MILADY
STANDARD

ESTHETICS

FUNDAMENTALS

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Preface

Milady Standard Esthetics: Fundamentals

You are about to begin a journey into a career ripe with opportunity for success and personal satisfaction. The need for professional estheticians continues to grow in new and exciting ways, providing ample room for personal success in a variety of career paths.

As your school experience begins, consider how you will approach your course of study through attitude, study skills and habits, and perseverance—even when the going gets tough. Stay focused on your goal—to become a licensed esthetician and begin your career—and talk to your instructor should any problems arise that might prevent you from succeeding in attaining it.

Foreword

You have one decision to make today: Are you going to be your very best self or just get by? That’s it. After all, 90 percent of success is showing up, mentally—and physically. Are you committed to putting a laser focus on learning?

Education makes your life better, happier, richer. Specialized learning builds confidence, leads to a specific career, and opens dozens of unexpected doors. And if you listen to those who have already traversed the path before you, esthetics training will provide you with the foundation for an exciting, artistic, limitless career.

The Benchmark for Esthetics Education

Milady’s Standard Textbook for Professional Estheticians was first published in 1978, the creation of Joel Gerson. It soon became the textbook choice of esthetics educators and has seen 11 revisions. Throughout this period, it has consistently been the most widely used esthetics textbook in the world. As the science and business of skin care evolve, new editions of the text are needed periodically, and Milady is committed to publishing the best in esthetics education. We have thoroughly updated the content and design of this textbook to bring you the most valuable, effective educational resource available. To get the most out of the time you will spend studying, take a few minutes now to learn about the text and how to use it before you begin.

This 11th Edition of Milady Standard Esthetics: Fundamentals provides you with the basic information you need in an esthetics training course up to 600 hours. Before beginning this revision, Milady conducted extensive research to learn what needed to be changed, added, or deleted. We went to some of the top experts in the field to learn how the changing esthetics field should be reflected in this new edition of the textbook. We involved top educators in the revision process, providing firsthand knowledge of current esthetics classes. Finally, we sent the
finished manuscript out for yet more reviews. What you hold in your hands is the finished result.

Milady Standard Esthetics: Fundamentals, 11th Edition, contains comprehensive information on many subjects including infection control, spa body treatments, choosing a product line, and more. In addition, a new chapter entitled “Life Skills” has been added to align with other Milady textbooks placing a greater emphasis on goal setting, time management, study skills, and ethics. As a part of your esthetics education, this book provides you with a valuable guide for learning the techniques you will be performing, as well as detailed information for gaining insight into how to interact with clients and even to run a business. No matter which career path you choose in the esthetics field, you will refer to this text again and again as the foundation upon which to build your success.

Features of this Edition

In response to the suggestions of the esthetics educators and professionals who reviewed the Milady Standard Esthetics: Fundamentals and to those submitted by students who use this text, this edition includes many new features and learning tools.

Alignment
Milady has carefully aligned all of its core textbooks. This means that information appearing in more than one text—whether it is esthetics, nail technology, or cosmetology—now matches from one book to another.

Design
Milady has also dramatically changed the design of the textbook—it now has an exciting magazine feel—to reflect the innovative and unique energy and artistry found in the skin care business.

Photography and Art
Over 100 new, four-color photographs and illustrations have been added throughout the text, appearing in both chapter content and step-by-step procedures.

Pre- and Post-Service Procedures
To drive home the point that pre-service cleaning, disinfecting, and preparing for the client are important, you will find that a unique Pre-Service Procedure has been created in Chapter 14, The Treatment Room, to specifically address setting up your facial room and for meeting, greeting, and escorting your client to your service area. Additionally, a Post-Service Procedure has been created to address cleaning, disinfecting, and organizing after servicing a client.
Pre-Service and Post-Service Procedure icons with page numbers appear in every chapter with procedures, so you can quickly and easily refer to them when needed.

**Why Study This?**

Milady knows, understands, and appreciates how excited students are to delve into the newest and most exciting products and equipment, and we recognize that students can sometimes feel restless spending time learning the basics of the profession. To help you understand why you are learning each chapter's material and to help you see the role it will play in your future career as an esthetician, Milady has added this new section to each chapter. The section includes three or four bullet points that tell you why the material is important and how you will use the material in your professional career.

**New Organization of Chapters**

By learning and using the tools in this text together with your teachers’ instruction, you will develop the abilities needed to build a loyal and satisfied clientele. To help you locate information more easily, the chapters are now grouped into five main parts:

**Part 1: Orientation**

Orientation includes four chapters that cover the past, present, and future of the field of esthetics. Chapter 1, “History and Career Opportunities in Esthetics,” outlines the origin of esthetics, tracing its evolution through the twenty-first century and speculating on where it will go in the future. Chapter 2, “Life Skills,” is a new addition to this edition that stresses the importance of setting goals, time management, and establishing a solid foundation for a successful career. Chapter 3, “Your Professional Image,” stresses the importance of personal hygiene and deportment and discusses interacting with managers, coworkers, and clients. Chapter 4, “Communicating for Success,” is a blueprint for using your special skills and personality to build a successful career in esthetics and outlines how to service and retain a loyal client base.

