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CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

CIDESCO INTERNATIONAL

LINK

DECEMBER 2015 • Issue 76

New Beginnings

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President's Message



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

DEAR FRIENDS AND COLLEAGUES

After the wonderful experience we had in South Africa, we all had to get back to the everyday life and I am sure you have also had a busy season and no doubt enjoyed vacations with your families or friends.

We are heading to another end of year and for those of you with businesses, this requires a lot of work to settle all outstanding issues to be able to start the New Year with freshness. It requires a lot of planning for CIDESCO, Board Members and Office Staff who are all busy with their allocated portfolios.

The last time the Board met was in May in South Africa but we continue to hold regular Skype Meetings for the everyday business. To finalise certain important matters; we held a 2-day meeting in Zurich at the beginning

of November. This also gave us the opportunity to meet up with the office staff and consult with them. A pre-Christmas dinner was arranged which we found very inspiring and added to our team-building.

My colleagues and I continue to play an active role in promoting CIDESCO on a Global level. As mentioned in our previous LINK, the Board Members are able to represent CIDESCO when travelling on business. Board Member for Public Relations, Sandy Fuhr attended the African Spa Conference in Mauritius and also represented us in Dubai. My attendance, together with Vice-President Josephine Wackett, at the Cosmoprof Exhibition in Italy was a huge success with important coverage. The Serbio-Italian Congress in October which was represented by Vice-President Josephine Wackett was also a great success and you will be reading about these events in the various Magazines. My planned trip to the Global World Summit in Mexico in November unfortunately had to be cancelled due to sudden illness but I am pleased to say that I am well again and ready for new challenges.

Education Board Member Narelle Blinman held a regional Meeting in Korea with the help of the National Section which was well attended by Schools and Examiners. The Regional Meeting held in Houston USA which was chaired by Education Committee Member Margrit Altenburg for Schools and Examiners in the USA and Canada also had positive feed-back.

We are well on the way with the work on the new diploma in the Advanced Esthetics field which we hope to launch in 2016. The exact and final name of this diploma will be decided once it is ready.

Some more positive news in Public Relations and Marketing. We have had coverage in over 70 Magazines worldwide reaching over 1.3 million people. Facebook has reached over 5,000 Likes and our PR representative Tracey Stapleton together with PR Board Member Sandy Fuhr and Sandy Aerne from the Head Office continues to push CIDESCO further to stay among the top in the Beauty Therapy Industry.

You have in the meantime received our circular message regarding our long time employee Graziella Colacicco. We said good-bye to her at the end of October however, as she lives in Zurich, she will certainly be in touch with her colleagues at Head Office.

I know you are all very busy people so please make a note of the dates of our "big" celebration next year in Dublin from the 22nd to 26th September to mark the 70th Anniversary of CIDESCO. My Colleagues and I together with Section Ireland are brainstorming regularly to make sure this celebration will be an unforgettable one for all.

Let us continue to keep the CIDESCO Family happy. Stay in touch and keep sharing your experiences with us and your other CIDESCO Colleagues. "BE INVOLVED, FOLLOW THE TREND, FOLLOW CIDESCO".

2015 was not a year with only highlights; we must not forget the terrible atrocities in the various parts of the World. Let us stand together and do our best to make our World a Better Place.

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

**With best wishes
Anna-Cari Gund**

Have Your Say Online

Did you know we now have a testimonials section on our website? If you're a CIDESCO School, College, Beauty Centre, Therapist or Student and would like to let others know how beneficial it has been to you being a member of CIDESCO, then please do send us your comments.

Here's what therapist Jeanine Naude from Greece says:

"I graduated from Natal technikon year 2000 with a National Diploma in Somatology and thereafter completed and received my CIDESCO qualification too. Thank goodness I did, as being in Greece now it's helped open many doors for me as a CIDESCO GRADUATE which is definitely the international link making things easier as it is well recognised!"

New Entry Requirements

IMPORTANT INFORMATION

Please note that the CIDESCO Beauty & Spa Management Diploma is now a complete training course which DOES NOT require students to have any previous Beauty or Spa Therapy experience.

The aim of the course is to give candidates the required skills to be able to efficiently and effectively operate within a management capacity in a beauty salon or spa business environment.

This Diploma course requires training in all subjects in the CIDESCO Beauty & Spa Management Syllabus. The examination will be conducted by a CIDESCO International Examiner who assesses the candidate's knowledge. This Diploma would be attractive to students wishing to gain employment in a managerial role within the beauty or spa industry.

To register interest in the CIDESCO Beauty & Spa Management Diploma or to find out more please email info@cidesco.com or telephone: +41 444482200 or visit www.cidesco.com

Celebrating Seventy Beautiful Years



In 2016 we will be celebrating our 70th anniversary and to commemorate this incredible milestone we have produced a logo which was emailed to all members. We hope you will join us in proudly using this on your marketing materials throughout the year to celebrate the heritage and success of CIDESCO.

**PLEASE CONTACT
[INFO@CIDESCO.COM](mailto:info@cidesco.com)
TO REQUEST THE LOGO.**



Facebook Milestone

In late October we were pleased to reach 5,000 Likes on our Facebook page. Members of the CIDESCO Board and the Head Office team celebrated with a special CIDESCO cake. We also ran a competition with three of our Facebook friends winning some CIDESCO goodies.

Fair Pay for salon workers



The minimum wage has been headline news around the world with some legislative bodies introducing new rules to protect workers. The beauty and hairdressing sectors are one of the key sectors being targeted as authorities help these businesses to understand their pay obligations and working conditions to their employees.

This was highlighted earlier this year in an article in the New York Times which detailed the low wages and difficult working conditions endured by many nail technicians in New York State's 34,000 beauty salons.

As a result, new rules have been put in place. Salon owners must now pay the minimum wage and overtime hours, and provide eye protection, masks and gloves for those working with chemicals. Manicurists must be licensed with the State and a new "Bill of Rights for Nail Workers" is now prominently displayed in salons. Inspections and fines on salons have also increased and legislation allows the State to quickly shut down shops which do not comply.

