Textbook of
COSMETOLOGY
Grade - IX

NAVTTC

LEARN · RISE · SHINE

Textbook of
COSMETOLOGY
Grade – IX

National Vocational and Technical Training Commission
H-9, Islamabad

Note: Names of Curriculum Developers will be part of curriculum document. In the book there will be names of reviewers only.

PREFACE

This book has been designed to meet the pace of gradual development of scientific concepts of cosmetology for the 9th Class of Matric Tech. Matric Tech in Cosmetology has been introduced for the first time in the history of Pakistan.

The main characteristics of the book are as under:

❖ The subject matter is fully equipped with specific illustrations for strengthening the concepts.

❖ Facts and principles have been explained succinctly and clearly.

❖ Tags of interesting information, mini-exercises and the brain teasers under the caption of "Do you know?" have been added to steer students through the concepts.

❖ Skills of practical work in students, scientific activities have been included in each chapter of the book.

Before printing, this book was thoroughly reviewed by a committee of well-known experts to seek its valuable recommendations which have been duly incorporated in the book.

We wish that this book proves to be an ideal choice for the students looking for a supplement to promote their potentials in the field of beauty therapy but there is always a room for improvement, we cordially invite valuable suggestions for betterment of text of this book from all concerned quarters.

Executive Director
National Vocational & Technical Training Commission
(NAVTTC)

Table of Contents

COSMETOLOGY CONCEPT

The students will be able to:

- define cosmetology
- know about components of cosmetology (hair, skin, nail, makeup and fitness etc.).
- understand importance of cosmetology for personality development
- learn terminology used in cosmetology
- know about cosmetology industry
- understand the different branches
- recognize the emerging trends in cosmetology industry
- know background of cosmetology
- learn ancient traditions
- understand gradual development in beauty sector
- know about scope of cosmetology industry (entrepreneur and academic opportunities)
- familiarize with the growing demand for cosmetology career options
- recognize collaboration with different sectors (fashion industry, media channels and showbiz industry etc.)
- identify the role to uplift manufacturing industry

1. Cosmetology

Cosmetology is the study of cosmetics and their application to beautify and improve the face, hair, nails and skin. Cosmetology comes from the Greek word, "kosmetikos", which means "skilled in the use of cosmetics." The history of cosmetology is long and can be traced from many important cultures.

Cosmetology is the art and science beautifying the hair, nails, and skin. A cosmetologist is an expert in applying cosmetic procedures, therapies, and treatments to beautify one's outer appearance and implementing cosmetic treatments to people's hair, skin, and nails. Specific disciplines in cosmetology include hairstyling (haircutting and coloring), esthetics (skin care), makeup application, nail care (manicures and pedicures), and other beauty treatments.

2. Background of Cosmetology

2.1 Egyptian Cosmetology

The beginning of the use of cosmetics can first be seen in ancient Egypt. Egyptians were the first to pay attention to the human body and to beautify it in a grand scale. Looking beautiful was their priority. Cosmetics were worn daily, at religious ceremonies, and in the preparation of the dead for the afterlife.

Do You Know?
The world's first EVER cosmetics were created from copper and lead ore by ancient Egyptians.

Through archeological finds, Egyptians put makeup on their eyes, lips and skin. The materials they used were made from minerals, berries, and insects. They colored their hair and fingernails with rich warm and red henna stains. Egyptians were also known to be the first to use kohl–made from a ground mix of a black mineral called galena, sulfur, and animal fat. They outlined their eyes heavily with this mixture, which prevents the eyes from inflammations such as conjunctivitis. Not only did the eyeliner accentuate the shape of their eyes, it also functioned to protect the eyes from the bright sun.

2.2 Chinese Cosmetology

In Chinese history, the Chinese nobility during the Shang Dynasty colored their nails crimson or ebony by rubbing a mixture of gum Arabic, gelatin, beeswax and egg white. Wearing cosmetics showed status. The lower classes were not allowed to wear any cosmetics, or else they could face the punishment of death.

2.3 Greek Cosmetology

Cosmetics had advanced at the beginning of Golden Age of Greece in 500 BC. The ancient Greeks used perfumes and cosmetics in all aspects of their personal grooming, as well as in religious rites and for medical purposes. They had developed methods to dress their hair, care for the skin and nails. Women put white lead on their face to lighten their complexion, used kohl to outline their eyes, and colored their cheeks and lips with vermillion, a powder made from grinding the mineral cinnabar.

2.4 Roman Cosmetology

The ancient Roman women defined what cosmetology by their use of natural ingredients is. The women lavished themselves with fragrances and cosmetics. Their facial makeup was made from combinations of bread and milk, flour and milk, or flour and fresh butter. Hair coloring was also emphasized to show their class in society. Noblewomen had their hair tinted in red, middle-class women colored their hair in blonde and lowest class of women colored their hair black.

2.5 Europe Cosmetology

In the Middle Ages, women were forbidden to wear makeup, but it never deterred them from this fad. In fact, makeup was so important; they wore powdered white lead, which contained arsenic. Many women died from using the makeup.

2.6 Renaissance Cosmetology

This is the period in history where civilization truly modernized cosmetology. Grooming was important, and both men and women took great care of their appearance. Although fragrances and cosmetics were used, they were discouraged from wearing thick applications.

2.7 Victorian Age Cosmetology

This period was restrictive in the use of cosmetics. Women dressed and groomed themselves conservatively. They put on mask to preserve their facial beauty. Mask was made from natural ingredients, such as honey, eggs, milk, oatmeal, fruits, and vegetables. Instead of wearing lip color, women were known to pinch their cheeks and bite their lips to bring natural color to their face.

2.8 20th Century Cosmetology

Wearing makeup was trendy in the USA and Europe at this time. The movie industry popularized cosmetics, and celebrities brought about a major influence in defining what comprises of feminine beauty. Women were spotted with flawless complexion, beautiful hairstyles, and manicured nails.

2.9 21st Century Cosmetology

Today, cosmetology has become more specialized. Beauticians concentrate in hair coloring or hair cutting; aestheticians focus on aesthetic and medical related services, such as plastic surgery, and nail technicians specialize in artificial nail enhancement, nail care, and pedicures.

> **Activity**
> Demonstrated different traditions of Pakistan with the help of cosmetology

3. Components of Cosmetology (Hair, Skin, Mail, Makeup and Fitness etc.)

3.1 Hair Styling

Skills and tasks a hair stylist manages throughout the job duration include:
- ❖ Washing, shampooing, drying, cutting hair
- ❖ Shaping, cutting, texturing, styling, straightening, or curling hair
- ❖ Coloring, tinting, lightening hair
- ❖ Chemically changing hair texture, perms, relaxing hair
- ❖ Braiding hair
- ❖ Installing hair extensions or weaves

3.2 Barbering/Hair Cutting

Hair styling usually refers to serving women, men, and children. Barbering has traditionally focused on male customers. Some of the skills and duties a barber performs are:
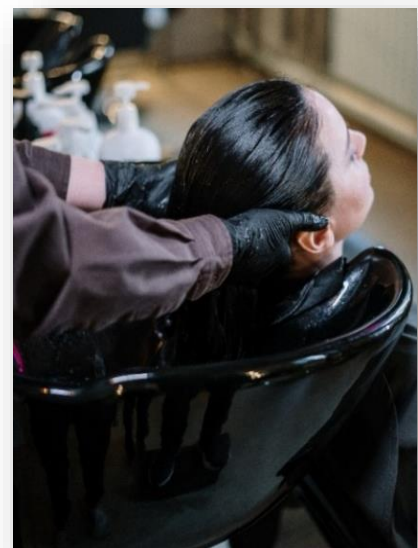
❖ Cutting, trimming, shampooing, and styling hair
❖ Shaving facial hair
❖ Fitting hairpieces
❖ Coloring, or perming hair

> **Do you know:**
> In 1400, it was fashionable for women to be hairless. They would shave their heads and pluck their eyebrows and eyelashes entirely out.

3.3 Nail Technician

A nail technician works primarily with fingernails

and toenails. Here are some of their beautification specialties:

> **Do you know:**
> The first nail polish was invented in China in 3000 B.C. by mixing egg whites, beeswax, gum, and colored powder.

❖ Manicures
❖ Pedicures
❖ Nail artistry, nail jewelry
❖ Gel nails, silk nails, and acrylic nails

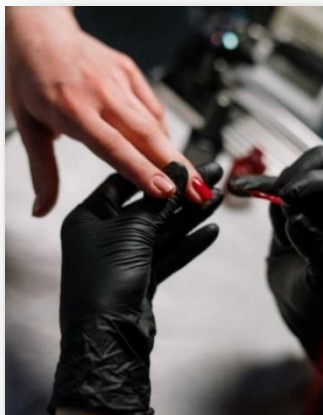## 3.4 Makeup Artist

A makeup artist may work in professional photography studios, cinema, special effects, fashion shows, weddings, or special events. These specialized cosmetologists know how different cosmetics interact with skin, and how to achieve certain looks and effects using makeup.

4. Importance of Cosmetology for Personality Development

Positive Impact on the Cosmetologist

For cosmetologists, working in an industry that they love can have positive impacts on their personality and health. People tend to feel less stressed and happier with their lives if they have a job they enjoy. If do not dread this job, it is a lot easier to get up and go to work in the morning.

Avoiding Stress as a Cosmetologist

Stress can lead to depression and anxiety, according to the Anxiety and Depression Association of America. People may develop bad habits because of stress. These habits may include excessive eating, drinking or smoking. When you have a job that you love, you may not turn to coping mechanisms to handle stress. People who love their job are more likely to be healthy and happy.

Despite this, not all stress is bad. Stress can motivate us to perform at a higher level or be life-saving in intense situations. Work stress and long-term stress, on the other hand, is not good for a person. Long-term stress can cause chronic health problems. A person with chronic stress will have trouble with immunity, digestion, sleep and reproduction health. Fight stress with plenty of exercise, good nutrition and a job that you enjoy.

Many cosmetologists are in the profession because they are passionate about beauty. They like working with hair and nails and socializing with others. Making other people feel beautiful can be very fulfilling for cosmetologists and stylists.

Positive Impact for the Customer

Customers visiting hair or nail salons are often looking to professionals to look and feel beautiful. They may want a new hairdo, color update, manicure or pedicure. People enjoy getting pampered by a cosmetologist. These services can help eliminate stress, raise self-esteem and improve the health of hair and nails.

i. Eliminating Stress

Being pampered can help eliminate stress. People can relax while the cosmetologist takes care of their beauty needs. The customer can sit in the chair and take a break. They don't have to care for their spouse or children during this time, allowing them to focus on their own needs. They get to relax and unwind, which is a major benefit after a long day.

Scalp massages during the shampooing process helps relieve stress and increases endorphins in the brain. Also, cosmetologists who befriend their clients may also feel a greater sense of social and emotional fulfillment.

ii. Raising Self-Esteem

Individuals who treat themselves to pampering at a salon, feel better and confident. Whether a client gets a haircut, new hair color, fresh set of nails, or make-up, clients can feel like a whole new person. This enhances their self-esteem and improves overall well-being. Low self-esteem can lead to depression, so taking the time to get hair or nails done at a salon can really help raise a person's self-esteem. Cosmetologists also feel better about themselves after transforming their customer's appearances.

iii. Improving Health Through Hair

It isn't all about mental health. Customers experience physical health benefits when they visit their hair stylist. Oily hair can lead to skin irritations, which can be treated at salons. Professional shampooing and services can eliminate excess oil and promote scalp and skin health.

Cosmetologists that use chemical free and non-toxic hair accessories will also help the customer keep their hair in pristine condition. Many hair accessories can meke split ends and damage hair.

The proper use of hair care accessories is important for the cosmetologist to help the customer keep their hair healthy.

Hair loss may occur, whether due to stress or a medical condition. Having clean and regularly maintained hair can prevent hair loss, or at least slow down the process. Treating the hair and keeping it healthy is an important part of the prevention process.

Cosmetology can have many positive impacts on health for both the cosmetologist and clients. Having a job allows people to free their minds from stressful thoughts. Anyone hoping to become a cosmetologist can experience all the positive effects that the salon can provide for cosmetologists and their clients.

Ancient Beauty Traditions

There are different Ancient Beauty Traditions from around the World

- ❖ Turmeric in Southern Asia. What better way to kick start this lineup than this ancient miracle ingredient?
- ❖ Mud Baths in Napa Valley.
- ❖ Pearl Powder in China.
- ❖ Thanaka Powder in Myanmar.
- ❖ Mung beans in India and China.
- ❖ Saffron and milk bath across the globe.
- ❖ Sugaring in Egypt.

Scope and Career of Cosmetology Industry (Entrepreneur and Academic Opportunities)

Cosmetology career options are almost unlimited and most demanding field of beauty. Cosmetologists have multiple job opportunities. Many work at salons, spas, resorts. Some cosmetologists open their own salon after several years of experience. Spa, hotel, or resort, some lease booth space from a salon owner. Some cosmetologists work in dermatology offices, or as makeup artists.

EXERCISE

Q1. **Encircle the correct option.**

i.   Cosmetology comes from the word, "kosmetikos",

a	Greek
b	Chinese
c	English
d	Roman

ii.   The beginning of the use of cosmetics can first be seen in ancient

a	Egypt
b	Greek
c	Chinese
d	Europe

iii.   The primary purpose of shampooing in the salon is to:

a	Sell products
b	Wet the hair prior to a service
c	Help the client relax
d	Cleanse the hair and scalp

iv.   A successful cosmetologist is a skilled

a	Storyteller
b	Listener
c	Fitness expert
d	Fashion expert

v.   Cosmetology career options are ……… and the demand is growing.

a	Limited
b	Unlimited
c	Rare
d	None

Q2:   Write Short Answers.

i.   Define cosmetology.
ii.   What are the components of cosmetology, name only?
iii.   What does a nail technician do in salon?
iv.   How cosmetology impacts the personality of worker/cosmetologist?
v.   Write a brief note on Egyptian cosmetology.
vi.   What is evolution of cosmetology in 20 and 21st century?
vii.   What is career orientation of cosmetology?

Q3:   Answer following questions in detail.

i.   Explain personality traits of cosmetology as a customer/client.
ii.   Discuss the components of cosmetology.
iii.   Write a note on history of cosmetology of any four areas.

Q4:   Practical Activities.

i.   Group presentation on role of cosmetology in society
ii.   Group presentation on components of cosmetology
iii.   Group   discussion on traditions in provinces and regions of Pakistan
iv.   Depiction of ancient tradition in cosmetology through pictures
v.   Group Presentation on growing demands and career opportunities
vi.   Group presentation on collaboration with different sectors
vii.   Visit local area and explore the career options in cosmetology.
viii.   Class will be divided in two groups, one group will gather information about two national brands in beauty sector and second group will collect information about two local brands and share their information in class.

TOOLS AND EQUIPMENT FOR HAIR AND MAKEUP SERVICES

The students will be able to:

- ❖ **differentiate the terms tools and equipment**
- ❖ **identify types of hair tools**
  - hair trolley
  - hand sanitizer
  - gown and towel for hair services
  - bowl for creams
  - applicator brushes
  - mirror
  - magnifying glass
  - scissors
  - hair clips
  - sectioning clips
  - paddle brush
  - the right combs
  - pins for styling
  - all-purpose shears
  - blending shears
  - razor
  - round brush
- ❖ **identify types of equipment for hair services**
  - steamer
  - straighteners
  - curlers
  - rollers
  - blow dryer
- ❖ **describe use of tools for skin services**
- ❖ **describe use of equipment for skin services**
- ❖ **identify types of makeup tools**
  - makeup trolley
  - hand sanitizer
  - gown and towel for makeup services
  - bowl for creams
  - applicator brushes
  - mirror

- magnifying glass
- scissors
- sponges
- puff
- eyelash curler
- beauty blenders
- makeup pellets
- powder brush
- blush and contour brush
- round buffing brush
- foundation brush
- setting brush
- blending brush
- eye shadow brush
- concealer brush
- fan brush
- spooley
- eyeliner brush
- ❖ **identify types of equipment for makeup services**
- ❖ **describe use of tools for makeup services**
- ❖ **describe Use of Equipment for Makeup Services**

Tools and equipment are terms that are often used interchangeably without knowing the actual difference between tools and equipment, but in fact, they have different definitions. Tools and equipment are not only two words that are often used in day to day life, but also two utensils that are often used every day as well. However, how does one make a distinction between these two items? Let us find out.

1.1 What is a Tool?

Tools are referred to as apparatus, instruments or utensils. They can perform a variety of functions such as cutting and chopping, moving, shaping, fastening, guiding, enacting chemical changes, fastening, information and data manipulation, etc. There can be specific tools designated for specific purposes.

