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CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

GREETINGS FROM THE BOARD

June 2018

To our dear Colleagues,

Time is going by so fast, hence we have already held our second face-to-face Board meeting in Zurich at the CIDESCO International Head Office in May. In between these meetings we continue to have our Skype meetings and email correspondence.

Between the period from January until May, so much has happened:

Accreditations:

- New applications of schools.
 - Newly accredited training schools in Germany, India, Australia and Switzerland.
 - Newly accredited CIDESCO Beauty Salons in South Africa and Japan.
 - New applications for multiple Beauty Salon accreditations in Wuhan, China.
- With many more in the pipeline.

Certificate Programs:

The three New Certificates have been launched. The syllabi of the Certificates in Skincare, Aesthetics and Body Therapy can be downloaded from the knowledgebase. If a school is offering the full CIDESCO Diplomas, it has an option to offer the Certificates as well. These Certificates were developed to enable students to become specialists in an area of expertise without having to undertake the entire CIDESCO Beauty Therapy Diploma.

CIDESCO's Certificates require less hours of study because they focus on certain parts of the Beauty Therapy Syllabus. The emphasis is to always maintain CIDESCO's exceptionally high standard, regardless of whether it is a Certificate or Diploma course being taught. Combining the Aesthetics and Body Therapy Certificates will equate to the Beauty Therapy Diploma, which is highly respected globally.





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Congress USA – launch of the CIDESCO Signature Treatment:

During April, our President Mrs Anna-Cari Gund was invited by CIDESCO Section USA to the American Beauty Show in Chicago where she demonstrated the CIDESCO Signature Facial Treatment. This is an exciting concept which was discussed at our PR meeting in Mumbai, India. It is wonderful to see it come to fruition. Everyone attending was enthusiastic about this facial. This Signature Treatment will be filmed within the next couple of months and be made available to all CIDESCO Accredited Spas and Salons including our Schools. It will be accessible on the knowledgebase.



CIDESCO Congress in Stockholm:

In September, CIDESCO Section Sweden is organizing the annual International Congress held in Stockholm. This will take place from 6th - 9th September 2018.

The Swedish Section is extremely active on Facebook with their exposure to attend not only the Congress, but their famous expo as well.

If you follow their page and visit their website, you will see the range of very inspiring speakers. The venue is the Radisson Blu Waterfront Hotel/Congress Centre. For more details, please see: www.cidescocongress2018.com



The program is as follows:

- 6th September - Opening ceremony, Exhibition, Make-up Competition, Welcome party
- 7th September - Exhibition, PR Meeting and Cultural Evening
- 8th September - General Assembly, Closing Ceremony, Gala Dinner
- 9th September - Examiner's and School's meeting, CIDESCO World Beauty Day



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Associate Membership:

CIDESCO Associate Membership is open to all suppliers of professional brands to the beauty, Spa, aesthetics and wellness industries, including individual professionals within these sectors. The benefit is to be able to use the CIDESCO Associates logo, have a profile on the CIDESCO International website and connection with the CIDESCO global membership which spans over 40 countries across five continents.

Promotion:

To promote CIDESCO effectively in your country, we need your help. We have a fantastic PR company, who assists all of us in promoting our brand. We are very active on Facebook, YouTube, Twitter, LinkedIn and Instagram. Should you have anything of interest relating to CIDESCO from your Section, School, Salon or Spa, please send your photo's, videos and articles to the Head Office at info@cidesco.com.

Secretariat:

The Board are so appreciative of our team at Head Office. Please contact them for anything relating to CIDESCO. They will gladly assist you with your queries.

Next meeting:

Our next Skype meeting will be 1st July 2018. Should you have any points you would like us to discuss, please send them to the Secretariat at info@cideso.com.

We look forward to seeing you at the 66th International CIDESCO Congress in Stockholm.

Sending warm greetings from all of the Board members of CIDESCO International.



Karin Luggens

Vice-President