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CIDESCO INTERNATIONAL

LINK

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The Beauty of India

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President's Message



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

DEAR FRIENDS AND COLLEAGUES

I hope everyone is well and that you could do some or the entire Global Wellness Day 7 step manifest on June 10th and continue a healthy lifestyle. We were pleased to see so many of you take part and join us in sharing wellness messages. We also thank CIDESCO Section USA for spreading the word so widely through their media.

Unfortunately I have to inform you of the passing of Margrit Altenburg. She was a past CIDESCO Board Member, Examiner, lecturer and Education Committee Member, passionate for the Beauty industry and teaching the high standards of CIDESCO. In this issue we hear from some of Margrit's dear friends and their fond memories of this wonderful lady.

We recently launched the CIDESCO Associate Membership open to companies and individuals and I'm pleased to report that we are in the process of signing up our first eight members. This includes our industry partner for the CIDESCO World Congress, Professional Beauty and Trade Exhibitions. We welcome you to share this membership with your own product houses, suppliers and connections who would be interested in becoming part of our global association.

It is with excitement that we are rapidly approaching this year's CIDESCO World Congress in India. Registrations are coming in thick and fast so if you haven't already signed up please do so now and reserve your accommodation. And don't forget to check if you require a visa. The list of speakers is now up on the CIDESCO Congress 2017 website along with timings for each of the meetings and details of the cultural events.

India is a magical country and this year's theme of 'Nurture through nature' couldn't be more appropriate. Thousands of years before modern medicine provided scientific evidence for the mind-body connection, the sages of India developed Ayurveda, which continues to be one of the world's most sophisticated and powerful mind-body health systems. Jyotsna Thopte explains more in her article on this fascinating therapy.

On the subject of health, President of Section Italy, Dr Andrea Bovero, takes a look at Workplace Wellness and how companies are realising the benefits of looking after their members of staff in order to reduce stress, increase productivity and quality of life. With the world as tumultuous as it currently is, there has never been a more important time for taking care of yourself and others.

After 11 years employment at the CIDESCO Head Office in Zurich, Sandra Neumeyer will leave her position in the finance department at the end of August 2017. The CIDESCO Board Members and staff thank her for her longtime contributions and time for CIDESCO International. We wish her a great future ahead, health and happiness. Sandy Aerne will take over her position as of 1st September.

I hope you enjoy reading this issue of LINK and I look forward to seeing you as many of you as possible at the CIDESCO World Congress.

With warm greetings

Anna-Cari Gund



Remembering Margaretha H. Altenburg

CIDESCO Examiner, Margrit Altenburg passed away very peacefully on 16 May 2017 in Houston, USA.

“Margrit was a true leader in establishing the credibility and authenticity of CIDESCO in the United States. She was a pioneer in raising the visibility and professionalism of skin care and esthetics in our country. She will certainly be missed for her energetic support of CIDESCO USA.”

**Paul Dykstra,
CIDESCO Section USA**

Margrit will always be remembered for her knowledge, experience and expertise – verified by her great contribution to the Beauty Therapy industry. CIDESCO International would not be what it is today without Margrit’s support as past Board Member, International Examiner and member of the CIDESCO Education Committee.

Margrit was one of the most intelligent people I have ever known. When she wasn’t sure of her information, she did indepth research until she was satisfied that she had found the most accurate scientific facts. And then she generously shared what she knew with anyone interested in knowing it. She understood chemistry, product ingredients (she was a bio-chemist), physics, electricity, anatomy & physiology, dermatology and the thorough analysis of the skin so well that she could explain it to her students in many different and easy to understand ways, always with patience and the desire to share what she knew.

She believed in excellence and would accept nothing less. She wanted every student to live up to their potential, not her expectations of them, recognizing that everyone understands things differently. She loved her students and her clients as well as her family and friends, even though she was Swiss to the core and did not show it emotionally. She was a very strong, independent woman.

Margrit loved CIDESCO because it was a standard of excellence. She wanted all students educated to the

highest level possible and worked to that end all of her life. She brought CIDESCO to the United States and surmounted all odds of teaching what she believed. Fortunately, many agreed with her.

Margrit will be missed by many. Her former students have been in touch with me expressing their gratitude for her education and training. They attribute their success to her. As well they should. We, at The Institute of Cosmetology & Esthetics, have so much to thank her for. She has insisted that we “do it right” regardless of how hard it was and it has made us a better school.

I hope we can continue to be the best to pay tribute to Margrit for her integrity and steadfastness.

We love you, Margrit. Go in peace, knowing that you have left an incredible legacy.

**Kathy Driscoll
Institute of Cosmetology &
Esthetics, Houston, USA**

Margrit was such a nice, warm and gentle person and a real professional! She had a warm attitude towards the students and to people in general. She was also my companion in crime concerning the sebaceous gland and the skin analysis!

**Anna-Liisa Halsas-Lehto
CIDESCO Section Finland**

Remembering Margaretha H. Altenburg

From the first time I met Margrit at a Congress in Basel, 1994, she came across to me as an elegant, dignified, knowledgeable and friendly person. She never changed. When she was a Board Member I always saw her conduct herself at General Assemblies in the same manner. She had a keen sense of humour which came through in a subtle way.

Whilst Margrit was facilitating an exam, she was always kind, friendly, smiling and ensured the candidates were at ease as much as possible during that time.

Working with Margrit from my perspective on the Education Committee, she was always happy to contribute ideas, make her point of view clear and share information. This also was evident in Examiners' and Schools' meetings. She was also willing to assist and share with new applicant schools in the USA; conduct PG preparatory classes for exams. This to her was part of the expansion of schools, candidates and quality of education for CIDESCO.

I was so happy when she was awarded a Certificate of Recognition of her Services at the 70th Anniversary of CIDESCO in Dublin and was particularly pleased that she was there to receive it.

It was a privilege to have had working time with Margrit during my tenure in the position of Education Board Member, and a special social time with her in Dublin knowing how sick she was.

Margrit's legacy should always be remembered.

Narelle Blinman



Under the guidance and coaching of Anja Demoizé, Margrit and I took our CIDESCO PG examination in 1991. We worked together on the Swiss Section's Board for many years. Her support and enthusiasm played a major role in the development of the organisation and her loyalty to CIDESCO was respected and appreciated by all CIDESCO Members. She was a member of the organizing committee of the CIDESCO World Congress in Basel in 1994.

Her sense of humour and lovely smile was always encouraging and motivating in challenging times.

Margrit, a dedicated skincare therapist, contributed continuously to the profession nationally and internationally by sharing her knowledge and expertise. She was a perfectionist and always eager to develop and expand her professional knowledge and the skincare therapy profession.

I recently spoke to her and I was so touched by her courage and acceptance of her terminal illness.

Margrit was able to adapt to any situation – it was a gift serving alongside her – always reliable, always a willingness to be of service under any circumstances. Whenever we met, the relationship continued with love and respect. CIDESCO benefited enormously from her far sightedness – we always said she looked so far ahead we had to “run” fast to keep up. Her quirky Dutch characteristics always brought light into our meetings, Margrit on behalf of all CIDESCO Members, students and colleagues thank you for your unselfish dedication – R I Pwe pay tribute to your unconditional contributions to CIDESCO.

Ronelle Iten



I first met Margrit Altenburg in 2000 in Houston, Texas, when I attended the 40-hour prep class to prepare for my CIDESCO Post Graduate Beauty Therapy examination. I was impressed with her presence and ability to handle all situations calmly.

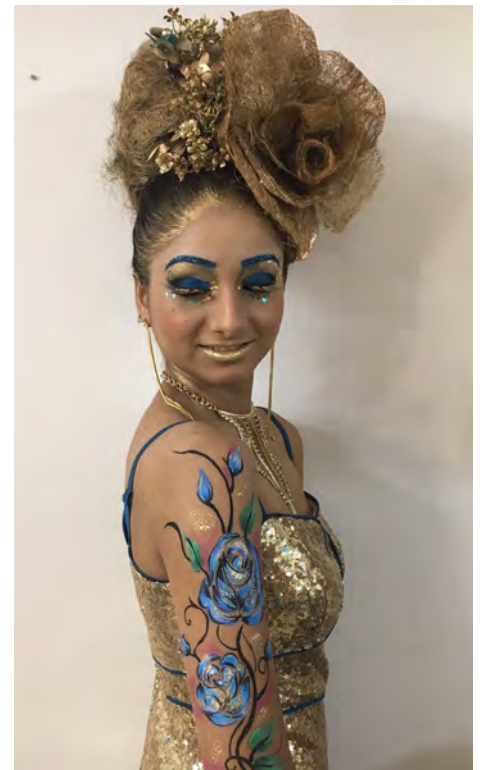
Margrit came for several years to offer the 40-hour prep class at Saint Paul College as we attained our CIDESCO accreditation. Our second exam included a student that was an international student who needed the CIDESCO credentials to work in her home country. She did not study for the exam, did not write her paper in a timely fashion, and consequently failed all parts of the exam. I spoke to Margrit about the situation and told her I should not have let this student examine.

