

MILADY STANDARD ESTHETICS: FUNDAMENTALS REVISION SYNOPSIS

GLOBAL COMMENTS

New features added to the 11th edition that are found throughout the textbook:

1. Each chapter contains a listing stating the most important reasons for studying the applicable subject. These reasons have been included in the Introduction or Learning Motivation found at the beginning of each Lesson Plan.
2. Practical Skills Competency Evaluation Criteria have been added to the end of each practical lesson plan.
3. The term *sanitation* has been eliminated from the textbook. It has been replaced with *cleaning, decontamination, or disinfection* throughout.

MILADY STANDARD ESTHETICS FUNDAMENTALS—11TH EDITION	MILADY STANDARD ESTHETICS FUNDAMENTALS—10TH EDITION	SYNOPSIS OF SIGNIFICANT CHANGES
<p>PART 1: ORIENTATION</p> <p>Chapter 1—History and Career Opportunities in Esthetics</p> <p>Objectives:</p> <ul style="list-style-type: none"> –Describe the cosmetics and skin care practices of earlier cultures. –Discuss the changes in skin care and grooming in the twentieth and twenty-first centuries. –Name and describe the career options available to licensed estheticians. –Explain the development of esthetics as a distinct, specialized profession. 	<p>PART 1: ORIENTATION</p> <p>Chapter 1—History and Career Opportunities in Esthetics</p> <p>Objectives:</p> <ul style="list-style-type: none"> –Describe the cosmetics and skin care practices of earlier cultures. –Discuss the changes in skin care in the twentieth and twenty-first centuries. –Name and describe the career options available to licensed estheticians. –Explain the development of esthetics as a distinct, specialized profession. 	<p>Both editions cover essentially the same information, including an introduction to the world of skin care, a detailed history of cosmetology and skin care, and a variety of career opportunities for skin therapists.</p> <p>New information in the 11th edition includes:</p> <ul style="list-style-type: none"> –The reasons a professional should have some sense of the history of the industry. –References to the mignonette tree. –Retin-A® Is now referred to as Tretinoin. –Skin care company owner, product development, and mobile esthetician are added in career opportunities.
<p>Chapter 2—Life Skills</p> <p>Objectives:</p> <ul style="list-style-type: none"> –List the principles that contribute to personal and professional success. –Describe good study habits. –Create a mission statement. –Explain how to set long-term and short-term goals. –Discuss the most effective ways to manage time. –Define ethics. –List the characteristics of a healthy, positive attitude. 	<p>Chapter 2—Life Skills</p> <p>This chapter was not contained in the 10th edition of the <i>Milady Esthetics Fundamentals</i> textbook.</p>	<p>All information contained in this chapter is new and not found in the 10th edition.</p>

Chapter 3—Your Professional Image

Objectives:

- Explain the characteristics of a professional image.
- Understand the importance of professional hygiene.
- Demonstrate proper standing and sitting posture.
- Understand how your personal conduct affects your professional image.

Chapter 3—Your Professional Image

Objectives:

- List the basic habits of daily personal hygiene.
- Demonstrate proper standing and sitting posture.
- List the characteristics of a healthy, positive attitude.
- Explain the attributes of a strong work ethic.
- Define ethics.
- List the most effective time management techniques.

Both editions cover essentially the same information regarding personal hygiene, dressing for success, and the importance of ergonomics.

New information in the 11th edition includes:

- Behaving professionally is new to the 11th edition.
- Quick exercises for wrists, fingers, and shoulders is new to the 11th edition.

Chapter 4—Communicating for Success

Objectives:

- List the golden rules of human relations.
- Explain the definition of effective communication.
- Conduct a successful client consultation.
- Handle delicate communications with your clients.
- Build open lines of communication with co-workers and salon managers.

Chapter 4—Communicating for Success

Objectives:

- List the golden rules of human relations.
- Explain the importance of effective communication.
- Conduct a successful client consultation.
- Handle delicate communications with clients.
- Build open lines of communication with co-workers and salon managers.

Both editions cover essentially the same information regarding communication basics, the client consultation for key services, understanding the total look concept for clients, the consultation card, the consultation area, developing listening and observational skills, special issues and challenges in communication, and in-salon communication.