**Part 2: General Sciences**

General Sciences includes important information that you need to know to keep you and your clients safe and healthy. Chapter 5, “Infection Control: Principles and Practices,” offers the most current, vital facts about cleaning and disinfection procedures, hepatitis, HIV, and other infectious viruses and bacteria and tells how to prevent them from being transmitted. Chapters 6 through 8—“General Anatomy and Physiology,” “Basics of Chemistry,” and “Basics of Electricity”—provide essential information that will help guide your work with clients and enable you to make decisions about treatments. Chapter 9, “Basics of Nutrition,” is the final chapter in Part 2. This chapter is vital for estheticians who seek to understand the effects of nutrition on the
Part 3: Skin Sciences

Skin Sciences offers clear, up-to-date content on every aspect of the skin. Chapter 9 covers nutrients, vitamins, and minerals both as used topically and as taken internally.

Part 4: Esthetics

Esthetics focuses on actual practices performed by the esthetician. Setting up the treatment room and creating the correct atmosphere for both the client and for the esthetician are covered in Chapter 14, “The Treatment Room.” Chapter 15, “Facial Treatments,” instructs in the methods used during several types of facials and their benefits and contraindications, as well as the unique considerations and techniques of the men’s facial. Chapter 16, “Facial Massage,” covers the benefits of massage along with contraindications and basic massage movements. Chapter 17, “Facial Machines,” is devoted to machines used in esthetic treatments and provides instruction on the use of the steamer, galvanic machine, Wood’s Lamp, and more. Chapter 18, “Hair Removal,” covers the critical information you’ll need for these increasingly requested services. Chapter 19, “Advanced Topics and Treatments,” provides an overview of the body and clinical procedures used with cosmetic surgery and also covers the increasingly popular spa body treatments. Color theory, face shapes, and advice about selecting a product line are some of the topics addressed in Chapter 20, “The World of Makeup,” which will provide a reference in the future, with appearance-enhancement services growing in demand.

Part 5: Business Skills

Business Skills contains a wealth of new information on creating financial and operational success as an esthetician. Chapter 21, “Career Planning,” provides practical instruction on setting goals, preparing a resume, and preparing for an interview. Information on the skills of money management and communication is also included.

“The Skin Care Business,” Chapter 22, includes valuable information on establishing your own business, as well as tips to help you recognize a successful business to join as an employee. Lastly, Chapter 23, “Selling Products and Services,” stresses market-related topics including product knowledge, understanding your clients’ needs, and tracking your success.
Additional Features of this Edition

As part of this edition, many features are available to help you master key concepts and techniques.

Throughout the text, short paragraphs in the outer column draw attention to various skills and concepts that will help you reach your goal. The Focus On pieces target sharpening technical skills, sharpening personal skills, ticket upgrading, client consultation, and building your client base. These topics are key to your success as a student and as a professional.

Did You Know?

These features provide interesting information that will enhance your understanding of the material in the text and call attention to a special point.

Activity

The Activity boxes describe hands-on classroom exercises that will help you understand the concepts explained in the text.

FYI

FYI's offer important, interesting information related to the content. Often FYI boxes direct you to a Web site or other resource for further information.
Some information is so critical for your safety and the safety of your clients that it deserves special attention. The text directs you to this information in the CAUTION boxes found in the margins.

REGULATORY AGENCY ALERT

This feature alerts you to check the laws in your region for procedures and practices that are regulated differently from state to state. It is important, while you are studying, to contact state boards and provincial regulatory agencies to learn what is allowed and not allowed. Your instructor will provide you with contact information.

Here’s a Tip

These helpful tips draw attention to situations that might arise and provide quick ways of doing things. Look for these tips throughout the text.

Web Resources

The Web Resources provide you with Web addresses where you can find more information on a topic and references to additional sites for more information.
Educational Chapter Formatting

Each chapter of *Milady Standard Esthetics: Fundamentals* includes specialized formatting and strategies for the presentation of material to enhance your experience while working with the chapter and to facilitate the learning process.

**Learning Objectives**

At the beginning of each chapter is a list of learning objectives that tell you what important information you will be expected to know after studying the chapter. Throughout the chapter you will see a special icon that indicates you have finished reading the material that corresponds to one of these Learning Objectives. 🔴 L01

**Key Terms**

The words you will need to know in a chapter are given at the beginning, in a list of **Key Terms**. When the word is discussed for the first time within the chapter, it appears in boldface type. If the word is difficult to pronounce, a phonetic pronunciation appears after it in parentheses.

