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TO THE STUDENT

Congratulations! You have chosen a career filled with unlimited potential, one that can take you in many directions and holds the possibility to make you a confident, successful professional. As a nail professional, you will play a vital role in the lives of your clients. They will come to rely on you to provide them with ongoing service, enabling them to look and feel their best.

Each year professional nail technicians perform more than six billion dollars’ worth of manicuring, pedicuring, and nail enhancement services for millions of fashion-conscious clients. The business of nails continues to progress and grow with new breakthroughs in product technologies, application techniques, and business strategy. Thus, the need for educated and competent nail technicians is expanding in the same way. Milady’s Standard: Nail Technology 6e is the complete first step to basic nail technology that all professional nail technicians need to kick off their career.

You are fortunate because you will learn from gifted instructors who will share their skills and experiences with you. You will meet other industry professionals at seminars, workshops, and conventions where you will learn the latest techniques, specific product knowledge, and management procedures. All of the experiences in which you have the opportunity to participate will provide you with additional insights into the profession you have chosen. You will build a network of professionals to turn to for career advice, opportunity, and direction. Whatever direction you choose, we wish you a successful and enjoyable journey!

TO THE INSTRUCTOR

This sixth edition of Milady’s Standard: Nail Technology was prepared with the help of many instructors and professionals. Milady surveyed more than 50 instructors, practicing nail professionals, and state board officials, and received in-depth comments from a host of other experts to learn what needed to be changed, added, or deleted from this text.

Milady’s Standard: Nail Technology 6e contains new and updated information on many subjects including infection control, product chemistry, manicuring, pedicuring, electric filing, monomer liquid and polymer powder nail enhancements, and UV gels, and a completely new chapter, The Creative Touch, loaded with the latest nail art mediums and techniques.

You asked Milady to make your job easier by aligning overlapping editorial content between Milady’s Standard: Nail Technology and Milady’s Standard: Cosmetology, and we listened! This alignment includes the following chapters: History and Opportunities, Life Skills, Your Professional Image,
Communicating for Success, Infection Control: Principles and Practices, General Anatomy and Physiology, Skin Structure Growth, Nail Structure and Growth, Nail Diseases and Disorders, Basics of Chemistry, Basics of Electricity, Seeking Employment, On the Job, Business Skills, Manicuring, Pedicuring, Monomer Liquid and Polymer Powder Nail Enhancements, and UV Gels. We also listened when you asked for photographs and art that depict nail technicians performing their work and serving their clients; we conducted a six-day photo shoot to update more than 400 pieces of art throughout the book, including procedural art.

FEATURES OF THIS EDITION
In response to your needs, this exciting new edition of Milady's Standard: Nail Technology 6e includes the following features:

- **Chapters and Parts.** The book is divided into twenty-two chapters and four parts so it is very easy to use.

- **Full-Color Art.** All art is in full color, with brand-new photographs to show you step-by-step procedures for manicuring, pedicuring, tips and wraps, electric filing, monomer liquid and polymer powder nail enhancements, UV gels, and a completely new basic nail art.

- **Learning Objectives and Review Questions.** Learning objectives provide goals for the students in each chapter. These objectives are reinforced by review questions that assess how well the student has mastered the goals established in the learning objectives.

- **Actual Photos of Nail Disorders.** Full-color photos are included to help students identify nail disorders more accurately.

- **Client Consultation Guidelines.** A complete chapter focuses on client consultation and gives suggestions for identifying and meeting the needs of each individual client.

- **Chemical Safety Coverage.** A complete chapter is devoted to the important topic of chemical safety in the nail salon. Students will learn to identify the chemicals commonly used in the nail salon, how they can cause harm, how to protect themselves and their clients, and how to read Material Safety Data Sheets (MSDSs).

- **State Licensing Exam Topics.** The topics required for state licensing examinations are presented in a complete, easy-to-read fashion.

- **Safety Cautions.** Highlighted safety cautions alert students to services that include potentially dangerous procedures. These cautions explain how to avoid dangerous situations and how to provide services in a safe, clean environment.

- **Tips.** These tips provide hints on the most efficient and effective ways to complete step-by-step procedures and help students improve their nail technology skills.

- **Regulatory Agency Alerts.** Because state regulations vary, regulatory agency alerts remind students to check with their instructors for specific regulations in their state.
• **Business Tips.** These tips help nail technicians improve their business relations to achieve complete customer satisfaction.

• **Application Tips.** These tips give additional insight to nail technicians as they perform the service procedures.

• **Web Resources.** Throughout the text, the reader will be directed to a variety of useful and informational Web sites that they can use in and out of school.

### SUPPLEMENTS FOR THE STUDENT AND INSTRUCTOR

*Milady’s Standard: Nail Technology, Sixth Edition,* features these supplements:

**MILADY’S STANDARD: NAIL TECHNOLOGY WORKBOOK**

This brand-new, interactive workbook provides students with exercises, problems to solve, ideas to think about, and resolutions to create that will engage their interest and contemplative skills. The four-color workbook includes short-answer, short essay, sentence completion, matching, definition, labeling, crossword puzzles, and word review activities. The workbook also includes tips on preparing for the practical exam.

**MILADY’S STANDARD: NAIL TECHNOLOGY COURSE MANAGEMENT GUIDE**

This step-by-step, simple-to-use course guide has been designed specifically to help the nail technology instructor set up and operate a successful nail technology training program. It includes:

- guidelines for starting and implementing a nail technology program.
- detailed lesson plans for each chapter in the book.
- learning reinforcement ideas or activities that can be implemented in the nail technology classroom.
- the answers to the review questions at the end of each textbook chapter and *Milady’s Standard: Nail Technology Workbook.*

**MILADY’S STANDARD: NAIL TECHNOLOGY EXAM REVIEW**

This book of exam reviews contains multiple-choice type questions similar to those found on state licensing exams for nail technology. Groups of questions are arranged under major subject areas.

**MILADY’S STANDARD: NAIL TECHNOLOGY STUDENT CD-ROM**

This interactive student product was designed to reinforce classroom learning, stimulate the imagination, and aid in preparation for board exams.
Featuring video clips and graphic animations to demonstrate practices and procedures, this exciting educational tool also contains a test bank, learning games, and an audio glossary.

**MILADY’S STANDARD: NAIL TECHNOLOGY COURSE MANAGEMENT GUIDE—CD-ROM**
Includes all the elements of the print version Course Management Guide and includes:

- a computerized test bank for instant creation of review tests with answer keys.
- an Image Library including all images in the text to be used in handouts or PowerPoint® presentations.

**MILADY’S STANDARD: NAIL TECHNOLOGY INSTRUCTOR SUPPORT SLIDES**
The Instructor Support Slides contain a complete PowerPoint® presentation for every textbook chapter, and even include a new interactive feature of audio pronunciation for difficult terminology.

**MILADY’S STANDARD: NAIL TECHNOLOGY DVDS**
This DVD series brings to life complete coverage of the practical applications of the textbook. This series will enhance classroom learning and is essential for remedial work and individual learning.

**ADVANCED, REFERENCE, AND CONTINUING EDUCATION MATERIAL AVAILABLE FROM CENGAGE LEARNING**

- **Nail Structure and Product Chemistry, 2nd edition**, Douglas D. Schoon—An informational guide for anyone interested in learning more about how and why professional nail products work; how to troubleshoot, understand, and solve most common salon problems; why products sometimes don’t work and how to avoid these problems; how to avoid product-related skin allergies; and much more.

- **Guide to Owning and Operating a Nail Salon**, Joanne Wiggins—Includes well-organized, step-by-step tips for starting a salon; business features specific to nail salons; and tips on developing a long-term plan.

- **Nail Q & A Book**, Vicki Peters—This book has over 500 questions and answers for nail technicians, ranging from nail preparation to business practice tips.

- **The Professional’s Reflexology Handbook**, Shelley Hess—This handbook offers a full spectrum of treatments using pressure points of the foot, hand, and ear. This guide provides clear, concise instructions
and background on how reflexology treatments can be used in selected areas of service.

