

CHAPTER 1 History and Career Opportunities

Date: _____

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Text Pages: 1–15

POINT TO PONDER:

"Remember, determination and enthusiasm triumph over talent and laziness every time."—Life's Little Instruction Calendar

WHY STUDY COSMETOLOGY HISTORY AND CAREER OPPORTUNITIES?

1. In your own words, describe why you think it is important for you to learn about old and ancient techniques that were once used in cosmetology.

2. Cosmetologists who know something about the history of their profession are better able to _____ its future.

BRIEF HISTORY OF COSMETOLOGY

3. The term used to encompass a broad range of specialty areas, including hairstyling, nail technology, and esthetics is _____.
4. Define cosmetology. _____

5. What Greek word is the term *cosmetology* derived from? _____
What does this term mean? _____
6. Archaeological studies reveal that haircutting and hairstyling were practiced in some form as early as the _____.

7. What ordinary items were used as implements and hair adornment during this time? _____
8. What natural products did ancient people use for coloring matter and tattooing?

9. Who was the first civilized culture to cultivate beauty into an extravagant fashion? _____ For what purposes did they use cosmetics?

10. When was the first evidence of cosmetics in Egypt recorded? _____
- a) 3000 BC
 - b) 2000 BC
 - c) 1500 BC
 - d) 1000 BC
11. _____ was an ancient queen who used custom-blended essential oils as her “signature” scents.
12. Which Egyptian queen had a personal cosmetics factory? _____
13. Men in ancient times sometimes stained their nails and lips.
_____ True
_____ False
14. What did Chinese aristocrats rub onto their nails to turn them crimson or ebony?

15. During the Chou Dynasty, what might have happened to people who were not of noble birth if they were caught tinting their nails? _____

16. In 500 BC during the Golden Age of _____, hairstyling became a highly developed art.
17. Greek women applied preparations of _____ on their faces, _____ on their eyes, and _____ on their cheeks and lips.
18. How did the Greeks create the brilliant red pigment named vermillion?

19. In Rome, women used hair color to indicate their class in society. Match the correct shade with its corresponding class:
- | | |
|-----------------------------|----------|
| _____ 1) Noblewomen | a) Black |
| _____ 2) Middle-class women | b) Red |
| _____ 3) Poor women | c) Blond |
20. During the Middle Ages, where did women not wear colored makeup?
- _____ a) Lips
 - _____ b) Cheeks
 - _____ c) Eyes
21. Which of the following techniques was originally developed by a physician during the Middle Ages?
- _____ a) Croquignole wrapping technique
 - _____ b) Steam distillation
 - _____ c) Henna-based hair dyes
 - _____ d) Cold waving
22. What was discouraged during the Renaissance? _____
23. During the Renaissance, women shaved their eyebrows and hairlines to appear _____.
24. During the Victorian Age, what did women use to preserve the health and beauty of the skin? _____ What were they made from? _____
25. What did Victorian women do to induce natural color rather than use cosmetics? _____
26. Up until the nineteenth century, barbers performed which of the following services?
- _____ a) Minor surgery
 - _____ b) Haircutting
 - _____ c) Dentistry
 - _____ d) All of these answers are correct.

27. Explain the symbolic meaning of the barber pole. _____

28. Up until the end of the nineteenth century, it was common practice for people of both genders to wear wigs.
_____ True
_____ False
29. A _____ would be considered a modern example of a wig.
30. List two major developments that occurred in the early twentieth century that changed Americans' ideas about beauty. 1) _____
2) _____
31. Why was Max Factor's makeup popular with movie stars? _____

32. _____ invented a heavily wired machine that supplied electrical current to metal rods around which hair strands were wrapped.
33. Which of the following methods was most appropriate for use on long hair?
_____ Croquignole wrapping
_____ Spiral wrapping
34. Sarah Breedlove is known for which of the following achievements?
_____ a) Organizing one of the first national meetings for businesswomen in the United States
_____ b) Pioneering the modern African-American hair care and cosmetics industry
_____ c) Devising sophisticated sales and marketing strategies for her hair care products
_____ d) All of these answers are correct.
35. Who invented the curling iron? _____
36. _____ advertisements were initially considered _____ by many women's magazines in the early 1920s.