More regulations are being considered, particularly with the use of chemicals at nail salons. The proposed rules will require salons to have specialised air-ventilation machines to protect workers and customers from vapours released by acrylics.

Spring/ Summer 2016 Beauty Trends

We turn to the catwalk to see what make-up trends will influence the spring/summer look

In the fashion shows for spring/summer 2016, beauty trends varied considerably. In New York the key message was about embracing your natural beauty with **skin highlighted rather than contoured** and hair was textured or true to its natural state.

This contrasted with London where the trend was more dramatic featuring Disco Delirium with **brightly coloured face paints** and platinum wigs, thick enhanced brows, charcoal black eye masks and oxblood lips.

In Paris there was the romantic look with **pastel pink and pastel blue eyes** complemented by supersized lashes with splashes of shimmering gold to make summer skin shine.

Similarly in Milan, gold gave the natural look a glamorous lift but for the more adventurous the trend is for **neon eyeshadow and tromp l'oeil hairstyles**.





Sharing
Knowledge
& Friendship



Joon Wong of Issamay School of Beauty, Petaling Jaya is training 38 refugees from Syria, Iraq, Somalia, Iran, Sudan and Myanmar in Malaysia as a 15 day introduction to Beauty Therapy.

Joon is encouraging them to become a part of the CIDESCO family upon completion of their full studies. Joon Wong thanks Mr. Richard Towle, the Representative of UNHCR, Malaysia for inviting them to create value in skills based education.

Balkan beauty

**REPORT BY DR. ANDREA BOVERO,
PRESIDENT OF CIDESCO ITALY**

On 17-18 October in Belgrade (Serbia) the 3rd Italian-Serbian Congress in Beauty & SPA took place, an event that involved a lot of industry professionals from the Balkans. The event was organized by Aquatonale Beauty Academy in collaboration with CIDESCO ITALY at the International Fair of Cosmetics and Aesthetics. International leaders, including Dr.

Vera Zec (Director of Aquatonale Beauty Academy), Dr. Andrea Bovero (President of CIDESCO ITALY) and Josephine Wackett (Vice-President of CIDESCO INTERNATIONAL), participated in the event as speakers.

Key themes of the conference included new massage techniques, dermo-cosmetics ingredients, marketing, communication and new trends.

The conference presented Josephine Wackett with the opportunity to officially present CIDESCO INTERNATIONAL activities and training to Serbian professionals. The presentation was very successful and prepared for Serbia's likely entry into CIDESCO, an event particularly advocated by Dr. Bovero and Dr. Zec, who have been working on this project.



Dr Andrea Bovero, Dr Vera Zec and Josephine Wackett at the conference

The event was also an important opportunity for international guests, who had the chance to discuss topics related to the development of the Spa & Beauty sectors.

Right: Sam Smith with (left to right) Clare Heffernan, Tutor and Suzanne Egan, Business Development Manager

Below: Left to right, Principal Anna Keely & Suzanne Egan holding the Lava Shells used in massage



The Bronwyn Conroy Lava Angels were based in the Private Lounge area at the Music Festival where they offered the artists relaxing massages with the heated Lava Shells pre and post performance. The Lava Angel team included tutors, past students and current students who had all been trained in massage and Lava Shell massage.

CIDESCO Tutor Rowena Booth gave a treatment to the amazing Grace Jones who loved her massage so much, she asked for a second treatment after her stage performance!

Other celebrities included Sam Smith (of new Bond film, Spectre theme tune), Blur, George Ezra, The Boomtown Rats, The bank Legend and Irish TV celebrity Laura Whitmore as well as many band support guitarists, drummers, dancers and crew.

The event was so successful that the Bronwyn Conroy School has been asked to provide the same massage treatments at next year's event.

Commenting on the event, Principal, Anna Keely said "This was a wonderful experience for students, tutors and anyone associated with the event. It offered an opportunity to meet and see 'how the other half live' and also understand just how much they all needed and really enjoyed the experience of a professional massage."

Star Performance



The Bronwyn Conroy International School in Ireland has had a glittering past few months. Firstly, Principal, Anna Keely was nominated for a prestigious Business Woman of the Year Award by Ireland's leading women's magazine Image. Secondly, the school's own Lava Angels met with international music stars at Ireland's biggest outdoor Music Festival.

Sweden's Beauty Icons



The CIDESCO school at the Yrkeshögskolan för Hudvård & Spa in Stockholm, Sweden is celebrating the opening of its new and fourth classroom for practical training. At the same time, the school has also renamed the classrooms dedicating them to four successful women from the beauty industry: Coco Chanel, Helena Rubinstein, Elisabeth Arden and Estee Lauder.

For this special occasion, Principal, Birgitta Thorsell invited the industry's own grand lady, Kate Wacz, who personally told the students about these women's fantastic stories.



CIDESCO Supports Ban on Plastic Microbeads

At CIDESCO we've never been afraid to speak up for issues which are important in the beauty industry. Here we highlight the danger of plastic microbeads in products which has received huge support from members, press and public around the world.

CIDESCO, the world standard for beauty and spa therapy, has called on its global membership to help protect the environment and health of the planet by replacing their skincare products containing microbeads with safer alternatives.

Over the past 60 years plastic has become central to our lives and it's only more recently that we're discovering that it has come at a price. The price is the danger it is causing to the environment. While news about the Plastic Garbage Islands in our oceans might have alerted us to limit our use of plastic bottles and containers, it has more recently come to light that it's not just the bottles we should be concerned about but also their plastic 'microbeads' contents. Studies have shown that fish often mistake microbeads for food and eat them, resulting in toxins further up the food chain.