1.2 What is Equipment?

Equipment is the necessary item which you can utilize for the particular purpose. It represents all sorts of machinery, functional devices or accessories or a set of tools that are designated for a specific task is known as equipment.

1.3 What is the difference between Tools and Equipment?

Tools and equipment are two words that are often used simultaneously, mainly due to the similarities of their meanings. Because of this factor, they can be used interchangeably in many cases but not always.

❖ A tool can be any item that is used to achieve a goal. Equipment usually denotes a set of tools that are used to achieve a specific objective.

❖ A tool can be non-mechanical as well. However, when one says equipment, there is a certain mechanical aspect to it that cannot be ignored.

❖ The usage of tools among human beings runs back to millions of years. However, the use of equipment is more of a recent development.

❖ Tools are often seen to be used by animals as well. Equipment is only used by human beings.

❖ Tools are usually multipurpose. Equipment is designed for a specific task.

2. Hair Tools and Equipment

Cosmetologists use tools and equipment to change the appearance of their customers. Through professional training and high-quality tools, they utilize their creativity to wash, set, cut and style hair as well as apply cosmetic and business treatments. The right tools and equipment can make all the difference in a cosmetologist's ability to generally satisfy clients.

2.1 Brushes and Combs

The beautician should have combs and brushes in various sizes, and this should include soft and hard-bristled brushes and combs with different tooth thicknesses. A cosmetologist should also have detangling combs, which work best for wet hair. There are also specialty combs for creating certain looks such as hair-teasing combs which create hairstyles with volume. Bristle strength and hardness contribute to different styling options in both brushes and combs.

Activity
Demonstrate the uses of brushes in different ways

2.2 Scissors and Shears

These are a staple in the kit for a cosmetologist, and a beautician should have at least two different pairs of shears or scissors. One pair should be a regular pair used for cutting; the second should be a smaller pair for bangs. Trimmers are also necessary to handling closer cuts and the grooming of beads and mustaches. Some scissors have teeth; these are ideal for hair cutting because they create a layered cut rather than a blunt one.

2.3 Pins and Clips

Hair pins and clips come in handy while cutting, styling and treating hair styles. A cosmetologist will use pins and clips to separate the hair for dyeing or may use pins to hold curlers in place. Clips and pins come in different sizes, shapes and types to suit a variety of different purposes in a cosmetologist's salon.

2.4 Blow Dryer

The blow dryer is an essential tool for cosmetologists, as many hairstyles are achieved through blow drying, though others require a wet set. For wet-set hairstyles, a professional hood dryer is used along with soft rollers and pins or clamps.

Activity
How many hairs styles you can make with the help of blow dryer

2.5 Curling Irons

Curling irons are also utilized by cosmetologists as a means of setting curled hair, and cosmetologists may keep several different sizes of curling irons on hand ranging from 1/4-inch barrel to 2-inch barrel.

2.6 Hair Irons

A hair iron is a tool used to change the structure of the hair with the help of heat. There are three general kinds: curling

Do you know!
Nestle owns a quarter of the world's largest cosmetic company, L'Oreal.

tongs, also known as curling irons, used to make the hair curly; straighteners, also known as flat irons, used to straighten the hair; and crimpers, used to create small crimps in the hair.

2.7 Hair Rollers

Hair roller is a small roller for styling and curling hair, and with a blow-dryer. The damage that extensive heat application can cause to hair is well known however and so a number of alternative, heat-free hair rollers have been manufactured for the market.

Activity

What do you think which tools are essential for hair treatment identify the names and their uses?

3. Makeup Tools and Equipment

3.1 Concealer Brush

It shaped like a paintbrush but is slightly denser with firm bristles and is usually made of synthetic fibers. It is used for concealer under the eyes, as well as cream eye shadow.

3.2 Brow Brush

This brush can be used to define and fill in brows, as well as for gel eyeliner application. This brush is usually fairly inexpensive.

3.3 Blending Brush

Generally, the rounder and bigger the tip, the softer and more blended the application will be, this is a great brush for beginners and also a great brush for blending out shadow, hence the name "blending brush".

3.4 Crease Brush

Another version of the crease brush or blending brush, this one is angled, instead of round. This type of brush is a bit more precise and placement can be easier if you are unsure about your crease color.

3.5 Pencil Brush

This brush is crucial for creating soft and Smokey shadow look and wearing liner and eye shadow on the bottom of your lashes. It creates much softer and more flattering look than a pencil. This brush is small and is shaped like a pencil tip.

3.6 Flat Eye Shadow Brush

This brush is essential for a great eye makeup application and for creating a smooth base for any eye shadow application. It is used for dense, firm bristles and a bit of a thicker brush

16 DIFFERENT TYPES OF
Makeup Brushes
AND THEIR USES

Concealer
Brow
Blending
Crease
Pencil Brush
Flat Eyeshadow
Lash and Brow
Eyeliner
Lip

Foundation
Stippling
Powder
Blush
Bronzer
Contour
Highlight

3.7 Lash & Brow Spooley Brush

This handy little spooley brush is great for taming brows and depluming mascara after application. These are fairly cheap. They generally also come on the other end of brow pencil.

3.8 Flat Eyeliner Brush

It is used to apply eyeliner that is flawless and lasts all day.

3.9 Lip Brush

It is used to apply smooth and balanced lip colors with techniques.

3.10 Foundation Brush

 A foundation brush is great for achieving a flawless, airbrushed finish. There are lots of different versions of this brush and a lot of it depends on what type of foundation you are using. Not all foundations work well with a brush, so it really depends on your foundation type here.

3.11 Stippling Brush

This type of brush creates a flawless, airbrushed base with high definition results. It can be used to apply foundation, blush, bronzer, powder, and highlighters. It also is very effective for applying liquid and cream products. There are duo-fiber bristles at the top of the brush, which make for a light, gentle application that looks very natural. These brush ends have a very light and feathery feel.

> **Activity**
> Make presentation on uses of makeup brushes

Beauty Blender/Sponge

The beauty blender Sponge is an absolute essential for applying and blending base makeup. This teardrop shaped sponge absorbs water rather than product, so your foundation, concealer, BB cream etc. will last even longer. Using a bouncing technique, the top of the sponge hugs the contours of the face and covers blemishes whilst the bottom flawlessly blends makeup over larger areas. Perfecting for achieving that natural, streak-free finish, beauty blender has been dubbed a modern-day phenomenon, and we totally agree.

EXERCISE

Q1.   Encircle the correct option.

1.   If your client wanted to have their hair 'Smooth/Sleek what tools would you use too achieve this?

a	Curling Tongs
b	Crimping Irons
c	Heated Brush
d	Straightening Irons

2.   A stylist would never cut hair using which of these tools?

a	Razor
b	Scissors
c	Pinking Shears
d	Clippers

3.   This tool is great for those of us who don't have lashes with a natural curl.

a	Gloss
b	Lipstick Brush
c	Eyelash Curler
d	Liquid Liner

4.   This is usually the biggest make-up brush in your collection.

a	Blusher Brush
b	Lipstick Brush
c	Fan Brush
d	Powder Brush

5.   This is used to provide color to the cheeks and to define the cheekbones.

   a   Eyelash Comb

   b   Concealer Brush

   c   Blusher Brush

   d   Liquid Eyeliner Brush

6.   This is the slimmest brush in your collection, and tapers to a sharp point.

   a   Fan Brush

   b   Liquid Eyeliner Brush

   c   Blusher Brush

   d   Eyebrow Brush

7.   How would you use an Eye-Brow Brush?

   a   To brush the nose-hairs out before clipping

   b   To brush eye-brows up and outwards into a perfect shape

   c   On cheeks

   d   On Eye Lashes

8.   This brush is used to apply a sticky substance to the most expressive feature of your face.

   a   Lipstick Brush

   b   Powder Brush

   c   Blusher Brush

   d   Fan Brush

Q2:   Write Short Answers.

a.   Define tool and equipment.
b.   Write the name of some hair tools and equipment for styling.
c.   Write the name of 10 make-up brushes.
d.   What is purpose of beauty blender?

Q3: **Answer the following questions in detail**

a.   Describe the difference between tool and equipment.
b.   Explain different types of brushes for make-up.

Q4: **Practical Activities**

a.   Demonstrate tools and equipment for hair services.
b.   Demonstrate tools and equipment for makeup services

Chapter 03

HAIR CARE

Students Learning Outcome
The students will be able to:
- ❖ define hair
- ❖ know the role of hair in personality reflection
- ❖ understand the types of hair
- ❖ recognize the layers of hair
- ❖ know about texture of hair
- ❖ comprehend hair growth and problems
- ❖ understand the condition of hair
  - natural hair
  - treated hair
- ❖ learn basic principles of shampooing
- ❖ identify the appropriate product for shampooing
- ❖ select the appropriate product for masking
- ❖ prepare the hair for shampooing
- ❖ identify different problems of hair
  - dandruff
  - hair fall
  - dry and damaged hair
  - oily scalp
  - chemically treated hair
  - split ends
  - henna treated hair
  - alopecia
- ❖ understand the basic precautionary measures for treatment
- ❖ identify appropriate product as per hair condition and texture

Introduction

Hair care is important for not only our appearance, but also for our overall hygiene. Having healthy hair allows us to look our best and ensure our hair and scalp is healthy. It is important to visit a reputable salon and utilize quality hair care products to ensure your hair is as healthy as possible.

The aim of this chapter is to allow a better understanding of the hair shaft structure and behavior, as well as information about the hair cosmetics. their mode of action, safety and ingredients will enable student to access different problems. Hair is an essential component of the skin. It is an outward growth of a thin thread-like human skin. Hair does not contain any sensitive substances. These are dead and useless cells. The hair is made of keratin which is a protein. It is formed

inside the skin in a small pot called follicle. The part of the hair that is visible on the outside is called the tendon shaft. And the hair follicles are dead. The hair follicles grow and push the dead hair follicles out of the skin. Development depends on its root. Hair is a thin, long, pipe-like fiber that grows on different parts of the body. Most of the hairs in the human body are on the head which, if properly protected, can grow very long, otherwise carelessness can make the hair weak and bald. When the glands inside our skin continue to function properly, the hair becomes shiny. If the glands are not working properly then the hair becomes lifeless due to which the follicular pockets shrink due to which the hair becomes dry and brittle. The use of protein and vitamins is very important for hair. It is also important to have a good diet that includes vitamins such as turnips, carrots, tomatoes and grapefruits and salads. Along with the papilla are the EP cells that produce shafts that keep the hair soft. As long as the EP cells are alive, the hair grows thicker. Vitamin B complex is useful for the energy of the hair.

Chemical Examination of Hair

From a chemical point of view, the ratio of hair to hair is as follows. The difference in the proportions of the chemical components is obvious. Due to which the hair color is seen in different colors in the sun.

Carbon	50 to 56%
Oxygen	20 to 85%
Nitrogen	14 to 17%
Sulphur	0 to %5
Hydrogen	6 to 36%

1. Hair

It's a threadlike outgrowth of the epidermis of an animal and human.

Just like nose, ears, hands and arms are very important in the body. Similarly, hair is very important. Hair has a great effect on human personality. Beautiful hair increases self-confidence in a person. Healthy and healthy hair is a blessing from God and how to take care of this blessing of God is in the hands of man.

As soon as you hear the word hair, the impression of beauty comes to mind. We usually divide the hair into two strands.

It is inside a skin called Hair Follicle and when it comes out of the skin it is called Bulb.

This substance is found in the drums, which helps to grow and pull out the hair, even if the skin is injured, the skin heals and re-grows the hair.

The hair starts from the inside. It belongs to our drum layer in which a tissue called papilla is found in the root. Hair is alive when it is inside the skin, that is, when you touch it, you will feel pain.

Hair color is related to melanin, which depends on the sun's rays and the temperature of the weather. Hair length depends on the depth of the hair follicle pocket. If the depth is less, then the hair will remain loose. Sebaceous glands play an important role in making the hair shiny and long. Then the hair becomes dry and lifeless and starts falling out.

1.1 Structure of Hair
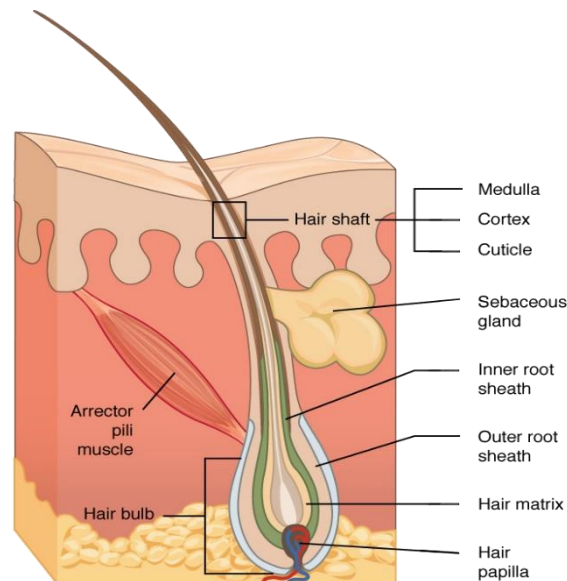
Hair has a number of characteristics that determine how hair is treated. The hairs are on the skin of the body and grow about half an inch in a month. The hair cells grow inward at the roots of the hair. The root is the hard part of the hair that is attached to the skin. We divide the root into three parts.

Do you know!
Average human has about 100,000 hair follicles on scalp.

Hair Appearance

Hair is divided into 3 parts according to appearance.

1.   Part of the root is found inside the skin.
2.   The part of the stem is called the length of hair outside the skin
3.   The ends are called the very last part of the hair

Hair is a derivative of the epidermis and consists of two distinct parts:
Follicle: The follicle is the essential unit for the generation of hair.
Hair Shaft: The hair shaft consists of a cortex and cuticle cells, and a medulla for some types of hairs
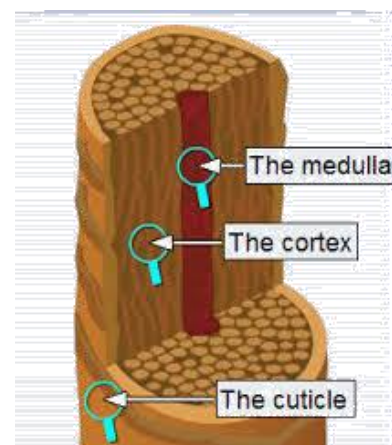
The hair follicle can be divided into 3 regions:
Lower segment (bulb and suprabulb),
Middle segment (isthmus),
Upper segment (infundibulum).

The lower segment extends from the base of the follicle to the insertion of the erector pili muscle (also known as the erector pili muscle).
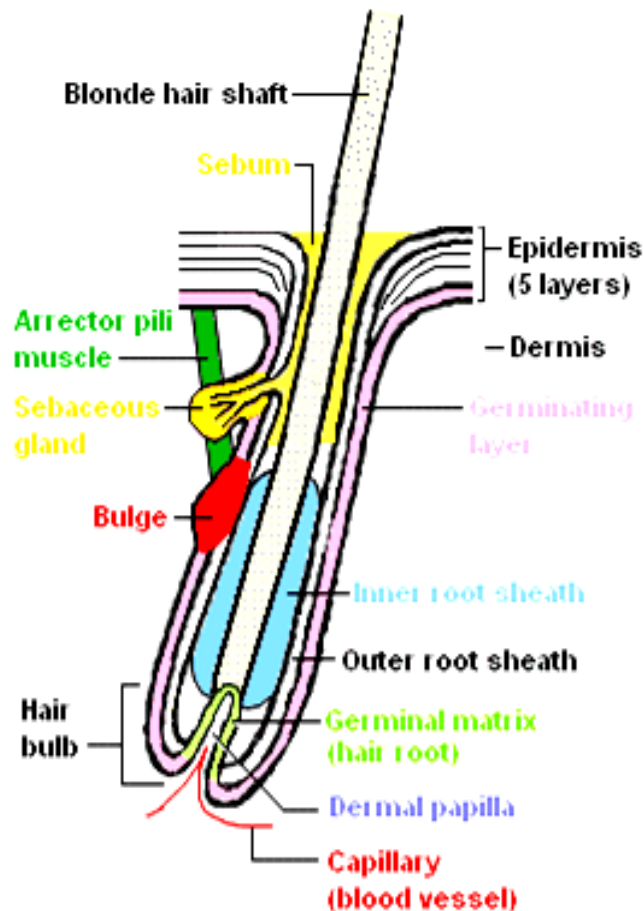
Hair Follicle Diagram

- Blonde hair shaft
- Sebum
- Epidermis (5 layers)
- Dermis
- Arrector pili muscle
- Sebaceous gland
- Germinating layer
- Bulge
- Inner root sheath
- Outer root sheath
- Hair bulb
- Germinal matrix (hair root)
- Dermal papilla
- Capillary (blood vessel)

2. Reflection of Hair on your Personality

The length of your hair reveals more about your personality than you think. Short and healthy hair requires frequent salon visits for cuts, short-haired girls tend to be artistic and appreciate self-expression more than others. Hair contains information about us, it carries our DNA. It is part of our identity and often considered something to do with how attractive one is.