37. Charles Revson borrowed formulas from what industry to develop his nail polish? _____
38. Name two movie stars who helped make nail polish popular in the 1930s.

39. When was the first permanent haircolor product introduced?
_____ a) 1927
_____ b) 1932
_____ c) 1941
_____ d) 1944
40. Today's alkaline perms are modern versions of what method of permanent waving developed in 1941? _____
41. A term used today that refers to the variety of permanent waving and straightening options for clients is called _____ services.
42. During the 1950s, many women made _____ a regular part of their weekly schedules.
43. This stylist shook the beauty world in the 1960s with his geometric cuts.

44. Which of the following best describes the use of beauty products during the 1980s?
_____ a) Barely there
_____ b) Heavy on the eyeshadow and blush
_____ c) Gentle haircolors in many shades
_____ d) None of these answers are correct.
45. The twenty-first century is currently considered the age of _____ in the beauty industry.
46. Since the late 1980s, the salon industry has evolved to include _____, a term first coined by _____.
47. By 2005, it was commonplace for many salons to use _____ appointment scheduling.
48. Today, most salons use _____ to provide information about their services, location, business hours, and so on to clients and potential clients.

CAREER PATHS FOR COSMETOLOGISTS

49. In addition to attending school, a cosmetologist must be _____ to work as a professional.

50. List eight different areas you may specialize in within the professional industry.

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

51. It is a good idea for a specialist to _____ with other reputable _____ as a way of perfecting his or her technique.

52. A salon relies heavily on _____ as a way of staying up-to-date on new trends or techniques within the industry.

53. Having a strong public speaking ability is important for this beauty professional.

54. Explain which of the specialized areas you are most interested in and why.

55. Depending on the specialty area you choose, you may need to join a _____.

56. Describe the skills required of a salon manager. _____

57. The current trend in the cosmetology industry shows a continued _____ in opportunities for professionals.

58. The salon business typically _____ recessions better than other industries.

59. List ways you can make each day in school have a positive impact on your future.

60. Your license will unlock countless doors, but what two things will fuel your career? _____

CHAPTER 2 Life Skills

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Text Pages: 16–35

POINT TO PONDER:

"Show up!" Woody Allen said, "90 percent of life is "showing up." Go to class—even when you don't feel like it, when the subject matter seems boring, when you have to bum a ride or take the bus because your car died, when you have a bad hair day or a hangover. Go to class!"

1. The salon is a creative workplace where you will exercise your artistic talent, and it is a highly social atmosphere that will require _____ and excellent _____.

WHY STUDY LIFE SKILLS?

2. Practicing life skills will lead to a more _____ and _____ career in the beauty industry.
3. Describe in your own words why you think having good life skills will help build your self-esteem.

LIFE SKILLS

4. Below is a list of different life skills. Put a check mark next to the skills you feel you are well on your way to mastering, and put a circle next to the ones you need to improve.

- _____ Being genuinely caring and helpful to others
- _____ Successfully adapting to different situations
- _____ Sticking to a goal and seeing a job to completion
- _____ Being consistent with your work
- _____ Developing a deep reservoir of common sense
- _____ Making good friends
- _____ Feeling good about yourself
- _____ Maintaining a cooperative attitude
- _____ Defining your own code of ethics and living within your definition
- _____ Approaching all your work with a strong sense of responsibility
- _____ Mastering techniques that will help you become more organized
- _____ Having a sense of humor to bring you through difficult situations
- _____ Acquiring patience, one of the greatest virtues
- _____ Always striving for excellence

5. A “life skill” is a skill you should practice both at work and in your personal life.

- _____ True
- _____ False

THE PSYCHOLOGY OF SUCCESS

6. All the talent in the world will not make you successful. Talent must be fueled by _____ in order to sustain your career.

7. List the 10 basic principles that form the foundation of all personal and business success.

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____

- h) _____
- i) _____
- j) _____

8. How is self-esteem related to success? _____

9. What will help you turn the possibilities in your life into realities? _____

10. How can you maintain a positive self-image? _____

11. You should not depend on how other people define success. How do you define success?

12. How can you develop success? _____

13. What is a counterproductive activity in the salon? _____

14. Circle each correct answer. Successful stylists do / do not run themselves ragged; they do / do not eat, sleep, and drink beauty. They do / do not take care of their personal needs by spending time with family and friends, having hobbies, and enjoying recreational activities.