Plastic microbeads are used in some cosmetic products including scrubs, exfoliators, cleansers and soaps. In California alone, approximately 471 million plastic beads are released into San Francisco Bay every day. This has resulted in The State Assembly of California passing a bill banning plastic microbeads used in these products with other States in the process of doing the same. The Netherlands has already banned the use of microbeads across the country.

CIDESCO's President, Anna-Cari Gund says "Plastic pollution has become a man-made global catastrophe. As a worldwide organisation we know that together our members can make a difference in helping to prevent this situation getting worse. We have therefore issued an appeal to all our members to review the products they are using and where necessary swap the products containing microbeads with safe alternatives."

Commenting on the issue, Steve Malkin, CEO of Planet First, a specialist in sustainable business practice, "You cannot remove microbeads from the environment as they are too small to catch in water treatment and they don't degrade. The danger is that they will sit in our oceans and lakes forever to be ingested by fish and molluscs, damaging our ecosystems and entering our food chain. The solution is for companies to stop producing products with microbeads and to use natural alternatives. It's better for the planet, us and our fellow species."

We issue an appeal to all our members to review the products they are using and where necessary swap the products containing microbeads with safe alternatives.



**STEVE MALKIN,
CEO PLANET FIRST
AND FOUNDER OF
THE PLANET MARK.
PLANETFIRST.CO.UK**

It is a win-win situation for every business and for the planet

Our planet is showing signs of stress and ill health. CIDESCO recently recognised one of the symptoms when it highlighted the vast floating islands of plastic in our oceans and microbeads from beauty products entering fish and our food chain. Calling upon the beauty industry to accelerate innovation and find natural alternatives, CIDESCO wants to make our products good for people and for the planet.

This call to action is well timed and well directed. The health and beauty industry is perfectly placed to take the lead in ethical and environmental product development and services. This goes beyond technical solutions to communicating the deep and intrinsic connection between personal well-being and nature. Fundamentally, our health is dependent on the health and stability of the planet.

We are at a defining moment in tackling climate change, biodiversity loss and food and water scarcity so the engagement of organisations in developing sustainable solutions to these challenges is paramount.

According to Chief Executive Officers (CEOs) surveyed by PwC, 75% of business leaders agree that satisfying societal needs and protecting the interests of future generations is important. It shows that the corporate world understands that having a positive impact on society and the environment is good for business.

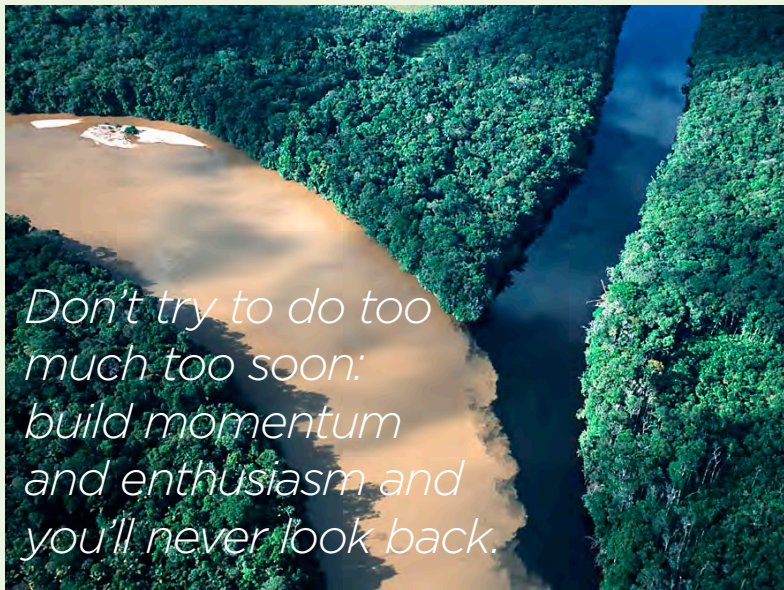
Sustainability is not the exclusive domain of big business. We have found that innovation is being led by entrepreneurs and smaller businesses and that it is far easier to embed environmental and social practices in start-ups and small and medium sized companies.

It is a win-win situation for every business and for the planet particularly as reducing environmental impacts and cutting carbon emissions invariably saves the business money. We have found that organisations gaining sustainability certification are saving over €140 per employee per year and achieving a 7% carbon saving.

It is often, however, the indirect benefits that really make a difference for business. Making a commitment to positive impacts on society and the environment improves your brand and business reputation. This helps attract and retain quality employees and is becoming increasingly important for customers.

Going green is not only good for the planet but it can also help you develop new business models, services and products that are more in tune with customer demand.

Overleaf are 7 ways to kick start your sustainability programme and some top tips to begin making improvements:



Don't try to do too much too soon: build momentum and enthusiasm and you'll never look back.

1. Measure your impacts

Think about where you can improve. For example, look at your energy and water consumption, how much waste you produce and if you can recycle more. If possible, bring this information together and calculate your carbon footprint so you can measure the reductions you are making each year.

Top tip: Use your utility bills to measure your energy and water consumption, carbon footprint and cost. It creates a baseline from which to measure from.

2. Set out your mission and targets

Every business should have a mission statement on sustainability that aligns with its business values and vision. This is your chance to communicate your commitment to sustainability and stay on track to reach your targets.

Top tip: In the health and beauty industry your mission can include the benefits to people and the planet from a closer connection to nature.

3. Sustainability Champions

Bring your team together to help you create and deliver an improvement programme. Tapping into the talent inside your business is the best way to mobilise a sustainability programme. Many people are passionate about their personal impacts on the environment which includes where and how they work. Involving employees in the journey will help embed sustainable practices and you'll find some ingenious new ways of working as a result.

Top tip: Bring your Sustainability Champion volunteers together once a month or once a quarter for a free working lunch as a thank you for their support.

4. Create an Improvement Plan

Work out how you are going to reach your targets by creating a calendar of activities. This would include ways to reduce waste ie the amount of product and packaging used, recycling methods, fixing any business service problems such as water leaks. The introduction of energy saving light bulbs, replacing disposables with durables and larger investments in more efficient equipment. Buying more eco-friendly products and supporting suppliers who have a similar 'green' policy to you.

