



CIDESCO  
THE WORLD  
STANDARD  
FOR BEAUTY  
& SPA THERAPY

EST. 1946

CELEBRATING  
SEVENTY  
YEARS



CIDESCO INTERNATIONAL

# LINK

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CIDESCO  
Welcome  
its new  
Board 2016

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- 50 years of Congress with Kate Wacz
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# President's Message



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

## DEAR FRIENDS AND COLLEAGUES

After a fantastic time in Ireland celebrating CIDESCO's 70th Anniversary in Dublin we are now back working hard for CIDESCO. For those of you who were able to attend and join in the celebrations, I am sure you have taken back to your country many happy memories. The Opening and Closing ceremonies organised by the Irish Section were unforgettable and the social events and the Gala evening were second to none. A very special thanks go out to Section Ireland President Sheila Curran and her team who made this Congress such a success. Photos of the various events are uploaded on our website for you to enjoy.

A new Board has been elected at the General Assembly in Dublin. I was re-elected to continue for another four years as the President of CIDESCO International and so was Sandy Fuhr (Roy) as the PR Board Member. We have a new Vice-President from Holland, Karin Luggens, a new Treasurer from India, Biju Nair, two Education Board Members, one from Switzerland, Victoria Harper and from Japan, Pamela Adkins. I feel that we have a very dynamic team all wishing to continue the good work of the past Board and bringing in new ideas.

The CIDESCO Meetings were all well attended with members from around the world, starting with a full day Examiners' Workshop at the prominent CIDESCO School Blackrock Further Education Institute and continued with the Schools' Meeting which had a great turnout. The General Assembly ran rather smoothly where we were able to discuss and decide on important matters concerning all members. Some important decisions made at the General Assembly were:

- Section Serbia, the Association for scientific Cosmetology, Spa & Wellness was admitted to represent CIDESCO in their country, and Section USA membership was transferred from the Professional Beauty Association (PBA) to The Chicago Cosmetologists Association, Inc. We wish them a warm welcome and are confident that these Organisations will represent CIDESCO's interests in their country and help to grow the prestigious name of the CIDESCO brand in their countries.

- Furthermore, new guidelines for Beauty and Spa Salons accreditation were ratified allowing the accreditation procedure to be open for more quality Salons. Encouraging well run Salons and Spas to be part of the CIDESCO group.

- Association of Beauty Therapy & Cosmetology CIDESCO Section India has been entrusted with the privilege of hosting the CIDESCO World Congress & Exhibition in September 2017, in Mumbai. More information will be available on our website.

At the CIDESCO Public Relations meeting a new Committee was formed. The Committee will continually promote CIDESCO as the world leader in Beauty and Spa Therapy and the foremost qualification in Education.

The annual CIDESCO Make-up & Body Art Competition was again a highlight at the closing Ceremony. There were three winners in the Professional category and three in the Student category. The Kate Wacz Trophy and Prizes were very welcome once again.

The new Board had their first Skype meeting at the end of October and our first physical meeting will be at Zurich Head Office at the beginning of December. These meetings will give the new Board Members the opportunity to start planning for CIDESCO's future growth.

I am happy to be able to serve you for the next four years together with my new team and if there are any matters that you would like to bring forward, please do not hesitate to contact our Head Office.

**With warm greetings**

**Anna-Cari Gund**

# Appreciation for services

At this year's CIDESCO World Congress we were pleased to congratulate two important members of our head office team for their services to the organisation over a great many years.



## ANNE MAESTRINI · 30 YEARS

Anne has given an almost lifelong commitment to CIDESCO International, with true dedication. Anne used to run the CIDESCO Head Office single-handedly. She continues to contribute over and above at all times, and goes the extra mile at every turn. The loyalty and love Anne conveys to all the members of our CIDESCO family is felt deeply. Anne is appreciated immensely by the present board members, including many of our past members who she continues a close association with still today.



## SANDRA NEUMEYER · 10 YEARS

Sandra has given CIDESCO International 10 years of support in her financial position. Her loyalty and unending commitment is highly appreciated by the CIDESCO Board. She has continual contact with our Schools, Salons, Members, Sections and Examiners. Her professionalism in her approach to her work is commended.



# Thank you Anne van Aken

## CIDESCO Examiner for 38 years

Since 1978, I have been an Examiner for CIDESCO International, and I think that after 38 years, it is time to say goodbye. The young generation shall take over to continue this work.

For me, it started the year Wim van der Straaten asked me to go to the Ray Cochrane school in Baker Street in London. After feeling nervous for three days plus an oral examining day, I had the feeling I had stepped into a complete new world. Until that time I had been an examiner for eight years at the Dutch Beauty Association, spent seven years as Treasurer for the CIDESCO Section Netherlands and ran my International

Cosmetic Institute at The Hague. But this was completely different; making decisions all by myself was the hardest part of this job.

During all my travelling I learned so many new things from the schools and their teachers, useful too for our Institute, so the benefit came from both sides.

This profession, I shall keep it in my heart forever. I thank you for your help, it was great to know you and please give my regards to Anne Maestrini, I won't forget her, she always was a good friend to me.

# Shining Skills of India



Skill India, celebrated its anniversary in New Delhi where over 50,000 visitors witnessed the India Skill Competition 2016. India Skills, an initiative of the National Skill Development Corporation (NSDC) under the Ministry of Skill Development and Entrepreneurship celebrated the World Youth Skills Day on 15th July, 2016 by kick starting the India Skill Competition at Pragati Maidan, New Delhi.

The competition witnessed 4,820 candidates competing in 24 skills culminated from 80 regional rounds. India Skill competition is the gateway to the WorldSkills International Competition. The next WorldSkills International Competition will be staged in Abu Dhabi in 2017 and India is strongly preparing to represent its skill strength in WorldSkills, 2017.

Amongst all skills progressing effectively, Beauty Therapy has been a shining skill as India has grabbed

'Medallion of Excellence' in last consecutive years of WorldSkills competition, 2015 held at Sao Paulo, Brazil and in 2013 held at Leipzig, Germany. Beauty Therapy also features in the top 3 skill categories for NSDC as it empowers women segment at large along with the high component of job creation through entrepreneurship. The consecutive India representative in Beauty Therapy in WorldSkills Competition in 2013 and 2015, Ms. Rarveena Bhatti and Ms. Neha Chande were trained by LTA School of Beauty. LTA School of Beauty reinforced its excellence in training and education in beauty therapy at India Skill Competition, 2016, Pragati Madien too as two of its candidates qualified for the next round of competing for participation in WorldSkills, 2017 at Abu Dhabi. Under the aegis of Beauty & Wellness Sector Skill Council, the 10 winners of India Skill Competition and regional rounds of beauty therapy shall compete again

in September in elimination round. The elimination round shall finalise three winners in beauty therapy who will further compete again in March '17 and the final winner shall represent India at Abu Dhabi.