Hair is an essential visual part of one's personality. It's one of the only superficial aspects of us that remain when the makeup and the clothes come off. Hair is always there.

Human hair has various functions such as protection against external factors, sebum, apocrine sweat and thermoregulation.

3. Types of Hair

TYPES OF HAIR

Type 1 — straight hair
Type 2 — wavy hair
Type 3 — curly hair
Type 4 — coily hair
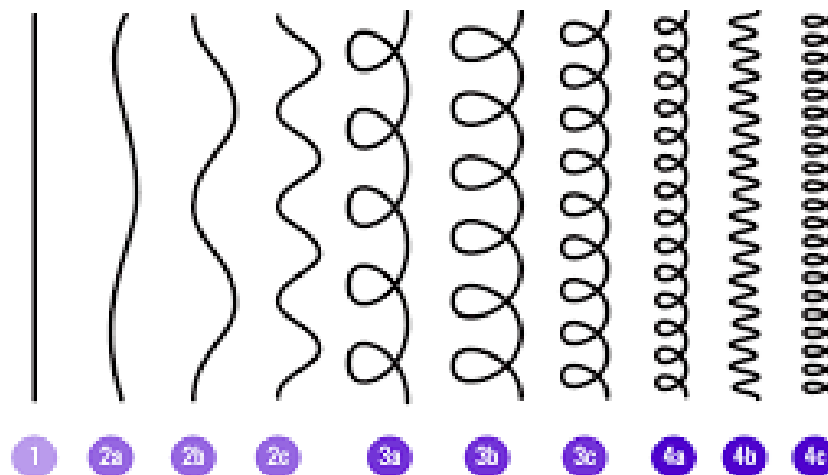
Type 1 – Straight

It is straight and has a tendency toward becoming greasy and shiny. Straight hair becomes greasy faster than curly hair because oil from scalp travels down the hair shaft more quickly. There are three subcategories for straight hair:

- Type 1A – very straight and fine.
- Type 1B – Still very straight, type 1B hair is thicker with medium texture and more volume.
- Type 1C – While still straight, this type of hair is very thick, coarse, and shiny.

Type 2 - Naturally Wavy

Hair of this type has a natural wave, and it is thicker than Type 1 hair. The subtypes are divided by the thickness of the hair and the shape of the waves. There are three subcategories for wavy hair:

- Type 2A – This type of hair is very fine and thin with S-shaped waves – it is also easy to style.
- Type 2B – A little frizzier than type 2A, this type of hair is wavy and medium-thick.
- Type 2C – This hair type is wavy, thick, and coarse – it is prone to frizz and difficult to style.

Type 3 - Curly

This type of hair is definitely curly – curl that goes straight when the hair is wet but goes back to being curly as it dries. Curly hair has clearly defined, springy curls and it is easy to style. There are three subcategories for curly hair:

- Type 3A – This hair has defined curls with a thick texture and a lot of shine but can be frizzy.
- Type 3B – Hair of this type has tighter curls and may have a combination of textures.
- Type 3C – This type of hair has very tight curls or kinks and is generally easy to style.

Type 4 - Very Curly or Kinky

This hair type has very tight, sometimes well-defined curls. It is coarse in texture but is also sensitive and prone to damage by heat and product. There are three different subcategories for kinky hair:

- Type 4A – This hair is soft in texture with tight, well-defined curls or kinks.
- Type 4B – Hair of this type has very tight curls, but they are less defined, soft, and fragile.
- Type C – This type of hair has such tight curls that it may not even look curly at all.

Activity
Analyze the hair of classmates and describe their types.

4. Texture of Hair

The texture of your hair is typically a description of its circumference or thickness.

Fine hair tends to be thin and fragile. Each hair has two layers, the cortex and the cuticle. Because fine hair is very thin, it can become oily or greasy very quickly.

It split and breaks more easily than thicker hair.

Medium hair is thicker than fine hair, and it is what most women have. Hair with this texture still has two layers, the cortex and cuticle but some women may have a third layer to their hair called the medulla. Medium thick hair has tendency to hold hairstyles better than fine hair and has more volume. It is also less prone to breakage.

Thick or coarse, thick hair has three layers the cortex, cuticle, and medulla and it looks fuller than fine or medium hair. Coarse or thick hair holds hairstyles well and is more tolerant than other textures to things like heat, product, and hair color. It is also less prone to breakage, but it can become frizzy in humid weather and takes longer to dry.

Hair type and texture are determined by several factors including genetics. Straight hair is one of the most common hair types across the world. every person has a unique texture

5. Layers of Hair

Cells multiply and make keratin to harden the structure, they're pushed up the follicle and through the skin's surface as a shaft of hair. Each hair has three layers:

> **Do you know!**
> ❖ Regulates body temperature.
> ❖ Decreases friction.
> ❖ Protects against sunlight
> ❖ Acts as a sense organ
> ❖ Humans are born with about 5 million hair follicles. (2% on the head and they decrease with age).

- The medulla – the deepest layer of the hair shaft, only seen in large and thick hairs. The cortex – the middle layer of the hair shaft which provides the strength, color and texture of a hair fiber.

- The cuticle – the outer layer of the hair shaft is thin and colorless. It serves as protection to the cortex.
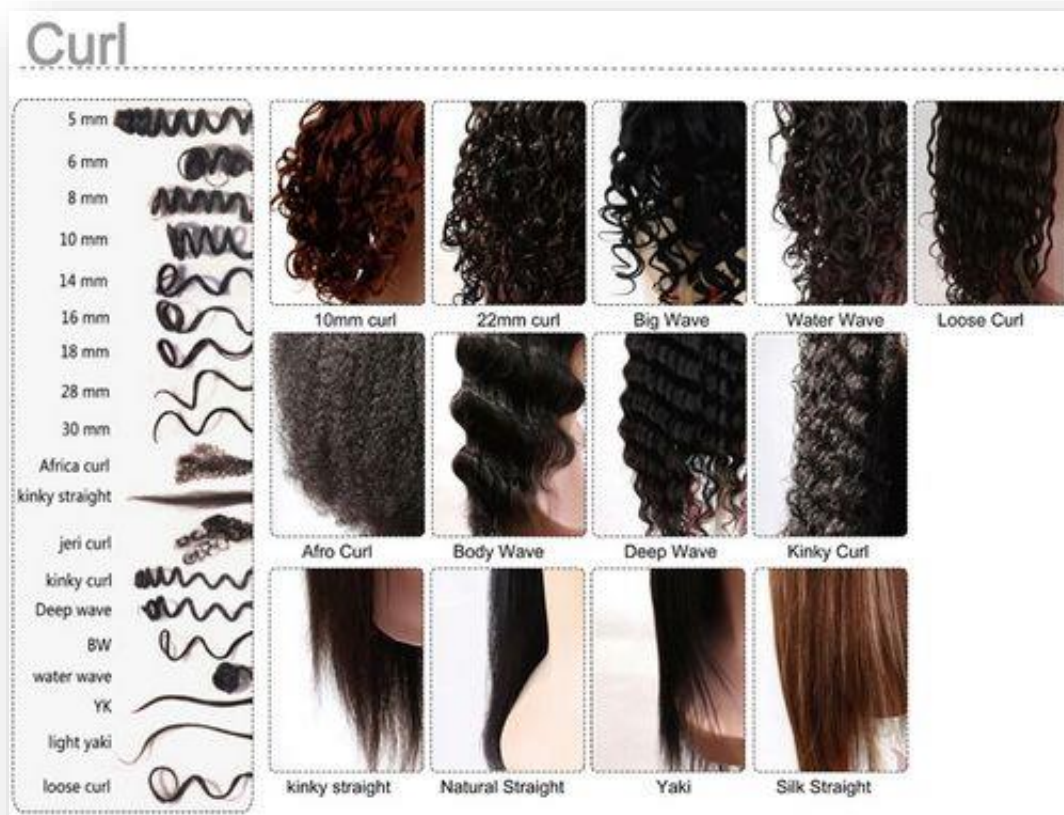
6. Stages of Hair Growth

Hair follicle can be divided into 3 regions:
Lower segment (bulb and suprabulb),
Middle segment (isthmus),
Upper segment (infundibulum)

The lower segment extends from the base of the follicle to the insertion of the erector pili muscle (also known as the erector pili muscle).What are the 3 stages of hair growth?

Human hair growth and shedding is random and not seasonal or cyclical. At any given time, a random number of hairs will be in one of three stages of growth and shedding: anagen, catagen, and telogen. Anagen is the active phase of the hair. The cells in the root of the hair are dividing rapidly. In catagen hair cells degenerates and metaphase is known as resting phase of growth.

In beauty industry, everyone seems to have a story when it comes to hair problems. No matter what the story, the ultimate goal is healthy, great-looking hair. Here are 10 common hair problems and the best ways to overcome them:

Activity
Make picture and describe result of strand test.

6. Shampooing

Shampoo contains detergent, much like you would find in dishwashing or laundry detergent or bath gel. Detergents work as surfactants. They lower the surface tension of water, making it less likely to stick to itself and able to bind with oils and soiling particles. Part of a detergent molecule is hydrophobia.

How to use shampoo and conditioner?

1. Completely saturate your hair with warm, not hot, water.
2. Squirt a small amount of shampoo into the palm of your hand.
3. Apply it to your scalp and massage until it lathers.
4. Work the shampoo through hair, but pay the most attention to the scalp.
5. Rinse your hair and scalp completely.

Do you know!
We cannot leave conditioner on scalp for more than 1 minute because it weakens the hair

Do you know!
What is the function of shampoo?
A shampoo not only provides the cleaning of the scalp skin and hair as its primary function, but in addition also serves to condition and beautify hair and acts as an adjunct in the management of various scalp disorders
Shampoo is generally made by combining a surfactant, most often sodium lauryl sulfate or sodium laureth sulfate, with a co-surfactant, most often cocamidopropyl betaine in water. The sulphate ingredient acts as a surfactant, essentially heavy-duty soap that makes it easier to trap oil and grease.

Combing

To avoid unnecessary breakage, use a comb to remove tangles after washing your hair. ... Brush your hair gently from the ends upwards to ease out tangles. Pulling a brush roughly through your hair from top to bottom can worsen tangles, cause breakage, and scratch your scalp.

7. Hair Mask

Hair conditioner provides smoothness to silky and straight hair but hair masking makes the hair straight and smooth. Masks make the hair smooth and they literally nourish the hair and hair scalp too.

The hot oil treatment exclusively utilizes heat to assist with hair penetration, whereas a hair mask on the other hand, does not typically include heat. The other major difference is/are the ingredients. One can appreciate how we might not want to heat many of the ingredients found in natural hair masks!

8.1 What is a hair mask?

Hair masks are known as deep conditioning treatments or intensive hair conditioners.

What makes them different to instant conditioners is that the ingredients are usually more concentrated, and the mask is left on your hair for longer from 20 minutes to several hours.

Many types of hair masks can be made at home from ingredients we may already have in our kitchen, like bananas, honey, or even egg yolketc. and also available in market which are ready to use.

8.2 What are the Benefits of a Hair Mask?

There are many benefits to using a hair mask, and the advantages vary depending on the ingredients and your hair type. Generally speaking, the benefits of using a hair mask include:

- Shinier, softer hair
- Added moisture
- Reduced hair breakage and damage
- Less frizz
- A healthier scalp
- Stronger hair

- Less environmental and product damage

8.3 What Ingredients Work well in a Hair Mask?

The ingredients that may work best for us will depend on your hair type and the condition of your hair and scalp.

Here are some of the most popular ingredients to look for in a store-bought mask or to experiment with when making your own:

- **Bananas.** If you want to reduce frizz, bananas are a good ingredient to include in a hair mask. The silica in bananas may also help make your hair softer and shinier. According to a 2011 study Trusted Source, bananas also have antimicrobial properties. This may help reduce dryness and dandruff.

- **Eggs.** The nutrients in egg yolks, including vitamins A and E, biotin, and folate, may help promote hair growth, while the protein in egg whites may help strengthen your hair.

- **Avocado Oil.** The minerals in avocado oil, such as folic acid, iron, and magnesium, may help seal the hair cuticle. This can help make your hair more resistant to damage and breakage.

- **Honey.** Honey is considered a humectant, which means it can help your hair pull in and retain more moisture. It can also help promote stronger hair follicles.

- **Coconut Oil.** Due to its low molecular weight, coconut oil can penetrate the hair shaft for deep conditioning. This can help reduce dryness and frizz. It also can reduce protein loss when used on the hair.

- **Olive Oil.** Want intense moisture? Olive oil contains squalene, which is produced naturally by the body but declines as we age. Squalene is essential for moisturized hair and skin.

- **Aloe Vera.** If we want to calm and soothe our scalp, consider a hair mask with aloe Vera, which has anti-inflammatory properties. It also contains vitamins C, E, and B-12, folic acid, and choline, which may help strengthen and nourish your hair.

8.4 Hair Mask Recipe Ideas

Making your own hair mask is pretty easy and can be fun, too. If haven't tried a hair mask before, one may want to experiment with a few different recipes and ingredients until find the one that's best suited to your hair.

We all know it's a good fit if hair feels soft and moisturized without looking or feeling greasy or limp.

To get started, one can try one of these basic yet effective DIY hair mask recipes. We can increase the quantity of the ingredients, depending on the length of your hair.

For Frizzy or Damaged Hair
Ingredients:

- 1 tbsp. organic raw honey
- 1 tbsp. organic coconut oil

Instructions:

1. Heat the honey and coconut oil together in a saucepan. Stir until blended.
2. Allow the mixture to cool then apply it to your hair.
3. Let it sit for 40 minutes, then shampoo and condition as normal.

For Dry Hair or Dandruff

Ingredients:

- 1 ripe avocado
- 2 tbsp. of aloe Vera gel
- 1 tsp. of coconut oil

Instructions:

1. Blend the 3 ingredients together then apply to wet or dry hair from root to tip.
2. Let it sit for 30 minutes then rinse with lukewarm water.

For Fine, Thinning Hair

Ingredients:

- 2 egg whites
- 2 tbsp. coconut oil

Instructions:

1. Whisk the egg whites and oil together until blended.
2. Apply from root to tip to damp hair, and let it sit for 20 minutes.
3. Shampoo with cool water. This is especially important for masks that contain egg, as hot water can cause the egg to cook in the hair.

8.5 How to Apply a Hair Mask?

Most hair masks work best when applied to clean, towel-dried hair that's still damp. Its best to apply the mask to dry hair. Because oil can repel water, some hair care experts believe that dry hair is able to absorb oil better than wet hair.

Once the hair mask is ready to apply, follow these steps:

1. To protect clothing, drape an old towel over your shoulders or wear an old T-shirt.

2. If hair is long or thick, it may help to divide it into sections with hair clips.

3. Apply the mask with your fingers, or can use a small paintbrush to dab the hair mask mixture on hair.

4. If hair is dry, begin the hair mask application near scalp and work toward the ends. Once the mask has been worked into the ends of hair, and can go back and gently apply to scalp.

5. If specifically applying the mask to treat dandruff, apply on scalp.

6.   If your hair is oily, begin the hair mask application at mid-shaft and work toward the ends.

7.   Once done applying the mask, run a wide-tooth comb through hair to help ensure the mask is evenly spread.

8.   Cover hair with a shower cap or plastic wrap. Then wrap a towel around head. This helps protect the mask from dripping, but it also helps add some heat, which can help the ingredients absorb into hair.

9.   Leave the mask on for at least 20 to 30 minutes. Depending on the ingredients, some masks can be left on for hours or even overnight.

10.   Rinse thoroughly with lukewarm or cool water. Avoid hot water. Cooler water can help seal the hair cuticle and help hair retain more moisture.

11.   After rinsing out the mask — it may take two or more rinses to get it fully out - can add products and air-dry or heat-style hair as usual.

12.   For dry, frizzy, or damaged hair, can apply a hair ask once a week. If hair tends to be oilier, try using one every couple of weeks.