Top tip: Keep your plan simple and achievable. Don't try to do too much too soon, build momentum and enthusiasm and you'll never look back.

5. Marketing

Communicate your progress. Keep your employees, suppliers and customers informed. Sustainability is becoming increasingly important when attracting and retaining employees and customers. It is creating exciting new conversations, partnerships and collaboration.

Top tip: A sustainability programme and mission statement provide a perfect platform to develop the ethical side of your business and brand. This is an ideal way to reinforce your deep connection with nature, beauty, health and wellbeing.

6. Monitor your results

Keep track of how you are doing and monitor results in relation to your targets. It helps inform your next steps and confirms the business benefits of your sustainability programme.

Top tip: You can incentivise your employees and suppliers by setting Key Performance Indicators (KPIs).

7. Report and share your knowledge

Reporting openly and honestly is essential in developing trust with your customers and employees. As you develop your knowledge about sustainability, please share your experiences with others in your business community as it helps communicate the benefits of reducing environmental impacts to wider audiences. This is also an excellent way to open more marketing opportunities.

Top tip: Talk about your sustainability programme on your website and social media to reach new audiences and to promote your business in a positive light.

SPOTLIGHT ON...

Australia



With its generally blue skies, sun kissed beaches and a preference for life outdoors, Australia offers a beautiful lifestyle but one which can be challenging when it comes to taking care of your skin. Beach life makes more demands for the body conscious while all those rays mean you have to be sun smart when it comes to skin care.

It's not surprising then to see that the country's most popular treatments concentrate on repairing damaged skin, boosting collagen production and contouring the body with technology playing a major role in the process. As Australia's Professional Beauty Equipment Survey recently revealed skin tightening (33 per cent), LED light therapy (17.6 per cent) and microdermabrasion (17.6 per cent) were the top technologies salons and practices would invest in.

While we may not all share the same warm climate as Australia, there are lessons we can learn from their aesthetics industry which is investing in new technology to meet specific market demands. Technology delivers enormous advantages to the expert and if they can be added onto an aesthetician's existing skincare portfolio, the results that can be achieved are potentially much greater.

We take a look at some of the latest technology proving popular in Australia.

Light Treatments

Intense Pulse Light Therapy or IPL has become a leading treatment not only in Australia but worldwide. It can be used to lighten freckles or other forms of skin damage caused by the sun as well as fine lines and hair removal, making it a versatile and gentle treatment for a number of skin issues. It works by emitting a wavelength of light into the skin, which in the case of hair removal, is absorbed by the pigment in the hair. It quickly turns to heat which then kills the growing cells that make the hair. More effective on dark hair and fair skin, a number of treatments are required to achieve the desired results.

Fat Freezing

For those wanting to eliminate stubborn fat without surgery or any down time, cold sculpting treatments are on the rise. These non surgical fat reduction treatments apply a controlled blast of intense cold to the area being treated. As a result, the fat cells are crystallized (frozen) and die. Over time the body then eliminates them leaving a more sculpted physique.



Non-surgical fat reduction treatments such as 'fat freezing' are becoming increasingly popular in Australia.

Bipolar radiofrequency

Rising in popularity is a new generation of resurfacing treatments which provide deep dermal impact with minimal epidermal disruption. These machines use bipolar radiofrequency energy to blast away damaged skin cells below the surface revealing a tighter and more youthful appearance. Popular for reducing acne scarring, the appearance of wrinkles and stretch marks and boosting collagen production over a series of treatments.

Report from Australia



**DIANNE MILES
CHAIRPERSON,
CIDESCO SECTION
AUSTRALIA**

“I believe a beauty career has begun to be viewed as an amazing profession for all ages with great career pathways all around the globe”

Dianne Miles is the Chairperson of CIDESCO Section Australia and the Principal of Hyde Park College of Beauty Therapy in South Australia. Dianne became a CIDESCO examiner in 1992 and was elected to the International Board of CIDESCO in 1998 in Athens for two years as Public Relations Board Member and then again in 2001 in London. She retired from this position in 2008, and is also a CIDESCO Honorary Member since 2011.

We find out about Dianne’s own CIDESCO journey and the changes she’s witnessing in the industry in Australia.

How did you start your career in the beauty industry?

I was teaching Hairdressing in a Government college in Hobart, Tasmania and was fortunate enough to be awarded a Government scholarship to study overseas for a year. I chose to study in UK and with my family we moved to Surrey and I studied Beauty Therapy and the children went to local schools. It was a fabulous experience for all of us.

Why did you join CIDESCO?

Upon my return to Australia after my training in the UK we returned home to Adelaide and I opened my own training College in Hyde Park, hence the name of the College. I was able to offer International courses and, after my first few years I was approached by CIDESCO to consider offering their qualifications. This of course was a “no brainer” particularly with the ongoing encouragement of Jo Wackett and Joanna Hoare.

How is a beauty career viewed in Australia?

I believe it has begun to be viewed in a better light in the last decade and I feel that in most people’s minds is no longer seen as a make-up and nails “job” but rather as an amazing profession for all ages with great

career pathways all around the globe, particularly with International qualifications.

Are you seeing more students wanting to train or less?

In Australia now we are seeing an increase in enrolments in most states and training organisations because our Federal Government has extended student loans to private training organisations which was only in the past available to Government institutions.

What are your main challenges when it comes to educating students?

I think we have the same challenges; study vs private social life, getting across to the student how attendance is very important, normal stresses before exams. We always implore the students to understand that it’s no longer high school, it’s Adult Education. I have had the College for 30 years this year and not much changes, however that said, our students’ ages are different than they were in the 80’s. My median age now is probably 30-40 year olds depending on the intake and time of year. I see loads of career change students and this is reflected in the ages of the students. I am talking about Real Estate managers, Nurses, Office managers, etc. I am not sure if it is my college but I have fewer 18 year olds these days. And I find this is why our outcomes are so good as far as employment goes. Employers want mature age employees not always fresh-faced 16 year olds with little life experience. And I guess they like the fact that on the salon/Spa floor a client may think that a 30 year old has been in the salon position for years because she’s 30 so must have loads of experience and knowledge.