Commenting upon the rise of Beauty Therapy skill and consistent performance of LTA students, Ms. Vaishali Shah, Director, LTA School of Beauty said, "As far as beauty therapy is considered, it is the most sought after profession as it brings financial independence in a short span of time. Our basic objective is to help our candidates to acquire global standard of skills with in depth understanding of skin sciences so that they are not only competition-ready but they are also ready for working in any national or global salon and spa establishments. At LTA School of Beauty, we follow global curriculum in beauty therapy education and our students are highly trained to work and compete internationally and we don't compromise on the quality of education".

*Beauty therapy is... the most sought after profession as it brings financial independence in a short span of time*



## Award for ISAS

ISAS recently received the Award for "Best Beauty Training Institute in India" at the Indian Education Awards held in Delhi on 26th May, 2016. This is the tenth prestigious award ISAS has won for its Beauty Training across urban and rural areas of India, reports Mrs. Bhakti Sapke, Owner of the International School of Aesthetics & Spa (ISAS).



# Shaping beautiful careers since 1996

**Proudly African, the Beauty Therapy Institute in Cape Town has been offering CIDESCO to their students since 1999. Founded by Sandy Fuhr, a CIDESCO Examiner as well as Board Member for PR for CIDESCO International.**

Twenty years ago in June 1996, Sandy Fuhr (ex Roy) opened the first Beauty Therapy Institute in Rondebosch, Cape Town. Sandy was about to have her second child, after working as a therapist and teaching at various colleges for many years. She was offered the opportunity to utilise a small room within a Beauty Salon for training purposes. It's from these humble beginnings that the Beauty Therapy Institute celebrates 20 years of expert training and quality education in the beauty industry.

Sandy pioneered the concept of studying beauty therapy at the student's own time and pace. This system has been fundamental in the Beauty Therapy Institute's success

and the work opportunities that it has created. Thousands of students have already graduated, introducing them to the world of opportunities in the beauty sector.

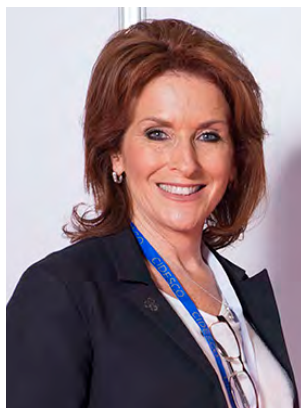
The Beauty Therapy Institute keeps its promise of providing students with expert training and the highest quality education found in the beauty industry. The courses and programs are of top standard, quality assured by Sandy herself. The colleges are internationally registered and its graduates are employed all around the world.

The beauty industry is quoted as being one of the largest growing industries globally, opening up opportunities not afforded to other professions. The Beauty Therapy Institute is proud to be a respected source that has provided the industry with capable and certified personnel. At their nine campuses found in South Africa and Africa, the Principals and Educators are all committed to following the systems and processes created over the 20 years of experience.

Beauty Therapy Institute graduates can be found working on cruise-ships, in medical aesthetic clinics, in wellness spas and beauty salons, either home-based or commercially situated. A focus has been on empowering women to open their own businesses and develop their own potential. What is more, is that Beauty Therapy Institute graduates receive preferential interviews for potential employment at any Sorbet salon in South Africa or the United Kingdom.

All classes are kept small to ensure one-on-one contact between learners and educators. This is the strength of their 100% success in the Health, Beauty and Skincare Therapy external national or international examinations they hold annually.

The Beauty Therapy Institute has campuses in Woodstock in Cape Town, Somerset West in the Western Cape, Randburg and Rivonia in Gauteng, Secunda in Mpumalanga, Walvis Bay and Windhoek in Namibia, Bloemfontein in the Free State and Lagos in Nigeria that are available for learners to choose from. Three of the colleges - Randburg, Cape Town and Rivonia are franchised from Sandy by The Sorbet Experience.



INTERVIEW WITH

# Sandy Fuhr, founder of Beauty Therapy Institute

## How does it feel for you, the founder of BTI, to reach this significant milestone?

It feels amazing. As if a miracle and dream has come true for me. To be in a position to give someone a future is like giving a life. My lifetime dream has been to give others the same opportunities I have had. And the other has been to take our South African educational standards to Africa. I am seeing my dreams come true. Not an overnight success, but certainly one that has come along slowly but surely and impacted thousands of people.

## On what date in June 1996 did you open the first school?

1 June 1996 in Cape Town.

## When did you open the second BTI school and where is it situated?

Randburg, Johannesburg in 2008.

## What would you say is the secret to the school's success?

Total dedication to maintain a continuously high standard of education, ensuring our learners leave us well trained and skilled, with a career potential ahead of them. We have a unique system of modular training whereby a candidate can choose one or many modules to study, in their own time, at their own pace. Small classes ensure dedicated attention from our highly qualified and experienced educators. We also guarantee interviews within the Sorbet group of salons.

## How has the industry changed since you first opened BTI?

In a huge way. This is now one of the largest growing industries globally. When I qualified and then started BTI quite a few years later, the beauty industry was fledgling. The Health and Skincare training standards were already extremely high in South Africa, which started the trend of ensuring that South African therapists become the best trained therapists worldwide. A legacy which continues. I believe the input of SAAHSP at that time ensured that all training centres and educators were uplifted to a point where they were able to give students the best education possible. There were fewer Beauty salons, but they were beginning to show some form of sustainability. Those that were out there were fragmented and focussed on the quiet, feminine, tranquil and pretty treatments. All treatments were behind closed doors. Not a very attractive environment to the male clientele. Spas were non-existent and neither was there a market for the medical-aesthetics which is hugely popular nowadays. Basic training was all that was being taught, mostly in a full time, two year basis.

## Which of the nine BTI schools is the biggest?

Cape Town campus. Rivonia campus is hot on its heels in terms of number of candidates enrolling.

## Do you have an exact number of BTI graduates to date?

Thousands due to the modular system.

## Do you keep in touch with BTI graduates once they have left the school?

Social media keeps us connected with our learners through all of the campuses. Our Alumni of past students also enable us to send newsletters and information of what is happening at BTI and in the industry.

## Apart from the special agreement with Sorbet, is BTI involved in placing graduates in the workplace or arranging job interviews in any way, especially for top-achieving graduates?