New information in the 11th edition includes:

- Retailing: What, Why, How
- Handling differences

PART 2—GENERAL SCIENCES

Chapter 5—Infection Control: Principles and Practices

Objectives:

- Understand state laws and rules and the differences between them.
- List the types and classifications of bacteria.
- Define hepatitis and Human Immunodeficiency Virus (HIV) and explain how they are transmitted.
- Explain the differences between cleaning, disinfecting, and sterilizing.
- List the types of disinfectants and how they are used.
- Discuss Universal Precautions.
- List your responsibilities as a salon professional.
- Describe how to safely clean and disinfect salon and spa tools and implements.

PART 2—GENERAL SCIENCES

Chapter 5—Infection Control: Principles and Practices

Objectives:

- List the types and classification of bacteria.
- Define hepatitis and AIDS and explain how they are transmitted.
- Discuss the different types of disinfectants and how they are used.
- Describe how to safely sanitize and disinfect various salon tools and surfaces.
- Explain the differences between sterilization, disinfection, and sanitation.
- Understand the importance of sanitation for the health and safety of your clients and for yourself.

Both editions cover essentially the same information regarding infection control, HIV, and Universal Precautions.

Explanation added on the difference between Standard and Universal Precautions.

General infection is replaced with *systemic infection or disease*.

New information in the 11th edition includes:

- Decontamination Methods 1 and 2
- Benefits of sterilizing
- Ideal disinfectant qualities
- Accelerated hydrogen peroxide
- Ethylene alcohol
- Glutaraldehyde
- Keep a log book

<p>Chapter 6—General Anatomy and Physiology</p> <p>Objectives:</p> <ul style="list-style-type: none"> –Define and explain why the study of anatomy, physiology and histology is important to the esthetician. –Describe cells, their structure and their reproduction. –Define tissue and identify the types of tissues found in the body. –Name the 9 major body organs and the 11 main body systems and explain their functions. 	<p>Chapter 6—General Anatomy and Physiology</p> <p>Objectives:</p> <ul style="list-style-type: none"> –Explain the importance of anatomy and physiology to the esthetics profession. –Describe cells, their structure, and their reproduction. –Define tissue and identify the types of tissues found in the body. –Name the 11 main body systems and explain their basic functions. 	<p>Both editions cover essentially the same information regarding anatomy and physiology.</p> <p>New information in the 11th edition includes:</p> <ul style="list-style-type: none"> –11 body systems instead of 10 –Extensor hallucis longus. eleventh cutaneous, nerve, arterioles, venules, posterior tibial artery, pineal glands, pituitary glands, throid gland, parathyroid gland, pancreas, adrenal gland, ovaries, testes <p>References deleted from the 2012 edition are:</p> <ul style="list-style-type: none"> –Blood-vascular and Lymph-vascular Systems –Supraorbital artery –Infraorbital artery
<p>Chapter 7—Basics of Chemistry</p> <p>Objectives:</p> <ul style="list-style-type: none"> –Define chemistry and its branches: organic and inorganic chemistry. –Explain matter and its structure. –Discuss the properties of matter and how matter changes. –Understand how acid, alkaline and pH affects the skin. –Explain pH and the pH scale. –Explain the differences among solutions, suspensions, and emulsions. 	<p>Chapter 6—Basics of Chemistry</p> <p>Objectives:</p> <ul style="list-style-type: none"> –Define chemistry and its branches. –Explain matter and its structure. –Discuss the properties of matter and how matter changes. –Explain the differences between solutions, suspensions, and emulsions. –Understand how acid, alkaline, and pH affects their skin. 	<p>Both editions cover essentially the same content regarding the basics of chemistry, matter, and pH. There are minor differences when referencing acids and alkalis.</p>
<p>Chapter 8—Basics of Electricity</p> <p>Objectives:</p> <ul style="list-style-type: none"> –Define the nature of electricity and the two types of electric current. –Define electrical measurements. –Understand the principles of electrical equipment safety. –Describe the types of electrotherapy and their uses. –Explain electromagnetic radiation and the visible spectrum of light. –Describe what the acronym <i>laser</i> stands for. –Describe the colors of light in the LED therapy and their benefits for the skin. 	<p>Chapter 7—Basics of Electricity</p> <p>Objectives:</p> <ul style="list-style-type: none"> –Define the nature of electricity and the two types of electric current. –Describe the four types of electrotherapy and their uses. –Explain electromagnetic radiation and the visible spectrum of light. –Describe the rays used in light therapy and their benefits. –Describe what the acronym <i>laser</i> stands for. 	<p>Both editions cover essentially the same content regarding the basics of electricity, electrical measurements, modalities, and the electromagnetic spectrum.</p>

