). Often meets and exceeds expectations.

How to increase/maintain engagement:

Delegate effectively. Provide growth opportunities in the form of new tasks, challenging assignments, training, and mentorship, to prevent burnout and maintain loyalty.

The Professional Employee

Motto: “I’m here to work, not make friends”

Percentage of staff: 10 percent

Performance behaviours:

Their self-interest trumps team/ shared purpose. Committed to daily work for individual reasons. Performs regardless of feelings and often meets or exceeds expectations. Focused on individual ambitions and career goals. Prefers individual tasks and responsibilities. Disengaged from the team due to lack of respect for team members skill sets, work ethic, or lacklustre leadership.

How to increase engagement:

Praise and recognize the team first and individuals second to send the right message. Channel their self-interest into positive direction by connecting individual performance to team results. Highlight and recognize team member strengths to cultivate environment of respect. Challenge them to develop team members and emphasize cross training to create an iron-sharpens-iron team environment.

The Paycheque Employee

Motto: “It’s just a job”

Percentage of staff: 50 percent

Performance behaviours:

Only reason for coming to work is to just to receive a pay check. Neither fully committed nor uncommitted to daily work, direct manager, team nor organization. Performs just enough to get by. Goes through the motions with tasks and duties. Does not see any connection between personal and professional goals with job duties and typically meets basic expectations.

How to increase engagement:

Involve them. Constantly communicate the vision and purpose behind their work. Explain why we do what we do. Tell stories of success and make it compelling. Frequently ask for their input, feedback and allow them to contribute to how work is done. Remember, people tend not to destroy that which they help create. Provide genuine praise and recognition to show you care. Ask them: what are the two most important things in life to them? So you understand their fundamental motivation.

An engaged employee is one who is fully committed and enthusiastic about investing his or her full and best effort at work.

The Problem Employee

Motto: “They don’t care and neither do I”

Percentage of staff: 20 percent

Performance behaviours:

Highly uncommitted to work, direct manager, team, and organization. Demonstrates undesirable behaviours. Instead of quitting and leaving, many have quit and stayed! Only 20 percent of workforce but can cause up to 50 percent of workplace conflicts. Typically harbor unresolved conflicts and their bitterness creates an unhealthy work environment. Tend to meet the bare minimum performance expectations which make them difficult to terminate. May reference litigation when pressured to change behaviour or when attempting to terminate.

How to increase engagement:

Be very specific on how their behaviours impact performance and the team. Ask them for their input. Actively listen and appreciate their concerns. Make them aware of their potential, but be genuine not manipulative. If they are displaying negative behaviour ask them for alternative ways to express their concerns. Allow them opportunities to vent to prevent passive-aggressive blow ups. Positively reinforce any progress or change toward the desired behaviours.

Article Courtesy of James Bird Guess International Success Academy

James Bird Guess Success International Success Academy is an organizational development and consulting company that delivers on-site leadership training, executive coaching, and advises senior-level leaders on change management, culture change, diversity and inclusion, team building, and employee engagement strategies.



Milwaukee's First Trash Fashion Show

The Institute of Beauty and Wellness (IBW) in Milwaukee hosted their annual Earth Month Benefit Fashion Show, with a unique twist in April at Evolution MKE in Milwaukee's Historic Third Ward with all proceeds benefiting the Alliance for the Great Lakes.

The evening mirrored the Aveda Mission with runway looks being made from 100% post-consumer recycled materials.

Local Milwaukee, Chicago and Madison-area salons as well as IBW students sent their recycled fashion down the runway for a chance to win a \$1000 prize - two tickets to Aveda's Congress Festival in Minneapolis.

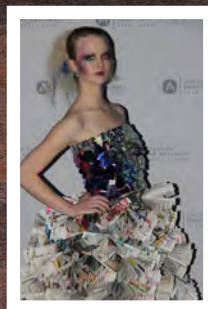
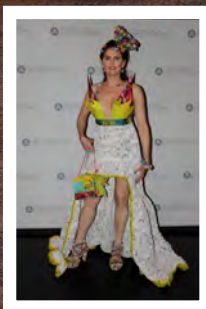
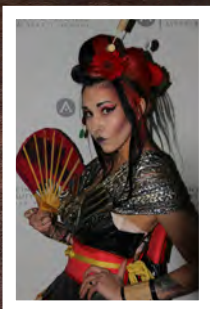
A panel of Fashion-forward judges—Jordan Dechambre, Milwaukee-based style consultant, Milwaukee Home Owner and Creator, Melissa Thorton and Project Runway Season 12 designer, Timothy Westbrook led the judging process.