Many of our colleges have Beauty Salons connected to them – some of the Franchisees have their own Beauty or Medical Aesthetic salons. This enables students and graduates to work in those placement zones. We also have relationships with various Spas and Medical Aesthetic salons which assist us with training in their facilities, from where they attract our graduates.

## What is the maximum number of students per class?

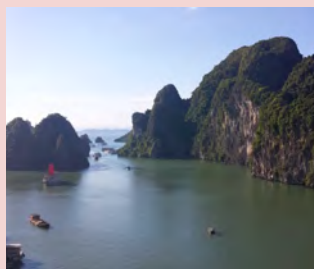
10 students to one educator for practical. If there are more, we place two educators in the class. Our primary focus is on modular training, which enables this scenario. In our full time Service SETA funded Learnership course, we had 20 learners per class, with 10 working at a time on each other. We are currently running a program with Glencore in Secunda where they send 14 young ladies to training with us, with two of our educators in attendance.

## Apart from having offered new students a 20% discount, are you planning any celebratory events for the staff?

We held a two day franchise forum for all of our franchisees and educators in April, covering administrative as well as training technique forums. They all flew to JHB and stayed in a hotel to be together. In the evening, we took them to the Lion Park to celebrate. On the second day we celebrated with a BTI 20th birthday cake and flowers.

# Vietnam 2016 Pilgrimage

BY CORRINE BROWN



**CIDESCO Examiner, Corrine Brown, an holistic healer, trainer, counsellor and founder of the Institute of Holistic Therapies in Australia, takes a yearly pilgrimage. This year she travelled to Vietnam and shares with us her experiences, love and joy of this beautiful country.**

Our first port of call in Vietnam was its capital city, Hanoi (since the reunification of North and South Vietnam in 1975). We focussed only on North and Central Vietnam.

Vietnam was part of Imperial China for over a thousand years before an independent Vietnamese state was formed following a Vietnamese victory in the Battle of Bach Ðang River. Successive Vietnamese royal dynasties flourished as the nation expanded geographically and politically into Southeast Asia, until the Indochina Peninsula was colonised by the French. Following a Japanese occupation in the 1940s, the Vietnamese fought French rule in the First Indochina War, eventually expelling the French in 1954. Vietnam was then divided politically into two rival states, North and South Vietnam. Conflict between the two states intensified in what is known as the Vietnam War. The war ended with a North Vietnamese victory in 1975.

Vietnam was then unified under a communist government but remained impoverished and politically isolated. In 1986, the government initiated a series of economic and political reforms which began Vietnam's path towards integration into the world economy.

Vietnam is one of five socialist states. A developing country from third world to second world, Vietnam has many intriguing facets to her - the chaos, the natural beauty, the land, the sea, the rivers, the mountains etc.

We headed to the country and mountains to be with the tribes in Sa Pa or Sapa (elevation of 1500 metres) where most of the ethnic minority groups such as Hmong, Dao (Yao), Giáy, Pho Lu, and Tay live and work their land on sloping rice and corn terraces. The climate is cool, rainy and foggy when we visited end June. We made our way to Mt Fansipan, the highest in Indochina (comprising Vietnam, Laos, and Cambodia), at 3,143 metres above sea level - dubbed "the Roof of Indochina".

Our personal donations of notepads, pencils, sharpeners, erasers, rulers, stencils, stamps, toys, teddies, lipsticks, bags, clothes, paints, colouring items etc were very popular. We visited schools, day care centres, strolling the streets and through the villages.

The smiles on the faces and the joy of receiving came to some as a shock or surprise. Some hesitated, even returning the gifts until it was mentioned that it is free. Some just kept coming back for more whilst others just shied away, leaving their parents to receive them on their behalf.

After leaving the mountains, we headed towards the waters to beautiful Halong Bay where its natural beauty is tainted with pollution unfortunately but nonetheless still magnificent. Donations here were given to the crew that helped make our journey memorable.

Heading to Central Vietnam, Hue, Danang via the 21 km long mountain Hai Van pass and Hoi An was quite a contrast to the mountainous Sa Pa and majestic Halong Bay. This mountain pass once formed the boundary between the kingdoms of Dai Viet and Champa as well as the boundary between the climates of northern and southern Vietnam.

Along our way to Hue, Da Nang and Hoi An, our donations continued with the locals on the streets and small villages. Cycling around Hoi An through the rice fields (flat not terraced in contrast to Sa Pa) and vegetable farms in the rain, was an experience not to be forgotten. The rain was welcoming due to the high humidity and heat experienced this time of the year. Once again, the children in the villages were pleased to accept our gifts in exchange for a smile and a simple thank you in English or Cam On in Vietnamese.

Enjoy the blessings that life presents, for they may be taken away so suddenly. During moments of despair, remember we are never alone as there are many that are in similar or more unfortunate circumstances and we share the same pain.

*Special thanks to Peter MacCallum Cancer Centre Volunteer Department for some of the above donations. Thank you to those who have also contributed directly as well as indirectly to this cause.*

# CIDESCO's 70th Anniversary Celebration Unites Beauty & Spa Professionals of the World during the 64th CIDESCO International World Congress



**CIDESCO played host to over 300 international beauty and spa professionals at the CIDESCO World Congress 2016, a five-day Congress and Exhibition held in Dublin, Ireland from 22-26 September. This is CIDESCO's 64th World Congress, celebrating its 70th Anniversary since its inception in 1946.**

Organised by CIDESCO Section Ireland, this year's Congress partnered with Professional Beauty Ireland Exhibition, professional exhibition organisers, which included an international seminar programme with prominent industry experts from around the world. The celebration included CIDESCO's 70th spectacular gala dinner and awards ceremony.

Speaking at the close of the 64th CIDESCO World Congress, President Anna-Cari Gund said "Each year, the CIDESCO World Congress sets the bar higher. Engaging meetings with leading professionals and insights delivered by successful business leaders, make this a can't-miss event for us all.



“CIDESCO transcends politics to bring all corners of the world together for the greater good of our profession. Each one of our members has education and standards at their heart with a willingness to share knowledge and experience to the benefits of others within the beauty and spa industry. It is an honour to be President of CIDESCO International and although we celebrate a growing membership and new partners, I also recognise that driving standards is a continual process so we will ensure CIDESCO leads on this important issue, whatever it might take.”

Sheila Curran, Head of CIDESCO Section Ireland said: “We worked hard to create a Congress that was efficient, dynamic and modern and were extremely happy with the outcome. We were especially grateful for the support we received from the CIDESCO community who came from all corners of the globe for our event.”

