

Crystal Legend Award

Pioneers in Aesthetics – Couple Awarded

By *CIDESCO editor*

The **Crystal Legend Award**, sponsored by *Les Nouvelles Esthétiques & Spa*, recently recognized and honoured two of the aesthetic industry's well-known entrepreneurs in America. The Award is usually given to a professional, who has significantly contributed to the aesthetic industry, is viewed as a mentor and inspiration to skin care professionals and supports them to maximize their potential.

This year's recipients were a couple for the first time, posthumous to the late Hubert Lam, OMD and to his wife Pat Lam from Canada, the founders of the CIDESCO Section Canada in 2000.

Hubert Lam was a legendary entrepreneur and leader in the skin care industry, a highly respected educator, inventor and acute businessman. He is credited with introducing many new technologies which helped to revolutionize and elevate the status of the esthetician to its present position in society. He fought tirelessly to advance the status of the esthetic professional.

Pat Lam was encouraged by her husband to join him in his medical aesthetic practice in the 1970's, and the couple worked together tirelessly to establish their business for 35 years. Pat is an international educator and has lectured at several CIDESCO



Pat & Hubert Lam

congresses around the world. She is a CIDESCO examiner, a CIDESCO Esthetic Winner and a Board Certified Anti-Aging Health Practitioner (A4M). She has used her passion for health and fitness to develop educational tools, books and DVDs on wellness for the skin care professional.

The Lams represent true pioneers in the skin care and spa industry. Their work has opened doors for many aesthetic professionals around the world.

Pat and Hubert Lam were the founders of the Lam School of Advanced Esthetics, a CIDESCO school in Toronto, Canada for 23 years. It is now owned by one of their graduates in Courtenay, British Columbia, Canada. Pat is President of the Society of Professional Skin Care Specialists that represents CIDESCO in Canada.

The two Crystal Legend Awards on behalf of her beloved late husband and herself were handed over from Dr. Le Grand, the organizer and owner of the *International Les Nouvelles Esthétiques & Spa* in Miami this year. ■



Pat Lam receiving the Award from Dr. Le Grand in Miami. Denise Fuller, the Editor-in-Chief of the *Les Nouvelles Esthétiques Magazine* in USA is to the right.