• **Spa Manicuring for the Salon and Spa**, Janet McCormick—This is the most complete and instructional source of information for any nail technician wishing to treat body, mind, and spirit. Easy to understand, concise, and inspiring, this book takes manicuring—and us as professionals—to a higher level of knowledge. It will change your concept of the spa service.

• **The Salon Professional's Guide to Foot Care**, Godfrey Mix, DPM—a licensed podiatrist offers invaluable information on the human foot and its care. Common foot problems and general diseases that can affect the foot are discussed. Knowing how and when to consult a medical professional or refer a client will help you better serve your clientele and increase loyalty.
ALISHA RIMANDO BOTERO

Alisha is recognized as one of the nail industry's leading experts in training and education. In her first two years as an educator, Alisha taught classes in over 100 beauty schools and vo-techs across the U.S. In her 14 years of experience, her work has been described as “groundbreaking”; she has been a platform artist and motivational speaker for more than 1,500 promotional and educational events, and has competed in over 100 nail competitions around the globe, winning a World Championship in 2005. She has worked with R&D chemists to develop artificial nail enhancement products, nanotechnology skin care and cuticle treatments, polish collections, and natural nail treatments. One of her innovative product lines was awarded an industry ABBIE for best packaging, and several others have been recognized with readers’ choice awards for best products.

Alisha’s artistic creations have been sought after for numerous ads and campaigns where hands and feet play a pivotal role for product sales. She continues to achieve notoriety as “manicurist to the stars,” and recently was featured with Jennifer Hudson in her video “Spotlight.” At NYC Fashion Weeks, Alisha has worked with designers Isaac Mizrahi, Diane von Furstenberg, Zac Posen, Tony Cohen, and many others, creating innovative nail looks for their runway shows.

CATHERINE M. FRANGIE, SERIES EDITOR/CONTRIBUTOR

Catherine M. Frangie is the owner of FrangieConsulting, LLC, a marketing and communications firm that specializes in creating innovative strategies for business. FrangieConsulting’s clients include some of the largest and most successful companies in the professional beauty business, and Catherine and her firm are the recipients of seven ABBIE awards, including two Gold ABBIES.

Catherine has been a dedicated and passionate beauty professional for more than 25 years and began her career as a licensed cosmetologist, salon owner, and beauty school instructor. Since then, Catherine has held prominent
and dynamic positions throughout many facets of the professional beauty industry, including marketing, communications, and education vice president for a leading product company; communications director; trade magazine editor/publisher; and textbook editor and author.

JIM McCONNELL, CONTRIBUTOR

Jim McConnell received his B.S. in Chemistry from the University of Oregon in 1986. He has been a chemist in the field of polymers since 1988. After graduating from the University of Oregon, Jim worked as a catalytic chemist in the petroleum industry and as a urethane and epoxy chemist in the wood products, concrete coating, and steel coating industries for 12 years. He and his wife, Lezlie, began McConnell Labs, Inc., in 1998 making Light Elegance Nail Products for their salon in Eugene, Oregon. After making Light Elegance for use in their own salon, they began selling the UV gel products internationally. Jim has contributed to numerous nail technology magazines around the world to answer questions, contribute chemistry, and explain UV light technology. He was on the board for various committees for SSPC (Steel Structures Painting Council) and NACE (National Association of Corrosion Engineers) prior to starting McConnell Labs with his wife.

JANET MCCORMICK, MS, CIDESCO, CONTRIBUTOR

Janet McCormick is a licensed and experienced esthetician and manicurist, a sought-after trainer, a former spa director, and has owned her own successful salons. She has been writing for over 20 years including hundreds of highly respected articles in the beauty industry trade magazines and three books, and she has contributed chapters in the industry’s leading textbooks for two specialties.

Janet is co-owner of the Just For Toenails Nail System, a gel system sold only to podiatrists, and the Medinail Learning Center, which provides two certifications, the Advanced Nail Technician certification program for salon-based nail technicians and the Medical Nail Technician certification, a program to prepare nail technicians to work in podiatry offices. She is also owner of Spa Techniques, a consulting and training firm, and writes under that banner.
JACQUELINE OLIPHANT, CONTRIBUTOR

Jacqueline Oliphant is known as the original “Jackie O.” in the beauty industry. She is a talented and gifted freelance cosmetologist and beauty artist who specializes in beauty and image consulting. In 1996, she became a licensed nail specialist, a facial specialist in 2002, and a cosmetologist in 2008. Her career highlights within the nail business industry include becoming an author for Milady, a beauty expert on nail care for how-to video segments online, a Nail Specialist Learning Leader for Paul Mitchell The School in 2008, and an award-winning nail artist with a nail art exhibit traveling to art museums in 2006.

Being so well-rounded in the art of beauty has allowed her to land assignments beyond nail care. She has also freelanced as a local makeup artist/hair stylist for The Lion King and The Wizard of Oz tours and a skin care consultant for a ROC/More Magazine’s 40+ Model Search tour. Merging her B.A. in Broadcasting with her Cosmetology license, she has freelanced with celebrities and high-profile professionals, local film production companies, and fashion shows, and has performed marketing and promotions locally for the Kiss Colors Cosmetics Beauty and Model Search tour. In October 2009, she also became a licensed barber stylist. Her advice to future nail professionals is to stay focused, overcome obstacles, be of service to someone, live your dream every day of your life, and keep God first.

VICKI PETERS, CONTRIBUTOR

As a nail technician, Vicki Peters has wowed the industry with her championship nails. As a cover artist and author, her work has been published worldwide, more than any other tech in the history of the nail business. As an educator, she has trained techs from Russia, Germany, Japan, Ireland, the United Kingdom, Canada, Mexico, Africa, Australia, and the United States. As an industry leader, she has mentored thousands. As a world-master nail technician with her own line of products, Vicki will pioneer the industry to new levels.

Vicki Peters is a 28-year veteran nail technician, past competition champion, judge and competition director, technical educator, and featured business speaker. She is also author of the Milady’s Nails Q&A Book, Drilltalk, The Competitive Edge, and Novartis’ Nail Healthy Guide. Her nail artistry has been on the covers of TV Guide, Dayspa, Nails, Nailpro, Nailpro Europe, and numerous fashion magazines. Her expertise in the nail business ranges from salon work and hands-on technical experience to R&D, education, and lecturing worldwide.
DOUGLAS SCHOON, CONTRIBUTOR

Doug Schoon is the Chief Scientific Advisor for Creative Nail Design (CND). With over 30 years of experience as a research scientist, international lecturer, author, and educator, he has become a recognized authority in the professional beauty industry. He led CND’s research and development program for 19 years. Now as president of his own consulting firm, Schoon Scientific, he continues to focus on assisting CND with scientific, technical, and regulatory issues that help shape the industry. He works as a strong advocate for salon safety and represents the professional nail industry on scientific and technical issues in the U.S., Europe, Canada, Australia, and Japan.

Doug is the author of several books and video and audio training programs, as well as dozens of magazine articles about salon chemicals, chemical safety, and disinfection. As a writer and speaker, he is applauded for his ability to make complex chemical theories and concepts seem simple and easy to understand. His latest book, Nail Structure & Product Chemistry, Second Edition, Cengage Learning, is also considered an excellent resource for nail professionals. Currently, Doug is a co-chair of the Nail Manufacturers Council (NMC) of the Professional Beauty Association (PBA).

JERYL SPEAR, CONTRIBUTOR

Jeryl E. Spear is a veteran stylist and salon owner who has perfected her craft over a 17-year stint in the beauty business. She has been contributing articles for several years, publishing her work in Modern Salon, Salon News, and DaySpa magazines, plus writing for magazines such as Self, Healing Lifestyles and Spas, and Spa. Loving all things beauty and fashion, she is now the executive editor of Launchpad magazine and The Colorist.