Where do your students go onto work after gaining the CIDESCO Diploma?

Many different places all over our city, country and overseas. They are snapped up and I think that is also because of our reputation and our College Work Experience programme which students must undertake during their training with us. When they are spending a few

hours a week in professional salons and SPAs, employers are offering them employment before they have completed and finished their training. In Australia we have a units and modules assessment system and our other International accreditation body offers exams and completion of units halfway through the year before the entire course is finished. This enables our students to be able to show accepted recognised qualifications before they finish the whole course. It's about having your foot in the door and seeing the opportunities available before you finish your year of training. Most Australian Beauty Therapy schools do 3-4 week lots of work experience during the academic year. In my college we do a few hours every week during the training programme. The salons and SPAs get to know the students and possible prospective staff well. It's a good fit for everyone and if it's not working out either way we can move the student to another business with little discomfort or embarrassment.

What are the latest Australian beauty trends?

More and more I see Dermal Therapies and IPL and Laser being expanded into salons and medi spas etc. In fact this is big business in a few other Training institutions with theory being conducted online and practical in blocks after the theory component is completed. Some training institutions are also offering online video hook ups for training in the practical classes.

There are some excellent changes to how and where these modalities are to be delivered in Australia in salons or training institutions being investigated and organised by the Government. Strict regulations are on the very close horizon. Safety is now in the forefront of the Government's policy. I am also seeing higher end salons and SPAs offering Laser and IPL and top of the range beauty treatments being expanded into having branches and franchisees. Some training institutions are now offering diplomas in Cosmetic Nursing. So the short answer is Dermal therapies are required because the public want to be able

to attend a Medi Spa or clinic for these services along with standard treatments and wellness.

What are your top 3 educational tips for a student?

1. Be realistic about how much time you will give to your studies BEFORE you sign on the dotted line. It is, after all, such a miniscule time out of your life to commit yourself to studies to be in a position to change your life, have a wonderful career and further that career path locally and all over the globe.
2. Surround yourself with a support network of family and friends and fellow students. Don't surround yourself with saboteurs who may just not want you to improve yourself and achieve your dreams.
3. At the end of the day you and only you are responsible so put your head down and just do it!

STUDY FOR THE CIDESCO DIPLOMA IN AUSTRALIA



If you're looking to study for the CIDESCO Diploma in Australia please contact our schools located nationwide.

abtaedu.com

ancb.edu.au

ellylukas.edu.au

hydeparkbeauty.com.au

internationalbeauty.com.au

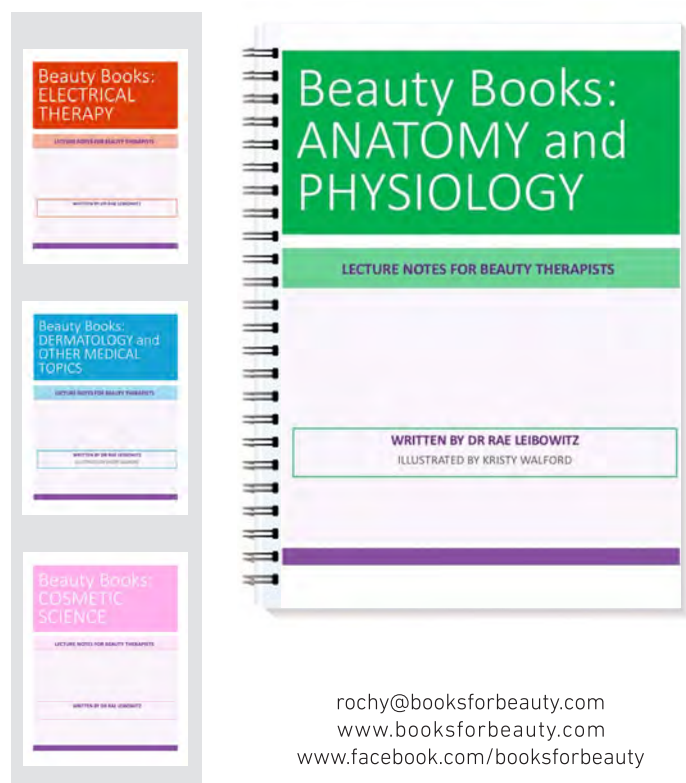
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5 pathways to 'Staffing Heaven' in 2016

**BY MARGARET WALSH
CONSULTING**



It's important to remember that your staff is an extension of your company's brand. Your employees are your testament team and make the actual difference to the overall service your clients receive. In order to be outstanding your business must constantly strive for perfection so endeavor to grow firstly as a company with a value based team and secondly individually - yourself as the leader and your individual team members.

To provide the best in customer service and to create environments that are sustainable and rewarding to visit and work in you must "Grow Your own Staff".

Grow Your own Staff and "mulch them" with

- a value based team programme
- a culture of recognition
- reward
- learning
- challenge
- and security

As a salon owner you will be able to achieve consistent high standards of business growth when you embrace an invariable emphasis on learning and education for your staff. Now combine this with the careful selection of beauty therapy house suppliers and post graduate educators. Both of these sources must have an enviable educational arm that will develop your team and assist in managing and recognising educational growth.

I believe that good quality management should be competency based. Your human resource 'in house manager', which is most probably you, needs to be developing and documenting procedures for annual staff training.

When your business begins creating and growing your own staff to competent levels, providing adequate resource and having monitoring systems in place to enable the deliverance of quality post graduate

education and service embedded in sustainable business practice then your clinic becomes “beauty therapy heaven” for your staff.