9.   Common Hair Problems

9.1 Dandruff

Dandruff needs no introduction. It's when the skin on the scalp peels off and flakes. While dandruff is often mistaken for poor hygiene, the primary causes are dry scalp, excess sebum and sensitivity to certain products.

White flakes can be both embarrassing and challenging to treat. The best way is to keep your scalp clean with an anti-dandruff shampoo or one that contains zinc sulfur,

Apple cider vinegar is a quick fix to help relieve dandruff as it contains anti-inflammatory and anti-microbial properties. Coconut oil and tea tree oil also help treat dandruff owing to their anti-inflammatory properties.

Other proven ways to reduce dandruff's severity include reducing stress, consuming probiotics, and adding omega-3 fatty acids in your diet. To avoid a reaction, always test products before you use them and consult your dermatologist.

9.2   Hair Loss

Losing 50 to 100 strands of hair in a day is normal. If anybody experienced a sudden and noticeable increase in daily hair loss, it's time to look back at the past three to six months of life.

Hair loss occurs due to several factors such as stress, hormonal imbalance, and using the wrong products. Once find the cause of hair loss, it gets easier to address the problem in the right manner.

Some ways one can prevent hair loss include adding protein-rich foods to your diet, switching to a mild shampoo, massaging scalp with hot oils, staying hydrated, and exercising regularly. Steering clear from heat styling tools also helps. Lastly, if hair is wet or sweaty, avoid tying it.

9.3 Dry Hair

If hair feels rough, it is begging for protein. Fatty acids like vitamin B5, omega 3 and 6 can help replenish parched hair. Anemia and hyperthyroidism can also cause dryness.

we should treat dry hair with the utmost care and gentleness. Try to ease up on things that make hair more fragile like sun and chlorine exposure, pollution, chemical treatments, and heat styling.

Hair masks and oils can reverse the damage, soften hair, restore hydration, and make hair shiny and manageable. Cold showers and changing the way of drying hair can also help prevent dryness.

9.4 Oily Scalp

Of the many reasons like poor diet, genetics, or hormonal changes, the biggest culprit of an oily scalp is over washing.

> **Tips for oily hair**
> Try using lukewarm or cold water to wash your hair. Hot water stimulates the sebaceous glands, which leads to an increase in oil.

When you wash your hair more than two to three times a week, it dries out your scalp, and to compensate, the scalp produces more oil. Ingredients like lactic acid help regulate the production of oil.

How to Manage Oily Hair n Scalp

Always keep in mind that you need to shampoo properly, condition carefully and rinse thoroughly.

- Avoid hot tools as they make your hair look greasy faster.
- Clean your brush every day to avoid unnecessary build-up.
- Stop playing with your hair - brushing or touching your hair stimulates the oil glands.
- Skip leave-in conditioners and other products that add moisture to your hair.

> **Note**
> The amount of oil your hair produces changes with time and reduces as you grow older. Your overly greasy hair will not haunt you forever!

9.5 Split Ends

When oil from the scalp doesn't reach the ends of the hair, they tend to dry and split over time. Split ends are a cue for a haircut. Even if growing out your hair, you need to get regular trims to keep it healthy.

Not trimming hair makes the splits progress to hair shaft. Eventually, it will need to cut more hair to eliminate the damage.

Heat makes split ends worse, but if necessary then invest in a quality heat protectant and avoid heat on the ends.

Rubbing a bit of oil onto your ends can minimize the split ends' appearance while also providing nourishment. Avoid over-brushing and shampooing as they can intensify split ends.

9.6   Frizz and Flyaway

Frizz isn't just a battle you have to face with humidity. It can strike anywhere, anytime. Even a minor change in keratin or moisture level sometimes leads to unmanageable and frizzy hair.

Over exposing hair to styling irons, UV rays, chemicals, and color can also cause your hair to frizz.

Tips for Split Ends
As the ends are drier, it's best to apply shampoo only near the scalp and conditioner from mid-hair to the ends for added moisture. Also, a trim every ten weeks will keep split ends at bay.

Did you know frizz is usually telling you your hair is damaged?

The key is to add moisture back into your hair with the help of hair masks, serums, or leave-in conditioners. Hot oil treatments also work well to nourish damaged hair.

Tip for Frizzy Hair

If you blow-dry your hair, point the nozzle down the hair shaft to make your hair shiny and frizz-free. Always remember to apply a heat protecting spray and avoid over-shampooing Reduce heat exposure - both from water and styling tools. Protect your hair from humidity with a cap or scarf.

9.7   Dull Hair

It's tempting to turn up the heat of your straightener to 450 degrees to get perfect, sleek hair. But unless hair is very thick or coarse that temperature can burn hair's cuticle and cause breakage.

Many factors can damage cuticle - from everyday styling to weather conditions, chemical treatments to over brushing, and chlorine to many silicone-based products - the list goes on.

If we want to keep our hair looking fresh and fabulous, it needs protein. Hair is made up of protein.

9.8   Heat Damaged Hair

While there is no black and white cure for heat damage, the only way to eliminate damage is to cut heat out entirely. You can also add hair masks and deep-conditioning treatments to your hair care routine to get adequate moisture and nourishment.

If you're going to use your styling tools, always ensure you use a heat protectant spray beforehand.

9.9   Hair Color Damage

Regular coloring sessions can damage your hair in the long run, whether it's a root touch up, bleaching, or highlights, coloring your hair can make it brittle. The chemicals in the dye can also cause dryness, dullness, breakage, and split ends. Colored hair, need extra care and attention. So start using specially formulated shampoo for color-treated hair, wash your hair less often, never skip on conditioner, cut down on heat, and pamper hair with masks. The above methods can significantly help your color-treated hair recover, especially during the initial days.

9.10 Henna Treated Hair

The Mehndi which we use is made from a basic compound known as Henna. Henna is basically a plant or herb which is crushed and formed into a powder which is further applied on hair to keep them black. Henna for hair is considered just like food for stomach. But is it true?

> **Do you know!**
> Henna is known as one of the best conditioner for hair

Side Effects of Henna

❖   Allergies
❖   No Hair Dye after Henna Hair Dye
❖   Negative Effects of Henna: Sore Eyes
❖   Split Ends or Rough Hair

Allergies

Henna is a superb herb. But, as it is commercially available for everyone, Henna is not delivered to everyone in its pure form. As we've seen how many brands claim to be giving us pure Henna hair dye, but at the same time, these products are giving us different hair colors.

This is all due to the amount of toxins and other materials mixed along with Henna in the Henna powder. So, this is one of the most negative effects of Henna on hair.

No Hair Dye after Henna Hair Dye

Henna hair dye is one of those methods of coloring your hair and we get to color the entire hair strand in and out. So, when we think of getting henna hair color on hair, make sure you don't have plans of getting a different hair color for the next 5 months at least. If we plan of getting a synthetic hair color on Henna hair dye colored hair, then it might harm hair.

Henna dyed hair only leaves its Henna with Hair growth and not with time. Time has got very negligible role to play in the color leaving property of hair. Unlike other hair colors, Henna has good retention. So, if you apply synthetic hair color on your Henna dyed hair, then chances are that you might faces irritation, hair fall or dandruff etc.

Negative Effects of Henna: Sore Eyes

Henna is a powerful herb. But as it is said that with great power, comes great responsibility. But then also, Henna is a non-living entity. So, it will reflect its powers in the way it is. So, the people who might be having sensitivity issues, they might face problems such as irritation in their eyes or redness in their eyes. Hence, it is recommended to apply Henna Mehndi in patches. You can try to use Henna as per comfort. As this one is a disclaimer point, so that's why we consider this under negative effects of Henna.

Split Ends or Rough Hair

As per some researches and doctors, it is said that Henna hair dye which is present in today's market can irrevocably damage your hair to a higher extent. The ingredients and chemicals which are mixed along with Henna powder can cause itching, redness of the scalp, split ends and it can also break your hair strand from various points. So, it is recommended to use natural hair dye or pure Henna hair dye to color your hair instead of adulterated Henna hair color. So, this was the last in the list of 5 negative effects of Henna on hair.

9.11 Alopecia and its Types

There are four main kinds of hair loss. They have different causes.

9.11.1. Androgenic Alopecia

This is the most common type of hair loss in men and women. The hair loss happens above the forehead and on the top and back of the head. In men, it is called "male pattern baldness."

Men and women have both male and female hormones, but in different amounts. A male hormone causes androgenetic alopecia. Most women with androgenetic alopecia do not have more of this hormone than other women. However, they are more sensitive to the hormone.

9.11.2 Traumatic Alopecia

Hair care practices, such as braiding hair too tightly, can cause hair loss. Also, twisting and tugging at hair over and over again can cause the hair to fall out.

Diagnosing Your Hair Loss

Your doctor will ask you about your hair loss, recent illnesses, and the medicines you take. Your doctor will also check the pattern of your hair loss. If the cause is not clear, small pieces of your scalp might be removed and tested. This is called a biopsy.

9.11.3. Alopecia Areata

If your hair loss is mild, you may not need treatment. Sometimes alopecia areata gets better or goes away on its own.

If you have lost more than half of your scalp hair, your doctor might have you see a dermatologist. A dermatologist is a doctor with special training in the treatment of skin diseases. The dermatologist might have you use medicines that could get your hair to grow again.

Sometimes treatment does not improve alopecia areata. Even when the scalp responds to treatment, it may take a few months for new hair to grow.

9.11.4. Telogen Effluvium

It is important to know the cause of your hair loss. If it was caused by a medicine, your doctor might be able to switch you to a different medicine. If your hair loss was caused by stress, your hair should begin to grow back in a few months after the stressful event is over.

EXERCISE

Q1:   Tick (✓) Right Answer

1.   If hair is dry, and you get some oil for it where would you put it?

a	Roots of hair
b	Ends
c	All over
d	Middle

2.   How long should you leave conditioner in, in the shower?

a	A. 5-10 minutes
b	B. Wash right out after you put it in
c	1-3 minutes
d	10-15 minutes

3.   What is ringed hair?

a	Split hair
b	Beaded hair
c	Knotted hair
d	Alternating bands of gray and pigmented hair

4.   What is terminal hair?

a	Short, fine, downy hair
b	Hair without medulla
c	Not pigmented hair
d	Long, dark color

5.   Total weight hair, it's elasticity, natural color comes from.

- a Papilla
- b Follicle
- c Cortex
- d Cuticle

6.   Each hair shaft is made up of three concentric layers. They are the cortex, cuticle and which other layer?

- a Helix
- b Medulla
- c Keratin
- d Follicle

7.   What often causes excessive thinning of the hair?

- a Iron deficiency
- b Thyroid imbalance
- c All of theses
- d Hereditary factors

8.   Hair loss can be a symptom of which disease or condition?

- a Thyroid disease
- b Antibiotic resistance
- c Parkinson's disease
- d All of the above

9.   Human hair grows in _____ phases?

a	One
b	Three
c	Five
d	Seven

10.   Endogenic alopecia is the medical term for...

a	Male-pattern baldness
b	Sudden baldness
c	Gradual baldness
d	Premature baldness

Q2:   Answer Short Questions

1.   Name layers of hair
2.   Name parts of hair
3.   Name the growth phases of hair
4.   Give definition of hair
5.   Name three natural hair mask ingredients

Q3:   Answer the following long Questions

1.   Draw structure of hair n describe parts and layers of hair
2.   Describe problems related to hair
3.   Describe hair mask its ingredients, uses and application

Activity/Practical

❖   Group discussion on understanding of anatomy of hair care.
❖   Pictorial presentation on:

- Types of hair
- Texture of hair

Students will be asked to assess their own hair including type and condition and share with the class

Perform shampooing and combing process in groups

❖   Perform physical assessment of scalp and hair
❖   Apply appropriate product as per hair condition and problem

HAIR DYE AND COLORING

Students Learning Outcomes
- ❖ analyze hair type (natural hair, treated hair, colored hair, henna treated hair, metallic hair)
- ❖ learn the color theory for hair dyeing
- ❖ learn to prepare trolley setting for hair dye and coloring
- ❖ learn about types of dye
- ❖ know about types of tools and equipment used for hair services
- ❖ understand color theory
- ❖ understand lightning and darkening of hair color
- ❖ understand concept of toning hair color
- ❖ know about different techniques of hair dyes
- ❖ define streaking
- ❖ understand the concept of de-coloring of hair
- ❖ learn process of applying
  - high lights
  - low lights
  - baby lights
  - ombre
  - somber
  - balayage
  - 3d color

Introduction

Hair coloring, or hair dyeing, is the practice of changing the hair color. The main reasons are cosmetic, to cover gray or white hair, to change to a color regarded as more fashionable or desirable.

1. Types of Hair

There are different types of hair which are based on texture, level and treatments

1.1 Natural Hair

- ❖ Drier to the touch than other hair textures
- ❖ Extremely difficult to over-condition
- ❖ Fragile

Natural hair can look strong, but this is a very delicate texture and needs to be handled carefully. This means frequent conditioning and moisturizing and little heat is required to maintain hair health.
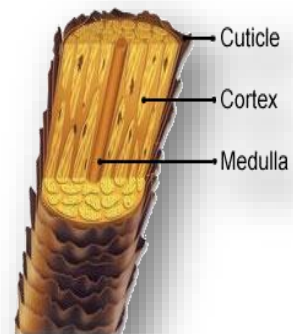
1.2 Treated Hair

Chemically Treated Hair

Chemical treatments give an opportunity to experiment with different looks. They can also damage the hair. Understanding some of the hair issues associated with chemical treatments - and how to treat them - is essential to maintain healthy, shiny looks.

Types of Chemical Treatments

The most popular form of chemical treatment is hair coloring, whether covering gray hair or turning that mousy brown into a vibrant red, hair color is a quick way to change look.

Hair color comes in three forms:

- ❖ Temporary dyes,
- ❖ Semi-permanent dyes
- ❖ Permanent dyes.

- Temporary dyes cover the hair without penetrating the hair shaft.

- Semi-permanent dyes penetrate the hair shaft, making it last longer.

- Permanent dyes result in more significant chemical changes to the hair shaft, allowing the dye to remain until new hair grows.

In general, darker dyes have more chemicals.

Hair color can be applied as all-over color or as highlights or lowlights, which result in a more subtle change.

Issues Caused by Chemical Treatments

Chemical hair treatments are highly effective due to the potency of the chemicals used to create the change, these strong chemicals can also cause some hair issues as well, chemical treatments can cause hair to feel and look dry and brittle. The chemicals can dissolve the protective layer on hair strands, resulting in damage to the hair cuticle. Damaged, stripped cuticles are less able to retain moisture, which can result in dry hair

1.3 Henna Treated Hair

Henna helps reduce premature graying of hair, because it's loaded with tannins, a plant compound found in teas that contribute to their rich coloring. Henna contains vitamin E, which helps to soften hair. The natural leaves of the plant are rich in proteins and antioxidants that support hair health

1.4 Metallic Hair

Metallic hair color transforms both neutral and vibrant hair colors into reflective, eye-catching hues that remind us of a shiny, freshly-minted hair to achieve the look, hair colorist have to bleach hair before applying the metallic color of desire.

Do you know!
What are the different types of hair color?
There are four main hair colors: blonde, brunette, red, and black and these colors can be changed slightly in tone to create a different appearance. For example, blonde color can be combined with cooler tones to produce a hair color like ash blonde or champagne.

2. Theory for Color Dying

2.1 Primary Colors

There are 3 colors that cannot be mixed or formed by any combination of other colors and they are Red, Yellow and Blue. All other colors are derived from these 3 colors.