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DEBORAH BEATTY, CONTRIBUTOR

The Publisher would like to honor Deborah Beatty who passed away in December 2008. Deborah developed a wealth of knowledge over 35 years of industry experience, which she shared during her educational seminars as well as in her classrooms. In addition to being a master cosmetologist and licensed instructor, she was a master barber and licensed practical nurse, and was licensed by the Georgia Professional Standards Commission. Deborah
was well known at Milady as a textbook and product reviewer for Cengage Learning and as an educator for Milady’s Career Institute. She acted as the contributing editor for the revision of Milady’s Standard: Cosmetology and Milady’s Standard: Nail Technology. She authored Preparing for the Practical Exam: Cosmetology for students and instructors, as well as Preparing for the Practical Exam: Nail Technology for students and instructors.

JEWELL CUNNINGHAM, CONTRIBUTOR
Jewell Cunningham has been involved with the beauty industry for over 25 years in many roles, including as a judge for national and international competitions, writing rules and regulations, and now as a nationally recognized consultant to day spas, manufacturers, and salon owners. As a licensed nail technician, she competed in sculptured nail competitions from 1981 through 1986, winning 25 first-place awards, an industry record, including International World Champion and National Champion.

LIN HALPERN, CONTRIBUTOR
A native New Yorker, Lin Halpern has been a nail technician for 46 years. Lin started her professional nail shop business in 1980 and expanded it to a full-service spa salon in 1981. Over the years she has worked as a consultant to nail product manufacturers, contributed to magazine articles, produced marketing design concepts, and judged international nail competitions. She has even developed numerous new and innovative products from fast-drying topcoats and easier-to-use controlled-flow acrylics to a unique pink-and-white application using a three-dimensional nail tip covered by a U.S. patent. In recent years Lin created a company that works exclusively on new and innovative polymer chemistry with top chemists in this field. She and her partners continue to bring the latest techniques and advanced chemistry to both the professional and retail sides of the nail industry.

LACINDA HEADINGS, CONTRIBUTOR
LaCinda’s passion for education has influenced her 22 years in the beauty industry as a cosmetologist specializing in nails. Her background includes 10 years in the salon, manufacturer’s top trainer and consultant, school nail and cosmetology instructor, distribution, and currently assistant director at Xenon International Academy, one of the top cosmetology schools in the country. LaCinda has helped numerous nail technicians and salons start and grow their nail business. Her varied experience in the industry gives her a unique perspective that allows her to connect with nail technicians in every aspect of the business. LaCinda has inspired nail technicians all over the world with her motto of “Live, Laugh, Love, and Learn.”

NANCY KING HEUPEL, CONTRIBUTOR
Nancy King Heupel is an internationally recognized expert on safe salon practices and regulation and is one of the top salon safety educators in the United States today. She began her regulatory experience by serving on the Maryland State Board of Cosmetologists. Since then, she has provided
research, support data, and testimony at the state and federal levels on a variety of issues pertaining to the cosmetology industry. Nancy has served as a consultant and industry spokesperson to several television networks for stories about safety in nail salons. Nancy is the foremost expert on pedicure safety and electric filing techniques. She has been retained by prominent law firms throughout the United States to serve as an expert witness in salon malpractice cases in both state and federal courts.

**TERRI LUNDBERG, CONTRIBUTOR**

Terri Lundberg has been a licensed nail technician since 1982 and a nail technology educator in both the professional arena and the schools since 1990. She spent a large part of her career as the international education director for a nail product manufacturer. She trained nail technicians and educators across the world, and developed a “train the trainer” method that is still used today. Terri also developed a mentoring program, creating a unique curriculum for mentoring nail technicians to a higher skill level, and authored and taught an advanced skills course. Terri still teaches advanced classes in schools and salons and is always excited to see new ways for nail technicians to be successful in the nail industry. She is also on the *Nailpro* magazine advisory board.

**GODFREY F. MIX, D.P.M., CONTRIBUTOR**

Godfrey “Oscar” Mix is a doctor of podiatric medicine, as well as a member of the American Podiatric Medical Association, the California Podiatric Medical Association, and the Sacramento Valley Podiatric Medical Society, of which he is a past president. He is an associate of the American College of Foot Surgeons and is board certified by the American Board of Podiatric Foot Surgery. Dr. Mix is the author of *The Salon Professional’s Guide to Foot Care*, published by Cengage Learning, and currently writes on foot-related subjects for *Nailpro* magazine, continuing to work as a manufacturer’s consultant in the professional beauty industry. Dr. Mix is also on the *Nailpro* advisory board.

**LAURA J. MIX, CONTRIBUTOR**

Laura Mix began her career as a clinical laboratory technician for a major metropolitan hospital in Sacramento, California. After a number of years as a technician, then as a full-time homemaker, Laura returned to work with her husband, Dr. Oscar Mix, in his podiatry practice. The Mixes decided to offer pedicure services to patients, and so Laura began manicuring school in June of 1993. After obtaining her license, Laura continued working with her husband, providing pedicures and nail services. In November of 1998, she and Dr. Mix opened a specialty day spa, Footworks, Inc., and she also worked as a product educator for a fiberglass nail enhancement system. She has consulted as a subject matter expert for the Sacramento Bureau of Barbering and Cosmetology. Laura is now retired, but she continues to keep her manicuring license current.
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REBECCA MORAN, CONTRIBUTOR
Rebecca Moran has been a nail technologist, salon owner, licensed cosmetology, nail and esthetic instructor, director of education, and an independent special education facilitator and researcher within our industry for over 18 years now. She has worked as a subject matter expert and expert reviewer and has authored such works as the Milady’s Standard: Nail Technology CD-ROM for Cengage Learning, as well as being a contributing author.

SUE ELLEN SCHULTES, CONTRIBUTOR
Sue Ellen Schultes is an award-winning nail artist, a licensed nail technician, and a former salon owner whose business was recognized as one of the top 100 nail salons in the country by Nails magazine for 10 years in a row. Sue is recognized as one of the leading nail art technology authorities in the United States and has taught extensively throughout the United States, conducting workshops and seminars via Notorious Nails Seminars. Sue serves as competition judge for various trade shows, both nationally and internationally. Besides acting as series editor and contributing author for Cengage Learning, Sue also contributes special interest articles to Nails magazine and several other publications. Sue was commissioned by the Smithsonian Institution’s National Museum of American History to create a full set of nails commemorating the U.S. Presidential Inauguration of George H. W. Bush in 1989.
The staff of Cengage Learning and the Contributors wish to acknowledge the many individuals and organizations who helped shape the sixth edition of Milady’s Standard: Nail Technology. Their input enabled us to produce a book that will be a valuable resource for both students and professionals in the field of nail technology. To all those who contributed to this edition we extend our sincere thanks and appreciation.

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Chapter 1: History and Opportunities

Chapter Outline

- Brief History of Cosmetology and Nail Technology
- Career Paths for a Nail Technician
- A Bright Future
Learning Objectives

After completing this chapter, you will be able to:

1. Describe the origins of personal beautification.
2. Name the advancements made in nail technology during the twentieth and early twenty-first centuries.
3. List the career opportunities available to a licensed nail technician.

Key Terms

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

- cosmetology / 4
- nail technology / 4
Brief History of Cosmetology and Nail Technology

Cosmetology is a term used to encompass a broad range of beauty specialties, including hairstyling, nail technology, and esthetics. It is the art and science of beautifying and improving the skin, nails, and hair, and the study of cosmetics and their applications. In this text, we will primarily focus on nail technology, which is defined as “the art and science of beautifying and improving the nails and skin of the hands and feet.”

THE ICE AGE
Archeological studies reveal that personal beauty was practiced in some form as early as the Ice Age. The simple yet effective grooming implements used at the dawn of history were shaped from sharpened flints, oyster shells, or bone. Animal sinew or strips of hide were used to tie back the hair or as adornment. Ancient people around the world used natural elements to color their hair, skin, and nails, and practiced tattooing. Pigments were made from roots, berries, tree bark, nuts, herbs, leaves, minerals, insects, and other materials. Many of these colorants are still used in beauty products today.