Margrit said: “She has the right to fail. You are not responsible for her failure.”

That stuck with me as Saint Paul College became a CIDESCO school and I became a CIDESCO Examiner. I have told that story at examinations when a tutor is taking the failure harder than the student. Margrit was a great Mentor. Margrit was generous with her knowledge of both technical and common sense things. Her blend of no-nonsense, humor and aplomb will stay with me. She is truly a CIDESCO professional.

Mary Finnegan

Making up in India



The first Advanced Make-up Exam took place in India earlier this year at the Seema Institute & Salon. CIDESCO Examiner, Jean Chen reported that age is no barrier when it comes to the beauty industry with two of the successful candidates aged 65 and 70 years old.

LTA Launches CIDESCO Beauty & Spa Management Diploma



India's highly reputed international beauty Academy, LTA, recently unveiled their launch of India's first ever salon and spa management program, the CIDESCO Beauty & Spa Management diploma which is designed to ensure business growth through the correct management practices. The program will be conducted by management experts with vast experience of various industries and enables participants to know best management practices across the industries.

Designed for a successful career in salon and spa, the course is ideal for those who are salon owners and/or experienced professionals wanting to take up managerial responsibilities.

This announcement was lapped up enthusiastically by the beauty fraternity and aspiring students who have been eagerly awaiting this program to arrive at LTA.



New CIDESCO Associates



CIDESCO Associate Members include:

TIP Touch International

Trades Exhibitions Limited, Professional Beauty

Kerstin Florian International

HydroPeptide, LLC

Biologique Recherche

CosMed Kft.

Finders International Ltd.

We're pleased to announce the launch of CIDESCO International's Associate Membership programme and the appointment of our first Associates.

This new membership category is open to reputable brands and suppliers to the professional beauty, spa, aesthetics and wellness industries and individual professionals within these sectors.

As an Associate member of CIDESCO, applicants are required to satisfy stringent criteria in return for a number of benefits including use of the CIDESCO Associates logo, a profile on the CIDESCO International website and connection with the CIDESCO global membership.

There are three types of Associate Membership available:

1. **CIDESCO Associate Corporate - Small** - for companies with 2-50 employees
2. **CIDESCO Associate Corporate - Large** - for companies with over 50 employees
3. **CIDESCO Associate Individual** - Individual professionals

For further details on the CIDESCO Associates Membership please contact info@cidesco.com

Global Wellness Day

The CIDESCO Board say 'I SAY YES' to Global Wellness Day as CIDESCO members around the world joined together on 10th June 2017 to celebrate Global Wellness Day and the seven steps to increasing wellbeing.

In Belgrade, CIDESCO Serbia took part with a range of activities including students of Aquatonale Beauty Academy, giving free body massages.



Meeting a medal-winner



Congratulations to 94 year old Hedy Dettwiler of Switzerland who visited the CIDESCO International head office to collect her Médaille d'Or which she was awarded in 2015. In 1996 Hedy received the Médaille du Mérite and was on the Board as General Secretary. CIDESCO's head office team enjoyed listening to Hedy's CIDESCO stories over the years.

CIDESCO offers free membership to Spas and Salons



CIDESCO has launched an exclusive offer for Beauty Salons and spas worldwide offering them this year's free membership, provided they meet the CIDESCO Section Association's entry and inspection requirements.

This offer is available to salons and spas which take out membership during the course of 2017. Applicants will still be required to pay the one-off Application and Inspection fee.

CIDESCO membership not only enables applicants to have their business certified and use the CIDESCO logo on all their marketing materials, but it offers a number of additional benefits. This includes access to one of the largest global networks of beauty and spa professionals which continues to set and encourage the highest standards within the industry.

Other benefits include instant access to educational documentation and professional papers through the CIDESCO Knowledgebase; invitation to the annual CIDESCO World Congress; admission to workshops at the CIDESCO International and National Congresses; a quarterly online magazine, CIDESCO LINK International; and access to a community of CIDESCO students and graduates studying the range of CIDESCO Diplomas.

Member salons and spas also have the option to acquire and position the CIDESCO metal plaque to display in their business premise as a mark of their membership and achievement. This will attract consumers to the accredited Salon or Spa as they will be ensured of excellence with this credibility.

For further information on CIDESCO International membership email info@cidesco.com or visit www.cidesco.com.

Gold class



To celebrate 10 years of your life working with us, is something worth its weight in gold.

We thank you, Gerard, for giving endlessly to us over the past 10 years. You have been as committed to CIDESCO as you have been to your own personal goals. A massive contributor to our team. Giving us your time, energy, skills, loyalty and endless patience. And to top it all, you are an all-round 'nice guy'.

When you came along 10 years ago, little did we realise the void you would fill in the lives of the CIDESCO board, Secretariat and Members. At every turn you have showed yourself to have these wonderful qualities:

Great, as in the famous 'Gerard The Great'. Filled with boundless...

Energy which we appreciate.

Relentless in following up on our endless tasks for completion.

Accepting of our idiosyncrasies, as a conclusion.

Ruthless in your drive to achieve all that CIDESCO is about. But,

Determination is probably the word which best gives you clout.

Thank you Gerard and Congratulations!

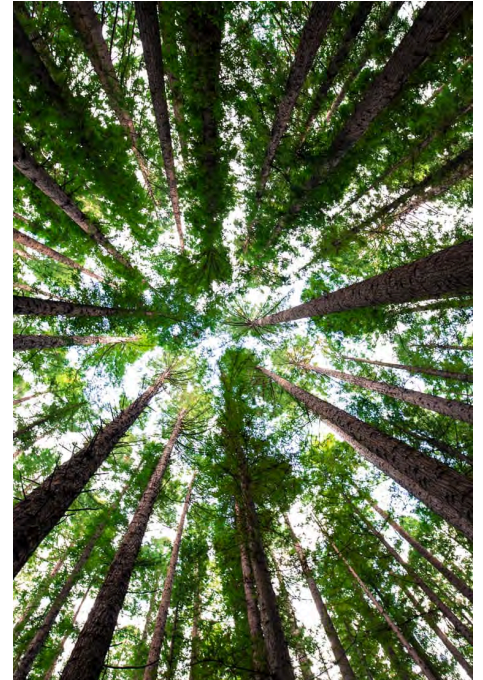


Mintel Beauty & Personal Care (BPC) has announced 'Active Beauty' as a key trend set to impact the global beauty and personal care industry this year. Consumers are being encouraged to exercise their bodies and brains, and beauty brands will formulate products to help them in their quest for health and fitness.

Vivienne Rudd, Director of Global Insights, Beauty and Personal Care at Mintel, said:

"Looking ahead, we will see more brands driving the 'Active Beauty' trend by launching a number of new and innovative products that not only prepare and support consumers before and during physical and mental activity, but aid in the recovery process as well. Expect to see beauty brands play with temperature and water-activated products, partner with DNA analysis to provide personalised beauty regimes and team up with retailers on athletic apparel with time-release product features."

Update on Microbeads



A team from the UK's University of Bath have developed a microbead made from cellulose, which is from the tough fibres found in wood and plants. Once flushed into the sewers the organic beads biodegrade into harmless sugars, posing no threat to sea life or the environment. The University is currently working with a number of leading cosmetic brands to bring this to market.

Europeans lead on wellness



Europe is often derided, but in terms of health and wellness, it is "best in class." According to the Bloomberg Global Health Index, 14 of the 20 healthiest countries in the world are European, with Italy being the world's healthiest country (despite having a sub-performing economy).

On average, Italians are in much better health than Americans, Canadians and the British, who generally suffer from higher blood pressure and cholesterol, as well as poorer mental health. Many societal factors play a part in the health of a nation, but the Mediterranean diet appears to be essential.

Source: <https://www.globalwellnessinstitute.org>

Introducing the CIDESCO International PR Committee

DR ANDREA BOVERO, ITALY



Andrea Bovero took a degree in Pharmaceutical Chemistry and Technology at the University of Ferrara; after the PhD in Medicinal Chemistry he focused postdoctoral training in dermocosmetic sciences and technology.

He is an expert in marketing and communication and Professor of cosmetology and communication of beauty and wellness in Italian and foreign Universities.

Currently he is President of the International Committee of Aesthetic and Cosmetology (CIDESCO) Italian Section, member of the CIDESCO INTERNATIONAL PR Committee, art director of the "Beauty Capital's Award".