**Procedures**

All step-by-step procedures offer clear, easy-to-understand directions and multiple photographs for learning the techniques. At the beginning of each procedure, you will find a list of the needed implements and materials, along with any preparation that must be completed before the procedure begins.
In previous editions, the procedures (which are detailed, illustrated, and in-depth) interrupted the flow of the main content, often making it necessary for readers to flip through many pages before continuing their study. In order to avoid this interruption, all of the procedures have been moved to a special PROCEDURES section at the end of each chapter.

Some students may want to review a procedure at the time it is mentioned in the main content. To make it easy for you to find the procedure you are looking for at these times, Milady has added Procedural Icons. These icons appear where each procedure is mentioned within the main content of the chapter, and they direct you to the page number where the entire procedure appears.

**Review Questions**

Each chapter ends with questions designed to test your understanding of the chapter’s information. Your instructor may ask you to write the answers to these questions as an assignment or to answer them orally in class. If you have trouble answering a chapter review question, go back to the chapter to review the material and then try again. The answers to the Review Questions are in your instructor’s Course Management Guide.

**Chapter Glossary**

All key terms and their definitions are included in the Chapter Glossary at the end of each chapter, as well as in the Glossary/Index at the end of the text.
Extensive Learning and Teaching Package

While *Milady Standard Esthetics: Fundamentals* is the center of the curriculum, students and educators have a wide range of supplements from which to choose. All supplements have been revised and updated to complement the new edition of the textbook, except for the DVD series.

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| **Milady Standard Esthetics: Fundamentals**         | Full-color, spiral-bound guide.  
Used in conjunction with the textbook, or on its own to brush up on key procedures.  
Each step is clearly explained and is accompanied throughout by full-color photos.  
List of rubrics appear at the end of each chapter; the rubric is a clearly-developed scoring document used to differentiate between levels of development in a specific skill performance or behavior.  
Notes section inserted to comment on your performance of each of the key tasks.                                                                                                                                                                                                 |
| **Milady Standard Esthetics: Fundamentals E-Book**  | Electronic version of Milady Standard Esthetics: Fundamentals for instant online access.  
Requires an Internet connection.  
Enables highlighting, note-taking, and bookmarking.  
Has search capabilities.  
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Contains an Enhanced eBook providing students with an interactive, online-version of the printed textbook.  
Consists of a Student Learning Pathway, featuring a variety of integrated resources including: Learning Objectives, FAQs, PowerPoint, Study Notes, Crosswords, Chapter Overviews, Flashcards, Discussion Topics, Web Links, Glossary, and Interactive Quizzing.                                               |
Educator Supplements

Milady proudly offers a full range of innovative products created especially for esthetics educators to make classroom preparation and presentation easy, effective, and enjoyable.

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About the Authors

Joel Gerson

Joel Gerson, Ph.D., set the standards for esthetic skin care schools in the United States when he authored Standard Textbook for Professional Estheticians as the result of many years of research and experience. Before the book was published, no state offered a separate license in esthetic skin care. Since the publication of the first edition, 48 states now offer separate licenses for the practice of facial treatments and skin care.

Joel Gerson has been called the “master of skin care education” by American Salon Magazine because he is a firm believer in education and enjoys sharing his knowledge with others. He has presented his dynamic and comprehensive lectures and seminars throughout the United States, Canada, Europe, and the Far East.

Joel’s professional credentials include resident makeup artist for the House of Revlon; spokesman for Lever Brothers; vice president of Education for Christine Valmy, Inc.; national training director for Pivot Point International; and director of skin care training for Redken Laboratories. Joel is currently serving as a technical consultant to several major manufacturers and has appeared on radio and television talk shows. His articles on facial treatments and skin care have appeared in many publications, including Les Nouvelles Esthétiques, Dermascope, Modern Salon, and American Salon. He has hosted for the last ten years the International Congress of Esthetics, sponsored by the American edition of Les Nouvelles Esthétiques and the Dermascope Magazine. Joel Gerson has a doctorate in Allied Health Science and holds a teaching license for Scientific Facial Treatments from the University of the State of New York. He has served as an esthetic examiner with the New York Department of State.

Janet M. D’Angelo

Janet M. D’Angelo, M.Ed., is founder and president of J.Angel Communications, LLC, a Marketing & Public Relations firm specializing in the health, beauty, and wellness industry. With more than 25 years of experience developing marketing and management strategies and a strong background in education, Janet is a featured speaker at trade shows and conferences in the U.S. and abroad, where she educates on a wide range of business topics. She is also an adjunct professor in the College of Management at the University of Massachusetts Boston.