Chapter 9—Basics of Nutrition

Objectives:

- Describe the dietary guidelines for foods.
- Identify macro-and micronutrients.
- Understand vitamins and minerals and their benefits.
- Explain how nutrition relates to healthy skin.
- Discuss the benefits of proper nutrition.
- Explain the importance of water intake.
- Describe why it is important for the esthetician to have good self-care habits.

Chapter 8—Basics of Nutrition

Objectives:

- Identify macro and micronutrients.
- Understand the dietary guidelines for foods.
- Understand vitamins and their benefits
- Explain the importance of water intake.
- Discuss the benefits of proper nutrition.
- Explain how nutrition relates to healthy skin.

Both editions cover essentially the same content regarding the basics of nutrition and how it relates to healthy skin.

The USDA replaced the food pyramid with *MyPlate* in 2011. This information has been updated in the chapter with the new guidelines.

Part 3—SKIN SCIENCES

Chapter 10—Physiology and Histology of the Skin

Objectives:

- Explain the functions of the skin.
- Describe the layers of the skin.
- Describe how skin gets its color.
- Define collagen and elasticity.
- Name the glands of the skin.
- Discuss how sun damage affects the skin.
- Understand free radical damage.
- Understand the effects of hormones on the skin
- Explain how the skin ages.

Part 3—SKIN SCIENCES

Chapter 9—Physiology and Histology of the Skin

Objectives:

- Describe the functions of the skin.
- Explain the structure and layers of the skin.
- Discuss the anatomy of the skin.
- Define collagen and elasticity.
- Explain how skin gets its color.
- Name the glands of the skin.
- Discuss sun damage and sun protection.
- Explain how the skin ages.
- Understand free radical damage.
- Understand the effects of hormones on the skin.

Both chapters describe the structure, composition, and functions of the skin.

New to the 11th edition are:

Sebacous glands: acne, papule, pustule
Essential nutrients
Food pyramid groups, MyPlate
Dietary guidelines

Chapter 11—Disorders and Diseases of the Skin

Objectives:

- Understand the different types of skin lesions.
- Understand gland disorders.
- Understand skin inflammations.
- Recognize pigmentation disorders.
- Identify which disorders are contagious.
- Recognize potential skin cancer growths.
- Understand acne and the causes of the disorder.
- Recognize the different grades of acne.
- Identify common skin conditions and disorders.
- Know which disorders to refer to a physician.

Chapter 10—Disorders and Diseases of the Skin

Objectives:

- Identify common skin conditions and disorders.
- Explain the different types of skin lesions.
- Identify which disorders are contagious.
- Know which disorders to refer to a physician.
- Recognize potential skin care growths.
- Understand acne and the causes of the disorder.
- Recognize the different grades of acne.

Both chapters describe skin diseases and disorders and factors that contribute to aging.

New to the 11th edition are:

Nodule as a primary lesion
Sebacous cyst
Dyschromias (abnormal coloration)

References deleted from the 2012 edition are:

Secondary and tertiary lesions of the skin
Asteatosis
Steatoma

<p>Chapter 12—Skin Analysis</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Identify skin types. -Identify skin conditions. -Explain the causes of skin conditions. -Understand how UV radiation affects the skin. -Explain healthy habit for the skin. -Determine treatment contraindications. -Conduct client consultations. -Fill out skin analysis charts. -Perform a skin analysis. 	<p>Chapter 11—Skin Analysis</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Identify skin types. -Identify skin conditions. -Be familiar with the causes of skin conditions. -Explain the causes of skin conditions. -Understand UV rays and how rays interact with skin. -Explain healthy habits for the skin. -Be aware of treatment contraindications. -Perform a skin analysis. -Conduct client consultations. -Fill out skin analysis charts. 	<p>Both chapters cover essentially the same content regarding skin analysis.</p> <p>The 11th edition has also included both the Glogau Scale and the Rubin Classification of Photodamage in the Skin Analysis discussion.</p>
<p>Chapter 13—Skin Care Products: Chemistry, Ingredients, and Selection</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Understand product components used in formulating products. -Understand FDA regulations regarding cosmetic claims and product safety. -Recognize the most common cosmetic ingredients and their benefits. -List and describe the main categories of professional skin care products. -Explain the basic products used in facials. -Understand product formulations for different skin types. -Explain the benefits of numerous skin care products. -Safely use a variety of salon products while providing client services. -Recommend home care for different skin types and conditions. 	<p>Chapter 12—Skin Care Products: Chemistry, Ingredients, and Selection</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Understand product chemistry and components in formulating products. -Describe the most common cosmetic ingredients and their functions. -Explain FDA regulations regarding cosmetic claims and product safety. -List and describe the main categories of professional skin care products. -Describe the basic products used in facials. -Understand product formulation for different skin types. -Recognize and understand the benefits of many ingredients. -Safely use a variety of salon products while providing client services. -Recommend home care for different skin types and conditions. 	<p>Both chapters cover essentially the same content regarding skin care products and their chemistry and ingredients.</p> <p>New to the 11th edition are:</p> <ul style="list-style-type: none"> -A brief reference to PEG—polyethylene glycols. -A brief reference to stem cells -A brief reference to Epidermal Growth Factor (EGF) -A significant discussion about organic ingredients -A brief reference to nanotechnology
<p>PART 4—ESTHETICS</p> <p>Chapter 14—The Treatment Room</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Understand the components of creating a professional atmosphere. -Describe what equipment and supplies are needed for facials. -Prepare and set up the treatment room for services. -Explain why the room setup should be comfortable for the esthetician. -Disinfect and clean the treatment room. 	<p>PART 4—ESTHETICS</p> <p>Chapter 13—The Treatment Room</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Understand the components of creating a professional atmosphere. -Describe what equipment and supplies are needed for facials. -Explain why the room setup should be comfortable for the esthetician. -Prepare and set up the treatment room for services. -Disinfect and clean the treatment room. 	<p>Both editions contain essentially the same information regarding the treatment room and preparing for a facial treatment service.</p> <p>New to the 11th edition is an extension discussion about saving resources and money with green practices.</p>

Chapter 15—Facial Treatments

Objectives:

- Describe the benefits of a facial treatment.
- Perform the facial set up procedures.
- Explain the key elements of the basic facial treatment.
- Understand the treatment needs for dry, dehydrated, mature, sensitive, and oily skin.
- Describe acne facials and home care.
- Discuss men's skin care and treatments.
- Perform the step-by-step facial treatment.
- Perform decontamination procedures and provide a safe environment for clients.
- Understand extraction methods.

Chapter 14—Basic Facials

Objectives:

- Describe the benefits of each step in the facial treatment.
- Explain the key elements of the basic facial treatment.
- List and describe the products used in a facial treatment.
- Recognize different facial treatment philosophies and methods.
- Perform the step-by-step facial treatment.
- Perform sanitation procedures and provide a safe environment for clients.
- Understand extraction methods.
- Describe acne facials and home care.
- Understand the treatment needs for oily, dry, dehydrated, sensitive, and mature skin.
- Discuss men's skin care and treatments.

Both editions contain essentially the same information regarding facials including skin types and conditions, massage movements, product types and uses, electrical equipment and the procedure for a basic facial.

Information deleted from the 2012 edition includes references to *accutane*.

New to the 11th edition is a table that lists the recommended timing for a facial procedure.

Chapter 16—Facial Massage

Objectives:

- Describe the benefits of massage.
- Understand the contraindications for massage.
- Explain the different types of massage movements.
- Describe alternative massage techniques.
- Perform a facial massage.

Chapter 15—Facial Massage

Objectives:

- Describe the benefits of massage.
- Understand contraindications for performing massage.
- Explain the different types of massage movements.
- Describe other massage techniques.
- Perform a facial massage.

Both editions contain essentially the same information regarding facial massage.