THE EGYPTIANS
The Egyptians were the first to cultivate beauty in an extravagant fashion and to use cosmetics as part of their personal beautification habits, religious ceremonies, and preparing the deceased for burial. In fact, as early as 3000 B.C., Egyptians used minerals, insects, and berries to create makeup for their eyes, lips, and skin, and henna to stain their hair and nails a rich, warm red. In both ancient Egypt and the Roman Empire, military commanders stained their nails and lips in matching colors before important battles.

Queen Nefertiti (1400 B.C.) used a henna paste to stain her nails a deep red, wore lavish makeup designs, and used custom-blended essential oils as signature scents. Queen Cleopatra (50 B.C.), who preferred a rust-red nail hue, took this dedication to beauty to an entirely new level by erecting a personal cosmetics factory next to the Dead Sea.
THE CHINESE

History shows that during the Shang Dynasty (1600 B.C.), Chinese aristocrats rubbed a tinted mixture of gum arabic, gelatin, beeswax, and egg whites onto their nails to turn them crimson or ebony. Throughout the Chou Dynasty (1100 B.C.), gold and silver nails were strictly reserved for royal family members. In fact, during this early period in history, nail tinting was so closely tied to social status that commoners who were caught wearing these royal nail colors faced a punishment of death. Extraordinarily long nails were also status symbols of the ancient Chinese elite. Some even wore gold, jewel-adorned nail guards to protect against damaging their lengthy symbols of wealth and leisure.

THE GREEKS

During the Golden Age of Greece (beginning in 500 B.C.), hairstyling became a highly developed art. The ancient Greeks also made lavish use of perfumes and cosmetics in their religious rites, in grooming, and for medicinal purposes. They built elaborate baths and developed excellent methods of dressing the hair and caring for the skin and nails.

Greek soldiers often painted their lips and nails red when preparing for battle. And Greek women used white lead powder on their faces, kohl on their eyes, and ground cinnabar—a brilliant red mineral that is a chief source of mercury—on their cheeks and lips. Interestingly, these powder and ointment preparations represent the basis of many cosmetic formulations still in use today.

THE ROMANS

Regaling the power of cosmetics to beautify one’s appearance, Roman philosopher Plautus (254–184 B.C.) wrote, “A woman without paint is like food without salt.” Roman women used a mixture of chalk and white lead to powder their complexions. They also used hair color to indicate their class status:

• Noblewomen colored their hair red;
• Middle-class women colored their hair blond;
• Poor women colored their hair black.

Both men and women used sheep’s blood mixed with fat to add color to their nails.

THE MIDDLE AGES

The Middle Ages is the period of European history between classical antiquity and the Renaissance, beginning with the downfall of Rome in A.D. 476 and lasting until about 1450. Many tapestries, sculptures, and other artifacts from this period show towering headdresses, intricate hairstyles, and the use of cosmetics on the skin and hair. Women wore colored makeup on their cheeks and lips, but not on their eyes or nails.
THE RENAISSANCE

During the Renaissance period (A.D. 1450–1600), Western civilization made the transition from medieval to modern history. Paintings and written records tell us a great deal about the grooming practices of the time. Throughout this period, both men and women wore elaborate clothing. Fragrances and cosmetics were used, although highly colored preparations for the lips, cheeks, eyes and nails were discouraged. Despite the avoidance of colored nail cosmetics, people of wealth definitely manicured their nails, as evidenced by archeological digs that have uncovered cosmetic tools from the Renaissance period, including nail cleaners—some doubling as ear scoops—made of bone or metal in a wide variety of designs.

THE VICTORIAN AGE

The reign of Queen Victoria of England (A.D. 1837–1901) was known as the Victorian Age. Fashions in dress and personal grooming were drastically influenced by the social customs of this austere period in history. To preserve the health and beauty of the skin, women used beauty masks and packs made from honey, eggs, milk, oatmeal, fruits, vegetables, and other natural ingredients. Rather than use cosmetics such as rouges or lip stains, Victorian women pinched their cheeks and bit their lips to induce natural color. Nails were sometimes tinted with red oil and then buffed with a chamois cloth.

LO1 Complete

THE TWENTIETH CENTURY

In the early twentieth century, the invention of motion pictures coincided with an abrupt shift in American attitudes. As viewers saw pictures of celebrities with flawless complexions, beautiful hairstyles, and manicured nails, standards of feminine beauty began to change. This era also signaled the onset of industrialization, which brought a new prosperity to the United States, and all forms of beauty began to follow trends.

1901 to 1919

1908: Max Factor began manufacturing and selling makeup to movie stars that wouldn’t cake or crack, even under hot studio lights.

1910: Flowery Manicure Products introduced the first emery board that is nearly identical to the emery boards used today.

1917: Women massaged commercial powders, pastes, and creams onto their nails, and then buffed them to a gleaming finish. One such polishing paste was Graf’s Hyglo Nail Polish Paste. Some women painted their nails with a clear varnish that was applied with a very small camel hair brush.
1920s
The cosmetics industry grew exponentially. Cosmetic advertising in magazines swelled from $2.5 million in 1915 to $25 million in 1925. The total sales of cosmetics and toiletries mushroomed from $8.6 million in 1909 to $33.5 million in 1920.

1930s
In 1932, inspired by a new, opaque paint that was being produced for the automobile industry, Charles Revson introduced the first mass-market nail lacquers in a variety of colors. This beauty milestone marked a dramatic shift in nail cosmetics, as women literally had an array of nail polish colors at their fingertips. Early screen sirens Jean Harlow and Gloria Swanson glamorized this hip new nail lacquer trend by appearing in films wearing matching polish on their fingers and toes.

1940s
Aerosol cans were invented, which eventually led to the first hair sprays. Shiny lips also came into vogue for the first time when women began applying petroleum jelly over their lipstick. Nail polish applications omitted the moon at the base of the nail and sometimes did not include the tip of the nail.

1950s
The 1950s saw the introduction of tube mascara, improved hair care and nail products, and the boom and then death of the weekly salon appointment. In the early 1950s, red nail lacquer was extremely popular, with nail technicians leaving the moon free of polish. As the decade progressed, full-coverage, frosted pastel colors—especially light coral, silver-white, pink, and apricot-gold—were all the rage. Hot oil manicures were the ultimate luxury in nail and hand care.

1960s
Juliette (paper) nail wraps—the precursor to the now popular silk and fiberglass wraps—were commonly used to protect natural nail tips. (Juliettes are credited with establishing the now familiar biweekly nail maintenance appointments.) Detached nail tips were reattached with model airplane glue and reinforced with thin strands of cotton. Human nail clippings were also used to add nail length. Clients brought their separated nail tips to their nail appointments for reattachment. Nail technicians also created “nail banks” that consisted of nails donated by all their clients. Frosted nail shades continued to be extremely popular. Hot oil manicures continued to be the luxury service of choice.
1970s
The first monomer liquid and polymer powder nail services were offered by nail technicians. Plastic nail tips affixed with cyanoacrylate adhesive replaced nail clippings affixed with model airplane glue to instantly extend nail length. Jeff Pink invented the French manicure (clear nail bed with white tips) and Ridgefiller (a product that makes ridged nails appear smooth). Square-shaped nail tips came into vogue.

1980s
Nail art—done with decals, jewels, metallic strips, and hand-drawn images—came into vogue. Monomer liquid and polymer powder nail formulations continued to improve in terms of ease of application and longevity for wearers.

1990s
The day spa business was born, ushering in a huge resurgence in natural nail care and pedicure services. Spray guns were commonly used to apply monomer liquid and polymer powder nail colors, especially the white tip of a French manicure and for nail art. In 1998, Creative Nail Design introduced the first spa pedicure system to the professional beauty industry.

Other notable achievements of the twentieth century include:
- UV gel systems grew in popularity.
- Color UV gel and monomer liquid and polymer powder nail enhancements swept the industry.
- Popularity of natural nail care services reached a high-point.
- Demand for pedicure services was at an all-time high.
- Nail technicians had unprecedented career choices.
- Nail enhancement performance vastly improved.
- Nail polish became safer and longer-lasting.