He is the director of the review *Estetica Moderna*, the author of many rubrics on important reviews and he published hundreds of scientific articles and interviews. He is invited as speaker to international congresses and seminars and he participates in many TV and radio shows. He is considered one of the most appreciated SPA experts and critics, his several reviews issued on magazines, blogs and social networks have made him earn the "Spa Spectator" title.

ANNICA JOENSUU, SWEDEN



I started my career in the skin therapy field 32 years ago. After I finished my education I started up my own beauty salon and ran it for 10 years. I came to specialize in electrolysis and treated patients from the healthcare sector. After that I worked as a teacher and principal in different beauty therapy schools for over 20 years. I also studied to become a teacher and studied a master of science in pedagogy besides my work.

I have worked for many years for the National CIDESCO Section, SHR, and the last six years as President where one of my tasks is to do the PR for the organisation. I'm looking forward to contributing but also learning more about PR together with the CIDESCO family.

DORI WILSON, USA



Dori Wilson - of Chicago, IL in the USA - is President and Owner of Dori Wilson Public Relations, and has over 30 years of experience in the creative arena. A multi-tasker, Dori enjoyed a successful career as a popular fashion model and was for two years hostess of a community service program on NBC Television.

While her office is in the shadow of the world famous, John Hancock building, Dori lives just across the Drive from Lake Michigan, where she can sometimes be found sitting along the dock fishing for Lake Perch. For the past 14 years, she has been "mom" to nephew, Travis, and Taco & Belle, her adorable Chihuahua doggies.

DR VERA ZEC, SERBIA



Dr Vera Zec is the President of the newly formed CIDESCO Section Serbia and brings with her a wealth of industry experience and valuable contacts across Eastern Europe.

A graduate of Belgrade University and the Founder, Principal and Professor of Aquatone Beauty Academy for 22 years, Dr Vera Zec is also owner of a beauty-medical & spa centre in Belgrade and Rovinj, Croatia and previously was Professor of Cosmetology at the Public University Božidar Adžija and Public University Braća Stamenkovi'c for 4 years. She is the spa menu creator and advisor for many spa and wellness centres in Serbia and ex-Yugoslavia.

Dr Vera Zec holds lectures at many international and national congresses including a speech on CIDESCO International 70th Anniversary Celebration at Cosmoprof in Bologna, Italy in 2016. She is particularly recognised for her lectures on cosmetology and her scientific works on this matter, contributing to many journals and magazines.

Introducing the CIDESCO International PR Committee

**IRO KORONEOU,
GREECE**



Iro is President of CIDESCO Section Greece as well as a PR Committee member. Iro has organised the CIDESCO World Congress twice in Athens including the Association's successful 60th anniversary celebrations which attracted over 600 guests. With the help of CIDESCO International she has also added a new section – Cyprus where she also helped arrange the World Congress in 1992.

Iro is experienced in organising many successful events and collaborations for CIDESCO.

**SANDY FUHR, PR
BOARD MEMBER**



As a South African, my ideal place to holiday is in the bush, viewing wildlife. Having been in the Beauty Industry since I left school, it is in my blood. I am franchisor of a group of Beauty Therapy Institute colleges in Africa. Enabling women to gain independence and a future is my purpose in life. I am in my 2nd term as PR on the CIDESCO International board. I volunteer on the CIDESCO Section South Africa board and am past President. My husband Ian is also in the beauty industry so we have much to talk about, having similar business interests. My children Brandon and Caleigh are grown up now, so to watch them flourish as they gain their independence makes me a proud mum. I love to travel and experience other countries.

JEAN CHEN, CHINA



My name is Jean Chen, I graduated from Elite International School Of Beauty Therapy New Zealand and Academy of Film And Television Make Up New Zealand. I have qualifications from CIBTAC, ITEC and CIDESCO.

I worked as an Education Centre Manager at CMM Monita Group in China, in addition to providing CIDESCO beauty training courses; I also was involved in the development and training of the professional line of Monita products. Now I assist in my family enterprise.

TRACEY STAPLETON - UK



Tracey is the Managing Director of The Spa PR Company. With an extensive background in beauty, health and travel PR, Tracey founded Spa PR in January 2004 in response to the rapid growth in the spa and professional beauty marketplace.

Tracey started her career in PR over 20 years ago working for one of London's top consumer agencies. Tracey's personal interest in health and well-being lead her to the spa industry where she recognised a growing requirement for PR and marketing support which specifically answered the needs of spa and professional beauty businesses.

Based in the centre of London, Tracey works with her team of PR and marketing professionals. In her spare time, Tracey enjoys running and cycling, entertaining, and travelling the world with her family.

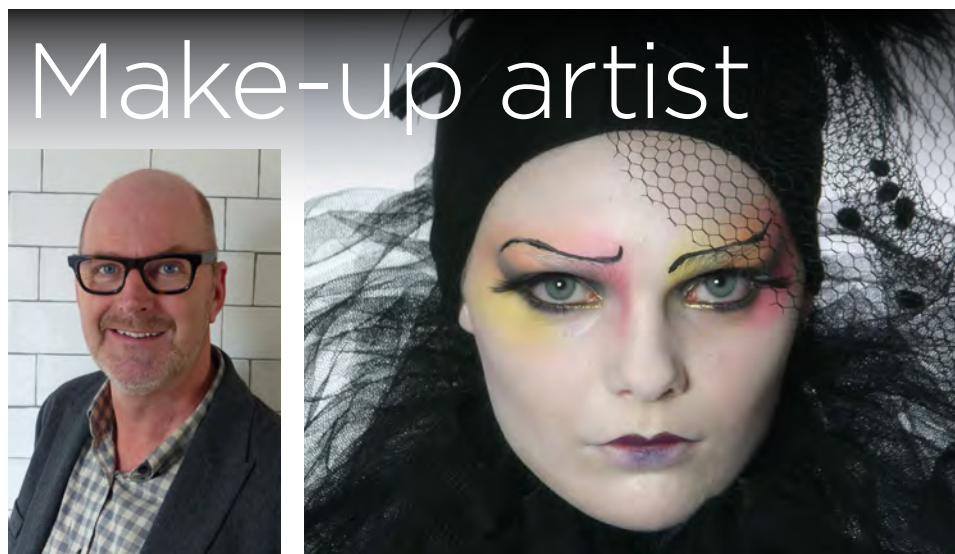
**JYOTSNA VIJAY
THOPTE, INDIA**



Jyotsna is an International CIDESCO Examiner, and a life member of the Indian section. She has been with CIDESCO for 9 years and during this time has travelled extensively in Europe and Asia to attend conferences, supervise exams and inspections for the organisation.

Post her Bachelor degree in Arts with Economics & Politics, Jyotsna started her career in 1989 as an Aesthetician from the Butic Institute in Mumbai, India. Along with 25 years of teaching and training experience in beauty therapy, she has various other qualifications under her belt such as BABTAC Diplomas in Beauty therapy & Electrolysis; CIDESCO Diplomas in Beauty therapy, Aromatherapy and Spa, Diploma courses in yoga and naturopathy. She has learned Ayurveda, various eastern therapies and creative make-up.

While she is not travelling for work or running her hair and beauty care centre in Thane, Jyotsna enjoys reading, travelling and trekking, meeting new people, learning about different cultures and traditions.



Make-up artist

The CIDESCO Diploma in Media Make-up was launched a couple of years ago to give candidates the required information and qualification to be able to efficiently and effectively work as professional theatre, media and fashion make-up artists in the world. The course is designed to give candidates the most comprehensive training in media make-up.

One of the first schools to take up the Diploma was the Training Instituut 'Thomas' in the Netherlands. We spoke to Co-ordinator and teacher of Media Make-up, Godard Koremans (pictured above, inset) to find out his experience of the course and benefit to both schools and students.

Why did you decide to offer the Diploma?

In the Netherlands there was, at that time, no national standard for make-up artists so the school decided to offer the course 'Media make-up'. The school already offered the CIDESCO Beauty Therapist course.

The school believes that it is important to offer international training. In this way, the students have the possibility to perform their job abroad and are not tied to their country of origin. We also believe that it is easier for students to find a job abroad if they are in possession of a CIDESCO diploma. Each CIDESCO country then knows what qualities the student has.

What do you think are the main benefits of this course?

The main advantage of this training is that the quality requirements are aligned to an international level and the students have a recognised qualification which in many countries is valid. In this way it is easier for them to find a job abroad. Another advantage is the ability to discuss the training at international level, so awareness of the school and therefore also the student is widened.

What have you liked most about this course?

What I like about this course is that it is very wide and covers all aspects of make-up which is important for a Make-up Artist to work independently. Not only technical, medical and creative aspects but also commercial training and how to run your own business.

You also learn to work with special products and techniques for film/TV, photography, fashion and theatre. Even the knitting of a wig is a part of this training. This means at the end of the course you have the skills to be an all-round Make-up Artist, with a lot of theoretical and practical knowledge.