New to the 11th edition is a brief discussion of Shiatsu massage.

<p>Chapter 17—Facial Machines</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Identify the basic concepts of electrotherapy. -Describe the contraindications for machines. -Understand how to maintain a hot-towel cabinet. -Use and maintain the magnifying lamp. -Describe the purpose of the Wood's Lamp. -Be familiar with the brush machine. -Safely use and maintain the steamer. -Explain how the vacuum machine is used. -Understand how galvanic machines are used. -Be familiar with the high-frequency machine. -Explain how the spray machine is used. -Make informed decisions when purchasing equipment. 	<p>Chapter 16—Facial Machines</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Explain electrotherapy. -Identify the machines used in skin care treatments. -Describe the mechanization used with each machine. -Explain the benefits of each machine. -Understand how to safely use each machine. -Describe the contraindications for each machine. 	<p>Both editions contain essentially the same information regarding facial machines and electrotherapy.</p>
<p>Chapter 18—Hair Removal</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Understand the morphology of hair. -Explain the hair growth cycle. -Describe the methods of permanent and temporary hair removal. -Identify different hair removal equipment, tools, and accessories. -Name the contraindications for hair removal. -Provide a thorough client consultation before hair removal. -Safely perform basic face and body waxing techniques. 	<p>Chapter 17—Hair Removal</p> <p>Objectives:</p> <ul style="list-style-type: none"> -Explain the morphology of the hair and its growth stages. -Describe methods of temporary and permanent hair removal. -Identify different hair removal equipment, tools and accessories. -Perform face and body waxing. -Name the conditions that contraindicate hair removal. -Provide a thorough client consultation before hair removal. 	<p>Both editions contain essentially the same information regarding hair removal.</p> <p>New information found in the 11th edition includes:</p> <ul style="list-style-type: none"> -A brief discussion about the Latent Phase of hair growth -Tips for face, chin, and lip waxing -Bikini wax variations -Timing for scheduling services -Waxing times and prices -Chin waxing with hard wax replaces the former procedure for chin waxing with soft wax

 Chapter 19—Advanced Topics and Treatments

Objectives:

- Recognize the contraindications of chemical exfoliation procedures.
- Explain chemical peels and other exfoliation techniques
- Describe the benefits of AHA peels and microdermabrasion.
- Understand light therapy and lasers.
- Be familiar with microcurrent and ultrasound technology.
- Describe spa body treatments and services.
- Be familiar with medical aesthetics.
- Be familiar with injectables.
- Be familiar with various surgical procedures.

Chapter 18—Advanced Topics and Treatments

Objectives:

- Understand peels and other exfoliation techniques.
- Recognize the contraindications of advanced exfoliation procedures.
- Describe the benefits of AHA peels and microdermabrasion.
- Understand light therapy and lasers.
- Describe spa body treatments and services.
- Discuss various medical aesthetic procedures.
- Identify various surgical procedures.
- Describe injectables.

Both editions contain essentially the same information regarding advanced topics and treatments.

New information found in the 11th edition includes:

- The mini-procedure for AHAs.
- The mini-procedure for chemical exfoliation
- A brief discussion on dermal rolling
- A brief discussion on reiki and other treatments
- A brief discussion on manual lymph drainage

Chapter 20—The World of Makeup

Objectives:

- Demonstrate an understanding of cosmetic color theory.
- Describe warm and cool colors.
- Describe the different types of cosmetics and their uses.
- Prepare the makeup station and supplies for clients.
- Perform a makeup consultation, determine a client's needs, and fill out a client chart.
- Demonstrate how to choose products and colors and then apply them using the appropriate techniques.
- Identify different facial features.
- Identify the ideal brow shape measurements.
- Demonstrate procedures for basic corrective makeup.
- Perform a basic makeup procedure for any occasion.
- Perform decontamination and cleanup procedures.
- Demonstrate the application and removal of artificial lashes.
- Complete a lash and brow tinting procedure.

Chapter 19—The World Makeup

Objectives:

- Describe the different types of cosmetics and their uses.
- Demonstrate an understanding of cosmetic color theory.
- Consult with clients to determine their needs and preferences.
- Identify different facial features and demonstrate procedures for basic corrective makeup.
- Perform a basic makeup procedure for any occasion.
- Demonstrate the application and removal of artificial lashes.

