



EST. 1946

**CIDESCO**  
THE WORLD  
STANDARD  
FOR BEAUTY  
& SPA THERAPY



**PRESS RELEASE**

## **CIDESCO Celebrates its 70<sup>th</sup> Anniversary!**



On 27<sup>th</sup> December **CIDESCO**, Comité International d'Esthétique et de Cosmétologie, **the World Standard for Beauty and Spa Therapy**, celebrate its 70<sup>th</sup> anniversary.

**“CIDESCO has reached an incredible milestone this year, celebrating 70 years of success, developing into the internationally recognised and respected organisation that it is today”**, comments CIDESCO

International President, Anna-Cari Gund. **“I am incredibly proud of all that has been achieved and look forward to celebrating the achievements of all our members, students and graduates across the globe.”**

To commemorate the milestone, CIDESCO is taking a look back at notable beauty events, fashions and trends that have occurred over the last seven decades including occasions such as the election of the first female president of CIDESCO.

Founded in 1946 by Georges Dumont from Belgium and Jacques Poirsons from France, the birth of CIDESCO aimed to unite Beauty Therapists, to exchange ideas and a framework for education, exams and teaching in a progressive, unified way.

With the first CIDESCO Sections accepted in Belgium, Austria, the Netherlands and Switzerland, the world standard for Beauty and Spa Therapy began its international journey. Just over ten years later CIDESCO's first Beauty Therapy Diploma was issued in 1958, marking the start of a change in the standards and education in the industry. In 1963, CIDESCO welcomed its first female President, Ria de Korte from the Netherlands, who adapted to the demand for new skills, equipment and diplomas to embrace continuous global development and changes within the beauty industry.

From CIDESCO Sections in Australia and Latvia to Malaysia and France, there have been distinct changes in trends, styles and popular beauty treatments, creating new challenges and opportunities for both members and students alike. Over the years, CIDESCO has noted the acceleration in technology and science, adapting with the beauty industry's response to continually maintain the highest standards.



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With the introduction of paraffin wax treatments in the 1950's; the 'big bold brows' trend; and the introduction of the Modern Spa in the 1970's, CIDESCO Beauty Therapists have become accustomed to the rotating platform of beauty trends, further noticing the correlation between fashions and beauty appointments.

The year 1975 saw the invention of the tanning bed, revolutionising the beauty industry and challenging health and safety standards. The tanning trend grew with popularity and decades later in 1997 the "spray tan" was introduced to beauty professionals. CIDESCO has recognised that with new trends, developing products and treatments, it is essential to comply with the latest in beauty standards to ensure that the industry develops positively on a global scale.

Today, as aesthetic surgery grows with popularity year-on-year and the variety in make-up tools, products and services increases, this rapid development demands that standards are continually developing and preparing to accommodate this ever-expanding field of study and work.

CIDESCO is cognisant of social changes too. In 2004 Facebook united the globe by connecting people in a new social sphere, which has supported the beauty industry incredibly well. Social media platforms allow users to share images, videos and create professional branding. The growth of social media has helped to inspire new people into the industry and also unite therapists and businesses around the world, to share tips, job opportunities and more.

Now in its 70<sup>th</sup> year, CIDESCO has 30 Sections globally, its own quarterly magazine, CIDESCO LINK, and even more diplomas and post graduate qualifications with millions of students worldwide, wanting to study with the CIDESCO internationally recognized examining body.

For more information:

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