2.2 Secondary Colors

Secondary colors are made by mixing two primary colors, for example
Red + Yellow = Orange
Blue + Red = Purple

2.3 Tertiary Colors

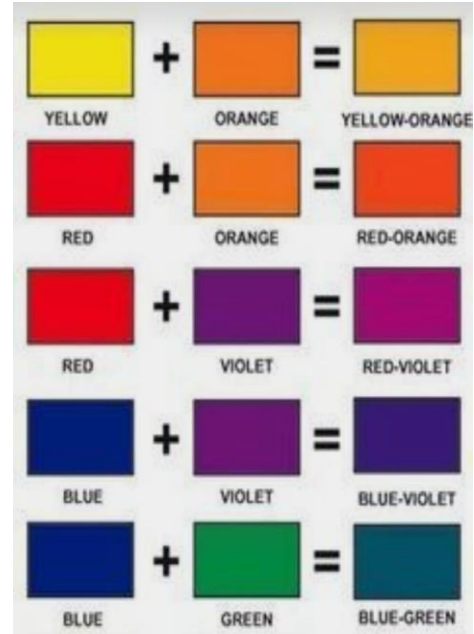They are made with mixing primary colors with secondary colors for example
Red + Orange = Red Orange
Yellow + Orange = Yellow Orange
Yellow + Green = Yellow Green
Blue + Green = Blue Green
Blue + Violet = Blue Violet

2.4 Complimentary Colors

Complimentary colors may also be called opposite colors they cancel each other for example
Green is anti-red
Blue is anti-orange
Light purple is anti-yellow
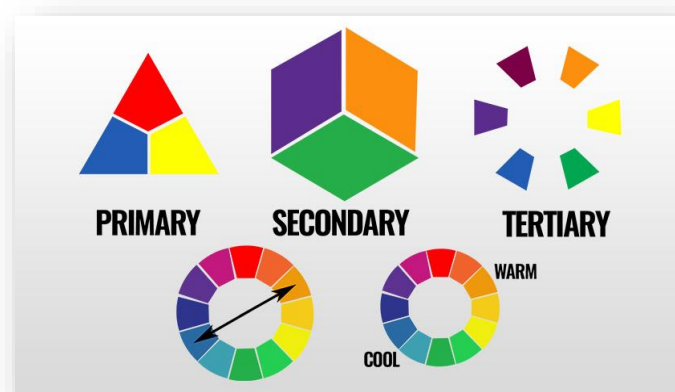
3.   Hair Dyes

Hair dye is used to color the hair. The custom of keeping hair beautiful and shiny is common nowadays. Every other human being desires change within himself. Experts have done a lot of research on hair and created colors that make the hair look beautiful and shiny. One of them is to dye the hair, which makes the hair shine according to its natural color.

Introduction to Hair Dye, Dye Problems and their Remedy

Introduction to Hair Dye

Hair dye is divided into two parts:
(1) Metallic Dye (2) Synthetic Dye

3.1 Metallic Dye

It puts a layer of its own color on the hair which closes the hair cuticles after which we could not do any function of perming, straightening, hair dye etc. of the hair. The color of henna gradually

fades, which can last from six months to a year. Henna causes hair to become rough and dry because henna covers the hair follicles, spreads a layer on the top layer of the hair, which closes the pores of the hair, which is harmful to the hair.

3.2 Synthetic Dye

This dye contains chemicals that open the cuticle of the hair and insert it into the medulla. This Hair dye is called permanent. After applying such dye, we can also perform other functions of hair. It doesn't come down. With this function we can give many shades to the hair as this dye contains ammonia chemical which plays an important role in opening the hair cuticles and can sometimes cause allergies so for first time , Allergy tests must be done before applying.

4.   Hair Dye Tools/Equipment

> **Do you know about Developer!**
> It was discovered in 1860 by a professor named William Henery.

* Dye Bowl without metal
* Dye brush
* Tail Comb
* Simple Comb
* Section pins
* Tissue paper
* Cotton
* After Color Shampoo
* Gloves
* Hair Brush
* Hair Dryer
* Apron
* Conditioner
* Ear Cover
* Dye color
* Developer

5.   How to Apply Dye

* Brush your hair with a hairbrush.
* Shampoo your hair without conditioner.
* Dry the hair with a towel and dry it thoroughly with a hair dryer.
* Wear an apron to keep the customer safe.
* Wear your own apron so you're safe too.
* Pour in a hair dye bowl and mix well with the developer until the color is uniform.
* Section the hair with a tail comb and grip it with section pins.
* Soak the cotton in water and squeeze it.
* Open a section from the neck and take a little hair and apply the hair dye with the help of dye brush.
* Then open the second section and apply hair dye until you open the front pin at the very end and apply hair dye. If dye gets on the skin during work, clean it immediately with wet cotton.
* After applying hair dye on all the hair, make a pony on the back and pin it.
* Dye processing time is 30 to 35 minutes.
* Mix all the dye in the hair with your hands.

❖   Rinse thoroughly with water after the required time has elapsed.
❖   After shampoo.
❖   Then apply conditioner. Apply conditioner to the length of the hair. Do not apply to the roots. Leave the conditioner on for 3 to 4 minutes and then wash off with fresh water.
❖   After drying with a towel, set it with a hair dryer.
❖   If there is any stain on the skin, clean it by applying any of the spot free cream with cotton. If you apply oil cream or oil on the skin before the dye, there will be no marks.

Precautions

❖   Do not apply synthetic hair dye on hair with henna or metallic hair dye.
❖   Use shampoo before applying the dye.
❖   Do not apply hair dye to greasy hair.
❖   Use after shampoo and conditioner to wash the dye.
❖   Never use very old hair dye.
❖   Do not apply hair dye to injured scalp.
❖   Before using any hair dye, read the instructions carefully and then start working.
❖   Use good hair quality company.
❖   If the gloves burst during work, replace them.

6.   The Difference between Natural and Fashion Shade

There are different colors in hair color theory, first is Natural Shade Cards including (1-10). These are the colors or shades with which human beings are born, so they are called Natural Shades, some of which can be described.

❖   Black
❖   Dark Brown
❖   Medium Brown
❖   Light Brown
❖   Dark Blond
❖   Blond
❖   Light Blond
❖   Very Light Blond
❖   Lightest Blond

Fashion Shade

Natural + Mix = Fashion Shade
This formula tells us that fashion shades which are natural shades and mix shades (these are made in the laboratory) that are made by combining both for example:

❖   Dark Blond 6.0 and 0.1 Ash=6.1 (dark ash blond)
❖   Light Blond 8.0 and 0.1 ash= 8.1(light ash blond)

7. Different Types of Hair Color Techniques

7.1 Highlights.
 Highlights is a hair color technique that is used to change hair color to lighter shades.

7.2 Bronde (Penalization)

 Bronde hair color is a combination of blonde and brown. ...

7.3 Ombre.

Ombre, a shadowing hair coloring technique, blends two hair colors together. ...

7.4 Sombre. ...

7.5 Balayage.

7.6 3D Color

Streaking/Highlights

Highlights are done using shades that match your original hair, while streaks use colors that stand out. Hair color highlights are closely spaced, while streaks have larger space between them to make them look striking.

Highlighting Rules

Keep your Highlights thin for a Natural look. Bigger Highlights create stripes. If highlighting your Natural Hair Color, choose a Color 2 shades lighter.

> **Do you know!**
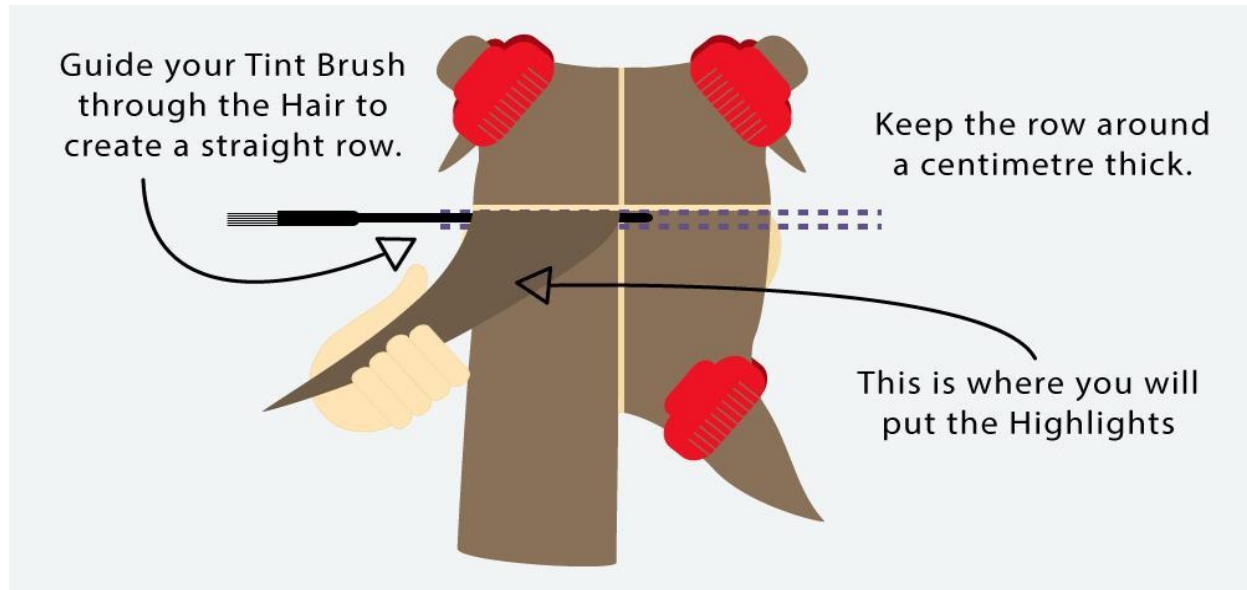> High lightening technique started in 60's and done by using cap

Process Step by Step

Step 1

Start with well brushed, dry Hair. Using a middle part, divide Hair into 4 clear Sections. Clip each section.

Step 2

We need to create rows to apply the Highlights. In the lower sections we create horizontal rows in the top sections we create vertical rows. Do one section at a time.

Guide your Tint Brush through the Hair to create a straight row.

Keep the row around a centimetre thick.

This is where you will put the Highlights

Begin Highlighting in the lower sections. Starting at either the center part or Hairline, take the end of Tint Brush or comb through the entire Hair section to create a horizontal row that is around 1-1.5cm thick. Pull the Hair tight to define working area.

Step 3

Now the beauty of doing Color is you can choose the type of Highlights, try these two options as beginner.

Bold Highlight

This is the traditional weaving methods, more commonly find at the Hairdresser.

Weave your Tint Brush through your row, keeping each weave no thicker than 1/2 cm.

THE CLASSIC HIGHLIGHT

Hold the weaved pieces of Hair and let the rest fall away.
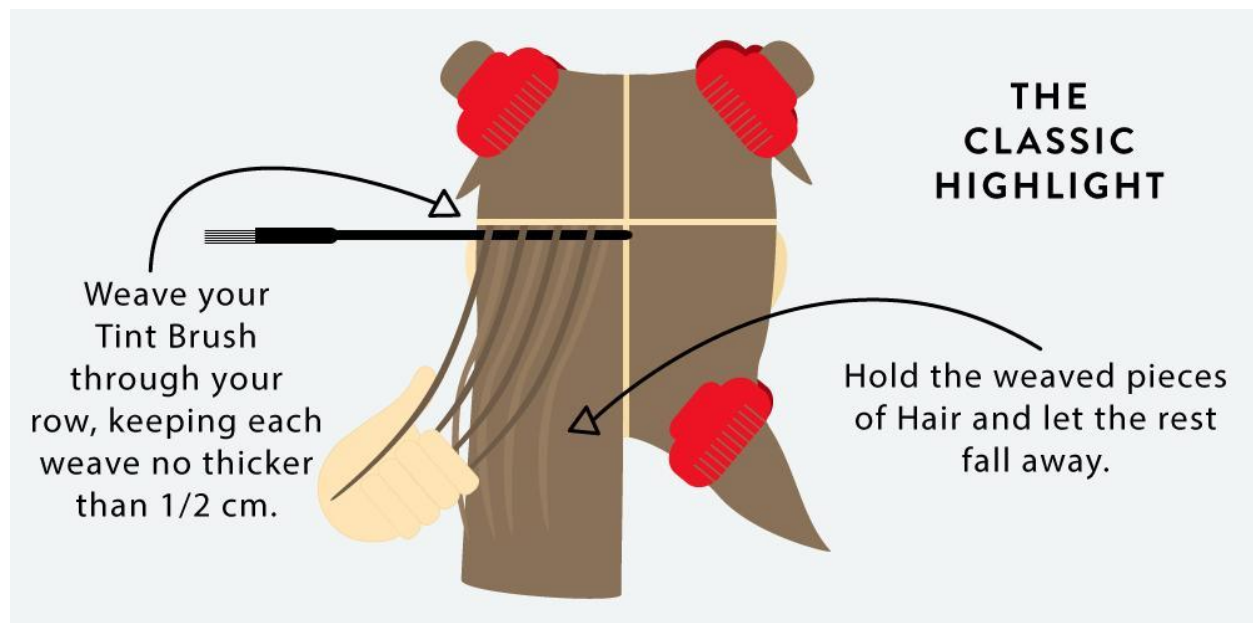
Pulling Hair row tight, use the tip of Tint Brush to weave through Hair row, keeping each weave no thicker than 1/2 cm. Hold the weaved pieces of Hair and let the rest fall away.
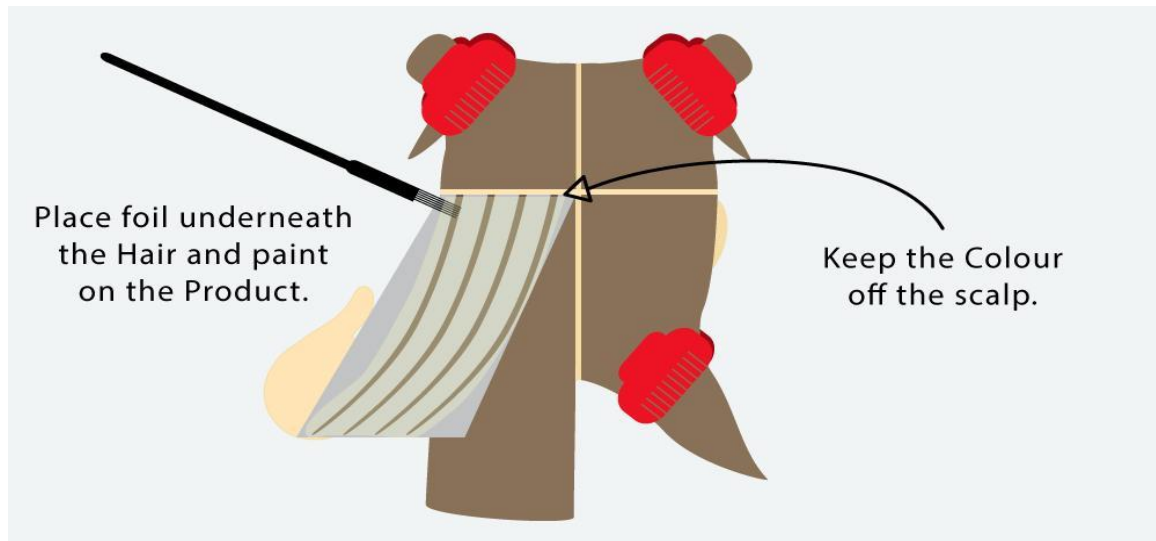
Place foil underneath the left over Hair and apply on the Product, keeping it away from scalp.
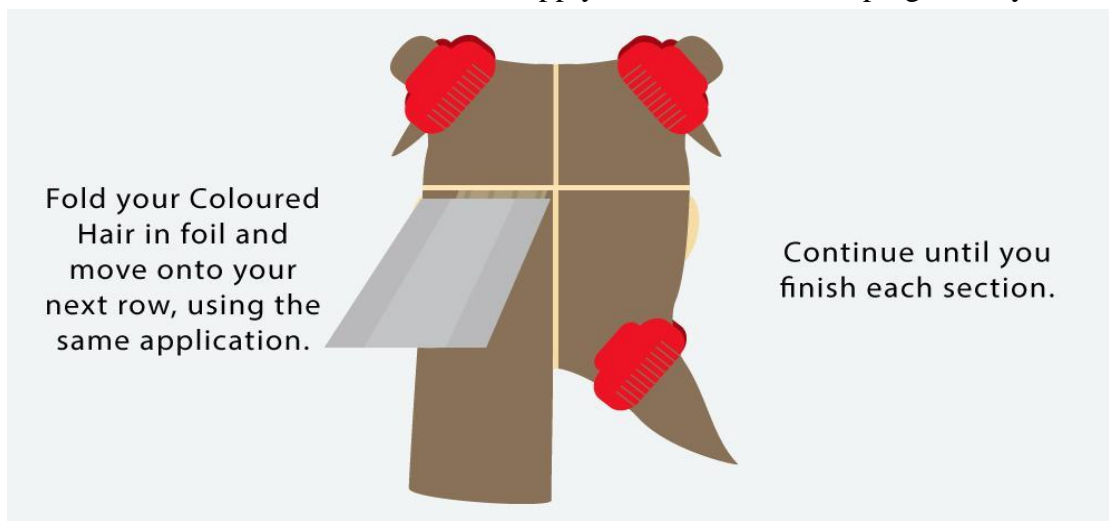
Fold Colored Hair in foil and move on to next row, using the same application. Keep Highlights few and far between through the back of Hair. Continue until finish each section.
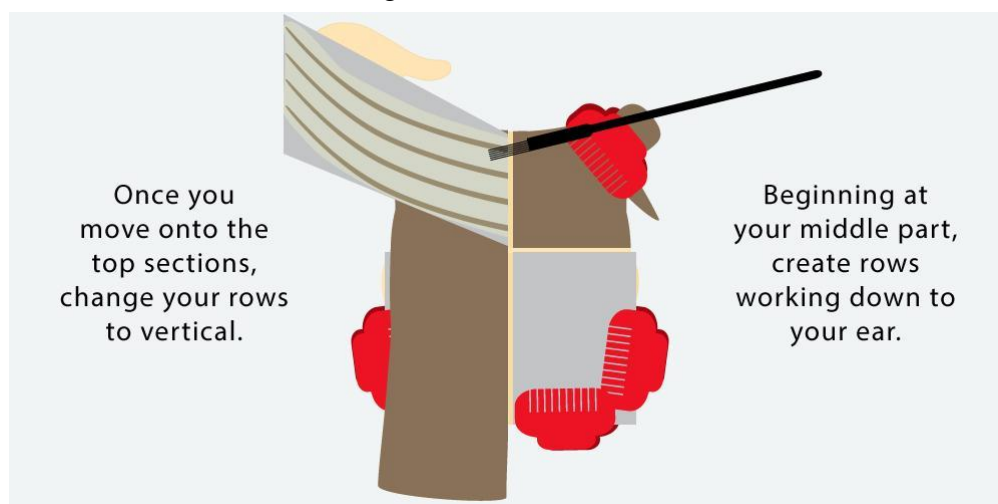
When move onto the top sections, change rows to vertical. Beginning at middle part, create rows working down to ear. Weave more strands, keeping them small and around the face to frame face for a Natural Looking Color.