Evolution Milwaukee Gastro Pong (EVO), a high energy Milwaukee bar and restaurant with a table tennis theme, generously donated their space for the evening's festivities. A signature blue beverage with Blue curacao, vodka, and Sprite was served throughout the evening with \$1 of every purchase contributing to IBW's \$10,000 Earth Month donation goal.

The Institute of Beauty and Wellness, an Aveda Beauty School and member of CIDESCO, provides students with a quality, professional education in order to successfully seek careers in the fields of Cosmetology, Esthology, Massage Therapy, International Beauty Therapy, Yoga, Ayurveda and Manicuring.

greatlakes.org

ibw.edu





Should we be hydrating our bodies more before our recommended 8 hours sleep?

How many people do you know who say they don't want to drink anything before going to bed because they will have to get up during the night?

Many people stop drinking liquid an hour or two before going to bed but is this good for us?

Gravity holds water in the lower part of your body when you are upright and legs swell. When you lie down and the lower body is level with the kidneys, it is then that the kidneys remove the water because it is easier.

However, according to a cardiac specialist it's very important to know that there are certain times of the day and night when drinking water is recommended to maximise its effectiveness on the body. These are:

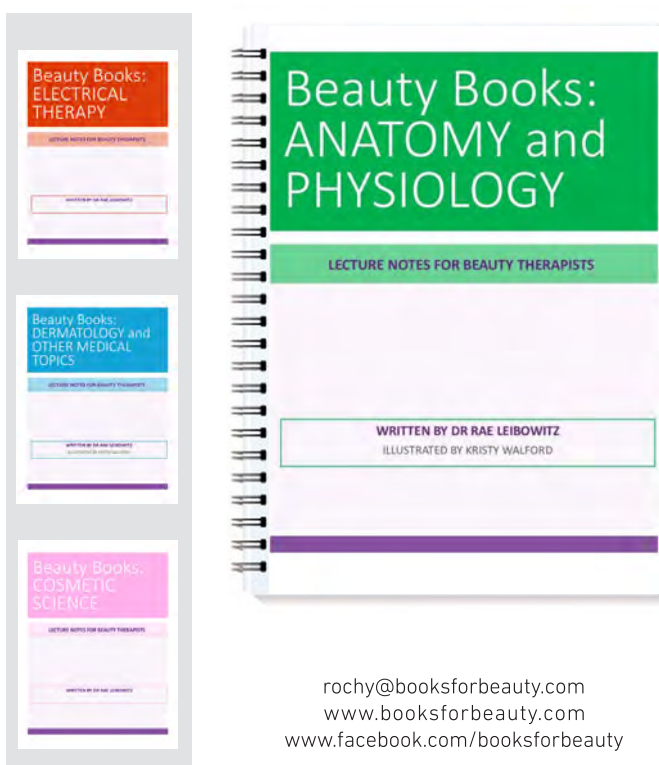
- 2 glasses of water after waking up – this helps to activate internal organs
- 1 glass of water 30 minutes before a meal aids digestion
- 1 glass of water before taking a bath helps lower blood pressure
- 1 glass of water before going to bed helps avoid stroke or heart attack

There are also certain ailments which can cause people to benefit from drinking water at bedtime. One of these is night time leg cramps which often occur because the leg muscles are seeking hydration. Menopausal women who suffer from hot flashes at night also need to monitor their water intake in order to not become dehydrated which can lead to unexpected dizziness and tiredness.

One way of seeing if you have become dehydrated overnight is to look at the colour of your urine. Ideally it should be light straw coloured. A dark yellow colour indicates that your body needs a drink!

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Around the World

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

IF YOU HAVE SOMETHING TO CELEBRATE PLEASE DO SEND US YOUR PICTURES TO INCLUDE IN A FUTURE ISSUE OF LINK.



CIDESCO Beauty Therapy examination held at the Cinta Aveda Institute in San Francisco, USA, with CIDESCO Examiner Patricia Lam (front row, middle)



The First Estonian Private Cosmetic School in Tallinn held their CIDESCO examination in March. With Principal Merike Ivask and CIDESCO Examiner Susanna Korpinen-Back and the happy CIDESCO graduates.



Graduation at the Polus International College, Chengdu, China.

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