15. List three ways to show respect for others.
a) _____
b) _____
c) _____

16. Unscramble each term and then match it with its definition.

naotiostrinpra

mfepnictioer

eagm apln

_____ To put off until tomorrow what you can do today.

_____ The compulsion to do things perfectly.

_____ The conscious act of planning your life instead of just letting things happen.

17. When setting goals for yourself, how far ahead should you plan?

_____ Daily

_____ Weekly

_____ Yearly

_____ All of these answers are correct.

18. What must you first do to be successful? _____

19. It is ultimately your instructor's responsibility to make sure you learn what you need to in a course.

_____ True

_____ False

21. List the "rules" that will help take you down the road of success.

22. Discuss why it is important for you to continue to seek educational opportunities after you have completed school.

23. What is the difference between motivation and self-management? _____

24. The best motivation for you to learn comes from an _____ to grow your skills as a professional.

25. What may happen to a person who is pursuing a career simply because others think it is the right career choice?

_____ a) The person will feel personally excited about her or his career choice.

_____ b) The person will never succeed in that career.

_____ c) The person may have trouble feeling motivated.

26. Define creativity. _____

27. Name four guidelines to follow to enhance your creativity.

a) _____

b) _____

c) _____

d) _____

28. What does “change your vocabulary” mean? _____
_____ What are some examples?

29. Why is it important to avoid being self-critical? _____

MANAGING YOUR CAREER

30. What is a mission statement? _____

31. Write a personal mission statement that communicates who you are and what you want in life.

GOAL SETTING

32. What is the purpose of setting goals? _____

33. Why is it important to map out your goals? _____

34. Describe the difference between short-term goals and long-term goals.

35. List five short-term goals and five long-term goals and the actions required to achieve them.

SHORT-TERM GOALS	ACTION

LONG-TERM GOALS	ACTION

36. To stay on track, it is important to _____ your plan regularly.
37. Name two common goals a salon manager may set for a cosmetologist.
- 1) _____
- 2) _____

TIME MANAGEMENT

38. All people have a(n) _____, or natural rhythm, that helps them manage their time efficiently if they pay attention to it.
39. An average person spends _____ checking e-mail, surfing the Internet, or watching videos each day.
- _____ a) one hour
- _____ b) three hours
- _____ c) four hours
- _____ d) six hours
40. Read through the list of time-management techniques. Rate each as either a personal strength or an area you need to develop or improve.
- _____
- _____
- _____
- _____

Time-Management Techniques	Strength	Development Opportunity
Prioritizing tasks		
Designing my own time-management system		
Not taking on more than I can handle		
Learning problem-solving techniques		
Giving myself free time to regroup		
Taking notes of my thoughts and ideas		
Making schedules for my regular commitments		

Knowing personal energy levels throughout the day		
Rewarding myself for good work		
Using to-do lists to prioritize tasks and activities		
Including time for physical activity		
Scheduling a block of free time each day		
Making time management a habit		

41. What is the most important aspect of time management in the salon?

STUDY SKILLS

42. If you find studying overwhelming what can you do? _____

What can you do if you find your mind wanders in class? _____

43. List the habits you can develop to improve your study skills.

44. To achieve a goal, it is sometimes necessary to learn _____ skills.

45. Discuss why you think having a mentor might help you achieve your goals.

ETHICS

46. The moral principles by which we live and work are _____.

47. List the five professional behaviors that will show you are an ethical person.

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

48. Describe how to maintain your integrity. _____

49. Nancy had a fight with her daughter before going to work at the salon; she relives the entire fight with her first client of the morning. What is Nancy demonstrating?

- _____ a) Her honesty and directness with everyone because she speaks her mind
- _____ b) Her ability to provide self-care by venting her feelings
- _____ c) Her lack of discretion by sharing a personal issue with a client

PERSONALITY DEVELOPMENT AND ATTITUDE

50. What are the “ingredients” of a healthy, positive attitude? _____

51. What does it mean to be tactful? _____

52. When is assertiveness no longer a positive quality? _____

53. People are born with values and goals.
_____ True
_____ False

54. List five positive qualities of people who are effective communicators.
a) _____
b) _____
c) _____
d) _____
e) _____

55. Think about what having a “pleasing attitude” means to you personally and describe some ways you can work toward improving your attitude.