Janet began her career in the skin care industry in 1979 as one of the first separately licensed estheticians in Massachusetts. Since then she has worked tirelessly to raise industry awareness and promote professional standards, serving on trade association advisory boards and research committees, addressing legislative boards, conducting business seminars, and writing articles for consumer and trade publications.
In addition to her work on this text, Janet D’Angelo is the author of *Spa Business Strategies: A Plan for Success*, (Cengage Learning, 2006; 2010), a contributing editor and author of the “Business Communication Skills” of *Milady’s Standard Comprehensive Training for Estheticians* (Milady, 2003) and *Milady’s Standard Esthetics: Advanced* (Cengage Learning, 2010; 2013). D’Angelo is a member of several professional organizations including the American Marketing Association (AMA), Associated Skin Care Professionals (ASCP), and the International Spa Association (ISPA). She can be reached at janet@jangelcommunications.com.

**Sallie Deitz**


Sallie has a Bachelor’s Degree from The Evergreen State College in Olympia, WA., in liberal arts with a concentration in education. She has completed numerous graduate courses in adult education, learning styles, and the multiple intelligences.

Sallie speaks at various esthetic tradeshows, hosts webinars, and presents at select seminars. She is an advisory board member with the Northwest Aestheticians’ Guild, Seattle, WA; an advisory board member for The Salon Professional Academy (Tacoma, WA); and has served as a committee member in test development for NIC (National Interstate Council of State Board of Cosmetology Esthetics Division).

**Shelley Lotz**

Shelley Lotz started her career in esthetics over 25 years ago and has been involved in many aspects of the industry including business management, training, marketing, retailing, and teaching. She is a contributing author of *Milady’s Standard Esthetics: Fundamentals* (9th and 10th eds.). Shelley is the former owner and an instructor at the Oregon Institute of Aesthetics, an undergraduate and advanced graduate-level esthetician school. She co-developed the school’s esthetic procedures and curriculum.

Before starting the school, she owned her own esthetics business and worked at salons and spas. Shelley is now a consultant and educator. She
has taught workshops and worked as a makeup artist for photographers and film/video. Shelley has been a member of the Oregon Department of Education curriculum committee and the Board of Cosmetology’s item-writing committee.

Shelley Lotz has a Bachelor of Science degree in Biology, Geography, and Communications from Southern Oregon University. For her, the most rewarding part of teaching is making a difference in the lives of students. She is passionate about this exciting industry and loves sharing information through writing and education. Shelley currently works at a spa and as a green business consultant.

Her other career interest is teaching Sustainable Living Programs, including the Certified Sustainable Building Advisor Program. A life-long passion for sustainability and the spa industry has led her to combine both fields into a complementary blend of green business and holistic beauty. Shelley is writing a new book on Green Salons and Spas.

Editorial Contributors

Jean Harrity

Jean Harrity has been working in the beauty industry since 1991. Throughout her career, she has worn many hats that include Nail Technician, Esthetician, Medical Aesthetician, Esthetic and Nail Teacher, Salon Manager, Makeup Artist, and Permanent Makeup Artist. She has worked with many different types of skin, their many imperfections and disorders, and has a strong knowledge and understanding of a wide variety of skin care, nail care, and makeup products.

As a freelance makeup artist, Jean has been performing makeup services since 1996. Working with organizations such as Sprì, Maybelline, Teen People, Nexus and DiamondJack’s Casino, she has been published in various media formats including magazines, books, and on-line. Jean continues to pursue the creativity that makeup artistry brings by continuing to work with models and photographers.

Jean currently serves on the Board of Barber, Cosmetology, Esthetics, Hair Braiding, and Nail Technology for the state of Illinois. As a board member she is able to help create, change, and enforce the rules for this profession to protect the public.

Contributing Authors for Previous Editions of Milady Standard Esthetics: Fundamentals

Catherine M. Frangie

John Halal
History and Career Opportunities in Esthetics

Chapter Outline

- Why Study History and Career Opportunities in Esthetics?
- Brief History of Skin Care
- Style, Skin Care, and Grooming Throughout the Ages
- Career Paths for an Esthetician
- A Bright Future
Learning Objectives

After completing this chapter, you will be able to:

L01 Describe the cosmetics and skin care practices of earlier cultures.
L02 Discuss the changes in skin care and grooming in the twentieth and twenty-first centuries.
L03 Name and describe the career options available to licensed estheticians.
L04 Explain the development of esthetics as a distinct, specialized profession.

Key Terms

Page number indicates where in the chapter the term is used.

- esthetician (aesthetician) pg. 9
- henna pg. 5
- medical aesthetics (esthetics) pg. 10
- nanotechnology pg. 8
Much of today’s skin and body care therapies are rooted in the practices and attempts of earlier civilizations to ward off disease in order to live healthier, longer lives. The brief history outlined in this chapter will acquaint you with some of the ways men and women have tried to improve upon skin health and nature by changing and enhancing their appearance.

Why Study History and Career Opportunities in Esthetics?