- Is this time consuming? Yes.
- Is this how you grow fabulous in house beauty therapists that stay for years in your clinic? Yes.
- Will your clients love staff longevity? Yes.
- Will your staff remain loyal to your brand for more than three years? Yes.

The concept of struggling through a miserable time at work each day “just doesn’t wash any more” with team staff members! Here are the results of an employee satisfaction & motivation survey completed by SEEK; 2010.

What makes staff happy at work?

- Work environment 10%
- Training & development 9%
- Company culture 9%
- Workplace morale 9%
- HR approach 9%
- Career development 8%
- Direct manager 8%
- Feedback & appreciation 7%
- Salary 5%

For those unhappy at work what demotivates them?

- Workplace morale 22%
- Work variety & content 19%
- Career development 12%
- People work with 10%
- Direct manager 10%
- HR approach 8%
- Benefits & conditions 7%
- Hours of work 7%
- Salary 6%

“The concept of struggling through a miserable time at work each day ‘just doesn’t wash any more’ with team staff members...”

IF YOU WANT TO CREATE A BEAUTY THERAPY HEAVEN, THE FIVE KEY PATHWAYS ARE:

1. Selection and Induction

- Search – when searching for staff, you should spread your net far and wide. There are all types of avenues for finding staff eg online resources, contact training providers and ask the Principal for new staff members.
- Interviewing Process – remember, you are being interviewed just as much as you are interviewing them. Be prepared, be specific, allocate the time, and use personality tests. Always acknowledge and inform the applicant of your business culture, your company values, the history of your business, your customer service philosophy, and be very precise when reading through the position description document and contract.
- Test and Measure - It is vital to find the right fit, remember staff is an extension of your company’s brand. Organise a second interview to test and measure the applicant’s practical ability and professional knowledge, do a practical trade test and have two current staff interview the prospective staff member as well!

2. Two -Way Communication

- Job Offer – Once you have made the offer, in writing, give the applicant the opportunity to go away and consider the offer as they should be making a three year commitment to your business as you are about to embark upon a positive beauty therapy educational growth programme together. Ask your applicant to consider not taking the position if they are unable to make this professional commitment to your clinic.

3. Staff Development and Training

- Induction Process – In our company we believe the induction process is crucial to direction, staff behaviours and this in turn has a direct link to their future performance and to top quality professional customer service and a value based team performance. Minimum time required is one week with a full time personal in-salon trainer. Remember this is the forging of a 3 year plus relationship.
- Outline educational training for first 3 months
- Development of professional training programme over a 3 year period

4. Motivation and Rewards

These will encourage effectiveness at work and exceptional customer service which in turn has clients returning for service at dream rebooking rates and your staff is rewarded and appreciated. A marvelous “win win” solution.

5. Culture and Standards

Once you have developed an environment where staff enjoys coming to work at your salon and where they can grow and develop their talents, utilising the strategies outlined above, you will have created a high performance work place and staff longevity and loyalty which will reward you and your clients.

Acknowledge your professionalism and enjoy the fruits of your Human Resource Policy in action.



The school is proud that all make-up for South African television work is headed up by its past graduates

In today's beauty social world, make-up artists or MUAs as they have become known, are now often more famous than their celebrity clients. Working in this industry has become an attractive career option for students and gives beauty schools and colleges an opportunity to expand their own course offering with tailor made courses in this sector.

In May 2014, CIDESCO upgraded the Media Make-up Diploma which has been taken on by a number of CIDESCO schools throughout the world. One of these includes Face to Face Beauty and Make-up Design School in Johannesburg, South Africa which is the only CIDESCO recognised Make-up School in Africa.

For 50 years Face to Face Beauty and Make-up Design School has produced wonderful make-up artists working all over the world and is a great example for demonstrating the appeal of the CIDESCO Media Make-up Diploma.

At Face to Face Beauty and Make-up Design School the students learn everything related to make-up, Prosthetics, special effects and the fast fashion hairstyling for photographic shoots, they also learn how to produce beards, moustaches and other hair effects. Principal, Mrs Nicci Manthe Landman tells us that it can be very entertaining, particularly when you visit the College on the day the ladies have long beards that have been applied to them!

The CIDESCO Course in Make-up artistry is a full year course (950 contact tuition hours) and compulsory 100 hours practical in the field of make-up. The College admits about 60 students a year and on completion of the course these students are employed in film, media, television, theatre, retail or even open their own business offering bridal services and photographic make-ups for models in magazines.

The School has a fully equipped career guidance department and arranges work places for its artists during the course in order for them to experience the different employment opportunities. For example this year the South African Government Department of heritage employed 60 of their students to complete the traditional make-up of Africans for their parade through the Capital Pretoria to promote solidarity between all Africans.

In the Spotlight

The school is also connected to a large Model Agency where the artists experience photographic make-up and ramp make-up every Saturday. Those completing the hours for ramp make-up are employed for the South African Fashion shows every new season.

Unfortunately live theatres have lessened in South Africa so although they assist with the ballet and opera house, they try to simulate theatrical make-up in the College and show the different lighting that affects make-up colours and style.

For Halloween the students are able to simulate wounds, burns, zombies and special effects for the many celebrations around Johannesburg. This year the students even learnt how to make their own blood because a promotional company needed 1000 litres!

The school is proud that all South African television work is headed up by its past graduates which means this provides a wonderful opportunity to recommend the newly qualified artist to them for mentoring and employment.

For those artists that like the retail world they have employment contracts with most Cosmetic companies for placement positions.

The portfolio submission is an important part of the course for the future employer to see the work of the artist and normally includes about 35 different pictures from a normal day make-up to the Beauty looks through the ages ending with Monsters, Beasts and other creatures from the prosthetics course.

Showing the international appeal of the course, Mrs Nicci Manthe Landman tells us "I received a request the other day for a qualified make-up artist that needed to speak Mandarin and French, and believe it or not we could supply two make-up artists. One Chinese artist, a Miss Fung and a foreign student from Benin who speaks fluent French."