TWENTY-FIRST CENTURY
Nail grooming reaches an all-time zenith in terms of client demand and product and service choices. It is no longer considered a luxury; it is an expected part of every client’s grooming ritual. An unprecedented demand for nail services of all types creates a critical shortage of nail technicians in the beauty industry.

Here are some examples of the exciting changes we’ve seen so far:
- UV gel enhancements grow by leaps and bounds because of their adhesion capabilities, thinness of application, permanent shine properties, and no-odor formulations. Color and glitter UV gel and monomer liquid and polymer powder products also gain in popularity.
- Nail polish formulations evolve to embody chip-resistant, fade-resistant characteristics that retain a lustrous finish for up to two
weeks. Manufacturers continue to improve their nail polish formulas by incorporating safer ingredients. And manicuring implements improve dramatically by incorporating new ergonomic designs, better materials, and enhanced workmanship.

- A bevy of professional, natural nail care products enter the professional beauty arena, allowing nail technicians to address specific nail concerns.
- Foot-and-hand skin treatment products continue to grow in numbers and popularity, including many scrubs, masks, and serums that specifically address dryness, dullness, and skin-aging issues.

**LO2 Complete**

**Career Paths for a Nail Technician**

To become part of this exciting and growing profession, make the most out of your school experience, eagerly embrace new information, push the limits of your creativity, and explore all of your career options to find the choices that are right for you.

**NAIL TECHNICIAN IN A TRADITIONAL SALON**

Today, clients are eagerly requesting a variety of nail services that require a combination of skills. Natural nail services—luxurious manicures and pedicures, as well as natural nail-strengthening treatments—monomer liquid and polymer powder nail enhancements, the latest UV gel nail services, and silk and fiberglass nail wraps are all very popular salon and day spa services. You can now specialize in one specific area of your field (e.g., natural nails, pedicures, or nail enhancements) or be a full-service nail technician who offers many different types of nail services (Figure 1-1).

Because of the high demand for nail services, you also have the choice of working in a nail salon, full-service hair salon, day spa, resort spa, men’s barbershop, or other beauty-related locations.

**NAIL TECHNICIAN IN A MED SPA**

Your school experience will provide a foundation for you to both succeed in your future as a nail technician and prepare you to seek further education in such specialties as reflexology, aromatherapy, and other specialty treatments. Studying additional or advanced information in hand, foot, and nail care will take your current knowledge to a whole new level and propel your success to its highest potential.

After acquiring some good, solid experience as a nail technician, one new opportunity you may want to explore is working in medical settings such
as in podiatry and medical offices, veteran’s hospitals, and other medical facilities. The medical industry is awakening to the benefits of using nail technicians to perform safe manicures and pedicures on their at-risk patients. Foot spas, owned by podiatrists, are also developing across the country for nail technicians with the proper training. In these situations medical nail technicians work directly under the supervision of the physician performing services.

While medical career paths require additional education and training, they can be very rewarding work for a nail technician. Courses providing the important information required for working in medical settings are now available to nail technicians. These courses usually include an internship so that nail professionals are able to perfect the technical aspects of working with physicians before working with actual patients. These new possibilities are wonderful opportunities for those who feel the call to expand their nail career into working in a medical setting.

SALON MANAGEMENT
If business is your calling, you will find that management opportunities in the salon and spa environment are quite diverse. They include inventory manager, retail sales manager, department head, special events manager (promotions), assistant manager, and general manager. With experience, you can also add salon owner to your list of career possibilities. To ensure your success, it is wise to enroll in business classes to learn more about managing products, departments, and, above all, people.

ADDITIONAL CAREER CHOICES
While you will most likely begin your career by performing nail services, your career choices do not end there. A few additional career possibilities include:

- Product educator for a manufacturer or distributor
- Distributor sales representative
- Freelance editorial nail technician for photo shoots, films, and more
- Beauty school instructor/supervisor of a cosmetology school
- Product development
- Product marketing and public relations

Beyond defining your area of expertise, you must also decide whether you want to work in one or more of the following environments in your career:

- Nail salon
- Full-service salon (hair, skin, and nail services)
- Day spa (skin, body, nail, and hair services that emphasize beauty and wellness) (Figure 1-2)
- Medical spa, medical office, or foot spa

To learn more about all types of salon business models and resources for advanced education see Chapter 20.
review questions

1. What are the origins of personal beautification?

2. Name the advancements made in nail technology during the twentieth and early twenty-first centuries.

3. List some of the career opportunities available to licensed nail technicians.
2 life skills

chapter outline

- The Psychology of Success
- Motivation and Self-Management
- Managing Your Career
- Goal Setting
- Time Management
- Study Skills
- Ethics
- Personality Development and Attitude
Learning Objectives

After completing this chapter, you will be able to:

1. List the principles that contribute to personal and professional success.
2. Explain the concept of self-management.
3. Create a mission statement.
4. Explain how to set short-term and long-term goals.
5. Discuss the most effective ways to manage time.
6. Describe good study habits.
7. Define ethics.
8. List the characteristics of a healthy, positive attitude.

Key Terms

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

ethics / 22
game plan / 16
goal setting / 18
mission statement / 18
perfectionism / 16
prioritize / 20
procrastination / 16
While going through beauty school has its own set of challenges, staying on course for your entire career can be even more difficult without having good life skills. This is particularly true of cosmetology since the hard-and-fast rules that apply to more structured industries are frequently absent in the salon business. By nature, the salon is a creative workplace where you are expected to exercise your artistic talent. It is also a highly social atmosphere that requires strong self-discipline and excellent people skills. Besides making a solid connection with each client, you must always stay focused and feel both competent and enthusiastic about taking care of every client’s needs—no matter how you feel, or how many hours you have already worked. Your livelihood and your personal feeling of success depend on how well you do this.

Practicing good life skills helps to build self-esteem, puts you at greater ease in social and work situations, and allows you to become more tolerant of others. Strong life skills can give you the confidence and freedom to decide what you want to do and who you want to be.

There are a great many life skills that can lead to a more satisfying and productive beauty career. Some of the most important life skills include:

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

The Psychology of Success

Are you passionate about studying? Do you see yourself sustaining this passion one year, five years, or even 10 years from now? While beauty school is definitely demanding, it becomes much easier when you put that extra amount of effort, enthusiasm, and excitement into your studies. If your talent is not fueled by the passion necessary to sustain you over the course of your career, you can have all the talent in the world and still not be successful (Figure 2-1).
TAKE OWNERSHIP OF YOUR EDUCATION

To be successful, you must take ownership of your education. While your instructors can create motivational circumstances and an environment to assist you in the learning process, the ultimate responsibility for learning is yours. To get the greatest benefits from your education, commit yourself to the following rules that will take you a long way down the road of success:

- Attend all classes.
- Arrive for class early.
- Have all necessary materials ready.
- Listen attentively to your instructor.
- Highlight important points.
- Take notes for later review.
- Pay close attention during summary and review sessions.
- When something is not clear, ask, ask, ask.
- Never stop learning.

The cosmetology industry is continually changing due to a constant influx of new trends, techniques, products, and information. Read industry magazines and books, and attend trade shows and advanced educational classes throughout your career.

GUIDELINES FOR SUCCESS

Defining success is a very personal thing. There are some basic principles, however, that form the foundation of all personal and business success. You can begin your path to success right now by examining and putting these principles into practice:

- Build self-esteem. Self-esteem is based on inner strength and begins with trusting your ability to reach your goals. It is essential that you begin working on improving your self-esteem while you are still a student.
- Visualize success. Imagine yourself working in your dream salon, competently handling clients, and feeling at ease and happy with your situation. The more you practice visualization, the easier you can turn the possibilities in your life into realities.
- Build on your strengths. Practice doing whatever it is that helps you to maintain a positive self-image. If you are good at doing something (e.g., playing the guitar, taking photographs, running, cooking, gardening, or singing), the time you invest in this activity will allow you to feel good about yourself (Figure 2-2).
- Be kind to yourself. Put a stop to self-critical or negative thoughts that can work against you. If you make a mistake, tell yourself that it is okay and you will do better next time.