What type of students are applying for this course?

Most students in our school who are taking the course are female and aged between 18 and 25. Occasionally we have a male student. It is a pity, because men are also very creative, have a lot of fantasy and courage.

Most students come from High school and are looking for a creative job to work in theatre, film or the fashion/model world. Most of the students have some experience in make-up as they do it in their spare time. Now they want professional training to make their dreams come true.

How have you attracted students to this course?

We promote the course by internet, brochures and information evenings at the school. We also participate in training scholarships for students.

We also offer the students combined courses. During the training, they can both follow Barber as well as the Media make-up, so they have more opportunities later on in the labour market. This way students have more knowledge and so later on are more assured of a job.

What type of jobs are your students going onto?

The talented students often start, with support from their partner/parents, or start their own business. Most students start their career in a salon or try to get a job at a musical company or cosmetic company.

A lot of students also go to work as a freelance make-up artist combining this with another job. It is not easy to find a job as make-up artist, but if you want something, you find something!

Why would you recommend other schools take on this Diploma?

With this Diploma, you expand your training offerings related to beauty and cosmetics.

It also enables you to differentiate your school from other schools, which have no international training.

Is there any advice you'd give other schools taking on this Diploma?

When you start this media make-up course, it is of course very important to have qualified teachers with a lot of work experience. The teachers also need to have a lot of passion and enthusiasm and transfer this onto the students. It is also important that teachers stay up to date with innovations in the profession, so they can use it in the training.



What have you enjoyed most about the course?

LV: I love how you get to create so many different types of characters. I try to create a complete styling alongside the make-up every time we have an assignment. It just gives you a full idea about the character's personality. It's also amazing how you can transform a person into someone completely different, like a skeleton or mad scientist.

TVE: What I liked the most was the end results of my creations on people and how it changed them. From a boy into a girl, from a young man into an old grandfather or even the simple changes like a face full of acne into a smooth skin. Seeing progress and being amazed at what I can do, I'm still not there yet but that's nice to see.

What did you find most challenging?

LV: The most challenging part to me is creating bald caps and getting a smooth edge when applying prosthetics. I had to remake my bald cap quite a number of times at first before it came off in one piece.

TVE: The hardest thing is coming up with something new after you have had an assignment. Where do I start? What am I going to make? There are so many things to design. I have a huge imagination but I always find it hard to come up with something new and original. After that I have some trouble with blending edges of prosthetics or bald caps.

Would you recommend it to others?

LV: Yes! There are a lot of techniques you learn throughout the courses and you can really increase your abilities as an artist, not to forget that you get an international Diploma after you graduate!

TVE: If you want to learn the basics of make-up artist then yes, you learn a lot and could do everything with this education. On the other hand, you have no internship or assurance to get work after school as it's difficult to find a job in this area.

Where are you/do you hope to work after the course?

LV: I want to try to start a career in the movie/tv-series business. There are a lot of interesting and challenging projects and to be able to work with so many different people from all over the world would be extremely exciting.

TVE: At the moment I work as a volunteer at two groups, the first is a small theatre group where I sometimes do the make-up for the players. The other is a foundation which builds haunted houses for Halloween where I also do the make-up for the players but with more blood and gore. But I would like to work in a really grand theatre for musicals, which would be awesome.

From a student's perspective

International School 'Thomas' students, Linda Vreeburg and Tessa van Eekelen explain why they chose the CIDESCO Media Make-up course and their experiences of the course.

Why did you choose this course? What attracted you to it?

LV: I wanted to do a creative study and because of my passion for (musical) theatre and movies/TV-series, I wanted to do a course that would provide education and a possible career in the movie and/or theatre industry. During high school I came across an American reality TV show called 'Face Off' and I was immediately blown away by the amazing looks all the contestants created. I thought about how amazing it would be to create something as impressive looking as the make-ups from Face Off, so I did some research. I stumbled upon my current college and noticed it provided the CIDESCO Media Make-up course. It sounded really interesting because it's international, you learn so many different techniques and it soon became the biggest reason why I decided to choose this course.

TVE: When I was little I was always painting or drawing, so I wanted an education where you could combine that. After searching through many courses I finally found make-up artist, because in fact you're painting and drawing on someone's face or body. I like it a lot because I can express my creativity in many ways and create lots of new things which I can be proud of.

Needle-free Anti-Age treatments



ANNICA JOENSUU, CIDESCO PR COMMITTEE MEMBER

Injectibles have been one of the most popular Anti-Age and Quick-Fix-treatments lately, but these treatments are exclusive, in most countries, for nurses and doctors only to perform. Now we see a number of new innovative treatments for infusion of active ingredients into the skin, suited to skin therapists. There are also a number of other new advanced anti-age treatments to be offered by our profession.

Infuse without needles

The popularity of injections has been huge, but lately clients seem to have more and more complaints about these treatments. It is painful and rather invasive to the skin. The cost is high and you often need to search for a nurse or doctor to have the treatment instead of visiting your regular skin therapist. The interest in new, not as invasive and easier treatments to infuse the skin has increased since new methods have arrived.

Electroporation

Electroporation is a method to transfer substances into the cells. When the cells are exposed to electrical pressure, there will be channels formed in the membranes. These channels or pores can be temporarily or permanently formed due to the strength of the current. The phenomenon is called electroporation and is known since the 1960's.

Temporal pores can be used to transfer different kinds of molecules into the cells i.e. DNA, drugs and cosmetic ingredients. In skincare one uses an electroimpulse to form the pores and by use of a product with small molecules one can infuse nutrients into the cells in a mechanical way. The result of the treatment will be seen after 12-24 hours when the cells have reacted with the active ingredients. A reinforcement of the treatment can be achieved if you warm the tissue before with RF (radio frequency). Just after one treatment you will be able to see a result such as increased tone and a smoother texture. The method works for all skin types and mainly for the face.

One example of electroporation is the Infusion treatment which has been on the market for over two years now. In this treatment there is the use of sterile packaged Hyaluronic acid enriched with vitamins, so called a skinbooster. It is forced into the dermis by a patented roller which uses a galvanic current. It is like a classic iontophoresis but more effective. The vitamins will affect the cells and the hyaluronic acid will moisturize and lift the skin. The treatment will stimulate the collagen and elastine production, hydrate the skin, tone and give it glow. It is a smooth and painless treatment that will take approximately 20 minutes. You can see a direct result. One area that is very difficult to treat with injections and other methods is the area under the eyes. Here you can have a very good result. You can treat the face, neck, décolletage and even the hands. It is recommended to do three treatments and repeat with one treatment after 6 months to maintain the result.

Another type of electroporation is the Seconde Peau-treatment. It is an Anti-Age treatment which is an alternative to fillers. With a revolutionary electrotechnic (like 3D-prints) it uses electrical force to create a fibre-plaster which contains 80% hyaluronic acid and is placed on wrinkles. During the treatment the hyaluronic acid will penetrate down the epidermis. The effect is rehydrating, cell regenerating, collagen and elastine producing and skin tightening.

The treatment will stimulate the collagen and elastine production, hydrate the skin, tone and give it glow.

Hydroporation

Hydroporation forces chemicals through the skin with the help of a pressure pulse of air or gas. The principle could be compared to using an air gun to shoot chemicals into the skin. It is often hyaluronic acid that is the active ingredient. Hydroporation thus often uses airpressure to force the hyaluronic acid through the pores of the cells into the deeper layers of the epidermis. The pressure will also separate those cells which have clumped together. The hyaluronic acid will create a depot effect between the cells. The airpressure that is used is approx. 0.5 - 1 bar.

The effect is to lift wrinkles by soaking the gaps between the skin cells. It is also rehydrating. The hyaluronic acid must have certain properties to be used and have the molecule size of 1.9 MDa. The airpressure beam must be very thin not to hurt the skin. Examples of hydroporation treatments are DermaOxxy, Push up and PoreJet.



The Beauty Business in Nigeria

DR IFEOMA ABAJUE
BEAUTY THERAPY INSTITUTE
LAGOS, NIGERIA



The Beauty Business in Nigeria has great potential for growth. Its existence is not in doubt as a good majority of women spend a lot of money to look good. Sometimes however, fashion and beauty are often interchanged as meaning the same thing in Nigeria. The fashion Industry is booming at the same pace as the beauty industry, thus a fashionable woman is seen as a woman that spends on beauty.

The population of Nigeria is said to be anything between 140million to 170 million, but those figures can be misleading in drawing up a business plan for a beauty business or even any business at all, as the majority of this population are in the lower socio-economic level and thus their purchasing power is quite low for good quality beauty treatments. It's important to understand what market you are targeting and what you are offering your market.