Thank you to Face to Face Beauty and the following Make-up Design School's Artists who contributed to the work featured in this article: Candice Gadd-Claxton, Ariana Balsaras, Aylashade von Mosservelde, Logan Coleman, Nicola Fonda, Simone Scharrighuisen

New CIDESCO Section South Africa Board



We're delighted to introduce you to the new SAAHSP Board members for the period 2015-2018

LaToya Wright, Treasurer; Brigit Filmer, Professionalism and Ethics; Sandra Rath, Membership Co-ordinator; Dawn Johanson, Public Relations; Menna Kleine, President; Samantha Ramsamy, Education Chair; Elna Hagen, Professional Body Co-ordinator. Sandy Fuhr, Co-opted CIDESCO Representative

10 essential ways to promote CIDESCO Education



VAISHALI K SHAH
DIRECTOR
LTA SCHOOL OF BEAUTY
INDIA'S LARGEST
CIDESCO SCHOOL

The CIDESCO qualification is that one qualification which beauty therapists worldwide swear by with utmost belief and confidence. However visibility and recognition of this ultimate beauty qualification is restricted to those few evolved beauty professionals who genuinely understand the value of this qualification.

CIDESCO schools generally face the uphill task of promoting CIDESCO education and that too at a non cost. I would like to share some of the methods followed by LTA School of Beauty which recently had over 100 students take the CIDESCO examination in one year at its school in Mumbai-India.

1. It's always 'Q' followed by 'S' Promote Qualification and not just the School Brand.

Many schools promote their brand name which in my opinion is not a very good idea. Rather they should talk of the benefits of acquiring the CIDESCO qualification and the School being a medium for aspirants to get that qualification.

The attention span of readers is very limited and if schools try to project just their school and/or their features it generally has a lower appeal to their target audience. Instead the CIDESCO qualification brings huge merit to a beauty professional's career. Communications put out from schools should revolve round that merit and not just school features.

2. 'I' the 'I' - Influence the influencer

The new generation of beauty therapist is generally guided by existing beauty professionals, hence it is imperative that those practising should be encouraged to acquire CIDESCO qualification. Obvious benefits of a CIDESCO qualification should be made amply clear in every communication to professionals, to the clients in terms of correct and effective treatments, and to the beauty professionals by way of increased revenue per client and ease of attracting newer clients.

These 'initiated' beauty professionals would then be instrumental in encouraging a newer generation of professionals or aspiring beauty professionals to go for the CIDESCO Diploma.

3. Break the Myth

One of the major hurdles for beauty therapists or aspiring professionals in taking up the CIDESCO Diploma is the presumption that the CIDESCO programme has heavy science components in its syllabus. Non-science students are overwhelmed with the thought of having to learn science which was not the subject they had opted for in their formal education system.

It is important to break the myth that one cannot comprehend the science elements of CIDESCO syllabus if one doesn't have the science background. One of the best ways to break that myth is to conduct sample sessions or allow aspirants to observe an ongoing CIDESCO Diploma session and let them discover that only relevant science is taught and that there is a clear purpose of teaching that aspect of science. Once they are convinced that it is more of applied science and not just science theory, making a decision to take up the CIDESCO Diploma becomes easier.

4. 'The Well goes thirsty'

Putting up ads in magazines or in digital space alone is not enough to drive aspirants to the CIDESCO Diploma. It is important for every school to make efforts to reach out to potential clients, hold orientation sessions in small groups and pitch the benefits of the CIDESCO qualification. Such orientation sessions could be held in Salons, Colleges, at beauty events like conferences, exhibitions and seminars.

5. Earn the fees concessions

Many of CIDESCO aspirants would find fees for the CIDESCO Diploma prohibitive. Schools would be in a position to moderate their CIDESCO Diploma fees if they have optimum batch size or, even better, if they could fill up all possible seats.

It would be a good idea to announce Scholarship or fee concessions. However it is always better if aspirants are made to realise that they have to earn their scholarship. This could be achieved for a concession in fees or scholarships based on their academic performance in the past or by appearing for a scholarship test specially created for this purpose.

6. 'Take the steps not the elevator'

It is often observed that aspirants aren't very sure if they could pull themselves through till the very end of the CIDESCO Diploma course due to various reasons. This could be uncertain financial conditions, anticipated relocation or simply unwillingness to commit themselves for a year or so.

In such cases it is important to create smaller cosmetology modules which would add up to a complete Syllabus of CIDESCO Diploma programme. Aspirants could take a step by step approach by taking up cosmetology modules and opt out with a certificate title if they are unable to pursue the entire CIDESCO programme. In which case they would be able to fill in the requisite number of hours and be ready for taking up the CIDESCO Diploma to

"Stories of beauty professionals becoming much more successful after acquiring the CIDESCO Diploma should be splashed all over".

fulfil their ultimate dream of holding the CIDESCO Diploma title against their name.

7. Exit or Defer policy

At times, beauty aspirants are overwhelmed by the CIDESCO syllabus and hesitate to take up the CIDESCO Diploma as they may lack confidence in their own ability to grasp the subject, even though they would not want to settle for anything less.

Schools could come up with an Exit or Defer policy whereby students would be assured that if they were unable to complete the CIDESCO Diploma course due to good reasons, then the school could consider partial refund of fees and award a relevant Certificate for modules completed. Aspirants could also be assured of deferred policy whereby aspiring students could take the CIDESCO examination only when they are ready to take it and the school wouldn't be in a great hurry to push them out of system. This raises schools' goodwill and results in more aspirants willing to take up the CIDESCO Diploma programme with confidence.

8. Highlight success stories

Stories of beauty professionals becoming far more successful after acquiring the CIDESCO Diploma should be splashed all over whether it is in school communication, social media platforms or industry magazines to say the least.

This will generate positive disposition towards CIDESCO programmes and thus generate enthusiastic followers of CIDESCO fraternity.