Esthetics (es-THET-iks) is a career in which you can grow, thrive, and make a difference in the lives of others every day. Whether you are coming to esthetics as your first, second, or third career choice, it holds the promise of independence, pride, and community. Being a professional esthetician opens many doors that are not available in other industries. Once you become proficient and master the basics, the only limits that you will experience are those that you allow to define you. While you are studying History and Career Opportunities in Esthetics, here are some good reasons for learning as much as possible on these topics.

- It is good to have a historical perspective on where we have been in order to know how far we have come.
- It is helpful to understand what materials used in early beauty preparations may have been instrumental in determining how materials are used today, such as in color formulations and cosmetics.
- To understand how culture can shape fashion and how it can bring about the necessity for change.
- To learn about the multiple options for career opportunities, and then to expand your career upon them.

Brief History of Skin Care

In early times, grooming and skin care were practiced more for self-preservation than for attractiveness. For example, an ancient African might have adorned himself with a variety of colors that would allow him to blend into his environment for hunting. During the reign of Elizabeth I, men and women would have used lead and arsenic face powder to adorn themselves because it was the social trend in the mid-1500s.

The Egyptians

The Egyptians were the first to cultivate beauty in an extravagant fashion (Figure 1–1). They used cosmetics as...
part of their personal beautification habits, for religious ceremonies, and in preparing the deceased for burial. One of the earliest uses of **henna**, a dye obtained from the powdered leaves and shoots of the mignonette tree used as a reddish hair dye and in tattooing, was as an adornment in ancient Egypt for body art and on fingernails. The Egyptians also placed great importance on the animals that surrounded them. Each animal of prominence had a corresponding god or goddess that was artfully mimicked from the animal’s physical characteristics. The Egyptians incorporated these traits into their grooming and beautification habits, as well as their mummification rites. To the early Egyptians, cleanliness was also very important—it was a means of protection from evil as well as from disease.

**The Hebrews**

The early Hebrews had a wealth of grooming and skin care techniques. Due to their nomadic history, they adopted many techniques from other cultures. Hebrew grooming rituals were based on the principle that their bodies were gifts to be cared for. Cosmetics were primarily used for cleansing and maintenance of the skin, hair, teeth, and overall bodily health.

The Hebrews used olive and grapeseed oils to moisten and protect the skin. They prepared ointment from hyssop (an aromatic plant originally found near the Black Sea and in central Asia) for cleansing, and they used cinnamon balms to keep in body heat. Myrrh and pomegranate were the Hebrews’ most useful grooming and health aids. Myrrh in powder form was used to repel fleas, and in tincture form it was used for oral hygiene. Pomegranate was used as an antiseptic and was helpful in expelling intestinal worms.

**The Greeks**

The words *cosmetics* and *cosmetology* come from the Greek word *kosmetikos* (kos-MET-i-kos), meaning “skilled in the use of cosmetics.” In ancient Greece, beauty was determined by how one looked when naked. It was the naked Grecian athlete who defined the balance between mind and body. The Greeks viewed the body as a temple. They frequently bathed in olive oil and then dusted their bodies in fine sand to regulate their body temperature and to protect themselves from the sun. They were very aware of the effects of the natural elements on the body and the aging process. They used both honey and olive oil for elemental protection and were always in search of ways to improve their health and appearance. It was this drive for perfection that made the Greeks so prominent in advancing grooming and skin care (Figure 1–2).

**The Romans**

The ancient Romans are famous for their baths, which were magnificent public buildings with separate sections for men and women. Ruins of these baths survive to this day. Steam therapy, body scrubs, massage, and
Africans created remedies and grooming aids from materials found in their natural environment.

The geisha personifies the Japanese ideal of beauty.

The Romans applied various preparations to the skin to maintain attractiveness. Other physical therapies were all available at bathhouses. After bathing, Romans applied rich oils and other preparations to their skin to keep it healthy and attractive (Figure 1–3). Fragrances made from flowers, saffron, almonds, and other ingredients were also part of bathing and grooming rituals.

The Asians

The Asians, like the Egyptians, blended nature, animal, and self into a sophisticated and elaborate culture that adhered to a high standard of grooming and appearance. Both the Chinese and Japanese cultures blended the edges of their natural scenery into their looks.

History also shows that during the Shang dynasty (1600 BC), Chinese aristocrats rubbed a tinted mixture of gum arabic, gelatin, beeswax, and egg whites onto their nails to turn them crimson or ebony.

The ancient Japanese geisha not only exemplified the ideal of beauty, she was also able to incorporate it into intricate rituals (Figure 1–4). Geishas removed their body hair by a technique similar to what we call threading today—they wrapped a thread around each hair and pulled it out. From the tenth to the nineteenth centuries, blackened teeth were considered beautiful and appealing. It was common for both the married woman and the courtesan to black out their teeth with a paste made from sake, tea, and iron scraps.