The more Popular Choice

The hair and nail sector appears to be the most lucrative sector in the beauty business as the barrier of entry is literally non-existent. Purchase of human weaves and wigs have been the rage for the last decade. Imported weaves and wigs from every part of the world have been on the rampage. Care of hair has been gaining ground over the last few years and a lot of natural hair salons have come up to meet this demand.

Nail technology is very popular though the latest techniques are not all in place. A lot of income is generated from this, however there is a lot to be desired in terms of techniques, technology and hygiene/safe practices.

The Spa Business

The word "spa" in Nigeria means anything from a shed on the roadside to a high end resort. Untrained therapists are the order of the day. High end spas however provide the right ambience and techniques but most times have to import Philipinos to attend to their high end clients as they believe local therapists are not properly trained.

A good number of spa owners have travelled to learn proper and international ways of doing things and this is gradually creating awareness amongst citizens as in the last two years, two international standard beauty schools have come up to offer training. Previously, only two major under-equipped local beauty schools existed and many spas also posed as training schools. A good number of spas offer training and certification as well and there is no supervisory bodies to approve this, especially as they themselves are not even qualified.

Skin Care

The meaning of skin care is not appreciated in Nigeria. A lot of misconceptions exist about what proper skincare is about. Only a few appreciate and are willing to pay for quality skin care. This is because there is little or no awareness on its benefits. Skin lightening and bleaching are the order of the day and many millionaires have been borne out of the cream mixing business. You also find a lot of courses being offered on cream mixing by individuals. Needless to say, there have been a lot of complications and skin diseases arising from this harmful practice.

Generally, facials and massage are seen as high and luxury rather than a basic spa service. Even though medical Aesthetics has been borne, it's still the preserve of the rich and very few are able to offer these services, for now.

Make up

The make-up industry in Nigeria is one of the most developed. It has been trending over the last 15-20 years by the trend setters in that sector, including House of Tara, BM Pro to name but a few. Training schools in make-up are all the rage and almost every young girl is a make-up artist and tutor. It's a thriving business as women pay to have their Make-up done before any event almost as a matter of course. The competition is high. However, this has also crashed the price for the service.

Beauty Associations

There is no recognised registered beauty association in Nigeria. A few have tried to come up but seem to fizzle out after a while in the face of the obstacles like creating awareness, getting government backing and enforcement of regulations. Currently there are a few trying to combat these issues. It's obvious that there needs to be regulations in this industry, properly certified professionals in the industry as well as vulnerable citizens want this very badly as quackery is affecting the different spheres of the industry.

Doing Business in Nigeria

Doing any business in Nigeria (beauty or otherwise) requires capital, persistence and determination as there are infrastructural limitations (power, water and road), staff issues (lack of properly trained staff), low barrier to entry which means a lot of copycats reduce your market share.

On the upside, Nigerians are always on the lookout for a good product and there are actually enough Nigerians rich enough to pay for them. Constant awareness creation (on the benefit of getting a professional to administer beauty services) is important to keep the business growing.

“The potential in offering a recognised qualification like CIDESCO is viable in Nigeria... it will meet a much desired need.”

The Millennials

The millennials in the beauty business appear to be doing very well. They are more exposed and are ready to spend on their skin, hair, nails even up to aesthetic procedures like botox and fillers to look good. They dominate social media and those running beauty businesses seem to be doing well.

The Dermatologists

The term ‘Dermatologist’ in Nigeria has been desecrated. Cream mixers and other skin charlatans see themselves and call themselves Dermatologists to the chagrin of actual Dermatologists. There are less than 200 actual Dermatologists in Nigeria though this number is growing gradually. They are very anxious to differentiate themselves from the charlatans and will most likely endorse any form of regulation that can bring this to pass. A lot of botched cases end up at their clinics, often when it is too late from even from a clinical angle, they are willing to contribute to this.

Potential and Benefits of offering CIDESCO Qualifications

The potential in offering a recognised qualification like CIDESCO is viable in Nigeria. Currently people travel to take these exams at large costs. Existing beauty schools are looking for a respectable qualification to offer their students so they don't have to travel so far to get qualified. Spas and beauty schools are yearning for some form of standardisation and sanitisation in the beauty industry in order to separate the professionals from the quacks. If CIDESCO can be established in Nigeria, it will meet a much desired need.

A lot of research has to go into how CIDESCO can operate in Nigeria, considering Nigerian laws and culture. A lot depends on what is required for the CIDESCO association to be set up, if it has to be a new association or ride on an existing association and also who the members of the association will consist of.

Conclusion

In conclusion, I believe the beauty business is very viable in Nigeria despite all the limitations. The herculean task of enforcing standards and regulations have to start from somewhere. With proper education of the improvements that this can bring, the necessary changes can begin to take place.

Viewpoint from Nigeria



“My dream is to see the Nigerian beauty and spa industry reach international standards.”

I have always had an interest in the beauty industry and my decision to study Spa Management was reinforced by my aspiration to become a spa owner. Prior to this, I had worked for a few months with a family friend after I had graduated from a higher institution. She had a franchise with a cosmetics company in South Africa. I worked there as a personal assistant. I had the opportunity to work closely with her and gain a deep understanding of the formulation of cosmetics products, their uses and benefits.

I travelled to the UK in 2008 to attend The London School of Beauty and Make Up, graduating with a CIBTAC award and a CIDESCO (International Diploma). Being a CIBTAC and CIDESCO graduate gave me the opportunity to recognise the need to gain more skills and knowledge of the highest standards of beauty and spa therapy, which would enable me to return home to start my own spa business. I have always wanted the opportunity to guide clients who are seeking to design, build, mobilise or manage their spa or leisure projects and to provide services to them, as well as to provide training programmes for people who have a passion for beauty and the spa industry, and to develop a range of skills, techniques, personal qualities

and attitudes essential for beauty and spa businesses. Furthermore, I wanted to provide people with the highest standards of training at a level that would develop a sound understanding of the basic principles in the industry.

To successfully run a spa, I believed I needed a combination of management and spa knowledge, which I have acquired through educational degrees. In addition, from attending various training programs and courses, I gained a deeper understanding of the beauty and spa industry. This training gave me an in-depth knowledge of the science, theory and practical experience related to beauty and business management. After my degree, I still had the urge to further my studies, which spurred me on to enroll for a Master's degree at the University of Westminster, where I studied Human Resource Management, a course that would enhance my technical and managerial skills, as well as providing training, development and performance management for when I would eventually become a spa owner.

I have been researching the beauty and spa sector since my return to Nigeria in 2015 after my Master's program in the UK, and I have identified an opportunity in the industry. The sector is growing, yet it would benefit from higher standards.

I have therefore devised a training program, which not only trains practitioners in beauty and spa therapy, but also brings an awareness of, and exposure to the best practices I have experienced abroad. I am also considering bringing over experts from the UK spa industry to be part of this training. In total we are planning three sessions in July, August and September 2017.

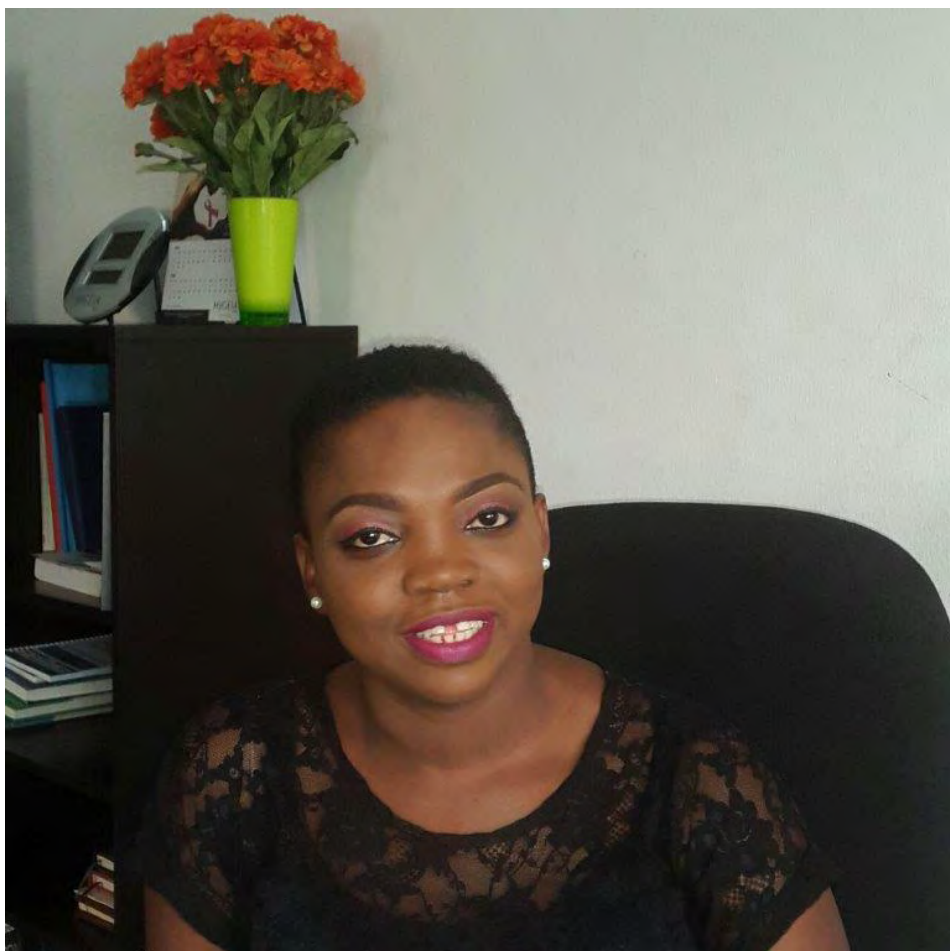
My dream is to see the Nigerian beauty and spa industry reach international standards. I want to see people with qualifications such as CIBTAC, CIDESCO or a Spa Management Degree and beyond. It is vital to have an advanced educational system for this sector whereby people with first degrees who have an interest in beauty can become properly trained. I believe that if we can produce a good number of professionals, we will be able to enlighten consumers and expose malpractices in the sector.