Casual Highlight

This style is a casual application method that is perfect for a Natural and easy grows out - great for low maintenance Color

THE CASUAL HIGHLIGHT

Begin by creating a row of Hair and applying the foil underneath.
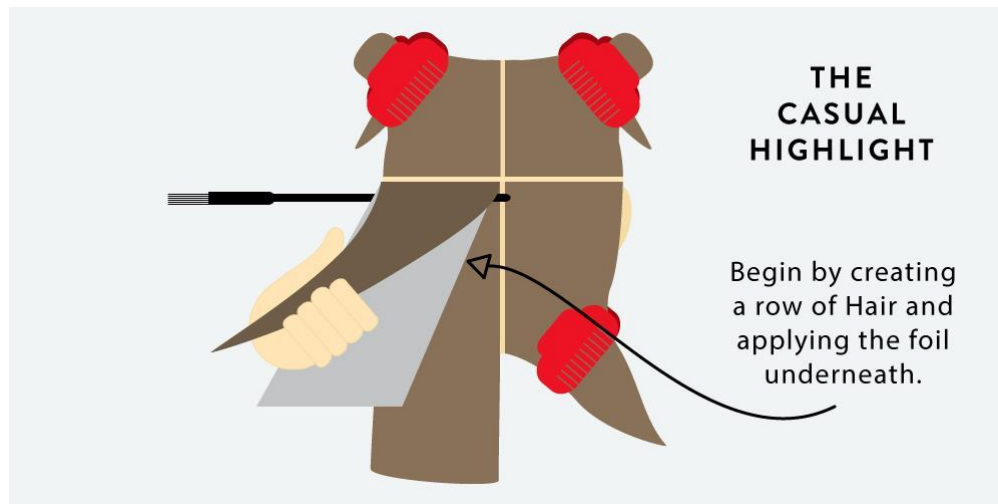
Begin by creating a row of Hair and applying the foil underneath.

Starting your Highlights a few cm's off the scalp - we like to vary the starting point.

Use the narrow side of the Tint Brush and paint 1/4 - 1/2 cm Highlights, thickening the stroke at the ends.
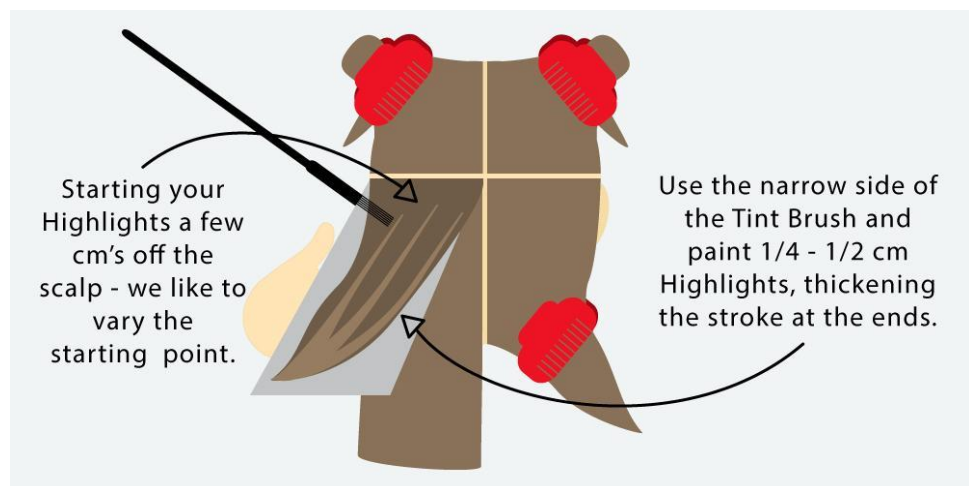
Starting a few centimeter off the scalp (we like to vary the starting spot throughout the Hair) use the narrow side of the Tint Brush - for a detailed application - and paint 1/4 - 1/2 cm Highlights, thickening the stroke at the ends.

Or use index finger and thumb to pull out pieces of Hair and pull the Color through to the ends,

Important Tip
Keep an eye on processing Color. If Hair in the lower sections is getting too hot, remove the foils. Make sure keep track of timing, to not over process Color. Try and get the job done as quickly as possible. for thick Hair, consider getting help or use a person to do each side of the head.

keeping the pressure light at the top of the Hair and stronger towards the end.

Fold Colored Hair in foil and move onto next row, using the same application. Continue until you finish each section.

Once finished the lower sections, move onto the top sections, changing rows to vertical, keeping them small and subtle to frame face.

This is a free application. One can leave some rows out and play with the variation to keep a Natural look.

Process of Decolonization

When you are decolorizing hair (also known as hair bleaching) you are essentially lightening the hair by removing the hair's color. ... This process is called peeling because it's like an onion where you truly peel away one layer of color at a time A decolorization service is required when a client's colored hair is darker than their target level, and artificial pigment must be removed in order to achieve.

> **Do you know!**
> Is decolorization the same as bleaching?
> Bleaching is the process of removing stains, especially by the use of chemical agents
> while decolorization is the removal of color from something.

Stages of Decolorization

- ❖ Level 1. Dark red/brown.
- ❖ Level 2. Red Brown.
- ❖ Level 3. Red.
- ❖ Level 4. Red/Orange.
- ❖ Level 5. Orange.
- ❖ Level 6. Orange/ Gold.
- ❖ Level 7. Gold.
- ❖ Level 8. Yellow/Gold.

Low Lights

Dark shades of hair colors can be used to change the natural color of hair.

Lowlights vs Highlights

Lowlights involve darkening strands of hair by using colors that are darker than your natural color. They aim to add depth and dimension to your hair color, whilst also making your hair look thicker! In contrast, highlights use hair colors that are approximately 3 shades lighter than your natural shade. The aim of highlights is to bring up the overall color of your hair, whilst softening the look of your hair color.

Baby Lights

Baby lights are delicate highlights created using a very fine hair color technique to mimic the subtle, dimensional hair color seen on children's hair. Baby lights are very natural looking and low maintenance. Baby lights work very well on fine hair, where more obvious coloring techniques may look too chunky. Baby lights can be applied to any hair color or length of hair. They are a great way to introduce color to your hair in a subtle way. The highlights should be fine around the hairline and natural parting, with a soft graduation of color that is lighter at the ends.

Balayage

Balayage is a French word that means 'to sweep.' In this technique, the dye is swept or painted onto sections of your hair in a freehand manner. The hair color is applied from the mid shafts to the ends of the hair, with a few highlights applied through the roots.

3D Hair Color

3D Color Is adding different shades of light (highlight) and dark (lowlight) colors to create a 3-dimensional effect. It can encompass a broad range of techniques such as Balayage, Foil Highlights and Lowlights, Baby lights etc. Basically, anything that's not one-tone color is 3D Coloring.

EXERCISE

Tick (✓) the right option.

1.   Every color has a degree of lightness or darkness which is called a?

a	Reforming
b	Lighter
c	Level
d	Refresh

2.   Temporary is used to create temporary color changes that for how long?

a	6 months
b	2-4 weeks
c	Shampoo to shampoo
d	One week

3.   Toners are used to deposit color and neutralize unwanted pigment remaining after pre lighting to remove what?

a	Greens and blues
b	Brassy golds or yellows
c	Red and blue
d	Green and yellow and brassy golds

4.   Apply color over previously colored hair to refresh the color is sometimes referred to as?

a	Color Glazing
b	Alkaline color
c	Regrowth
d	Rebound

5.   Before applying any chemicals to the hair, conduct a thorough.

   a   Date

   b   Dinner

   c   Ask you client to keep quite

   d   Consultation with the client

6.   Temporary colors contain large color molecules that coat only the surface of the cuticle thereby creating a physical change and not a?

   a   Chemical change

   b   Oil change

   c   Tire change

   d   The pigment of the hair

7.   The client record card contains information about the condition of the hair and scalp especially nothing if the client is on any type of .... or............

   a   Food or drinks

   b   Movies and popcorn

   c   Medication or taking vitamins

   d   Medication or extra vitamins

8.   Developers are oxidizing agents used with?

   a   Demi permanent, Permanent color, Lighters and toners

   b   Semi permanent

   c   Demi permanent only

9.   If (natural) hair is getting color for the first time, you would apply the color to the?

   a   Base, ends mid shafted

   b   Ends , base and mid shafted

   c   Mid shafted , base and ends

   d   Mid shafted to porous ends and then base

10. Come in a variety of colors and are generally chosen to replace the missing primary colors.

- **a** Primary
- **b** Temporary
- **c** Fillers
- **d** Toner

11. Free form Painting is a technique in which a brush is used to strategically positions for?

- **a** Color and lightener on the surface of the hair
- **b** Color on the ends
- **c** Color on the base

12. Pure or fundamental colors that cannot be achieved from a mixture are called:

- **a** Primary colors
- **b** Complementary colors
- **c** Secondary colors

13. Red, yellow and blue are considered:

- **a** Warm colors
- **b** Primary colors
- **c** Cool colors

14. The underlying color that emerges during lightening is known as:

- **a** Intensity
- **b** Underlying pigment
- **c** Eumelanin

15. The level is used to identify the:

- **a** Strength of a color tone
- **b** Intensity of a color tone
- **c** Lightness or darkness of a color

Answer Short Questions

1. Define hair dye
2. Define chemical treated hair
3. Define balayage
4. Define ombre
5. What do you mean by baby lights
6. Define decolorization
7. Name basic colors
8. What are color correctors
9. What do u mean by metallic dye
10. What do you mean by synthetic dye

Answer the following Questions in detail

1. Describe different hair color and explain the solution to its problems.
2. Explain the difference between a natural shade and a fashion shade.
3. Describe highlight method step by step
4. Describe how to apply hair dye step by step
5. What are different types of hair dyes?

Activity 1

Patch test for Sensitivity

Mix bleach powder with the cream in a non-metallic pot. Apply a little mixture on the back of the ear or elbow and apply a large circle around it with ballpoint etc. then leave it open for an hour. No, never use it. If you have dyed your hair without an allergy test, then it is very important to check for some symptoms.

❖ Severe itching and burning in the head
❖ Red eyes or runny eyes
❖ Headache
❖ Darkness around the eyes

In this case, without wasting time, immediately wash your hair with fresh or cold water and pour the water well into the hair or stand under the shower until the color comes out of the hair and contact a doctor immediately, otherwise severe damage. May be feared.

Activity 2

How to Wash Hair?

How to Wash, Shampoo and Comb Hair?

To wash your hair, first choose a shampoo according to your hair type and moisturize the hair with normal to cold water and apply shampoo only on the roots and scalp and wash the hair after a few seconds of massage. Remember not to use shampoo on long ends of hair, otherwise the hair will become dry and lifeless. You can use conditioner or hair mask here.

Absolutely avoid using a comb on wet hair, otherwise the hair will separate from the roots.

When combing, first straighten the ends of the hair and then move the comb from bottom to top. Avoid combing wet and tangled hair from the roots of the scalp.

Activity/Practical

- Presentation on color theory
- Demonstrate the hair condition for coloring
- Apply hair color as per choice on volunteers
- Perform a group activity on applying different hair dyes

INTRODUCTION TO MAKEUP

The students will be able to:
- ❖ know the concept of makeup
- ❖ learn need and importance of makeup
- ❖ understand different types of makeup

Understand the problems associated with makeup
- ❖ learn basic features and quality of products
- ❖ understand different products for make up
- ❖ classify products for different types of skin, occasion and time
- ❖ know about different types of tools and equipment for make-up services

Learn about trolley setting for makeup services
- ❖ learn different shapes of faces
- ❖ learn the enhancement of features of face with products
- ❖ highlight and contour the face

Introduction

Wearing makeup has been an essential part of life from the old times to the present time. But now the trends and the styles have been changed completely. We notice that wearing makeup has affected modern society in a significant way. ... Wearing makeup can make a person feel more comfortable and presentable. Whether they are young girls or aged women, most of them cannot think of any occasion or gathering without makeup.

1. Concept of Makeup and its Importance

Makeup is used as a beauty aid to help build up the self-esteem and confidence of an individual. The importance of cosmetics has increased as many people want to stay young and attractive. Cosmetics are readily available today in the form of creams, lipstick, perfumes, eye shadows,

nail polishes, hair sprays. It is used to enhance our beauty, to feel more confident and also to hide our imperfections. Makeup can be termed as a cosmetic device that is used to make us prettier or add color to your face.

2. Types of Makeup

2.1. Face Primer

It is the first to apply before putting on foundation. Using face primer is optional but beneficial. It serves as a protective layer. Face primer smoothes out the texture of the skin and eases the application of regular foundation. It also helps makeup to last longer on face.

2.2. Eye Primer

Eye primer serves the same function as the face primer except that it is used on the eyelids. It prevents fading and wrinkling, and holds the eye shadow longer and it makes it more vibrant. Not applying eye primer might cause your makeup to smudge later on.

2.3. Lipstick

It is made from different components such as pigments, oil, waxes, etc that changes the color and texture of the lips. Some lipsticks contain protective features as well. It is most essential makeup product for women; wearing lipstick is the easiest and quickest way of changing a person's look.

2.4. Lip Gloss

Lip gloss is usually a liquid or soft solid makeup that is used to give a glossy appearance and enhance the color of the lips. Different types of lip gloss give a different look.

There are clear, translucent, and opaque which can give glittered, glassy, or metallic look.

2.5. Lip Liner

Lip liner can function as a primer to your lipstick. It helps the lipstick last longer, prevents color spreading, helps to make lips look bigger or thinner and can give a deeper and richer color to lips.in addition to all it draws the proper shape of lips.

2.6. Lip Balm

It is a wax-like product that is applied on the lips to keep the moisture. The skin on the lips is thinner compared to other parts of the body that is why it is the first to show signs of dryness. Dry air and cold temperature takes the moisture from the body therefore making lips to look dry.

2.7. Lip Primer

Lip primer acts like the foundation of the lips. It is applied before putting on lipstick. It is usually clear and it makes the texture of the lips smoother. It holds lipstick and other lip cosmetics longer as well.

2.8. Foundation

After primer, foundation is the first to apply on the face; it is used to even out the color of the skin. Foundation can be liquid, cream, powder, or a light fluffy mousse which all serves the same function. Available in liquid, powder, cream, or stick form, the foundation is the base of makeup. It goes on right after applying the primer, and helps create a balanced, neutral skin tone.

Remember, foundation should not be lighter or darker than original skin tone; it is not made to change skin color but enhance and smoothen it. Foundations can be low to high coverage depending on skin type and whether you need a thin or thick layer to smoothen your skin tone. It can either be applied with a brush or a beauty sponge; applying it with your hands is not recommended since it can be absorbed in the fingers before reaching the skin of the face.

2.9. Concealer

Concealer is a little similar to foundation only it is thicker and may be of different colors according to imperfections, blemishes, or any marks on the face. There are different types of concealer; some are used only for the eyes and some are only for the face.