The Africans

Traditional African medicine features diverse healing systems estimated to be about 4,000 years old. Since ancient times, Africans have created remedies and grooming aids from the materials found in their natural environment (Figure 1–5). Even today in parts of North Africa, people use twigs from the mignonette tree as toothpicks. The twigs have an antiseptic quality and help prevent oral and tooth disease.

Style, Skin Care, and Grooming Throughout the Ages

Style and personal grooming took many turns throughout history and reflected the social mores of specific time periods. Beautification and adornment slowly moved away from the spiritual and the medicinal and began to reflect the popular culture of the day.

The Middle Ages

The Middle Ages is the period in European history between classical antiquity and the Renaissance. It began with the downfall of Rome in AD 476 and lasted until about 1450. During that time, religion played a prominent role in people’s lives. Healing, particularly with herbs, was largely in the hands of the church. Beauty culture was also practiced.
Tapestries, sculptures, and other artifacts from this period show towering headdresses, intricate hairstyles, and the use of cosmetics on skin and hair (Figure 1–6). Women wore colored makeup on their cheeks and lips, but not on their eyes. Bathing was not a daily ritual, but those who could afford them used fragrant oils.

**The Renaissance**

During the Renaissance period, Western civilization made the transition from medieval to modern history. One of the most unusual practices was the shaving or tweezing of the eyebrows and the hairline to show a greater expanse of forehead—a bare brow was thought to give women a look of greater intelligence (Figure 1–7). Fragrances and cosmetics were used, although highly colored preparations for lips, cheeks, and eyes were discouraged. The hair was carefully dressed and adorned with ornaments or headdresses. Many women used bleach to make their hair blond, which was a sign of beauty.

**The Age of Extravagance**

Marie Antoinette was queen of France from 1755 to 1793. This era was called the Age of Extravagance. Women of status bathed in strawberries and milk and used various extravagant cosmetic preparations, such as scented face powder made from pulverized starch (Figure 1–8). Lips and cheeks were often brightly colored in pink and orange shades. Small silk patches were used to decorate the face and conceal blemishes. Some hairstyles extended high into the air, using elaborate wire cages with springs to adjust the height. The hairstyles might have even contained gardens and menageries with live animals, which could attract lice and other parasites.

**The Victorian Age**

The Victorian Age spans the reign of Queen Victoria of England (1837–1901). Modesty was greatly valued, and makeup and showy clothing were discouraged except in the theater (Figure 1–9). Hairstyles were sleek and demure, often knotted in the back with hairpins. Men kept their hair short and grew sideburns, a mustache, and/or a beard. To preserve skin health and beauty, women used beauty masks and packs made from honey, eggs, milk, oatmeal, fruits, vegetables, and other natural ingredients. Victorian women are said to have pinched their cheeks and bitten their lips to induce natural color rather than use cosmetics such as lipstick and rouge.
The Twentieth Century

The twentieth century brought about many changes in style, skin care, and innovation of the beauty culture. Each decade seemed to have an inherently different look, whereas in earlier history it may have taken a century to bring about a change (Figure 1–10). These changes were primarily due to greater exposure to other cultures (because more people were traveling) and to the industrialization of civilizations. Newspapers, magazines, radio, and motion pictures were important sources of information on fashions in the United States as well as in other countries. The twentieth century brought about Tretinoin (Retin-A®), Botox®, alpha hydroxy acid, and a myriad of sought-after cosmetic surgery procedures.

The Twenty-First Century

The beginning of the twenty-first century brought about a more relaxed approach to clothing, hair, and makeup. Styles became less elaborate, with a focus on a great-looking pair of jeans with simple tops, and skin care continued to top the list of purchases for the average consumer.

With information on facial services, treatments, and product ingredients readily available, consumers would go armed to their favorite shopping venue, including the Internet, to make informed, discerning decisions about cosmetics in general. Never before did the esthetician have so much competition—from the 11 to 18 percent increase in skin care centers popping up all the way to the growth of the skin care knowledge base of their clients.

Advancements spiked dramatically in the field of esthetics with the use and layering of technologies. Lasers, light therapies, microcurrent, ultrasonic, and chemical compounds have been modified and recalibrated to incorporate a busy client with no time to spend recovering from a procedure. Technology continues to become smaller, smarter, and more mobile.

The use of nanotechnology, the art of manipulating materials on an atomic or molecular scale, becomes more prevalent in use by product manufacturers. By changing the chemistry of product ingredients and breaking them into smaller units, nanotechnology rejuvenated the older tried-and-true ingredients and created new ones. The future of skin health appears promising as researchers continually develop new products that decrease adverse reactions in the skin.