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• Define success for yourself. Do not depend on other people’s definitions of success; be a success in your own eyes. What is right for your father or sister, for instance, may not be right for you.

• Practice new behaviors. Because creating success is a skill, you can help develop it by practicing positive new behaviors such as speaking with confidence, standing tall, or using good grammar.

• Keep your personal life separate from your work. Talking about yourself and others at work is personally counterproductive and causes the whole salon to suffer.

• Keep your energy up. Successful nail technicians do not run themselves ragged, nor do they eat, sleep, and drink beauty. They take care of their personal needs by spending time with family and friends, having hobbies, enjoying recreational activities, and so on.

• Respect others. Make a point of relating to everyone you know with a conscious feeling of respect. Exercise good manners with others by using words such as please, thank you, and excuse me. Do not interrupt people; instead, practice being a good listener.

• Stay productive. There are three bad habits that can keep you from maintaining peak performance: (1) procrastination, (2) perfectionism, and (3) lack of a game plan. You will see a nearly instant improvement in your performance when you work on eliminating these troublesome habits.

• Avoid procrastination. Procrastination is putting off until tomorrow what you can do today. This destructive, yet common habit is a characteristic of poor study habits (“I’ll study tomorrow.”). It may also be a symptom of taking on too much, which, in turn, is a symptom of faulty organization.

• Don’t be a perfectionist. Perfectionism is an unhealthy compulsion to do things perfectly. Success is not measured by always doing things right. In fact, someone who never makes a mistake may not be trying hard enough. A better definition of success is not giving up, even when things get really tough.

• Lacking a game plan. Having a game plan is the conscious act of planning your life, rather than just letting things happen. While an overall game plan is usually organized into large blocks of time (5 to 10 years ahead), it is just as important to set daily, monthly, and yearly goals. (For more in-depth information about short-term and long-term goals, read Goal Setting in this chapter.)
Motivation and Self-Management

Motivation propels you to do something; self-management is a well-thought-out process for the long haul. When you are hungry, for example, you are motivated to eat. But it is self-management that helps you to decide how you will get food. A motivated student finds it much easier to learn. The best motivation for you to learn comes from an inner desire to grow your skills as a professional—a lifelong pursuit that is motivated by the ever-changing world of professional beauty.

If you are personally drawn to nail technology, then you are likely to be interested in the material you will be studying in school. If your motivation comes from some external source—for instance, your parents, friends, or a vocational counselor—you will have a difficult time finishing school and jump-starting your beauty career. To achieve success, you need more than an external push; you must feel a sense of personal excitement and a good reason for staying the course. You are the one in charge of managing your own life and learning. To do this successfully, you need good self-management skills.

YOUR CREATIVE CAPABILITY

One self-management skill we can draw on is creativity. Creativity means having a talent such as painting, acting, or doing artifical nail enhancements. Creativity is also an unlimited inner resource of ideas and solutions. To enhance your creativity, keep these guidelines in mind:

- Do not be self-critical. Criticism blocks the creative mind from exploring ideas and discovering solutions to challenges.
- Do not look to others for motivation. Tapping into your own creativity will be the best way to manage your own success.
- Change your vocabulary. Build a positive vocabulary by using active problem-solving words like explore, analyze, and determine.
- Do not try to go it alone. In today’s hectic and pressured world, many talented people find that they are more creative in an environment where people work together and share ideas. This is where the value of a strong salon team comes into play (Figure 2-3).

LO2 Complete
Managing Your Career

No matter how creative, talented, or motivated you are, you will come up against shallow spots, rocks, swift currents, and even an occasional iceberg as you navigate your beauty career. Knowing how to manage your career will make all the difference in staying afloat.

CREATE A MISSION STATEMENT

Every successful business has a business plan. An essential part of this plan is the mission statement. A mission statement establishes the values that a business or an individual lives by and sets up future goals. To also succeed in life, you need a well thought-out sense of purpose and a reason for being.

Try to prepare a personal mission statement in one or two sentences that communicates who you are and what you want for your life. One example of a simple, yet thoughtful mission statement is: “I am dedicated to pursuing a successful career with dignity, honesty, and integrity.” Whatever you want for your future will be based on the mission statement that you make now. It will point you in a solid direction, and help you to feel secure when things temporarily are not working out as planned. For reinforcement, keep a copy of your mission statement where you can see it and read it every day.

GOAL SETTING

Some people never have a specific goal in mind. They go through life one day at a time without really deciding what they want, where they can find it, or how they are going to live their lives once they get it. They drift from one activity to the next with no firm direction. Does this describe you? Or, do you have drive, desire, and a dream? If so, do you have a reasonable idea of how to go about meeting your goal?

Goal setting is identifying short-term and long-term goals to help you decide what you want to achieve in your life. When you know what you want, you can draw a circle around your destination and chart the best course to get there. By mapping out your goal, you will see where you need to focus your attention, and what you need to learn in order to fulfill your dreams.
How Goal Setting Works
There are two types of goals: short-term and long-term. An example of a short-term goal is to get through a competency exam successfully. Another short-term goal would be your graduation from cosmetology school. Short-term goals are usually those you wish to accomplish in one year or less.

Long-term goals are measured in larger sections of time such as five years, 10 years, or even longer. An example of a long-term goal is telling yourself that in five years you will own your own salon.

Once you have organized your thinking around your goals and written them down in short-term and long-term columns, divide each set of goals into workable segments. In this way, reaching your goals will not seem out of sight or overwhelming. For example, one of your biggest goals at the moment should be getting your license to practice your chosen career path. At first, the prospect of getting this license might seem to require a huge amount of time and effort. When you separate this goal into short-term goals (such as going to class on time, completing homework assignments, and mastering techniques), you begin to see how you can accomplish each one without too much difficulty.

The important thing to remember about goal setting is to have a plan and re-examine it often to make sure that you are staying on track. Even after successful people have accumulated fame, fortune, and respect, they still set goals for themselves. While they may adjust their goals and action plans as they go along, they never lose sight of the fact that their goals are what keep them going.
Time Management

Many experts have researched how to make time more manageable. One thing they all agree on is that each of us has an inner organizer. When we pay attention to our natural rhythms, we can learn how to manage our time most efficiently and reach our goals faster and with less frustration. Here are some tips from the experts.

- Learn to prioritize by making a list of tasks that need to be done in the order of most important to least important.
- When designing your own time management system, make sure it will work for you. For example, if you are a person who needs a fair amount of flexibility, schedule in some blocks of unstructured time.
- Never take on more than you can handle. Learn to say, “No,” firmly but kindly, and mean it. You will find it easier to complete your tasks if you limit your activities, and do not spread yourself too thin.
- Learn problem-solving techniques that will save you time and needless frustration.
- Give yourself some down time whenever you are frustrated, overwhelmed, worried, or feeling guilty about something. You lose valuable time and energy when you are in a negative state of mind. Unfortunately, there may be situations—like being in the classroom—when you cannot get up and walk away. To handle these difficult times, try practicing the technique of deep breathing. Just fill your lungs as much as you can and then exhale slowly. After about 5 to 10 breaths, you will find that you have calmed down and that your inner balance has been restored.
- Carry a notepad or an organizer with you at all times. You never know when a good idea might strike. Write it down before it slips your mind!
- Make daily, weekly, and monthly schedules for study and exam times, and for any other regular commitments. Plan your leisure time around these commitments, and not the other way around (Figure 2-5).
- Identify the times of day when you are highly energetic, and when you just want to relax. Plan your schedule accordingly.
- Reward yourself with a special treat or activity for work well done and time managed efficiently.
- Do not neglect physical activity. Remember that exercise and recreation stimulate clear thinking and planning.
- Schedule at least one additional block of free time each day. This will be your hedge against events that come up unexpectedly like car trouble, babysitting problems, friends in need, and so on.
- Understand the value of to-do lists for the day and week. They can help you prioritize your tasks and activities, which are key to organizing your time efficiently (Figure 2-6).
- Make time management a habit.
Study Skills

If you find studying overwhelming, divide your study time into smaller segments. For example, instead of trying to study for three hours at a stretch and suffering a personal defeat when you fold after 40 minutes, set the bar lower by studying in smaller chunks of time. If your mind tends to wander in class, try writing down key words or phrases as your instructor discusses them. Any time you lose your focus, you can stay after class and ask questions based on your notes.