**Highlights of the CIDESCO World Congress** included the appointment of a new CIDESCO Board: Anna-Cari Gund from Sweden retains her position as President for a second four-year term along with Sandy Fuhr from South Africa, as Board Member for PR. New appointments include; Karin Luggens, Vice-President - Netherlands; Biju Nair, Treasurer - India; Pamela Adkins, Education - Japan; Vicky Harper, Education - Switzerland.

*CIDESCO transcends politics to bring all corners of the world together for the greater good of our profession.*

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



*CIDESCO Appointed Board Members (from l to r): Sandy Fuhr, South Africa (PR); Vicky Harper, Switzerland (Education); Anna-Cari Gund, Sweden (President); Pamela Adkins, Japan (Education); Karin Luggens, Vice-President (The Netherlands); Biju Nair, India (Treasurer)*



**A new CIDESCO Section Serbia** was accepted into the fold, led by Dr Vera Zec (pictured left), founder of Aquatonale Beauty Academy and an expert in the field of cosmetics along with cosmetologist Marta Kadas. Dr Vera Zec commented: “This is an important first step for Serbia to enter into the European Community and enables us to bring the level of student training up to global standards. Our plan is initially to focus on Serbia but then roll out CIDESCO standards to our neighbouring countries.”

In the USA, CIDESCO appointed the Cosmetologists Chicago/American Association for Esthetics as the administrator for CIDESCO Section USA. Working closely with Lydia Sarfati, CIDESCO Chairperson of Section USA, the organisation will shortly be announcing exciting new opportunities for spa professionals, salons and spas as well as manufacturers and distributors in support of esthetics excellence in the USA.

**New rules** were introduced for CIDESCO Beauty and Spa Salons.

Four updated **Syllabi and Examination documents** in Beauty Therapy/PG, PG Aromatherapy, PG Electrical Epilation and Make-up, please check the CIDESCO Knowledgebase latest in January.



CIDESCO PR Committee and members say 'yes' to Global Wellness Day

Recognition certificates for excellent service to CIDESCO and the industry were given to:

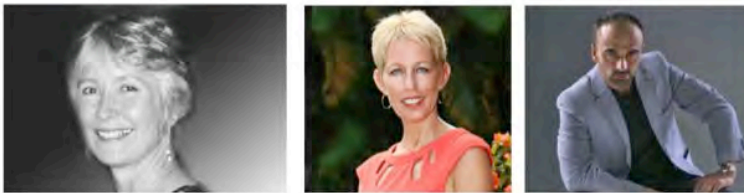
- Cheng Ming Ming - China
- Maya Paranjapye - India
- Seema Gopujkar - India
- Dr Andrea Bovero - Italy
- Maja Kolnik Svava - Slovenia
- Arlene Davey - South Africa
- Helene Weber-Bramwell - South Africa
- Kate Wacz - Sweden
- Marina Semenova - Russia
- Margrit Altenburg - USA
- Joel Gerson - USA



Ian Fuhr, CEO  
Sorbet Group

Emma Roberts  
VOYA

Drs Jane & Katherine Mulrooney  
Seavite Bodycare



Rhiannon Harris FIFPA  
Essential Oil Resource Consultants

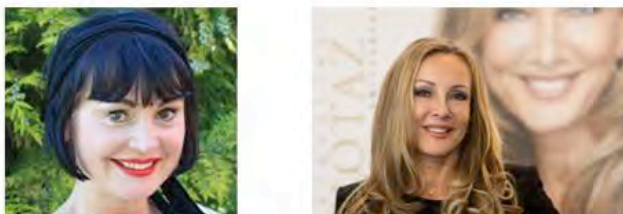
Debra Sadranu, Principal  
Spa Academy Fiji

Dr Andrea Bovero  
PhD Trainer, Consultant,  
Journalist, Writer. Opinion leader  
in Beauty, Wellness & Lifestyle



Dr Mia  
Plastic & Reconstructive Surgeon

Dr Desmond Fernandes  
Environ Skincare Founder



Christine Scheib . Director of Global Education  
The International Dermal Institute & Dermalogica

Jacqueline Piotaz, Founder  
Timeless Swiss Skin Care



Josephine Wackett from the UK was also made an Honorary Member for her continued services to CIDESCO and the industry. Josephine is pictured left with CIDESCO International President Anna-Cari Gund.

In addition, notable events for CIDESCO during 2017 were agreed upon at the PR meeting. This included support of Global Wellness Day on 10th June and special activity around the CIDESCO International Beauty Day on 9th September, founded by CIDESCO Section Russia. It is agreed that CIDESCO is seen as the United Nations of the Beauty Industry.

The 65th CIDESCO World Congress will take place between 15-19 September 2017 in Mumbai, India, organised by CIDESCO Section India. The theme of the Congress will be 'Nurture through Nature'.

The CIDESCO team and 10 guest speakers which featured some of the industry's leaders, orchestrated an incredible two-day Lecture Programme at the Professional Beauty Exhibition. This concentrated on new developments in skin therapy, improving the client experience to developing an international brand and business success.

*It is agreed that CIDESCO is seen as the United Nations of the Beauty Industry.*

Guest speakers included some of the industry's leaders

A Make-up and Body Art competition, themed 'Myths & Legends of the World Unite', was showcased at the closing ceremony by 12 entrants, being students and professional make-up artists. This was a dynamic and exciting conclusion to the highly successful event.

During the Congress guests enjoyed the best of Irish hospitality courtesy of CIDESCO Section Ireland through a programme of social events. These included a welcome reception held at the Intercontinental Hotel, a fun-filled Irish evening at a traditional Irish Pub called Taylors Three Rock and a spectacular Gala Dinner at Dublin's Doubletree by Hilton where CIDESCO members and guests celebrated CIDESCO's momentous 70th anniversary.

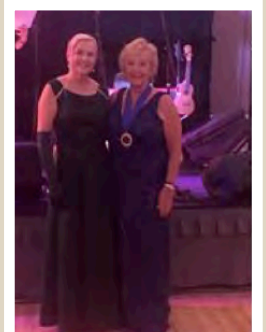
**We thank CIDESCO Section Ireland for hosting an incredible CIDESCO World Congress to celebrate our very special 70th anniversary. They hosted an excellent event of which we are extremely proud.**

**We look forward to seeing you all in India for the CIDESCO 65th World Congress in September 2017.**



Prize winners of the CIDESCO Make-up and Body Art Competition with (from l to r) Kate Wacz, Josephine Wackett and Anna-Cari Gund.