2.10. Face Powder

Face powder is put on after the foundation to set it and gives a matte finish. It can also help in concealing small blemishes. Face powder can be reapplied throughout the day on oily skin to prevent it from looking shiny. It comes in two different types: loose powder and pressed powder.

2.11 Blush on

It is used to color the cheeks for a more vibrant and youthful look. It can be applied in many different ways.

2.12. Contour Powder/Cream

It is used to change the appearance of the person by creating an illusion of a different shape of the face. It can give desired shape of the face by modifying and enhancing the features.

2.13. Highlighter

Highlighters can also be used for contouring, but its main function is to emphasize the high points of the face. In addition, it gives a glowing effect to the face. Some contains shimmer that will make you shine. For a more natural look, a lighter foundation or concealer can be used.

2.14. Bronzer

Bronzer is used to make you look tan. Proper application of it will give you a sun-kissed glow that looks natural.

2.15. Mascara

It is used to give fuller look to lashes, liquid in form used to darken, thicken, and lengthen your eyelashes. It is available in brown or black color, for natural look.

Newly produced ones may contain ingredients that can make lashes grow thicker and longer. For those who have allergies and are prone to sudden tears, there are waterproof ones available.

2.16. Eyelash Adhesive/Glue
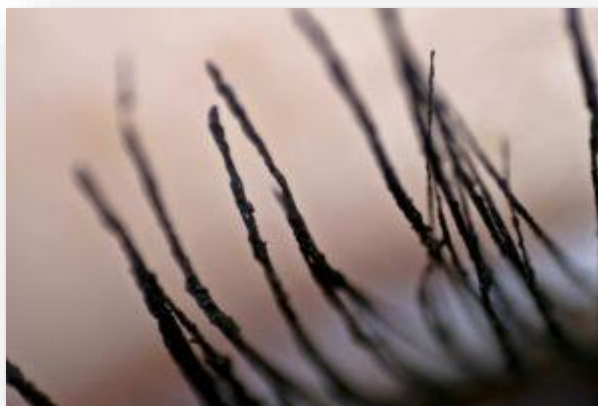
As the name suggest, it is used to secure your false eyelashes in place. It can come either in clear or colored formula. There are waterproof ones available to make sure you can still have your falsies on even if your face gets wet.

2.17. Eyebrow Pencil

It is used to define the shape of your eyebrows. It is easy to use, also gives a richer color to brows. It looks like an ordinary pencil but contains makeup pigments in place of lead.

2.18. Eyebrow Gels

It is used to keep your eyebrows in place for a long time. People who already have thick eyebrows can use clear gels, while those who have thin brows can go for colored ones to enhance color and shape.

2.19. Eyebrow Powder

Eyebrow powder serves the same purpose as eyebrow pencil, it is used to define and shape your brows. A brush is used to apply the powder to the eyebrows. It gives more soft look to brows.

2.20. Setting Spray

Using setting spray is the last step in putting on makeup. It is meant to keep your makeup intact the whole day after spraying in on top of your finished makeup.

2.21. Setting Powder

It is identical with the names "finishing powder" and "HD powder". It is applied after the foundation to 'set' it and make it last longer. It also reduces shine caused by oil on skin

3. Beauty List for Equipment and Tools Required For Makeup

List of Tools and Equipment Needed to do Makeup

Makeup Chair   Makeup Trolley   Looking Mirror Glass

Tools for Make up

Brush Kit   Headband   Hand Sanitizer
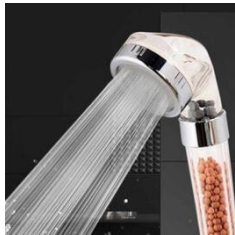
Shower   Mask   Comb

Towel   Hair Brush   Tissue

Hairpins   Bowl   Hair Spray

Gloves   Hair Dryer   Spatula

Tray   Hair Gel

4. Importance of Trolley Setting for Makeup

Trolley setup can be defined as arranging all necessary cosmetics, disposals and tools in an orderly manner before starting a service on a client. Trolley setup for hair, makeup and skin treatments are different reflecting differences in service requirement for each of the procedure. Further a trolley setup for a hair wash is also different from a trolley setup for a hair and it should have all things mentioned below Bowls:

At least two bowls. One bowl should be there for the client to keeps her jewellery (nose ring, earring etc). A service provider can request the client to remove her jewellery and keep it there. The other bowl can be used to keep used cotton or tissue paper for it to be disposed of later.

A Cylindrical Glass Container

A makeup trolley should also have a glass container so that the service provider can keep all her makeup brushes in it. This allows brushes to be more accessible while makeup service is being provided. This allows the service provider to be focused on her job and not worried about locating or dropping brushes while doing make up.

- ❖ Hand Sanitizer
- ❖ Mouth fresheners
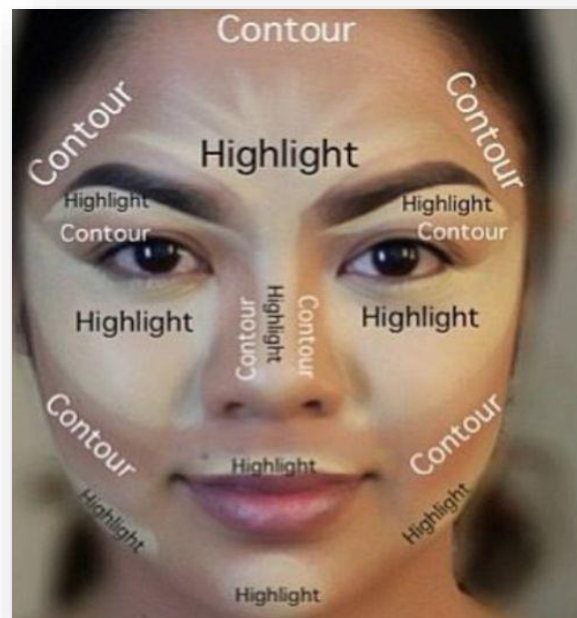- ❖ Tissue paper
- ❖ Disposable apron
- ❖ Cleanser
- ❖ Moisturizer
- ❖ Make up brush kit
- ❖ All other makeup products and accessories mentioned earlier

5. High Lightening and Contouring in Makeup

Highlight in Makeup

Highlighting is blending a lighter shade of makeup on certain parts of your face to bring attention to them, i.e., upper part of your cheekbones, bridge of your nose, chin, Cupid's bow, center of your forehead. It enhances complexion and give skin a brighter, dewy glow as well as making cheekbones look more prominent. It also reawakes dull or ageing skin.

Contouring in Makeup

Contouring is a technique for sculpting and adding dimension to your face by using makeup that is slightly darker or lighter than your actual skin color. Unlike everyday foundation and concealer, which we typically want to match our skin exactly, contouring is all about creating the effect of shadow and light.

6. Makeup for Different Face Shapes
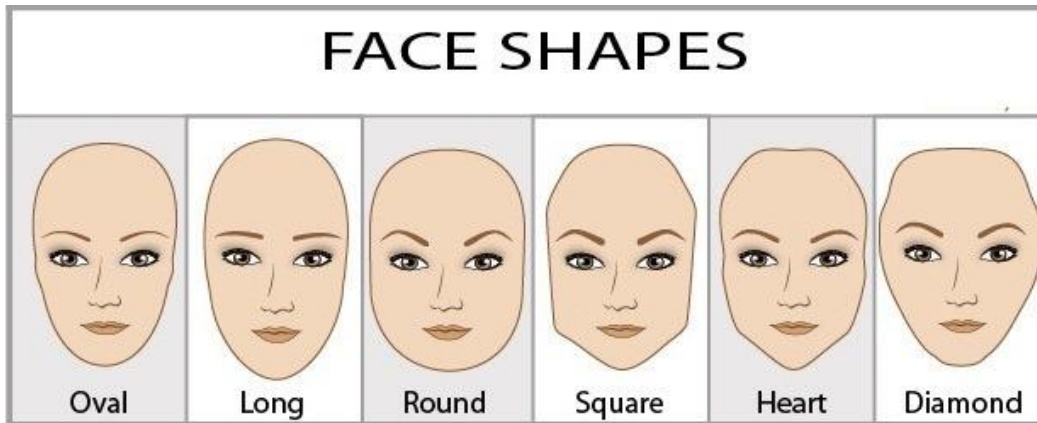
6.1. Makeup for Oval Shaped Faces

1. The first objective is to make the face look more elongated, so as to minimize the oval effect of the face. For this, we have to concentrate on our blunt features. Most people with an oval face but do not have a pointed and sharp nose. So after applying foundation, what we can do is take some bronzer and apply in between your thumb and first finger and then apply stretched on to nose from top to bottom (the sides I mean). In this way, your nose will get the shadow effect on the sides, and the top will remain in foundation looking fairer and heightened. This is a makeup trick which every makeup artist applies for oval shaped faces.
2. Next comes Eyebrows, high arched brows can give a more oval shape. So follow the natural shape of brow bones and tweeze that way.
3. While doing makeup for eyes or lips, concentrate on any one feature, either eyes or lips keeping the other simple.
4. Use blush to make the face look elongated. Suck cheeks in and use blush on to contours, and not onto apples of cheeks. It's a good technique that makes face look sleek and stylish. And one more thing, we can use a little blush on to the sides on chin also, not in the absolute front.

6.2 Makeup for Long Shaped Faces

If face is long or rectangular, then first aim is to show the face as oval. Make brows a little arched than the normal, this will make face look a little more round.

1. Use Pinkish (light) shade on cheeks and use a rosy darker shade on apples.
2. Make eyelashes look bigger and more dramatic by using double curling or can also use darker false lashes.
3. Try to keep lips minimum and rosy pink, they look the best and full, to make face appear fuller.
4. Minimize sharp edges of the face (like sides of jaws and if your nose is real sharp.)
5. Coming to the nose, like for oval face you follow a side shadowing, here you need to follow a top shadowing technique, do not use shadowing on sides of nose, let it remain covered in foundation. Sweep the top of nose with a bronzer.

6.3 Makeup for Heart Shaped Faces

1. Use a bronzer or a foundation (darker to the skin tone) along the sides of the temples and the bottom of the chin. Use a highlighting powder and also on top of the nose. Side shadow the nose with a bronzer and add some color to the cheeks to accentuate the high cheek bones that are typical of this face shape.
2. Plump up lips rather than eyes. Use a high-shine gloss and a bold lip color so that focus remains on lips and not on to tapering jawline.
3. Do not make the eyes too Smokey, use lighter shades even if go for a night out Smokey effect.
4. Contour cheekbones with a bronzer by tracing the hollows of cheeks.
5. Use a subtle shade of blush to add color to the apples of cheeks.

6.4 Makeup for Diamond Shaped Faces

1. Apply highlighter to the forehead, bridge of the nose and center of the chin to draw attention to the center part of the face.
2. Using a bronzing powder or slightly darker foundation, contour the peak of the forehead, the tip of the chin and underside of the cheekbones for minimizing the width and giving the face a more proportionate look.

6.5. Makeup for Round Shaped Faces

Round face has equal length and width. So when it comes to makeup, we have to create the illusion of length. Contouring is very important for this face shape.

1. A bronzer can work as a contour when applied to the temples and beneath the jaw line. Doing so will create the illusion of an oval face. Also, highlight the forehead, area under the eyes and the chin to draw attention to the center of face.
2. A blush can be applied just beneath the cheekbones to give them definition, or apply it directly to the apples of the cheeks to accentuate their perfect shape. Do apply the blush in upward strokes to give a slimming effect.

7. Problems Wearing Makeup Regularly

It's important to understand how the makeup is affecting the skin. If experiencing one or more of the side effects listed below, it's time to do something about it.

1. Clogged Pores
2. Untimely Aging
3. Dry or Oily Skin
4. Breakouts
5. Allergic Reaction
6. Color Changes
7. Eye Infections
8. Cancer

8. Different Types of Tools and Equipment for Makeup Services

8.1 Angled Powder Brush

It evenly distributes powder on face to set and enhance face look. The angular shape is ideal for applying contour and blusher too, so it's a great multitasked.

8.2 Beauty Blender Sponge

Beauty blender sponge is important for applying and blending base makeup on skin It absorbs water rather than product, so foundation will stay for long. Using a bouncing technique, the top of the sponge touches the contours of the face and covers blemishes, blends makeup over larger areas. Perfecting for achieving that natural finish.

8.3 Eyelash Curl

It creates length and volume without ten coats of mascara. It's super easy to use, lifting and curling every lash (even those short, stubborn ones) for effortless mascara application and wide-eyed finish.

8.4 Angled Liner / Spooley

Behind every great brow is a good brush, and this is the ultimate two-in-one. The liner brush features short, firm bristles to create clean, defined edges, whilst the spooley enables you to groom the brows and blend the product for a natural finish.

8.5 Soft Crease Brush

It is a makeup kit necessity. Offers smooth transitions, next-level blending and ultra-soft bristles, this oval-shaped brush enables to achieve worthy results.

8.6 Slant Tweezer

Stainless-steel tip is sharp enough to grab even the stubbornest of hairs and the twenty-five-degree angle works against the brow bone to expertly shape, tame and transform the brows.

EXERCISE

Write (T) next to the correct one in the following sentences.

1.   Foundation work

a	Facial base
b	Facial cover
c	Eye shadow
d	Blush wool
e	High lighter

2.   On the face before applying foundation

a	Clean
b	Cleansing
c	Scrub
d	Bring toner
e	Apply mask

3.   Apply if you have a stick foundation

a	will be from wet spinach
b	will be from dry
c	will be from water
d	Secular spinach
e	Base spinach

4.   For mature skin

a   Prime

b   Pan cake

c   Toner

d   Exfoliate

e   Scrub

5.   What is an eyebrow razor used for?

a   Nose

b   Ear

c   Eyebrow

d   Upper lip

e   For the forehead

6.   How many normal brushes should be in the brush kit?

a   12

b   40

c   26

d   24

e   8

7.   What is the function of ring light?

a   Make-up look clean

b   Customer happy

c   Hair

d   For light only

e   For hands only

8.   Why do you need sanitizers?

a	Disinfectant
b	For hands
c	For goods
d	For customer
e	For all four

9.   What is the function of hair gel or spray?

a	Makeup
b	For hair style
c	For softening of hands
d	For clothes
e	For skin

Write answers to the given questions.

Q1:   Write the names of at least five beauty equipment's.
Q2:   Name at least 10 makeup tools.
Q3:   Highlight the growing use of 3-color light.
Q4:   How many brushes are in the brush kit used in makeup?
Q5:   What is contouring?

Answer the Questions in Details

1. Describe important make up tools
2. Describe problems related with excess make up use
3. Describe different face shapes for make up
4. Discuss different make up products with uses
5. Describe importance of make up

Activity/Practical

1. Group discussion on role of makeup in personality
2. Differentiate the types of make-up and its importance
3. Group discussion on products for different types of skin, occasion and time
4. Give task to students for differentiation of products
5. Demonstrate the properties of products
6. Perform trolley setting for make-up services
7. Perform analyzing the face shape and features of different students of class
8. Demonstrate the steps of contouring of different faces
9. Demonstrate the techniques of highlights for face

BASICS OF MAKE UP

Students Learning Outcome
- ❖ the students will be able to:
  - learn pre and post services of make up
- ❖ learn to prepare skin for makeup
  - understand principals of CTM
  - understand cleansing, toning, moisturizing (CTM) technique
  - learn primer technique
  - learn to camouflage the skin
  - understand base techniques
  - comprehend compact powder procedure
  - understand contour the face
  - apply blusher
  - apply eye makeup
  - apply lipstick
  - apply makeup fixer (optional)
  - importance of self-make up
  - learn the techniques of self-makeup
  - understand makeup for different events and occasion

What is Makeup?
- cosmetics applied to the face, used to enhance or alter the appearance.

Introduction

It is done in a way that accentuates a person's best features. There are many different reasons why people wear makeup. They include things like looking younger and having clear-looking skin. The study of beauty and makeup is designed to teach the techniques that will help to create

certain looks. Makeup can both hide our imperfections and highlight our best features. Furthermore, it is not just about physical enhancement; it is a psychological enhancement as well. Makeup artistry can hide unwanted blemishes, refine features and make a person feel better about them boosting self-esteem and confidence on a daily basis.

1. Pre and Post Skin Care for Makeup

1.1. Pre Makeup Routine

1. Always start with a clean face when applying makeup. Use a gentle, hydrating cleanser. On special occasions when planning to wear more makeup than usual, use a mild exfoliator like oatmeal or orange peel powder. This will remove dead skin cells sitting on top and give a smoother skin surface for the makeup to go on.

