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PRESS RELEASE

## CIDESCO Shares Thought of the Day to support Global Wellness Day 2017

As part of CIDESCO's commitment to Global Wellness Day (Saturday 10<sup>th</sup> June 2017), this year the world standard for beauty and spa therapy is calling on its members to share a Global Wellness 'Thought of a Day' in addition to taking up the 7 step manifesto to help reduce the world's biggest health problem, which is stress. The global activity will invite users to use the #GWDwithCIDESCO #GlobalWellnessDay #CIDESCO when sharing on social media. The best thoughts will then be collated and celebrated in the next issue of the CIDESCO LINK Magazine.

CIDESCO International's Head Office will be kick-starting the campaign, engaging with its global audience of over 50,000, posting across their Facebook, Twitter, Google+, LinkedIn and Instagram pages. CIDESCO's Global Wellness Day 'thought' this year will remind colleagues and friends that: *"Health is a state of body. Wellness is a state of being"*. In addition to the global social media activity, further encouraging initiatives will be lead by President of CIDESCO and Sweden's Global Wellness Day Ambassador, Anna-Cari Gund and Pamela Adkins, CIDESCO Education Board Member and Japan's Global Wellness Day Ambassador.



To actively participate in Global Wellness Day, CIDESCO members and Global Wellness Day supporters worldwide will aim to bring wellness into the forefront of their minds and daily lives. Global Wellness Day encourages all to practice and live by a 7 point manifesto:

- 1- Walk for an hour.
- 2- Drink more water.
- 3- Don't use plastic bottles.
- 4- Eat healthy food.



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- 5- Do a good deed.
- 6- Have a family dinner with your loved ones.
- 7- Sleep at 10:00 PM.

Anna-Cari Gund, CIDESCO's President and Sweden's Global Wellness Day Ambassador says on CIDESCO's participation; *"It's fantastic to see that year on year Global Wellness Day is reaching a larger audience and that more and more of our schools, students and graduates are practising the tips not just for the day but in their daily lives. Wellness is incredibly important to us and something that we hope all CIDESCO members prioritise in their lives to ensure a happy and fulfilling work-life balance."*

*For more information on Global Wellness Day:*

[www.globalwellnessday.org](http://www.globalwellnessday.org)