L-R, top row: Cultural Evening at Taylors Three Rock; CIDESCO Section India; Middle row: 70th Anniversary Gala Dinner; 70th Anniversary Celebrations CIDESCO International President Anna-Cari Gund & former Vice-President & Honorary Award Member, Josephine Wackett; Bottom row: New CIDESCO Section Serbia.; The new CIDESCO Board members; Mark Moloney of Professional Beauty & Trade Exhibitions with Ridwan Mia, Karen Rusch Ellithorne and Debra Sadranu.



# Spotlight on... Ireland



**BY SHEILA CURRAN  
PRESIDENT, CIDESCO  
SECTION IRELAND**

## **CIDESCO has had a long history in Ireland having been first accepted as an official section in 1978.**

The work that was carried out by those original pioneering women was quite extraordinary and a real debt of gratitude is owed to Bronwyn Conroy, Kay Galligan & Anne Weekes for all that they achieved in making CIDESCO the most sought after and prestigious qualification in the field of Beauty & Spa Therapy in Ireland - a position it still holds today.

Over the years the number of schools grew and today there are 26 but sadly, for a variety of reasons, the original Section did not survive. This created a real void and for a number of years each school operated as 'Affiliate' members rather than as a group.

There is always more strength in numbers and Ireland was in need of a new Section but the first challenge was to bring all the schools together again. This may sound simple but in fact it was extremely difficult and Zurich had made many attempts to reunite this fractured community, to no avail.

In 2012 CIDESCO International were trying to find suitable candidates to reform a Section. Mary & I had had business dealings over the years in another context and we had similar aspirations for the industry both in the short and the long term. In February 2013 we invited every school to attend a meeting where we could begin the process of forming a Section and of joining together in order to create a vision or a roadmap for the future, whereby we can re-energise our industry and endeavour to implement very important strategies in relation to official recognition of the CIDESCO qualification at a government level.

One of the biggest challenges at that time was to convince people that we could succeed at forming a new Section and that we would also be able to rebuild it into a thriving organisation, such as it had been back in the 1980's & 1990's. There was also the slight issue of finance as we had no possibility for funding and needed to support ourselves. This seemed like the most difficult task but in fact when people really understood that we were going to do this, each school contributed equally to the setting up of the organisation.

When the opportunity to host the 2016 CIDESCO World Congress arose Mary and I saw it as a wonderful opportunity to bring CIDESCO back onto the centre stage in Ireland and create an immediate awareness of the existence of the Section and the potential this would then give us to grow our membership numbers. Many people felt it was too early for us as an organisation and this was much debated however it was finally agreed

*Our biggest challenge will be to keep CIDESCO 'relevant' to the growing changes in our industry*

that we would proceed. It was an enormous challenge but we are happy to say that it has been a truly great success in every aspect and it has paved the way for us to proceed with our plans to grow as a group and to embark on a process which hopefully will lead to the recognition of the CIDESCO diploma by our Department of Education, which we believe is essential to the future viability of our schools and of standards in our industry.

Our biggest challenge in the future will be to keep CIDESCO 'Relevant' to the growing changes in our industry and to always endeavour to remain ahead in terms of training in a market that has become so fragmented by various training options that very often promise much and deliver little. To keep a constant awareness of the importance of the solid foundation CIDESCO affords its graduates and that we educate people about the benefits of our training and attract more people into our industry. We need to develop a programme of Continuous Professional Development (CPD) that is relevant to our industry and attracts new members and is a source of industry networking as well as being of educational benefit.

Whatever we do as a Section moving forward we are committed to working as a group for the betterment of our industry. We believe that this is extremely important to any Section and it was the principal upon which the Irish Section was originally founded and by which it thrived. When this principal was lost so too was the momentum and now we are able once again to move forward with renewed optimism and the belief that we can once again make our Section great.



## India's love of Beauty

Ninety-one per cent of Indian households spend on barbers and beauty parlours reveals the first-ever focussed study on family spends in both urban and rural areas by the National Sample Survey Organisation (NSSO).

Unsurprisingly spending on mobile phones and on daily transport is widespread although beauty spend is still greater than transport. The study also revealed that the average household spend per month was \$8US in urban areas and \$3US in rural areas.

## Sleep Can Cause Wrinkles



People who repeatedly sleep on their stomach or side are causing additional facial wrinkles to develop over time, says a new report by the Aesthetic Surgery Journal. Dr Goesel Anson, a plastic surgeon from the US describes "sleep wrinkles form in response to distortion created when the face is pressed against any sleep surface, they tend to worsen over time due to repetition combined with thinning of the skin and decreased elasticity as we age.

"One way to minimise sleep wrinkles is to limit facial distortion during sleep. If you can stay on your back, that's ideal. There are several speciality pillows available to help you achieve that."



## The Rise of Cosmetic Procedures

# 20%

*increase in cosmetic surgeries*

The 2016 Aesthetics Market Report reveals a 20% increase in cosmetic surgeries in 2015 from the previous year, with the most popular of these surgeries being breast augmentation and abdominoplasty with a 10.4% and 11.1% increase respectively. In 2016, Breast Augmentation is still the most popular of procedure with 1,488,992 operations being performed last year and the figure is expected to rise this year.

The US sits at the top of the cosmetic surgery board, with 1.4 million surgical operations and 2.5 million non-surgical operations. Brazil came in second with 1.2 million surgical operations compared to 1.1 million non-surgical, followed by South Korea, India, Mexico, Germany and France.

Women made up 18 million of the statistics and 85.6% of total procedures with the most popular treatments being breast augmentation, liposuction, eyelid surgery, abdominoplasty and rhinoplasty.

Men only made up 14.4% of total operations, with eyelid surgery being most popular, followed by liposuction, gynecomastia surgery, rhinoplasty, fat grafting and ear surgery.

# Myths and Legends of the World Unite

CIDESCO's annual Make-up & Body Art competition, organised by Kate Jordan of CIDESCO Section Ireland, drew the crowds in Dublin this year when it took place during the CIDESCO World Congress at the Professional Beauty Exhibition. Both professionals and students competed under the theme 'Myths and Legends of the World Unite' resulting in a spectacular display of talent.