CHAPTER 3 Your Professional Image

Date: _____

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POINT TO PONDER:

“Every day you do one of two things: build health or produce disease in yourself.”—Adelle Davis

WHY STUDY THE IMPORTANCE OF YOUR PROFESSIONAL IMAGE?

1. In your own words, explain why your professional image and the way you present yourself will affect your career in the beauty and wellness industry.

2. List the six components that help create a complete, professional image.

3. Explain in your own words why finding a salon that exhibits a professional image and working environment that suits your personal style is critical to your future career success.

4. A client is _____ likely to have confidence in a beauty professional who looks messy and wears outdated clothing.
- _____ a) more
- _____ b) less

BEAUTY AND WELLNESS

5. What does being well groomed begin with? _____
6. It is not necessary to do which of the following every day?
- _____ a) Shower or bathe
- _____ b) Be neat and clean
- _____ c) Wear perfume
- _____ d) Use deodorant
7. _____ is the daily maintenance of cleanliness by practicing good sanitary habits.
8. Working as a stylist behind the chair or doing makeup, nail care, or skin care means that you must be extremely meticulous about your hygiene.
- _____ True
- _____ False
9. One of the best ways to ensure that you always smell fresh and clean is to create a _____ to keep in your station or locker. List the items that should be included. _____
- _____

10. While working in a salon, when is it necessary for you to wash your hands?

- a) Before you begin each service
- b) Whenever they are soiled
- c) After using the restroom
- d) All of these answers are correct.

11. What should you do if you smoke? _____

APPEARANCES COUNT

12. Which is an extremely important element of your professional image?

- a) Cell phone
- b) Expensive shears
- c) Well-groomed hair, skin, and nails
- d) Designer clothes

13. A cosmetologist who wears sunscreen regularly is demonstrating a commitment to professional beauty.

- True
- False

14. How often should you change your style? _____

_____ Why? _____

15. Why do many salons have a no-fragrance policy for staff members?

16. Salon owners and managers view _____, _____, and _____ as being just as important as technical knowledge and skills.

17. What is one of the most vital aspects of good personal grooming?

18. Explain why it is a good idea to invest in an apron or a smock. _____

19. Noticing the ways in which other stylists are dressed will provide you with clues about a particular salon's _____.
20. How can you make the best clothing choices that promote your career as a promising stylist? _____
21. Name three important considerations a professional stylist should remember when choosing clothing and accessories.
- 1) _____
- 2) _____
- 3) _____
22. What types of shoes are generally recommended? _____
- _____
23. Makeup should be used to _____ your best features and _____ your less flattering ones.
24. It is safe to wear flip-flops when working around electricity and sharp implements as long as you are careful.
- _____ True
- _____ False
25. Which of the following examples demonstrates a positive attitude?
- _____ a) Discussing salon policy with a coworker in front of a client
- _____ b) Telling a client who drops in unexpectedly for a service that you will not see her without an appointment
- _____ c) Finishing a service for a coworker who needs to leave work unexpectedly
- _____ d) Calling in sick on the first warm day of spring
26. A professional is someone who remains _____, even when under _____.

YOUR PHYSICAL PRESENTATION

27. _____ is an important part of your physical presentation. Why?

28. List the guidelines for achieving and maintaining good work posture.

29. Define ergonomics. _____

30. Give an example of fitting the job to the person in the salon. _____

31. The best way to avoid problems of the hands, wrists, shoulders, neck, back, feet, and legs is to _____ them from occurring in the first place.

32. The muscles and joints of the body can be injured by repetitive motions.

_____ True

_____ False

33. After your next practical service, analyze yourself to see if you do any of the following:

_____ Grip or squeeze implements too tightly.

_____ Bend the wrist up or down constantly when using your tools.

_____ Hold your arms away from your body as you work.

_____ Hold your elbows more than a 60-degree angle away from your body for extended periods of time.

_____ Bend forward and/or twist your body to get closer to your client.

34. What measures can you take to avoid these problems?

35. How can you counter the problem of working in an environment that has physical discomfort? _____

36. You should always put your health first and the task at hand second.

_____ True

_____ False