Today and Beyond

The birth of the medical spa has created growth in a segment of the skin care industry. Cosmetic surgery continues to be
popular and is a multibillion-dollar industry. According to the American Society for Aesthetic Plastic Surgery, cosmetic procedures in 2010 increased by 147 percent over those performed since 1997. Nonsurgical procedures, however, such as injectibles (Botox®, Juvederm®), laser hair reduction, chemical peels, and microdermabrasion, still lead all cosmetic surgical procedures in every category.

Private Labeling and Branding
Private-label product lines have become important to many spas and medical spas (medi-spas). An esthetician can create a line as simple or as complex as desired, depending on the type of branding he or she chooses to promote sales.

Compounding Pharmacies
For estheticians working with and for physicians, skin care has a pharmaceutical component. Many compounding pharmacies have taken a market share of the cosmetic industry by offering more advanced preparations. Compounding pharmacies build preparations according to the requests of the physician for a given patient or client. It is possible to make special compounds which may include exfoliants, lighteners, antioxidants, and prescriptions such as retinoic acid for cell renewal. These products must be recommended, prescribed, and administered by a physician.

New ingredients and therapies for wrinkles, skin cancer, and general skin health will continue to be developed. As the technology improves, these methods will be less invasive and allow the client to spend less time away from her regular daily activities. Baby boomers will continue to retire and younger clients will take a lead in driving the market. The esthetician is well positioned to benefit from all of the future endeavors related to skin care development, technology, health, and fashion.

Career Paths for an Esthetician

Esthetics, also known as aesthetics, from the Greek word aesthetikos (meaning “perceptible to the senses”), is a branch of anatomical science that deals with the overall health and well-being of the skin, the largest organ of the human body. An esthetician, also known as aesthetician, is a specialist in the cleansing, beautification, and preservation of the health of skin on the entire body, including the face and neck.

Estheticians provide preventive care for the skin and offer treatments to keep the skin healthy and attractive. They may also manufacture, sell, or apply cosmetics. They are trained to detect skin problems that may require medical attention. However, unless an esthetician is also a licensed dermatologist, physician, or physician’s assistant, he or she cannot prescribe medication, make a diagnosis, or give medical treatments.
PROCEDURE 18-1

Eyebrow Tweezing

Preparation

1 Discuss with the client the type of eyebrow arch suitable for her facial characteristics.

2 Seat the client in a facial chair in a reclining position, as for a facial massage. Or, if you prefer, seat the client in a half-upright position and work from the side if it is comfortable for both you and the client. The head needs to be supported and held steady to get a firm grip and hold the skin taut. The brows should be easy to reach and visible under adequate lighting, preferably with a magnifying light.

3 Drape a towel over the client’s clothing.

4 Wash and dry your hands, and put on single-use gloves. Washing your hands thoroughly with soap and warm water is critical before and after every client procedure you perform. The importance of proper cleaning in these procedures cannot be overemphasized.
Procedure

The eyebrow tweezing procedure involves the following steps:

5. Prepare the skin: use a mild antiseptic on a cotton pad before tweezing to clean and prepare the area.

6. Measure the brows to check the shape (in-between the brows, the arch, and the end of the brow). Brush the eyebrows with a small brush. Carefully trim long hairs outside the brow line now or after tweezing. Brush the hair upward and into place to see the natural line of the brow. Observe the stray hairs and what needs to be removed.

7. Stretch the skin taut next to the hair with the index finger and thumb (or index and middle fingers) of your other hand while tweezing. Hold each area taut next to the hair being removed.

8. Remove hairs from under the eyebrow line. Shape the lower section of one eyebrow, then shape the other. Grasp each hair individually with tweezers and pull with a quick, smooth motion in the direction of the hair growth. Carefully grasp the hair at the base as close to the skin as possible without pinching the skin and pull in the direction of the hair growth, not straight up or out.

9. Brush the hair downward. Remove hairs from above the eyebrow line if the predetermined shape deems it necessary. Shape the upper section of one eyebrow; then shape the other.
PROCEDURE

18-1 Eyebrow Tweezing  (continued)

10 Remove hair from between the brows.

11 Wipe the tweezed areas with a cotton pad, moistened with a nonirritating antiseptic lotion, to contract the skin and avoid infection.

12 Brush the eyebrow hair in its normal position.

13 Optional: Apply a soothing cream. Gently remove excess cream with a cotton pad.

14 If eyebrow tweezing is part of a makeup or facial service, continue the procedure. If not, complete the next step.

Post-Service

• Complete 14-2 Post-Service Procedure
Review Questions

1. What structures are part of the pilosebaceous unit?
2. What are the main structures of the hair follicle?
3. Explain the three stages of the hair-growth cycle.
4. Define the terms hirsutism and hypertrichosis.
5. Define electrolysis.
6. Define threading and sugaring.
7. What is photoepilation?
8. What is the difference between depilation and epilation?
9. What are the two main types of waxing products?
10. What are six of the conditions, treatments, and medications that contraindicate hair removal?
11. List four of the safety precautions that must be followed for waxing.
12. What are the three most important points in safe wax removal techniques?
13. When should you use a biohazard container for waste disposal?
14. Why is hard wax better than soft wax for sensitive areas?

Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>anagen</td>
<td>First stage of hair growth during which new hair is produced.</td>
</tr>
<tr>
<td>catagen</td>
<td>Second transition stage of hair growth; in the catagen stage, the hair</td>
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<tr>
<td></td>
<td>shaft grows upward and detaches itself from the bulb.</td>
</tr>
<tr>
<td>depilation</td>
<td>Process of removing hair at skin level.</td>
</tr>
<tr>
<td>depilatory</td>
<td>Substance, usually a caustic alkali preparation, used for temporarily</td>
</tr>
<tr>
<td></td>
<td>removing superfluous hair by dissolving it at the skin level.</td>
</tr>
<tr>
<td>electrolysis</td>
<td>Removal of hair by means of an electric current that destroys the hair</td>
</tr>
<tr>
<td></td>
<td>root.</td>
</tr>
<tr>
<td>epilation</td>
<td>Removes hairs from the follicles; waxing or tweezing.</td>
</tr>
<tr>
<td>hair bulb</td>
<td>Swelling at the base of the follicle that provides the hair with</td>
</tr>
<tr>
<td></td>
<td>nourishment; it is a thick, club-shaped structure that forms the lower</td>
</tr>
<tr>
<td></td>
<td>part of the hair root.</td>
</tr>
<tr>
<td>hair follicle</td>
<td>Mass of epidermal cells forming a small tube, or canal; the tube-like</td>
</tr>
<tr>
<td></td>
<td>depression or pocket in the skin or scalp that contains the hair root.</td>
</tr>
<tr>
<td>hair papilla</td>
<td>Cone-shaped elevations at the base of the follicle that fit into the hair</td>
</tr>
<tr>
<td>(plural: papillae)</td>
<td>bulb. The papillae are filled with tissue that contains the blood vessels</td>
</tr>
<tr>
<td></td>
<td>and cells necessary for hair growth and follicle nourishment.</td>
</tr>
<tr>
<td>Term</td>
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<tr>
<td>hair root</td>
<td>Anchors hair to the skin cells and is part of the hair located at the bottom of the follicle below the surface of the skin; part of the hair that lies within the follicle at its base, where the hair grows.</td>
</tr>
<tr>
<td>hair shaft</td>
<td>Portion of the hair that extends or projects beyond the skin, consisting of the outer layer (cuticle), inner layer (medulla), and middle layer (cortex). Color changes happen in the cortex.</td>
</tr>
<tr>
<td>hirsutism</td>
<td>Growth of an unusual amount of hair on parts of the body normally bearing only downy hair, such as the face, arms, and legs of women or the backs of men.</td>
</tr>
<tr>
<td>hypertrichosis</td>
<td>Also known as <em>hirsuties</em>; condition of abnormal growth of hair, characterized by the growth of terminal hair in areas of the body that normally grow only vellus hair.</td>
</tr>
<tr>
<td>lanugo</td>
<td>The hair on a fetus; soft and downy hair.</td>
</tr>
<tr>
<td>laser hair removal</td>
<td>Photoepilation hair reduction treatment in which a laser beam is pulsed on the skin using one wavelength at a time, impairing hair growth; an intense pulse of electromagnetic radiation.</td>
</tr>
<tr>
<td>photoepilation</td>
<td>Also known as <em>Intense Pulsed Light</em> (IPL); permanent hair removal treatment that uses intense light to destroy the growth cells of the hair follicles.</td>
</tr>
<tr>
<td>pilosebaceous unit</td>
<td>The hair unit that contains the hair follicle and appendages: the hair root, bulb, dermal papilla, sebaceous appendage, and arrector pili muscle.</td>
</tr>
<tr>
<td>sugaring</td>
<td>Ancient method of hair removal. The original recipe is a mixture of sugar, lemon juice, and water that is heated to form a syrup, molded into a ball, and pressed onto the skin and then quickly stripped away.</td>
</tr>
<tr>
<td>telogen</td>
<td>Also known as <em>resting phase</em>; the final phase in the hair cycle that lasts until the fully grown hair is shed.</td>
</tr>
<tr>
<td>threading</td>
<td>Also known as <em>banding</em>; method of hair removal; cotton thread is twisted and rolled along the surface of the skin, entwining hair in the thread and lifting it out of the follicle.</td>
</tr>
<tr>
<td>trichology</td>
<td>Scientific study of hair and its diseases and care.</td>
</tr>
<tr>
<td>vellus hair</td>
<td>Also know as <em>lanugo hair</em>; short, fine, unpigmented downy hair that appears on the body, with the exception of the palms of the hands and the soles of the feet.</td>
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</tbody>
</table>