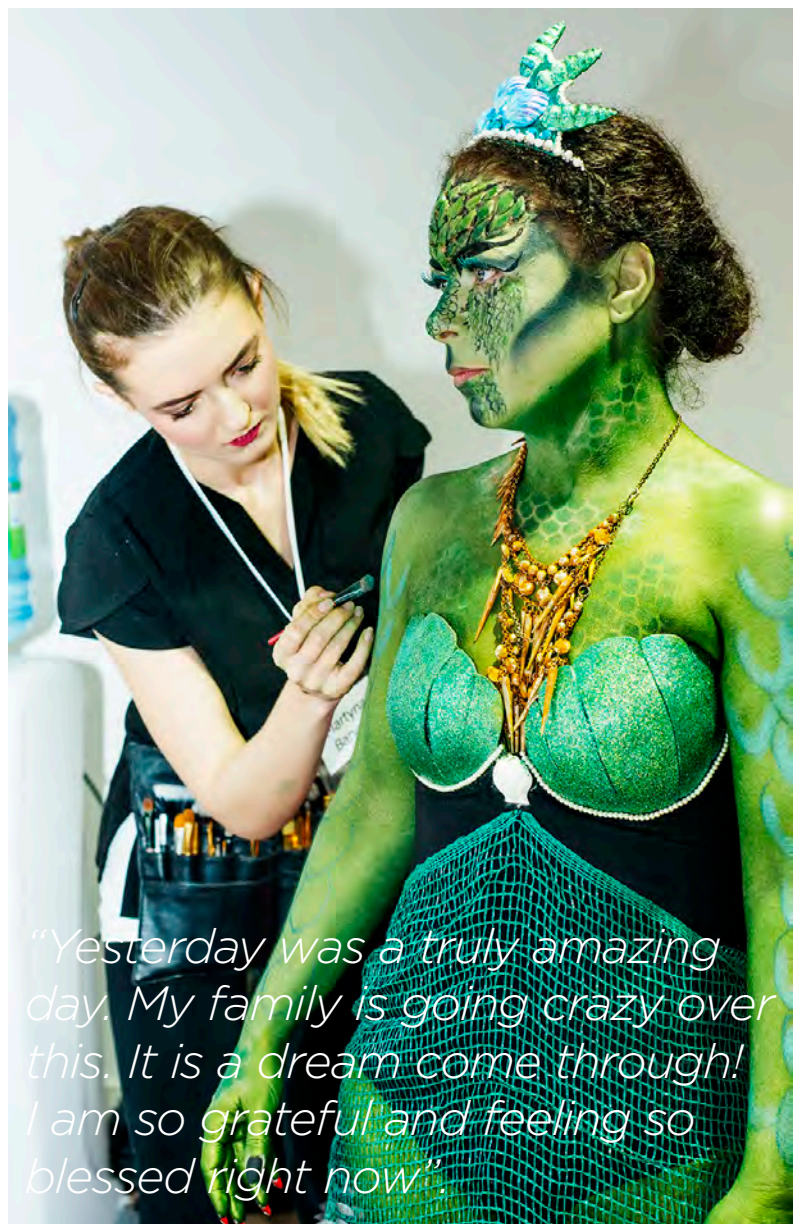
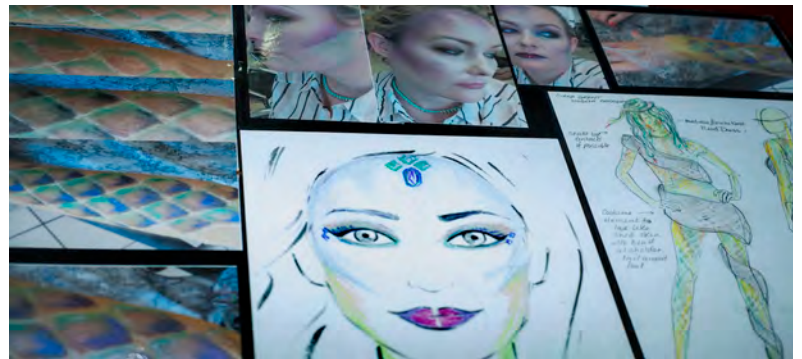
The competition enables entrants to showcase their full creativity incorporating fantasy and prosthetic make-up with body art while encouraging the use of wardrobe, hairstyling and props that assist in conveying competitors' interpretation of the theme.

After five hours of preparation, the final designs were judged and presented on stage to music to a rapturous audience.

The winners received prizes from CIDESCO International and Kate Wacz from Sweden, who is a sponsor of this prestigious competition.

A special thank you to our panel of judges which included Ms Josephine Wackett (UK), Ms Kate Wacz (Sweden), Ms Joon Wong (Malaysia), Ms Joma de Roos (The Netherlands), Ms Margaret Toulter (France) and Ms Kate Jordan (Ireland) and to Ms Sandy Fuhr for comparing the event.

**Congratulations to everyone who took part but particularly to our winners:**



## PROFESSIONAL CATEGORY

### 1st- Martyna Banczer

*Amphitrite - Goddess of the sea, Poseidon's wife, mother of Dolphins and seals*



< 2nd- Sarah Fraughen

*Nymph - A beautiful and divine female nature deity typically depict nature and who love to dance and sing. Found in forests and streams.*

"I enjoyed it immensely and learned lots. Those other young ladies are so skilful! Thanks and thanks again for a lovely day and such encouraging words"



3rd- Derek Harvey >

*The Morrigan- an Irish creature that presents as a crow, caws above a battle field that death is imminent for the soldiers.*

"Thank you so much for your support before, during and after the competition, it really means a lot. I was humbled to win 3rd. Such an amazing opportunity being part of the competition. It has given me confidence in my work, something I was doubting. Thank you"



STUDENT CATEGORY

1st- Blanka Karaskova

*Irish trails Fairy- found in south west Ireland, these fairies are harmless creatures that protect the forests.*

"I am still in shock I am feeling great, on the moon thanks for all the great organisation from you, everything couldn't be better. My model was really happy and she told me she believes we were going to win. All day was a pleasure for us to be there, thank you"

2nd- Ciara Grant >

*Lamia- A combination of serpentine creatures with origins in Egypt, India, China, Aztec, Native American, Nordic and Slavic mythology.*

"Just wanted to send a quick note to say thank you so much for organizing both the competition and workshop.. it was an amazing experience"



< 3rd- Simone Cleary

*Caoránach- An Irish large female water serpent, she was banished to a lake by St Patrick and is said to be the mother of all demons, devils, and monsters.*

"It was my first competition so to do so well on my first go was a big surprise. Was a brilliant experience, would do it all again in a heartbeat. My model had a great time too, her first time with body painting also!"



# 50 years of Congress memories

## INTERVIEW WITH KATE WACZ

This year's World Congress was not only a special anniversary for CIDESCO; it was also a momentous occasion for one of our most esteemed members, Kate Wacz from Sweden. Kate celebrated attendance at her 50th CIDESCO World Congress and was as busy as ever attending meetings and the Exhibition as well as meeting up with old friends and judging the annual Make-up and Body Art competition for which there is the Kate Wacz prize.

With 50 years of CIDESCO Congress memories, we asked Kate to share some of her experiences, advice and special moments with us.