Another way to get a better handle on studying is to find other students who are open to being helpful and supportive. The more you discuss new material with others, the more comfortable you will become with it, and the more successful you will be. If possible, study together (Figure 2-7).

ESTABLISHING GOOD STUDY HABITS

Part of developing consistently good study habits is to know where, when, and how to study.

Where

- Establish a comfortable, quiet spot where you can study uninterrupted.
- Have everything you need—books, pens, paper, proper lighting, and so on—before you begin studying.
- Remain as alert as possible by sitting upright. Reclining will make you sleepy!

When

- Start out by estimating how much study time you need.
- Study when you feel most energetic and motivated.
- Make good use of your time by planning to study while you are waiting in the doctor’s office, taking a bus across town, and so on.

How

- Study a section of a chapter at a time, instead of the entire chapter at once.
- Make a note of key words and phrases as you go along.
- Test yourself on each section to ensure that you understand.
Remember that every effort you make to follow through on your education is an investment in your future. The progress you make with your learning will increase your confidence and self-esteem across the board. In fact, when you have mastered a range of information and techniques, your self-esteem will soar right along with your grades.

**LO6 Complete**

**Ethics**

Ethics are the principles of good character, proper conduct and moral judgment expressed through personality, human relations skills and professional image. Ethical people often embody the following qualities:

- **Integrity.** Maintain your integrity by making sure that your behavior and actions match your values. For example, if you believe that it is unethical to sell products just to make money, then do not do so. On the other hand, if you feel that a client needs products and additional services, it would be unethical not to give the client that information.

- **Discretion.** Do not share your personal problems with clients. Likewise, never breach confidentiality by repeating personal information that clients have shared with you.

- **Communication.** Your responsibility and ethical behavior extend to your communication with your customers and the other people with whom you work.

Here are five ways to show that you are an ethical person:

1. Provide skilled and competent services.
2. Be honest, courteous, and sincere.
3. Never share what clients have told you privately with others—even your closest friend.
4. Treat all clients fairly; never practice favoritism.
5. Always give correct information to clients about treatments and any products that they may want or need to purchase.

**LO7 Complete**
Personality Development and Attitude

Some occupations require less interaction with people than others. For example, if you are a computer programmer, you may not be exposed to all different sorts of people every day. As a nail technician however, dealing with people from all walks of life is a major aspect of your work. It is useful, therefore, to have some sense of how different personalities and attitudes can affect your performance.

Refer often to the following ingredients of a healthy, well-developed attitude to see if they match your recipe.

- **Self care.** Many service providers suffer from stress and eventual burnout because they focus most of their energy and time on other people, and very little on themselves. If you are to be truly helpful to others, it is essential to take care of yourself. Try the self-care test to see how you rate (Figure 2-8).

- **Diplomacy.** Being assertive is a good thing because it helps people know where you are coming from. However, it is a short step from being assertive to becoming aggressive, and even bullying. Take your attitude temperature to see how well you practice the art of tact. Being tactful means being straightforward, not critical. This is called diplomacy.

- **Tone of voice.** Your words may not seem harsh, but what about your tone of voice? This is a good example of an inborn personality trait that you can modify by softening the sound of your voice and speaking clearly. Also, if you have a positive attitude, you can deliver your words more pleasantly.

**FOCUS ON... The Whole Person**

An individual’s personality is the sum total of her or his inborn characteristics, attitudes, and behavioral traits. While you may not be able to alter most of your inborn characteristics, you certainly can work on your attitude. This is a process that continues throughout your life. In both your business and personal life, a pleasant attitude gains more associates, clients, and friends.

**THE SELF-CARE TEST**

Some people know intuitively when they need to stop, take a break, or even take a day off. Other people forget when to eat. You can judge how well you take care of yourself by noting how you feel physically, emotionally, and mentally. Here are some questions to ask yourself to see how rate of the self-care scale.

1. Do you wait until you are exhausted before you stop working?
2. Do you forget to eat nutritious food and substitute junk food on the fly?
3. Do you say you will exercise and then put off starting a program?
4. Do you have poor sleep habits?
5. Are you constantly nagging yourself about not being good enough?
6. Are your relationships with people filled with conflict?
7. When you think about the future are you unclear about the direction you will take?
8. Do you spend most of your spare time watching TV?
9. Have you been told you are too stressed and yet you ignore these concerns?
10. Do you waste time and then get angry with yourself?

Score 5 points for each yes. A score of 0-15 says that you take pretty good care of yourself, but you would be wise to examine those questions you answered yes to. A score of 15-30 indicates that you need to rethink your priorities. A score of 30-50 is a strong statement that you are neglecting yourself and may be headed for high stress and burnout. Reviewing the suggestions in these chapters will help you get back on track.

**FIGURE 2-8**

Self-care test.
Emotional stability. Our emotions are important. Some people, though, have no control over their feelings, and may express themselves excessively or inappropriately. When they are happy, they are almost frantic; when they are angry, they fly into a rage. Learning how to handle a confrontation, as well as sharing how you feel without going overboard, are important indicators of maturity.

Sensitivity. Sensitivity is a combination of understanding, empathy, and acceptance. Being sensitive means being compassionate and responsive to other people.

Values and goals. Neither values nor goals are inborn characteristics; we acquire them as we move through life. They show us how to behave, and what to aim toward.

Receptivity. To be receptive means to be interested in other people, and to be responsive to their opinions, feelings, and ideas. Receptivity involves taking the time to really listen, instead of pretending to do so (Figure 2-9).

Communication skills. People with a warm, caring personality have an easy time talking about themselves and listening to what others have to say. When they want something, they can ask for it clearly and directly.
1. List the basic guidelines for personal and professional success.

2. What are three common habits that can prevent people from being productive?

3. Define a game plan and how it can keep your career on target.

4. List at least three steps that you can take to enhance your creativity.

5. In one to five sentences, write a personal mission statement.

6. List three short-term and three long-term goals you have set for yourself.

7. Why is it so important to learn how to manage your time?

8. List the qualities and characteristics of professional ethics.

9. List the characteristics of a healthy, well-developed attitude.
your professional image

chapter outline

- Beauty and Wellness
- Looking Good
- Your Physical Presentation
Learning Objectives

After completing this chapter, you will be able to:

1. Understand professional hygiene.
2. Explain the concept of dressing for success.
3. Demonstrate an understanding of ergonomic principles and ergonomically correct postures and movements.

Key Terms

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

- ergonomics / 32
- personal hygiene / 28
- physical presentation / 31
- professional image / 30
- stress / 31
Because you are in the image business, how you look and present yourself has a big influence on whether you will be successful working as a licensed nail technician. If you are talking style, then you need to look stylish; if you are recommending hand care services, it is critical that your hands and nails are well manicured. When your appearance and the way that you conduct yourself is in harmony with the beauty business, your chances of being successful increase by as much as 100 percent! After all, when you look great, your clients will assume that you can make them look great, too (Figure 3-1).

Beauty and Wellness

PERSONAL HYGIENE

Being well groomed begins with looking and smelling fresh. This is especially important in the beauty business where nail technicians are frequently only inches away from their clients during services. It is a given that you should shower or bathe every day, use deodorant before going to work, and generally be neat and clean. Beyond that, though, there are special considerations when working in a salon.

One weak moment of drinking coffee right before performing a service, for instance, or wearing something that needs laundering because you did not plan ahead, could spell disaster. Rather than telling you that you smell offensive, most clients will simply not return for another service. Equally distressing, they will typically tell three of their friends about the bad experience they had while sitting at your station.

