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 _________.

Chapter 1 History and Career Opportunities
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.
   ______________________________________________________________________
   ______________________________________________________________________
   ______________________________________________________________________
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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? __________________________
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.

   _____________________________________________

   _____________________________________________

   _____________________________________________

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

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

Chapter 2 Life Skills
16. Unscramble each term and then match it with its definition.

naotiostcinpra    mfepnictsioer    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.

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<th>SHORT-TERM GOALS</th>
<th>ACTION</th>
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<th>LONG-TERM GOALS</th>
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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.

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<tr>
<th>Time-Management Techniques</th>
<th>Strength</th>
<th>Development Opportunity</th>
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<td>Prioritizing tasks</td>
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<td>Designing my own time-management system</td>
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<td>Not taking on more than I can handle</td>
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<td>Learning problem-solving techniques</td>
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<td>Giving myself free time to regroup</td>
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<td>Taking notes of my thoughts and ideas</td>
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<td>Making schedules for my regular commitments</td>
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<td>Knowing personal energy levels throughout the day</td>
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<td>Rewarding myself for good work</td>
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<td>Using to-do lists to prioritize tasks and activities</td>
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<td>Including time for physical activity</td>
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<td>Scheduling a block of free time each day</td>
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<td>Making time management a habit</td>
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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.

   ______________________________________________
   ______________________________________________
   ______________________________________________
   ______________________________________________
   ______________________________________________
   }
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?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Chapter 3 Your Professional Image
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