9. Consumer Education

There is no better means of creating demand for CIDESCO qualified professionals than consumer demand for preferring CIDESCO graduates because they know they will be receiving superior beauty therapy services.

Imagine a situation where 6 out of 10 clients walking into a salon/Spa/ beauty clinic ask for a CIDESCO qualified therapist and are willing to pay a premium for services with that therapist as they understand the merit of high safety and hygiene standards followed by CIDESCO qualified professionals. That is besides the fact that CIDESCO qualified professionals are a notch better at understanding and treating various skin conditions.

An absolute WIN-WIN situation for Salon/SPA/Beauty Clinic owners, CIDESCO graduates, clients and of course the training schools.

10. CIDESCO Events

Events are one of the important ways to spread awareness and bring recognition to this ultimate beauty therapy programme called CIDESCO in the shortest possible time. CIDESCO conferences, CIDESCO Congress and CIDESCO exhibitions are must events in a country where the CIDESCO qualification is provided.

It is not where you are currently in the global landscape of number of CIDESCO graduates passing out from the country or the number of CIDESCO schools that are available in the country that matters. What matters is where one wants to reach should determine the scale and frequency of such events.

Obituaries

It is with great sadness that we inform you of the recent passing of two of our past Board Members.



JOHANN II. PRINCE DE HEIDENDORF-SCHUSTER DE MEDGYES, AUSTRIA
April 1921 – October 2015

Hans Schuster, as many of you know him by, served CIDESCO as the Treasurer for 8 years. Among some of his colleagues at the time were Kristina Peltomaa, Joan Thornycroft, Ursula van Deelen, Jean Worth and Hedy Dettwiler. He can be remembered for his expansive generous manner and warm welcome.

He was a valued member of the CIDESCO family.

MS. JOSIANE ANYA PALM-DEMOIZÉ, SWITZERLAND
Honorary Board Member and Médaille du Mérite for Professional Standards & Status
May 1931 – January 2015

Anya Demoizé was among the first of our CIDESCO Members. She was involved in the reunification process with the Milan Group and CIDESCO International. Many of you will remember her elegant presence at the CIDESCO Congresses and her commitment to furthering professional standards.

Both Hans Schuster and Anya Demoizé will be missed very much by all who knew them.

We thank all who sent in their condolences. Memories will remain in our hearts forever.



“It is indeed sad to read the passing of these people who invested years of dedication into CIDESCO and into the profession, with their unselfishly dedicating time, money and energy. It was an honour to have been part of the gracious era of CIDESCO with its trials and tribulations - it was a journey which they chose to be part of. Today any CIDESCO Member, School or Diploma holder should bow their heads in thanks to these individuals who played such a vital role in the formation and maintenance of CIDESCO. I pay tribute to both Hans Schuster and Anya Demoize - their names are fondly encribed in our memory and I am honoured to have known them.”

HELENE BRAMWELL
HONORARY PRESIDENT, CIDESCO

Diary Dates



January 2016

21-24 Les Thermalie, Paris, France
www.thermalies.com

30 Jan - 1 Feb ExpoBelleza,
Andalucia, Spain
www.expobellezandalucia.com

31 Jan - 1 Feb Professional Beauty GCC, Dubai
www.professionalbeautygcc.com

31 Jan - 2 Feb Spatex,
Coventry, UK www.spatex.co.uk

GLOBAL AWARENESS DAYS

January

24 Global Belly Laugh Day

25 World Religion Day

February

4 World Cancer Day

14 National Organ Donor Day

14 Singles Awareness Day

21 International Mother Language Day

22 World Thinking Day

March

1 Self Injury Awareness Day

8 International Women's Day

10 World Kidney Day

15 World Consumer Rights Day

19 Earth Hour

22 World Water Day

February 2016

3-4 PCD (Packaging of Perfume Cosmetics & Designs) Paris, France
www.cosmeticsbusiness.com/news

7-10 Global Beauty & Wellness Exchange, California
www.globalbeautyexchange.com

11-13 Intercharm Professional,
St Petersburg, Russia
www.intercharmspb.ru

18-20 ForumPiscine,
Bologna, Italy www.forumpiscine.it

27-28 Beauty Forum Swiss,
Zurich, Switzerland
www.beauty-forum.ch/messen.html

27-29 BeautyAsia,
Singapore www.beautyasia.com.sg

28-29 Professional Beauty, London,
UK www.professionalbeauty.co.uk

28-29 Professional Wellness & Spa Convention, London, UK
www.professionalspawellness.com

28-29 ESI Vancouver, Canada
www.spa-show.com

March 2016

4-6 Beauty Dusseldorf,
Germany www.beauty.de

6-8 IECSC, New York, USA
www.iecsc.com/ny

7-8 Healing Summit,
Berlin, Germany www.healinghotelsoftheworld.com

7-8 Professional Beauty Bangalore,
India www.professionalbeauty.in

10-11 Personal Care & Ingredients,
Mumbai, India
www.cosmeticsbusiness.com/news

11-12 World of Beauty & Spa,
Letany, Czech Republic,
www.worldofbeauty.eu

12-14 Face & Body Midwest, Chicago,
USA www.faceandbody.com/midwest

18-21 Cosmoprof Worldwide,
Bologna, Italy www.cosmoprof.com

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Wishing you a Happy Festive Holiday and a Successful New Year

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Sandy Roy
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Anne Maestrini


Sandra Neumeyer


Gerard Gordon


Sandy Aerne


Timea Vaczlavik

Around the World

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



CIDESCO Regional Meeting for Schools and Sections, held in Seoul, South Korea with CIDESCO Board Member for Education, Narelle Blinman



CIDESCO Beauty examination held in July at Arcos Akademie, St. Gallen, Switzerland, with CIDESCO Examiner Joma de Roos (left) and principal Alexandra Wolf Haug



CIDESCO Beauty Therapy examination held at Kyungnam College University, Busan, South Korea, with Examiner Narelle Blinman and principal Kyung Mi

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

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