Both editions contain essentially the same information regarding facial makeup including product types, color theory, makeup and artificial eyelash application procedures, and safe measures. However, the information has been significantly reorganized based on reviewer input to start with color theory.

Information added to the 11th edition includes:

- State regulatory alerts
 - New *Focus On* regarding makeup choices and self-confidence
 - Brief discussion about *hue, tint, shade, tone, saturation, value*
 - Eye makeup remover
 - A brief discussion about the benefit of offering makeup lessons
 - A brief discussion about *high definition* makeup
 - A significant discussion about freelance makeup artistry and how to market it
 - A kit list for *On-Location* makeup
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PART 5 – BUSINESS SKILLS

Chapter 21—Career Planning

Objectives:

- Explain the steps involved in preparing for and passing the licensing exam.
- Discuss the essentials of becoming test-wise.
- Describe those qualities that are needed to be successful in a service profession.
- List and describe the various types of esthetics practices and determine your employment options.
- Demonstrate effective techniques for writing a good resume.
- Discuss methods for exploring the job market and researching potential employers.
- Be prepared to complete a successful job interview.
- List the habits of a good team player.
- Recognize the importance of a job description.
- Describe the different methods of compensation that are utilized in esthetics.
- Explain the importance of meeting financial responsibilities and managing money well.
- List several ways you can benefit from good role models.
- Understand the importance of continuing your education.

PART 6 – BUSINESS SKILLS

Chapter 20—Career Planning

Objectives:

- Describe those qualities that are needed to be successful in a service profession.
- Explain the steps involved in preparing for and passing the licensing exam.
- Discuss the essentials of becoming test-wise.
- Demonstrate effective techniques for writing a good resume.
- Discuss methods for exploring the job market and researching potential employers.
- List and describe the various types of esthetic practices and determine your employment options.
- Be prepared to complete a successful job interview.
- List the habits of a good salon team player.
- Recognize the importance of a job description.
- Describe the different methods of compensation that are utilized in esthetics.
- Explain the importance of meeting financial responsibilities and managing money well.
- List several ways you can benefit from good role models.
- Understand the importance of continuing your education.

Both editions contain essentially the same information regarding how to obtain employment in the field of skin care.

The 11th edition contains several new side bars under the headings: *Caution*, *Did You Know?* or *Focus On*.

Chapter 22—The Skin Care Business

Objectives:

- Describe the qualities necessary to be successful in a service profession.
- Name and describe the types of ownership under which a skin care salon or spa may operate.
- Evaluate options for going into business for yourself.
- List the most important factors to consider when opening a salon.
- Understand the importance of the business plan.
- Explain why it is necessary to keep accurate business records.
- Discuss the importance of the front desk and receptionist to a salon's success.
- Demonstrate the best practices for telephone use.
- Describe methods for managing personnel.

Chapter 21—The Skin Care Business

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- Describe the qualities necessary to be successful in a service profession.
- Evaluate options for going into business for yourself.
- List the most important factors to consider when opening a salon.
- Name and describe the types of ownership under which a skin care salon or spa may operate.
- Explain why it is necessary to keep accurate business records.
- Discuss the importance of the front desk and receptionist to a salon's success.
- Demonstrate the best practices for telephone use.

Both editions contain essentially the same information regarding operating a skin care business. However, the content has been rearranged significantly for better and more logical sequencing.

The 11th edition adds a discussion about the use of cell phones and other electronic devices in a salon or spa.

Chapter 23—Selling Products and Services

Objectives:

- List the basic principles of selling products and services in the salon.
- Explain the purpose of marketing and promotions.
- Name several methods of advertising to promote sales in the salon.
- Explain the importance of understanding client value in selling products and services.
- List the most effective ways to build a clientele.
- Discuss the importance of closing the sale.

Chapter 22—Selling Products and Services

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- List the basic principles of selling products and services in the salon.
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- List the most effective ways to build a clientele.
- Discuss the importance of closing the sale.

Both editions contain essentially the same information regarding selling products and services.

However new information in the 11th edition includes:

- Significant discussion on merchandising
- Direct marketing
- Public relations