“Cosmetics have always been my priority and CIDESCO plays an important role in teaching us how to be better skilled and more professional in the industry. It's important to always have the interest to participate in the congresses, listen to the well-known speakers who are experts in their fields and learn from the lectures where we mix with other professionals from around the world. By doing this, not only do you widen your skills and knowledge but you also get to meet colleagues from all over the world and become friends. I have made many great friends during my many years with CIDESCO.

“My relationship with CIDESCO started over 50 years ago when I was introduced by Marja Entrich, one of the best known beauticians in Sweden who has her own Beauty and cosmetics products. Her Products are still available in the Scandinavian market.

“I have participated in a great many memorable congresses and it gives me pleasure to remember these, in no particular order.

“One of the most memorable was in Vienna when we had the CIDESCO Congress in the former Royal Palais in the Hofburg. I remember the lectures there were very important and informative. Monaco was also notable with lots of new members joining and new CIDESCO Sections but it's the Congress in Tokyo which really stands out. There we had more than 2,000 people in the audience, it was great. In Tokyo I had a lecture: 'Cosmetics in the Past and Present' with many slides. It was the first time that the technician in charge of changing the slides, did not speak English. What's more, he was located at the other end of the lecture room which was a huge theatre style room. We did solve the problem but I was certainly faced with new challenges.



“Then I was invited to the 25 years CIDESCO Membership of the Japan Section, with its President, Madame Myoko Shibayama and her assistant Keiko Kaneka. Keiko has since become my best friend. In Japan, CIDESCO President for Germany, Nina Haas, Riitta Salmi and Vice President, Ilse Vogel were most highly introduced and given honorary awards which they really deserved for their achievements.

Nina Haas, “We have also had some congresses in other Far East countries, like Kuala Lumpur where we’ve held it twice and where Clara Chee, the president of the Malaysian section has hosted great and important congresses. At their Make-up Competitions, the number of entries has been far higher than other countries with spectacular results produced.

“One of the most outstanding Congresses we had was in Great Britain where Congress was launched with an Opera introduced by Johanna Lack. I still remember how much we enjoyed this beautiful opening of Congress. This was complemented with a reception with the Mayor of the town.

“I must mention our Congress in Amsterdam where we had the welcome evening in the museum surrounded by paintings of great artists such as Rubens and Rembrandt. It was incredible. Furthermore, a little Congress in Hamburg where Ms Ming Ming Cheng was introduced for the first time. Now it is a History and Dr Cheng is the President of the China Section.

“CIDESCO Greece Section has also organised many great congresses and I thank President Iro Koroneu for all the hard work.



*Dr Ming Ming Cheng & Anne Maestrini with Kate Wacz*



*Then & now: Miss Universe Yvonne Ryding with Kate Wacz*

“It is a great opportunity to have friends whom I met at their beginning with CIDESCO. Like our great members of Indonesia, I refer to Martha Thillar, who used to exhibit with her herbal products and Princess Sodibyo whose grandmother was the Queen of Jawa, with her Jamu products. She was introduced at our New York Congress where several new Sections were introduced. Also in New York I was the Make-up Jury President, with a large number of participants which meant my Swedish colleague Jan had to give me a helping hand. The highlight of that Gala Dinner which followed the big Make-up competition was the arrival of the Swedish Miss Universe, Yvonne Ryding who I had invited. Yvonne participated in the Gala Dinner in her full Miss Universe outfit and crown and was outstanding beauty and kindness. All the participants wanted was to have a picture taken with Yvonne, and she gave her time and effort to us. Today she runs a very successful beauty product line with her name.

“To mention the big joy and pride I felt when Anna-Cari Gund became the President of CIDESCO when we had the General Assembly in Zürich, where our head office is situated. We are very proud of Anna-Cari and pleased she has been reappointed for a second term.

“I also want to thank everyone for the Medaille d’Or, which I was honoured with last year at the CIDESCO Congress in Johannesburg, S.A and my Swedish Section, SHR with its President Annica Joensuu, for giving us the opportunity always to learn more and to learn new methods.

“During my five decades of association with CIDESCO I have been fortunate enough to witness the tremendous development and success of CIDESCO and its devoted members. Special thanks go to all the members worldwide whose great knowledge, ambition and hard work has contributed to what CIDESCO is today. It has been a great experience and honour to be part of CIDESCO and to witness its success. I wish CIDESCO a bright future for all the years to come.”

**KATE WACZ  
SWEDEN**

# Men and Make-up



**HAMMAD KHAN,  
CIDESCO DIPLOMAT**

CIDESCO Diplomat, Hammad Khan, attended The Strand College of Beauty Therapy in Sydney in 2001 and holds the CIDESCO Diploma in Media Make-up. He worked with Steiner Cruise ships for 10 years and now lives in Islamabad.

Hammad explains that looking after your skin is just as important for men as it is for women and, subtle make-up not only enhances appearance but also boosts confidence for a happier life.

“In this ever changing modern and technological world where there is so much competition, there is a great demand of perfection. It is a world where so much is taken into account about one’s looks that play an important role in achieving success in a person’s life.

“When we talk about someone’s looks, the first thing that comes to our mind is their skin, beautiful, clear skin. Skin care is not just restricted to women anymore it applies to both sexes. When we compare both male and female skins, males generally are not blessed with flawless skin due to an inevitable environmental exposure, the sun, which is the number one cause of premature aging.

“The male dominant hormones androgen/testosterone play havoc in having a flawless skin. Shaving and ingrown hairs do not help males either, so there tends to be many flaws in the form of acne scarring, environmental damage, pigmentation/freckles, razor rash, dehydration etc to name but a few. Even if men look after their skin, it’s almost impossible to have a flawless complexion.

**“In order to achieve a flawless look, there is no harm in opting for a subtle make-up which men can definitely use. We have all heard the phrase when “you look good you feel good”. It is so very true. To me, it’s not just that you feel good; looking handsome, having flawless skin boosts your confidence to a such an extent it helps us to move in this society to achieve successes.**

“It is perfectly acceptable for men to wear a sheer foundation, just a hint of blusher, a light coverage concealer to hide those dark circles, clear gel mascara to define and refresh the eyes, and to brush those untidy eyebrows to ensure they stay in place.

“I am a male aesthetician working in the beauty industry for 14 years. Can you imagine what people would say if I had bad skin? People first look at your skin and appearance before booking in for a treatment with you. Unfortunately, I am not blessed with a flawless skin, so I have and still must work hard to achieve that radiant clear skin by looking after it. It is important to apply a subtle makeup, so subtle that no one even notices. Compliments will always be given about the skin’s appearance.

