



CIDESCO  
THE WORLD  
STANDARD  
FOR BEAUTY  
& SPA THERAPY

EST. 1946

PRESS RELEASE

## CIDESCO Celebrates Beauty Industry Inspirational people on CIDESCO International Beauty Day 2019

Monday 9<sup>th</sup> September 2019



CIDESCO, the World Standard for Beauty and Spa Therapy is inviting its schools and members to join in the celebrations for CIDESCO's International Beauty Day on **Monday 9<sup>th</sup> September 2019**. This special day, which was started by CIDESCO Section Russia in 2015, will celebrate the importance of being part of a global organisation by recognising beauty industry leaders and visionaries that have inspired their CIDESCO journey.

CIDESCO is asking their global community members to share images and short stories of their chosen person on social media, tagging CIDESCO International. The campaign will see our countries using the **#InternationalBeautyDay** and nominate the beauty visionary leader that has provided them with motivation during their CIDESCO career and beyond. These people will then be showcased in the CIDESCO LINK Magazine.

As well as sharing stories about these inspirational people on social media, CIDESCO is also encouraging schools and members to get involved by offering beauty treatments to those in need, such as carers and nurses, arranging special 'one-day-only' offers and providing introductory talks on the CIDESCO qualifications and the courses their schools offer.

Announcing CIDESCO's celebration of 2019's International Beauty Day, Anna-Cari Gund, CIDESCO International's President says; *"We are extremely proud and fortunate to be part of a global organisation that celebrates collaborative studying, close friendships and a strong passion for our*



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*incredible industry. With our lives moving as quickly as they are, we can easily forget the faces and characters that we have met along the way. Therefore, this year we are asking our members and schools to stop for a moment and celebrate the beauty icons and inspirational people that have played a particularly special part in their CIDESCO journey – of which we know there are many”.*

**Join in on Monday 9<sup>th</sup> September by nominating your industry leader and visionary on social media using the hashtag #InternationalBeautyDay with a photo and short story.**

**Facebook, VK & LinkedIn: @CIDESCOInternational**

**Twitter & Instagram: @CIDESCO1**

[www.cidesco.com](http://www.cidesco.com)

For more information on CIDESCO International please contact

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