

# BEAUTY SUMMIT

## FRIDAY 23 OCTOBER 2009

### Massage Symposium

h11.00 – 12.00 **Russian Massage** with **Oleg Vasiliev** – deviser and teacher of the massage

h12.00 –13.00 **The Fisiosomatico massage and method** with **Mauro Sorrentino** – deviser and teacher of the massage

h15.00 – 15.30

### **Organic in professional cosmetics: formulaic aspects and new rituals**

Speakers: **Dr Carlotta del Canale** and **Dr Antonella Latilla**

h15.30 – 17.30

### **Workshop Consumer Experience & Web Marketing in the Beauty sector**

Analysis focus: who are our users, how many are them and what do they do, what are the trends, potential web marketing and communication activities in the beauty sector? Consumer experience analysis and development, 2.0 activities, CRM, Social Media Marketing, Internet PR, E-Commerce etc.

Team QPX speaker: **Claudio Acace**

## SATURDAY 24 OCTOBER 2009

h11.00 – 12.00

### **The latest trends in professional beauty**

The latest in treatments, on two fronts:

- Anti-age and slimming
- Traditional treatments originating from spa culture

**Jean-Eric Knecht - ELEGANCE School France**

h12.00 – 13.00

### **The Most Effective Customised Anti-stress Massage**

The Dr Giovanni Leanti La Rosa method for the prevention and treatment of massage practitioners' and massage clients' stress-related disorders

**Dr Giovanni Leanti La Rosa**

h14.30 – 17.30

### **CIDESCO ITALIA NATIONAL WORKSHOP \***

**speakers:**

h14.30-15.00

### **Beauty psychology**

**Marcello Bruognolo**, lecturer in psychology at the State University, St Petersburg (Russia)

h15.00-15.30

### **Ayurvedic massage**

**Siro Cannarella**, teacher, CIDESCO ITALIA, International College of Ayurveda (University of Pune, India)

h15.30-16.00

**Cosmetic medicine**

**Dvora Ancona**, lecturer in cosmetic medicine, University of Pavia

h16.00-16.30

**Sport beauty massage**

**Renzo Del Cont**, teacher CIDESCO ITALIA, CSEN-CONI National Fitness Coach

h16.30-17.00

**Beauty anatomy**

**Mirella Falconi**, lecturer in human anatomy at the University of Bologna

h17.00-17.30

**Presentation of the Corso di Alta Formazione Universitaria per Operatore dell'Estetica e del Benessere** (university course for beauty professionals), **University di Bologna, Rimini Science Campus – Giorgio Cantelli Forti**, chairman of the Rimini Science Campus of the University of Bologna

**SUNDAY 25 OCTOBER 2009**

h10.30 – 13.30

**CIDESCO ITALIA NATIONAL WORKSHOP \***

**speakers:**

h10.30-11.00

**Giovanni D'Agostinis**, cosmetologist chemist, science editor of *Kosmetica* magazine

Subject: **Perfumes and wellness**

h11.00-11.30

**Simone Russo**, psychosomatist somatologist - Istituto di Psicomatica Integrata

Subject: **Posturology and learning**

h11.30-12.00

**Umberto Borellini**, lecturer in cosmetology at the Tor Vergata University of Rome

Subject: **Cosmetoscience**

h12.00-12.30

**Riccardo Scognamiglio**, Department of Psychology, University of Milan-Bicocca

**Alessandro Aloisi**, kinesiologist and somatology consultant - Istituto di Psicomatica Integrata

Subject: **Kinesiology and new prospects for wellness-care**

h12.30-13.00

**Fulvio Marzatico**, head of the Pharmabiochemistry Laboratory, University of Pavia

Subject: **Anti-age nutrition**

h13.00-13.30

**Andrea Bovero**, lecturer in cosmetology at the Anhembi Morumbi University of Sao Paolo (Brazil)

**Presentation of the book: "Comunicare la Bellezza e il Benessere", pub. Edizioni Tecniche Nuove**

**\*Delegates will receive a CIDESCO certificate of attendance at the end of the event**

h14.30 – 17.30

**Applied Beauty Therapy Session**

**Speakers:**

h14.30 – 15.30

**Michelle Peck, Madonna's facialist, shows the Intraceuticals Oxygen treatment, hyperbaric oxygen and hyaluronic acid for an Hollywood look.**

h15.30 – 16.00

**"Reading" a client's face using morphopsychology**

Morphopsychology provides wellness and beauty professionals with a way of understanding a client's personality. It enables them to understand a client's character and aptitudes so as to customise treatments and offer a more attractive, convincing service in keeping with the client's requirements.

**Dr Raffaella Pizzi**, trainer, chair of Centro Italiano di Morfopsicologia e Comunicazione

h16.00 – 16.30

**Semi-permanent tattoos and self-perception: using form to establish a unique aesthetic identity so that each of us is original, making stereotypes a utopia**

**Maria Laura Matthey**

h16.30 – 17.00

**How the wellness market is evolving: trends and challenges from international scenarios**

**Dr Barbara Gavazzoli**

h17.00 – 17.30

**How to grow professionally in order to implement your business**

**Dr Roberto Sani**

**MONDAY 26 OCTOBER 2009**

h10.30 – 11.30

**"We manage a heart": proposing a limited but effective package**

Technical-practical update, new techniques to include in the list of a beauty centre's services

**Michele Angelo Narracci**

h11.30 – 12.30

***Candle Bamboo Massage***

This massage is fundamentally based on a Thai technique, while the strokes are a legacy of the Californian massage. The other movements are freely created and reinterpreted by **Antonio Cerrone** using tension-relieving (trapezius and back) and connective (for the face) movements with lymphatic drainage and through the use of small bamboo sticks.

h12.30 – 13.30

**NAIL SPA**

The segments to be considered when setting up a Nail Spa

Clients' multiple requirements.

Minimum basic supply of medical equipment

Ongoing staff training

Annual training costs borne by the company

Choice of materials so as to juggle fashion and safety.

Franchising with the collaboration of the biggest companies which handle production

**Piermario Viale**