I have always regarded pampering people as a unique business, but you must be passionate about what you do to want to pamper others. If your spa business does not promote wellness and vitality, then do not pursue it. Some spa owners in Nigeria have a passion for beauty but they do not pursue it in the right way; the big spenders invest so much money in their businesses without having any knowledge about business management, resulting in a lack of continuity in the sector. Some players bring in experts from abroad, but when they cannot sustain their salaries and bills, their business fizzles out. Why don't we empower our people and support them in this field?

Professionalism is the key in this industry, as well as a strong work ethic, along with knowledge of physiology and anatomy, hygiene and sterilization, health and safety and many more areas. I really want to set high standards in the beauty and spa industry here in Nigeria, whereby we can have professionals with CIBTAC and CIDESCO qualifications.

AISHA ALIYU

Perspective of the beauty industry in Nigeria



**MRS FIKEMI OPAUMI,
HEALTH AND SKINCARE EDUCATOR**

“I have always been of the opinion that education is key and this is how we can penetrate the Nigerian beauty industry”

The professional beauty therapist or Health and Skincare therapist in Nigeria should be aware of the basic principles of proper conduct in the beauty industry. These qualities should be demonstrated in business practices, with clients, co-workers and employers. These are the qualities we lack in Nigeria as most of the therapists do not have the proper education or training to make them understand and demonstrate these principles.

People are not aware of the international standards nor how big a career path this can be and how the beauty industry keeps evolving around the world. I have always been of the opinion that education is key and this is how we can penetrate the Nigerian beauty industry. By educating existing therapists to convincing individuals who have no idea of this career path. This will give them great knowledge and understanding which will also broaden their minds to vast opportunities in the beauty industry globally.

As the demand for skincare is on the rise in Nigeria and is still expected to increase in years to come, despite unavailable standards specifications; it will be of great benefit introducing the international standards/regulatory bodies such as CIDESCO, ITEC, and SAAHSP. This will help put the Nigerian beauty industry on the beauty world map, also curbing all forms of malpractices in the industry in Nigeria.

With CIDESCO, other regulatory bodies and education, parents/guardians will become more enlightened thus believing in the beauty industry and seeing it as a world-class career path rather than as vocational training. This will also erase the “myths” or funny ideologies people have about the beauty industry as we will then be taken more seriously.



Traditional cleansing methods

JYOTSNA THOPTE
CIDESCO EXAMINER &
PR COMMITTEE MEMBER, INDIA

India is a birthplace of ancient holistic health care system, Ayurveda - the science of life. For thousands of years, earth and its elements are worshipped here. The connection between nature, health and beauty is understood. It was obvious that all beauty rituals were practiced with the help of natural resources available at that time.

A rich variety of flora is found here with useful medicinal plants and people are always being encouraged to use herbal products. Traditional cleansing methods were not only for physical purposes but for health concerns too.

Ayurvedic cleansing included bathing and oil treatments, which promoted physical and spiritual cleansing. Bathing is an important daily ritual in Hinduism and also a requirement due to the hot, tropical climate.

Traditional types of bathing as a cleansing method include:

- Abhyanga Snanam- (Oil bath) is one of the ancient techniques in bathing. Coconut oil/cow ghee/castor oil or sesame oil is applied and gently massaged to all parts of the body and later a special homemade bath powder, made up of gram & rice flour with herbs, is used as the scrub on the body. This bath helps to eliminate several skin diseases, toxins and bad odours. It also encourages good sleep, nourishes the skin, improves digestion and gives strength to all parts of the body. It is still in use today, especially for new born babies, new mums, brides to be, during festivals, and as a popular spa treatment.

- Rivers were always worshiped here and to take a dip in the sacred rivers was of great importance. It benefited people physically and mentally as river water carries so many minerals as it flows from hills and comes into touch with many herbal trees.
- 'Agneya Snan': Taking a bath with sacred ash. It is also known as Vibhuti Snan, useful for unlocking the energy channels of the body, bringing positivity and for preventing cold. Generally used by Sadhus (ascetic).
- 'Mruthika Snan': known as mud bath for detoxification - as per naturopathy.
- Taking a bath using turmeric powder for antiseptic and anti-bacterial effect.
- Sauna or steam bath to clean skin pores and increase oxygen levels in the body.
- Nitya snan': A normal bathing ritual performed daily. It is believed that with cleansing, bathing will adjust the energies in our body and makes it flow uniformly, known as electro-magnetic activity, regulate blood flow, relieve stress, relax muscles and reduce body pains, giving freshness to mind.

'Ashtanga Hridaya', a 1,500 year old book of Ayurveda, explains various cosmetic formulations to be used according to different seasons of the year. Mentions of entire skin, hair and mouth care remedies in minute details serves as proof of talent and foresight of ancient Indian researchers and their contribution to the Indian medical field.

It was believed that 'if you couldn't eat it, it didn't belong on the skin'. So, this meant that skin care was edible and derived from the most nutritious herbs and oils around.

Different regions of the country showcases different methods and types of ingredients depending on the individual's requirements. Still, some similarities are found among them. In particular, some ingredients have retained their importance among rituals up until today. These time proofed favourites are milk, turmeric, sandalwood, almond, neem (azadirachta indica), tulsi (basil), aloe vera and pure herbal/ seed oils.



Some examples of cleansing preparations are:

- For a baby bath - gram flour + turmeric + milk crème + almond paste - to use after oil massage
- For a bride - Chickpea flour + sandalwood + turmeric +milk + rose petals/saffron to use as a body scrub for exfoliating, skin lightening and rejuvenation
- Powders of Almond/ khus khus (poppy seeds)/ charoli (buchanania lanzan) / walnut/ coconut for an excellent scrub and nourishment
- Herbs like shikakai (acacia concinna), amla (indian gooseberry), ritha (soapnut), brahmi (bacopa monniari), hibiscus, etc. for a hair wash
- Fresh curd, lemon for a cleansing effect
- Steam to body or hair with medicated leaves such as neem, tulsi, mint for detoxification
- Various fruit pulps + fine semolina for exfoliation
- Honey/aloevera + fine sand for desquamation and lymphatic stimulation
- Fine warm salt or a piece of rough cotton cloth for a dry brushing effect

We can relate and find roots of most of today's beauty and spa treatments not only in traditions of India, but also in other ancient civilisations such as Greek, Roman, Egyptian, Chinese, Central and South America and Africa.

It is interesting to see that in modern days too, conscious consumers are making the switch to more botanical based products, inspired by ancient practices.

While experiencing a relaxed detoxifying beauty or spa treatment, we must remember and give thanks to the founders who employed nature's abundance and connected us all with a healthy vision of wellness.

Yoga: Guiding light to a meaningful life...



JYOTSNA THOPTE
CIDESCO EXAMINER &
PR COMMITTEE MEMBER, INDIA



Yoga is one of the most ancient sciences, dating back more than 5,000 years and a timeless, valuable gift to mankind.

The original word is 'Yog' derived from a Sanskrit word 'Yuj' which means "to unite together," and this is the final aim of yog - to join the personal soul to the universe. It brings the body, mind and soul together into one harmonious experience.

The techniques of yoga have been adopted by Hinduism as well as by other beliefs too and is outside of any culture and religious bound.

Recently, yoga became popular as a system of physical exercise across the world but 'Yoga' in Indian traditions has a meditative and spiritual core and the ultimate goal of it is moksha (liberation).

The whole system of Yoga is built on three main structures: exercise,

breathing, and meditation. Positive thinking, relaxation and proper diet are other supportive pillars.