“I feel now after all the years of care and options for a subtle makeup I have been able to face the world with so much more confidence and have achieved a successful career.

# Five common mistakes made by first-time business owners...



## And how to avoid them

**BY IAN FUHR (FOUNDER AND CEO OF THE SORBET GROUP)**

### **1. SAMENESS IS A DISEASE - DON'T COPY!**

Too many first-time business owners copy existing business models.

Successful entrepreneurs realise from the outset that they need to differentiate themselves from the rest of the market. Even if you are in an industry that has many similar businesses, you should do whatever you can to set yourself apart from the crowd. Whether it's in the quality of your product, the quality of your service or the way in which you market your brand, always try to be ahead of the game. The lead sled-dog in the pack always has the best view!

### **2. CASH IS KING - BUDGET PROPERLY**

The large majority of new businesses fail because they are under capitalised. Owners invariably underestimate the funds required to see them through the first year or two. Very few start-ups are successful right from the beginning. It takes time to establish a business model and to build a brand. Before you even start, you need to carefully budget your cash flow requirements so you don't run out of funds before you are able to stand on your own two feet.

### 3. DON'T MILK THE BUSINESS - GIVE IT A REAL CHANCE OVER THE LONG TERM

I have seen several entrepreneurs drawing big salaries for themselves and buying fancy cars long before their businesses can afford such luxuries. Somehow, they believe that running their own businesses should entitle them to become rich as quickly as possible. The only thing that happens quickly in these cases is failure!

Starting and building a business is a long-term proposition. You should be comfortable that you are in this for the long haul. When I started Sorbet, I set myself a goal to establish a strong brand in no less than 15 years! It takes courage and determination to get through the difficult early stages.

### 4. DON'T FOCUS ONLY ON MAKING MONEY - BUILD A CULTURE OF PEOPLE AND SERVICE

New business owners often tend to believe that their employees are merely tools to help them make money and so they treat them without respect. This is a huge mistake.

You will never make money if you don't build a culture in your business that is centred around people and service. The purpose of work is not to make money. It is to serve the needs and wants of people. Only when you have served... and served well, will you deserve to make money. So you need to create a working environment in which your employees are happy and content and in which they are motivated to serve people.

### 5. DON'T TAKE SHORT CUTS - ALWAYS SHOW INTEGRITY IN YOUR LEADERSHIP

Dishonesty is a killer in business. Your reputation and credibility as a business owner depend largely on the manner in which you conduct yourself. If your employees see you taking chances or breaking the law, they will have no problem in doing that themselves.

Never make a promise you cannot keep and always be open and transparent in your leadership style. Remember, that you are there to support your staff.. not the other way around and always pay your staff on time... no matter what the situation.



*Starting and building a business is a long-term proposition. You should be comfortable that you are in this for the long haul.*

# Diary Dates



## November

**04 - 05 The Make Up Show**, Los Angeles, USA [www.themakeupshow.com/la](http://www.themakeupshow.com/la)

**08 - 09 In-Cosmetics Asia**, Bangkok, Thailand [www.in-cosmeticsasia.com](http://www.in-cosmeticsasia.com)

**12 - 13 The Make Up Show**, Chicago, USA [www.themakeupshow.com/chicago](http://www.themakeupshow.com/chicago)

**15 - 17 Cosmoprof Asia**, Hong Kong [www.cosmoprof-asia.com/en-us](http://www.cosmoprof-asia.com/en-us)

**16 - 17 Natural Products**, Malmöässan, Sweden [www.naturalproductsscandinavia.com](http://www.naturalproductsscandinavia.com)

**19 - 20 International Make Up Artist Trade Show**, Sydney, Australia [www.imats.net](http://www.imats.net)

**29 - 01 Menope**, Dubai, United Arab Emirates [www.naturalproductme.com](http://www.naturalproductme.com)

## December

**03 - 26 Beauty Con**, London, England [www.olympia.london/whatson/beautycon](http://www.olympia.london/whatson/beautycon)

**04 - 07 Salon Business Exchange**, Florida, USA [www.exchangeevents.net/SalonBusinessExchange2016](http://www.exchangeevents.net/SalonBusinessExchange2016)

**05 - 07 CBH Expo**, Casablanca, Morocco [www.cbhexpo.com](http://www.cbhexpo.com)

**08 - 10 Sulu Expo**, Astana, Kazakhstan [www.kazexpo.kz](http://www.kazexpo.kz)

**14 - 16 International Autumn Trade Fair**, Dubai, United Arab Emirates [www.dubaiautumnfair.com](http://www.dubaiautumnfair.com)

## January

**18 - 19 Perfumes, Cosmetics & Designs**, Paris, France [www.pcd-congress.com/en](http://www.pcd-congress.com/en)

**19 - 22 Les Thermalies**, Paris, France [www.thermalies.com](http://www.thermalies.com)

**21 - 22 The Make Up Show**, Orlando, USA [www.themakeupshow.com/orlando](http://www.themakeupshow.com/orlando)

**28 - 30 International Salon & Spa Expo**, Long Beach, USA [www.longbeachcc.com/calendar/international-salon-spa-expo-2017](http://www.longbeachcc.com/calendar/international-salon-spa-expo-2017)

**31 - 02 Professional Beauty**, Dubai, United Arab Emirates [www.professionalbeauty.ae/site/Home](http://www.professionalbeauty.ae/site/Home)

## AWARENESS DAYS

### November

**01 World Vegan Day**

**02 International Stress Awareness Day**

**13 World Kindness Day**

**19 International Men's Day**

**21 World Hello Day**

### December

**03 International Day of Persons with Disabilities**

**05 International Volunteers Day**

### January

**15 World Religion Day**

Reach beauty and spa professionals in over 40 countries worldwide

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**Contact Sandy Aerne at CIDESCO International**

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

**Tel: +41 44 448 22 00**



# Around the World

*Congratulations to everyone who passed their CIDESCO examinations recently.*



*CIDESCO Examination at Blaze Beauty Academy, India with Examiner Josephine Wackett.*



*Candidates at Masan University, South Korea with CIDESCO Examiner Pannee Liangvittayakun, interpreter and the teachers.*



*1st Graduation at Finesse Beauty Academy, Malaysia. Teachers seated from left to right: Nancy Chang, International CIDESCO Examiner - Ms Liou Shuh En, Principal - Ms Julie Lew, Sharon Sim*

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

## CIDESCO International

T +41 44 448 22 00  
 F +41 44 448 22 01  
 info@cidesco.com  
 twitter: @CIDESCO1

facebook.com/CIDESCOInternational  
 plus.google.com/+CIDESCO  
 youtube.com/CIDESCOInternational  
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