Personal hygiene is the daily maintenance of cleanliness by practicing good sanitary habits (Figure 3-2). 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.

► FIGURE 3-1
Project a professional image.

► FIGURE 3-2
Practice meticulous personal hygiene every day.
One of the best ways to ensure that you always smell fresh and clean is to create a hygiene pack to keep in your station or locker. Your hygiene pack should include:

- Toothbrush and toothpaste.
- Dental floss.
- Mouthwash.
- Deodorant or antiperspirant.
- Liquid soap for hand washing, or sanitizing liquid or wipes if you do not have access to soap and water.

Your hygiene pack will be useful in following these guidelines:

- Wash your hands throughout the day as required, including at the beginning of each service.
- Use deodorant or antiperspirant.
- Brush and floss your teeth, and use mouthwash or breath mints throughout the day as needed.
- Do self-checks periodically to ensure that you smell and look fresh.
- If you smoke cigarettes, do not smoke during work hours. If you cannot wait until after work, make sure to smoke in a well-ventilated area at least 30 minutes before seeing your next client. Always brush your teeth, use mouthwash, and wash your hands after smoking, if you are still servicing clients!

Looking Good

Naturally, in the line of work that you have chosen, an extremely important element of your image is having well-groomed hair, skin, and nails that serve as an advertisement for your commitment to professional beauty. Make sure that you:

- Put thought into your appearance every day.
- Keep your haircut and color in tip-top shape.
- Keep your skin well groomed.
- Determine the best length and grooming for your nails and meticulously maintain their appearance.
- Change your style frequently to keep up with trends.
PERSONAL GROOMING

Many salon owners and managers view appearance, personality, and poise as being just as important as technical knowledge and skills. One of the most vital aspects of good personal grooming is the careful maintenance of your wardrobe. First and foremost, your clothes must be clean—not simply free of the dirt that you can see, but stain-free, a feat that is sometimes difficult to achieve in a salon environment. Because you are constantly coming into contact with products and chemicals that can stain fabrics in a nanosecond, it is a good idea to invest in an apron or smock to wear while handling such products. Be mindful about spills and drips when using chemicals, and avoid leaning on counters in the work area—particularly in the dispensary.

DRESS FOR SUCCESS

If you want to go out on the weekend and wear something wild and crazy, that is your choice. But while you are at your place of employment, you will need to consider whether your wardrobe selection expresses a professional image that is consistent with the image of the salon. A professional image is the impression projected by a person engaged in any profession, consisting of her or his outward appearance and conduct exhibited in the workplace. Common sense should also rule when it comes to choosing clothing to wear at work. When shopping for work clothes, you should always visualize how you would look in them while performing professional client services. Is the image you present one that is acceptable to your clients?

To a large degree, your clothing should reflect the fashions of the season by embodying current styles, colors, textures, and so forth. Depending on where you work, you may be encouraged to wear stylish torn jeans and faded tees, or they may be expressly forbidden. Just remember to tune in to your salon’s energy and clientele so that you can make the best clothing choices that promote your career as a promising nail technician.

You should always be guided by your salon’s dress code with regard to these matters, but the following guidelines are generally appropriate (Figure 3-3).

- Make sure that your clothing is clean, fresh, and in step with fashion.
- Choose clothing that is functional, as well as stylish.
- Accessorize your outfits, but make sure that your jewelry does not clank and jingle while working. This can be irritating to fellow professionals and drive clients to distraction.
- Wear shoes that are comfortable, have a low heel, and good support. Ill-fitting shoes, and any type with high heels, are not the best choices to wear when performing pedicures and portable services within the salon. (Figure 3-4).

CAUTION

Perfume

Many salons have a no-fragrance policy for staff members during work hours because a significant number of people are sensitive or allergic to a variety of chemicals, including perfume oils. Whether or not your salon has a no-fragrance policy, perfume should be saved for after work.

▲ FIGURE 3-3
Be guided by your salon’s dress code.

▲ FIGURE 3-4
Working in high heels can throw off the body’s balance.
THE ART OF MAKEUP

Makeup is an exciting category for beauty professionals. It helps to promote your professional image, and is an area where some of your most lucrative sales can be made. You should always use makeup to accentuate your best features, and mask your less flattering ones. With that said, it is vital to always wear makeup at work. A freshly scrubbed face may look great for a leisurely day at the beach, but it does nothing to promote your image as a beauty professional while at work. Likewise, unless you are working in a trendy urban salon, things like heavily smoked eyes are generally best left to the club scene. Let the salon’s image be your guide on the right makeup choices to wear for work (Figure 3-5).

LO2 Complete

Your Physical Presentation

POSTURE

Good physical posture, walk, and movements are very important parts of your physical presentation. They show off your figure to its best advantage and convey an image of confidence. From a health standpoint, good posture and healthy movements can also prevent fatigue and many other physical problems. When you work within the field of cosmetology, sitting improperly can put a great deal of stress on your neck, shoulders, back, and legs. Stress on the body can result in strain and/or injury. Having good posture, on the other hand, allows you to get through your day feeling good, and doing your best work (Figure 3-6).

Some guidelines for achieving and maintaining good work posture include:

- Keep the neck elongated and balanced directly above the shoulders.
- Lift your upper body so that your chest is out and up (do not slouch).
- Hold your shoulders level and relaxed, not scrunched up.
- Sit with your back straight.
- Pull in your abdomen so that it is flat.

Here’s a Tip:

After you have determined how your work posture can be improved following the basic guidelines in this chapter, do a periodic check to determine whether you are still maintaining a good work posture. It’s easy to fall back into old habits!
Each year, hundreds of cosmetology professionals report musculoskeletal disorders, including carpal tunnel syndrome and back injuries. Beauty professionals expose their bodies to potential injury on a daily basis. Busy nail technicians sit all day and hold their bodies in unnatural positions for long periods of time. They are susceptible to problems of the hands, wrists, shoulders, neck, back, feet, and legs. If not attended to, these problems can become career threatening.

Prevention is the key to alleviating these problems. An awareness of your body posture and movements, coupled with better work habits and proper tools and equipment, will enhance your health and comfort. An understanding of ergonomics is useful as well. Ergonomics is the study of how a workplace and tools should be designed for maximum comfort, safety, efficiency, and productivity. It attempts to fit the job to the person, rather than the other way around. One example is a nail technician’s stool that can be raised or lowered to accommodate different heights. Others include ergonomically designed nippers and clippers.

Stressful repetitive motions have a cumulative effect on the muscles and joints. Monitor yourself as you work to see if you are:

- Gripping or squeezing implements too tightly.
- Bending the wrist up or down constantly when using the tools of your profession.
- Holding your arms away from your body as you work.
- Holding your elbows more than a 60-degree angle away from your body for extended periods of time (Figure 3-7).
- Bending forward and/or twisting your body to get closer to your client.

Try the following measures to avoid some of the problems discussed above:

- Rest your wrists while working and keep them in a straight or neutral position as much as possible (Figure 3-8).
- When giving a manicure, do not reach across the table; have the client extend her hands across the table to you. This is ergonomically correct for you and your client (Figure 3-9).
- Use ergonomically designed implements.
- Keep your back and neck straight.
- Break up repetitiveness of the motions you use by including regular stretching exercises in your daily routine.

In every aspect of your work, always put your health first and then the task at hand. It will serve you well in the beauty business and ensure a long, injury-free career.
review questions

1. List three basic habits of personal hygiene.

2. Define professional image.

3. List the elements of professional image.

4. List the general guidelines of dressing for success.

5. Identify what is included in a hygiene pack. Where is it kept?

6. How often should you freshen up throughout the day?

7. What is the role of posture in good health?

8. Assess your own work posture. How can it be improved?

9. Define the term ergonomics.

10. Give examples of ergonomically beneficial equipment.

11. List steps you can take to prevent potential injury to yourself through ergonomics.