'Yog Sutra' - The foundations of Yoga philosophy

'Yog Sutra' was written by Maharshi Patanjali approximately in 200 AD. It was based on Raj Yog and codified the first definitive, unified and comprehensive system of Yoga. It is an eight-fold path prescribed to introduce and educate the yoga seeker with behavioural (discipline and moral), social, intellectual, mental, physical, philosophical and spiritual aspects of yoga. These eight steps of classical yoga are known as Ashtang Yog.

The eight steps are:

1. Yaam: Universal morality

The first step, yaam, deals with one's ethical standards and sense of integrity, focusing on our behaviour and how we conduct ourselves in life. The five yaam are:

- a) Ahinsa - Compassion for all living things, non-violence
- b) Satya - Commitment to truthfulness
- c) Asteya - Non-stealing.
- d) Brahmacharya - Sense control
- e) Aparigraha - Neutralizing the desire to acquire and hoard wealth.

2. Niyam: Personal observances

Niyam means rules. It has to do with self-discipline and spiritual observances. The five niyam are:

- a) Shaucha - Purity and cleanliness in inner and outer aspect. Keeping body clean and healthy as well as mind free from its disturbing emotions like hatred, anger, lust, greed, etc.
- b) Santosh - Contentment.
- c) Tapah - Disciplined use of our energy
- d) Svadhyaya - Self examination
- e) Ishwarpranidhan - Celebration of the Spiritual

3. Asana: Control over body (Body postures)

It is the most commonly known aspect of yoga. It has widespread benefits as habit of discipline, improved health, strength, balance and flexibility. On a deeper level the practice of asana helps to calm the mind and move into the inner essence of being.

4. Pranayam: Control over breath

Techniques designed to gain mastery over the respiratory process while recognizing the connection between the breath, the mind, and the emotions.

5. Pratyahar: Control of the senses

6. Dharana: Concentration and cultivating inner perceptual awareness.

7. Dhyana: Devotion, Meditation

8. Samadhi: Identification with pure consciousness

Patanjali describes this final stage of ashtanga, samadhi, as a state of ecstasy. With this comes the "peace and the experience of bliss and being at one with the Universe. Thus, samadhi refers to union or true Yoga.

Potential benefits of yoga

Yoga is a way of living. It can be used for a number of physical, mental and spiritual goals - from simply managing stress better, learning to relax, and increasing limberness to becoming more self-aware and acquiring the deepest knowledge of one's own self.

The postures of Yoga are designed to put pressure on the glandular systems of the body, thereby increasing its efficiency and total health. The asanas (posture) and breathing techniques provide a deep massage and strong compression on the parts of the body where endocrine glands are located. Many Yoga stretches seem to target the nerves in the legs, arms, neck, and spine. Breathing techniques are based on the concept that breath is the source of life in the body. Regular practice of yoga helps to create a clear, bright mind and strong, capable body.

Who can practice yoga?

Yoga is suitable for most adults of any age or physical condition. Because of the non strenuous nature of asanas, even those with physical limitations can find a beneficial routine of yoga. Special techniques or modified postures can be prescribed as per individual needs and capacity. Knowing that it may reduce risk factors and aid in a patient's psychological healing process, many physicians now recommend yoga practice to patients.

Many schools have incorporated yoga into their physical education programs. Respecting the worldwide increasing support to yoga, the United Nations has declared 21 June as the 'International day for Yoga'.

Practising right yoga is an art and science and it may cause harm if not followed properly.

Yoga prepares us to answer the challenges of today's life, let us walk on this enlightened path.



Speakers announced for CIDESCO World Congress 2017

The line up of speakers for this year's CIDESCO World Congress brings together some of the world's top doctors, biochemists and skincare professionals to share their knowledge and latest discoveries.

Spanning the ancient wisdom of Ayurveda pharmaceuticals and purifying treatments to plant biochemistry, dermatology and laser surgery, the speakers promise to enrich our knowledge in these sectors.

Register now for the 65th CIDESCO World Congress in Mumbai, India

15-19 SEPTEMBER 2017
WWW.CIDESCOCONGRESS2017.COM



Nurture Through Nature

CIDESCO INDIA - SEPTEMBER 2017

Lectures and Demonstrations for CIDESCO World Congress held on 18th & 19th of September 2017



MS. RONELLE ITEN

She is a qualified medical technologist, specialized in Biochemistry from Groote Schuur Hospital in Cape Town. She has been a CIDESCO board member and is also an international trainer for LASAEA a Swiss cosmetic product line.

Topic: Extrinsic & Intrinsic factors that affect skin & facial analysis.

DR. KANNAN NETTATH

He is the Director of Spa & Fitness at The Ritz Carlton Hotel in Bangalore. He holds a degree in BAMS (Bachelor of Ayurvedic Medicine & Surgery) from Ayurvedic medicine college in Kerala.

Topic: A talk on the body's bio-elements (The Doshas) & a demonstration on "KATI BASTI", a unique medicinal oil treatment for relieving muscle tension in the lower back.



DR. DIANA L. HOWARD

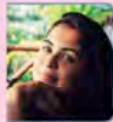
She is the Vice President of Global Education of Research & Development for the International Dermal Institute. She has a Ph.D in Plant Biochemistry from the University of California (USA). She believes that "Scientific interest in the skin has never been as keen as it is today."

Topic: Cosmetic Ingredients & their effects on the skin

MS. SHARON MAXWELL

She is an International Education manager for the International Dermal Institute (for Europe, Africa & Middle East.) She set up the school in London, has been in the Industry for 35 years.

Topic: Hormones & their influence on pigmentation & ageing of skin. A demonstration will also be done on Pigmentation.



DR. GAYATHRI KADKOL

She is an MD in Ayurveda Pharmaceuticals and expert in Preparations of various medicinal oils, powder formulations and decoctions.

**Dravyaguna (The science of herbal plants)
Restoring OJAS – The Sap of life**

BHASWATI BHATTACHARYA, MD (USA)

She is an MD from USA and practices holistic family medicine emphasizing in Ayurveda. She is also completing her Ph.D in Ayurveda from Banaras Hindu University in Banaras.

Ms Bhaswati Bhattacharya is a (MD) in Ayurvedic Pharmaceuticals, she is the co founder of **Atreya Education Systems Pvt Limited**, she has gained good experience in traditional art of Ayurveda pharmaceutical formulations.

Topic: Preparations of handmade natural ingredients to enhance your complexion & restore beauty.



DR. APRATIM GOEL

She is an (MD, DNB, FAGE) is a renowned Cosmetic Dermatologist and Laser Surgeon from Mumbai, India. She runs a chain of Clinics in Mumbai called Cutis Skin Studio.

Topics: Face & Body contouring using RF (Radio Frequency & HIFU) (high intensity focused ultrasound)

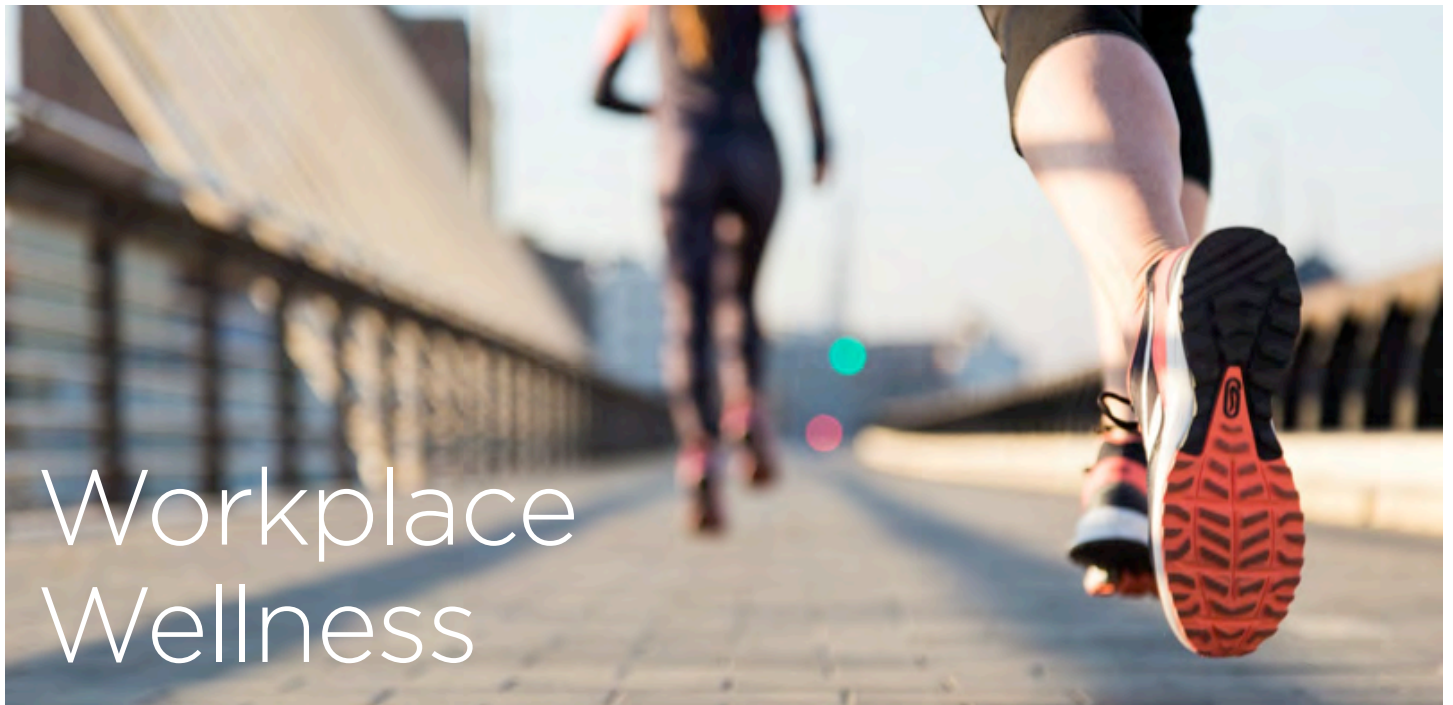
DR. SATYAJITH KADKOL M.D. (AYU) PANCHAKARMA

Managing Director, Aatreya Education Systems Private Limited. He is an M.D. in Ayurveda "Panchakarma" treatments, which is a purifying & detoxifying therapy, which restores Homeostasis in the body & strengthens the Immune system. It is the most effective modality in Ayurvedic medicine.

Topic: Panchakarma Treatments



HEALING IN HARMONY
with nature



Workplace Wellness

**BY DR. ANDREA BOVERO
PRESIDENT, CIDESCO SECTION ITALY**

The evolution of the Spa Industry in recent years has generated interesting market phenomena that have extended the development of wellness beyond traditional places to which we have been accustomed. Until a few years ago, in order to gain the spa experience all you had to do was to take your car and drive or walk a few kilometers to get to your nearest spa or wellness centre. Today things are changing. For example, you can now find spas and beauty services at airports and train stations, which enable travellers easy access to relaxation areas and treatment rooms whether they want to get in shape, improve their looks or find some inner well-being.

But that's not all that's happening. A growing number of companies are investing heavily in wellness projects dedicated to their workers, with the aim of improving the quality of life in the workplace and increasing productivity.

Numerous scientific studies and research have shown that the performance of people at work increases in direct proportion to their physical and mental wellbeing. For this reason, some factories have built jogging tracks, gymnasiums and relaxation rooms for the exclusive use of their employees, or have set up rooms with chairs and massage beds involving beauticians and masseurs that during rest periods give workers few minutes of relaxation. This new approach to employment is of great importance to civilization and is part of a global process aimed at increasing not only the safety but also the quality of life in the workplace, in an increasingly fast-paced and stressed society.

Studies have shown the performance of people at work increases in direct proportion to their physical and mental wellbeing

A trend that goes beyond the workplace and involves the domestic environment to relieve stress is the new frontier of Home Spa as a means to deliver mini wellness holidays to people at home. This is not only experience showers and tubs with chromotherapy, but also themed interior design with sophisticated audio-video systems, lighting, and automation. Rooms within the home that become real relaxation areas, multisensory spaces to unwind on comfortable, massaging chaise-longues surrounded by lights, sounds and scents, with special 3D helmets that allow you to watch emotional videos and make our imagination take us to places far away in space and time. Incense, candles, robes made of natural fibres, fluffy pillows, herbal teas and supplements containing natural ingredients are just a few of the "spa products" which in recent years have entered into our homes. Not to mention the modern facilities dedicated to fitness, combining exercise and postural training and allowing us to keep fit even within the walls of our own home.

There is no doubt: we are at the beginning of a real revolution in wellness!



2017

Diary Dates

JULY

17-20 Cosmobeauté Malaysia,
Kuala Lumpur, Malaysia
www.cosmobeauteasia.com/index.php/malaysia

24-25 Cosmo Tech Expo India, New Delhi, India
www.cosmotechexpoindia.com

AUGUST

03-06 Estetika SP, Sao Paulo, Brazil
www.congressoestetica.com.br

06-08 International Conference and Exhibition on Cosmetic Dermatology and Hair Care, London, UK
www.aestheticmedicine.conferenceseries.com

12-14 Beauty Professional, Jakarta, Indonesia
www.beautyprofessional.co.id

23-25 Vietbeauty, Ho chi Minh, Vietnam
www.vietbeautyshow.com/en-us

24-26 Organic Expo, Yokohama, Japan
www.organic-expo.jp/en

26-27 Beauty Expo Australia, Sydney, Australia
www.beautyexpoaustralia.com.au

SEPTEMBER

02-03 Cosmetica Hannover, Hannover, Germany
www.cosmetica.de/cosmetica-hannover

03-04 Professional Beauty Johannesburg, Johannesburg, South Africa
www.probeauty.co.za

08-09 World of Beauty & Spa Spring, Prague, Czech Republic
www.beautyexpo.eu

09-12 Beauty Fair Brasil, Sao Paulo, Brazil
www.beautyfair.com.br

11-12 International Conference on Pigmentary Disorders, Dubai, UAE
www.aestheticmedicine.conferenceseries.com

15-17 Beauty Connect Expo Cambodia 2017, Phnom Penh, Cambodia
www.beautyconnectasia.com

15-19 CIDESCO World Congress, Mumbai, India
www.cidescocongress2017.com

18-19 Professional Beauty India, Mumbai, India
www.professionalbeauty.in

21-23 Beyond Beauty Asean, Bangkok, Thailand
www.beyondbeautyasean.com

23-24 Beauty Forum, Warsaw, Poland
www.beauty-fairs.com.pl/en

24-25 Professional Beauty Ireland, Dublin, Ireland
www.professionalbeauty.co.uk

25-26 World Dermatology Congress, Dubai, UAE
www.worlddermatology.conferenceseries.com

27-01 Belleza y Salud, Bogota, Colombia
www.feriabellezaysalud.com

28-01 Cosmetics-Beauty-Hair, Bucharest, Romania
www.expocosmetics.ro

GLOBAL AWARENESS DAYS

19th August - International Friendship Day

19th August - World Photo Day

27th August - World Tourism Day

9th September - CIDESCO Beauty Day

6th October - World Smile Day

OCTOBER

05-07 Interbeauty, Bratislava, Slovakia
www.incheba.sk

07-09 Estetika, Brussels, Belgium
www.estetika.be

08-09 Professional Beauty North, Manchester, UK
www.professionalbeauty.co.uk/site/Home

12-14 Cosmobeaute Indonesia, Jakarta, Indonesia
www.cosmobeauteasia.com

12-15 Clinical Dermatology Congress, Las Vegas, USA
www.clinicaldermconf.org/

14-15 Dodir Pariza, Belgrade, Serbia
www.sajamkozmetike.com/en

14-16 Salon International, London, UK
www.salonexhibitions.co.uk

15-16 Premier Beauty Classic, Columbus, USA
www.beautyclassicshow.biz/shows/columbus/default.asp

18-21 World Congress of Melanoma, Brisbane, Australia
www.worldmelanoma2017.com

20-22 Beauty, Helsinki, Finland
www.messukeskushelsinki.fi

21-23 Esthetiworld, Milan, Italy
www.esthetiworld.com

26-28 Asia-Pacific Dermatology Conference 2017, Osaka, Japan
www.dermatology.conferenceseries.com/asiapacific/

28-29 Beauty Forum Munchen, Munich, Germany
www.beauty-fairs.de

29-21 EBS - Expo Beauty Show, Mexico City, Mexico
www.expobeautyshow.com

Around the World

Congratulations to everyone who passed their CIDESCO examinations recently.



LTA School Of Beauty Pvt. Ltd., Mumbai, India with Examiner Jean Chen.



#HappyShare: LTA student Shruti who had just completed her most prestigious international diploma CIDESCO became the latest to get an international job offer. She has bagged a dream job . She has inspired many many students to learn more and earn more . She gives full credit to her TRAINERS & the qualification which definitely gave her an edge over all. CIDESCO is the world's highest & most respected qualification recognised worldwide.



Finesse Beaute Academy, Johor Bahru second CIDESCO International Graduation. Picture shows: Ms Song JiHye (2nd from left), Ms Pannee Liangvittayakun - International CIDESCO Examiner & Ms Julie Lew - Principal of Finesse Beaute Academy



POLUS International College Chengdu City, China with CIDESCO Examiner Jeannie Sim.

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