> **Do you know!**
> How to make Skin Glowy?
> Add a drop of two of your favorite face oil or serum to your foundation if you have dry skin for a dewy makeup look.

2. Follow up with a hydrating toner if you have normal to dry skin or a natural astringent based toner like rose water or witch hazel toner if you have combination or oily skin.

3. Apply a lightweight moisturizer all over you face, neck and the under-eye area. A well hydrated and moisturized skin enables a flawless foundation application and prevents the makeup from going cakey.

1.2 Post Makeup Routine

1. Massage your face with an oil based cleanser like olive,or coconut oil until the makeup has dissolved and wipe it off with a soft cloth soaked in warm water before going to bed

2. Follow up with a water-based cleanser to remove any makeup and oil leftover from the previous step.

3. Apply a toner and follow up with a face serum and a nourishing moisturizer.

Following a proper skincare routine before and after you apply makeup will prevent pores from clogging up keeping skin clear.

> **Activity**
> If it is day time, apply a broad spectrum sunscreen and let it set for few minutes before proceeding with your usual makeup routine.

3. Steps to Prepare Your Face before Applying Makeup

3.1. Cleanser

Wash your face with lukewarm water. Use a soft and mild cleanser to help you even out your skin tone. This will further help make your skin smoother.

3.2. Exfoliator
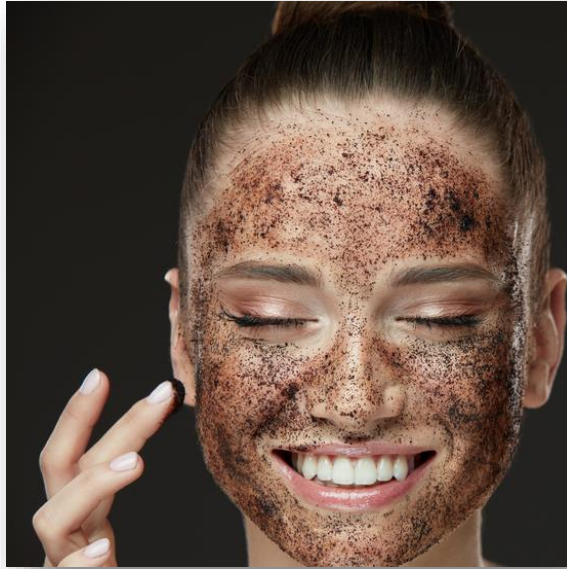
Look for a gentle daily exfoliator scrub with tiny granules that are circular in shape. Rough and irregular ingredients may be harmful as they could tear your skin and make it excessively dry. Rinse your face well with lukewarm water so that your makeup does not thicken when applied.

3.3. Toner or Serum

After exfoliation, apply a toner or serum and wait for a few seconds for it to dry. Toner is useful for those with extremely oily skin, while serum works wonderfully for those with dry skin as it hydrates the face. This is a step that we often tend to skip but is an important one.

Choose a serum that contains the following ingredients:

1. Vitamin C for smoothening the skin
2. Sodium hyaluronate for sealing the moisture level of skin
3. Herbs to hydrate the skin and minimize ageing

3.4. Eye Cream

This step comes even before moisturizer. Eye cream should be thin. It helps to moisturize and even out the skin tone around eyes so that eyes look more awake. The area around skin is fragile and thin so make sure putting eye cream correctly to even out uneven skin tone.

3.5. Moisturizer

Whether skin is oily or dry, before applying makeup, you will want to use a light moisturizer to not make the base oily. Make sure you use a moisturizer that suits your skin-type, and offers an all-day hydration. One way to apply it is to press the moisturizer on to your skin instead of rubbing it. This will allow the solution to properly seep into your skin and stimulate your skin cell. If you have acne-prone skin or uneven breakouts, look for an oil-free moisturizer that is non-comedogenic. For dry skin, look for a cream that is thicker to wear during day. A thicker cream will also prepare the base for a dewy "right-out-of-shower" look.

3.6. Primer

Primer acts as a protective barrier that prevents moisturizer and skin's oil balance from mixing with makeup. Primer sets the base for a flawless makeup application. Primer also acts as a barrier to fill in any lines in skin so that makeup does not crease in them.

For the final pre-makeup preparation, look for a primer with silicone as main ingredient. This will fill in any unwanted splits, leaving skin perfectly smooth and ready for makeup. For acne-prone skin, a light green primer will work well to counter the redness. Once skin is prepared well makeup will be easier to apply and will make face look more radiant. Just by following these 6 easy steps, you can achieve worthy complexion.

THE BEST ORDER FOR YOUR SKIN CARE PRODUCTS

DAY		NIGHT
CLEANSER	STEP 1	CLEANSER
TONER	STEP 2	TONER
MOISTURIZER OR DAY CREAM	STEP 3	SPOT TREATMENTS
SUNSCREEN	STEP 4	SERUM
	STEP 5	EYE CREAM
	STEP 6	MOISTURIZER, NIGHT CREAM OR FACE OIL

4. Applying Makeup Step by Step

Step 1: Prep your Skin

Before you start layering on makeup and perfecting your technique, it's important to wash and moisturize face. "Always cleanse and pre skin with the moisturizer that's right for skin type, the reason? "Makeup will never stay properly without it."

When skin isn't properly prepped we would not be able to achieve an even flawless finish. Instead, foundation will look heavy and gravitate toward the dry parts of complexion while concealer gets cakey.

Step 2: Apply Primer

It is important to select the right primer for skin type. "Apply primer in fine, sheer layers," focusing on the forehead, cheeks, and chin. "This will allow it to blur and matt in T-zone, which is usually most oil.

Step 3: Apply Foundation & Concealer

Dab a few dots of foundation on your T-zone, focusing on your forehead, nose, cheeks, and chin. Next, use a foundation brush to blend it. We can also use a makeup sponge or even fingers, using a foundation brush are quick and easy, making it a great option for beginners.

Now that your foundation is applied, you're ready to apply concealer. Focus on any areas you want to conceal: under the eyes, around the nostrils, and any blemishes or dark spots. When it comes to covering up, it's important to dab, never drag. Spot apply on blemishes and lightly dab, using either ring finger, a concealer brush, or sponge. To conceal under the eyes, draw two inverted triangles under eyes and blend the edges into foundation by lightly dabbing

Step 4: Apply Setting Powder

Swipe a brush or velvet puff into setting powder and tap it to remove any excess. Focus on areas that often seem to need a touch-up throughout the day, (typically the t-zone).

Step 5: Highlight & Contour

Contour comes in powder, liquid, and cream formulas, with powder being the most fool-proof, making it ideal for beginners. Using an angled brush, focus on the areas you want to create dimension.

When it comes time to apply highlighter, focus on the "high" points of the face that the sun would naturally hit. "Adding highlighter above cheekbones, by the eyebrow arch, down the bridge of the nose and blending very well will give the most realistic dimension, while highlighter comes in a variety of forms, a powder highlighter is easiest to use if you're a beginner. To apply, dip your brush in the powder and tap it to remove excess powder. Next, lightly glide it over the high points mentioned above.

Step 6: Apply your Bronzer & Blush

When selecting the right bronzer be sure not to go more than a shade or two darker than regular complexion. Using a brush, blend bronzer around your hairline, on cheekbones, and on jawline. The easiest way to remember this! Just think of the number 3. For a fool-proof application, draw a number 3 on your face, starting at your hairline and then continuing down to your cheekbones before rounding it out under your jawline. Blend in circular, sweeping motions for a flawless finish, and dust some on the bridge of your nose to complete your sun-kissed glow.

When it comes to blush, it's best to select a hue that brings out your skin's natural undertone, Next, using a brush, apply blush to the apples of your cheeks to create a subtle, natural-looking flush, moving brush in circular motions to blend it. If you're unsure where the apples of your cheeks lie, simply smile! The area that rounds out as smile is where you should apply your blush.

Step 7: Apply your Eye Makeup

When it come eye makeup, the choice is really up to you. Do you want to create a natural makeup look for a day? A smoky eye for night! Depending on what you wearing, you can tailor

eye makeup to match occasion. Rely on your eye shadow, eyeliner, and mascara to create the perfect glam.

Once applied eye shadow, move on to eyeliner. "As a beginner, use a creamy, non-waterproof pencil closest to the lashes and start slowly until you become more comfortable applying eyeliner or adding wings.

Brows deserve attention all on their own. One can either make your brows look fuller or enhance your natural shape using a variety of products, like brow pencils, powders, or gels. Use a pencil for the most natural-looking approach that mimics your real hair. If you want to fill in sparse spots, a brow powder will be helpful. Finally, for perfect brows, take out the brow gel to lock them in place.

Step 8: Apply your Lip Products

If using a lip primer, use lip liner to outline your mouth. This is where you can also contour and create the illusion of a larger pout by simply lining slightly over your lips. Next, fill in your lips with liner. Use this as an outline and apply lipstick.

5. Skin Cleansing before Makeup
Application / Procedure of Cleansing the Skin before Makeup

Makeup can be bad without cleansing the face, because if there is extra oil or dust on the face or even if there is make-up, the result of make-up will not be correct fine, so always before applying make-up. Cleanse the face.

Method of Cleansing

1. Tie the hair of the head to the back and wear a headband.

2. Apply cleanser on wet face and massage round with the help of fingertips. In this way, the movement of the massage circles brings the dust out of the pores. The pressure mode of the fingertips should be rated.

3. Now clean the cleanser thoroughly with the help of tissue or wipe on the face and wash the face with water and dry the skin.

> **Do you know!**
> **What is the use of compact powder?**
> A compact powder can help to set all the previous layers of makeup including color corrector, concealer and foundation. Compact powder is one of the most commonly used makeup products. It is a lightweight powder that usually comes in a powder form.

6. Contouring Face

Square   Round

Diamond   Heart   Oval
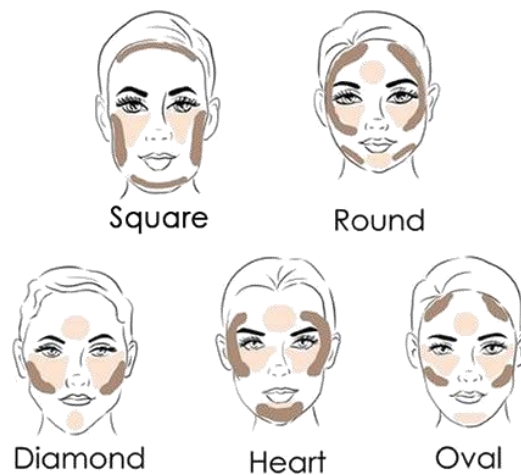
"Contouring is giving shape to an area of the face and enhancing the facial structure through makeup.

7. How to apply Blusher

Oval   Long   Heart

Triangle   Square   Round
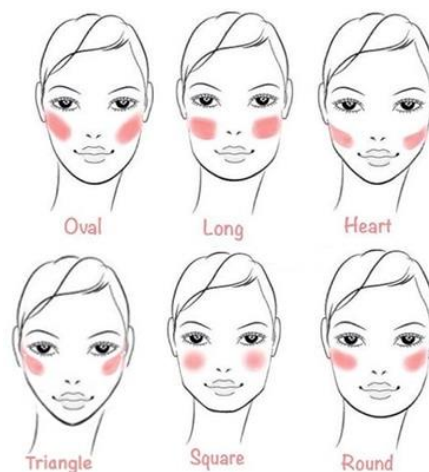
Few swipes of blush can make your complexion look healthier, and make your skin look more youthful. It adds a glow that bronzer and highlighter. These brilliant blush strokes can make this super flattering product work for your face shape, skin tone, and lifestyle.

7. Makeup for Different Events and Occasion

❖ Day make up
❖ Evening make up
❖ Party make up
❖ Bridal make up

7.1 Bridal Makeup Step by Step

Bridal Meeting is very important in bridal make-up so that one can assess the bride's choice desire and thinking secondly, if there is any need for improvement in the bride's skin or facial / cleansing can be done timely.

1.   Then prepare the skin for make-up.
2.   Bring close make-up tools, equipment and other necessities.
3.   Dress the bride in a gown, catcher and hair band.
4.   Cleanse the face and then toning.
5.   Balance the blemishes and circles on the face with concealer before base.
6.   Choose a base according to skin color and type and apply the base on the face.
7.   Fix the base with liquid fixer or pancake and complete the base with Loose Powder.
8.   Apply eye base and eye shadow. Use golden or silver eye shadow to look attractive.
9.   The use of artificial lashes after eye shadow increases the attractiveness of the eyes.
10.   Then apply eyeliner and complete eye makeup with a smile.
11.   Use a black or white under eye pencil depending on the size and texture of the under eye.
12.   Apply lipstick and make the edges of the lips clearer.
13.   Apply blusher depending on the shape of the cheeks.
14.   Contour the face and neck.
15.   Highlight the Low Points on the face with the help of Highlighter.
16.   Complete the make-up with a final look after going through all the steps.

7.2   How to do Party Makeup

1.   Cleanse the face before makeup and choose makeup products according to skin type and color.
2.   Use Concealer to cover blemishes and circles on the face.
3.   Apply foundation all over the face and neck and blend well so that it is absorbed with the skin.
4.   Use colors for eye makeup according to the dress, occasion and time. If different colors are to be used, match the colors well. It is better to use dark colors for party makeup.
5.   Use black cake liner to apply eyeliner and apply it evenly on the upper and lower lashes.
6.   Apply a smile on the upper and lower lashes. Use only black or brown mascara.
7.   Gently apply the blush on the cheeks with the help of the blush brush. Use light colors for the blush to balance the dark color of the eyes.
8.   Choose the color according to the color of the face to apply lipstick on the lips. Apply the lip liner around the lips first and then apply the lipstick. If you are doing makeup for an

evening party, then using lip gloss on the lips will make the lips glow which will make the lips look beautiful.

7.3 Model Makeup Step by Step

Collect tools, equipment and accessories used in makeup.

Sit the client in a comfortable position on a make-up chair and ask him to wear a gown and put a hair band on his hair so that the hair does not become a hindrance during make-up.

1.   Analyze the client's skin and choose make-up colors after consulting him.
2.   Apply concealer on the skin in such a way that all the spots are hidden.
3.   Apply a thick layer of base. Apply face powder on face and shake off excess powder.
4.   Apply eye base on the eyes.
5.   Apply eye shadow on eyelid.
6.   Identify the low points of the face and neck using the Highlighter.
7.   Use long, thick eyelashes.
8.   Highlight facial and neck features.
9.   Highlight the eyes with a thick eyeliner and use a smile to give a charming look.
10.   Smile on the eyelids.
11.   Use a dark colored blush on the cheeks.
12.   Color the lips using lipstick.
13.   Clean all tools, equipment and supplies and keep them in place.

EXERCISE

Tick (✓) the right answer

1. When buying essential makeup for your kit which product is NOT necessary?

    a   Shimmer powder or cream

    b   A concealer palette

    c   Anti-wrinkle skin cream

    d   Non-shimmer chap stick

2. Under what conditions should oil based makeup be used instead of water based makeup?

    a   If someone has extremely dry skin

    b   When apply makeup for someone appearing on TV or Film

    c   In humid climates

    d   All of the above

3. When base matching it is important to pay attention to what?

    a   The underlying color of the skin

    b   The makeup that he/she already has on

    c   The color or his/her eyes

4. What are the three main types of bases?

    a   Cream, solid, liquid

    b   Cream, solid, dual finish

    c   Cream, liquid, dual finish

5.   Where is the best place to base match?

a	The forehead
b	The cheeks
c	The neck
d	The chin

6.   When choosing a concealer which one of these is NOT correct?

a	Yellow camouflages violet
b	Green camouflages red
c	Orange camouflages blue
d	Blue camouflages yellow

7.   If you are trying to cover up a pimple you should choose

a	Concealer with green in it
b	Separate darker base for that area
c	Liquid concealer

8.   When highlighting it is important not to forget the T-zone. What is the T-zone?

a	Forehead, nose and chin
b	Eyebrows, nose, and neck
c	Forehead to chin and ear to ear

9.   What is the most important thing when shaping eyebrows?

a	Plucking
b	Cutting long hairs
c	Symmetry

10.　　Pressure during cleansing

a	Medium
b	High
c	Maximum
d	Very low
e	Less

Write answers to the given questions.

Q1: Describe the different types of foundations.
Q2: What is the function of Primer and why is it necessary?
Q3: What is the function of concealer?
Q4: What is the importance of makeup?
Q5: What are benefits of using foundation?

Answer the questions in detail

1. Describe different types of bases
2. Describe basic make up step by step
3. Describe make up brush kit with uses
4. Describe party make up step by step
5. Describe bridal make up step by step

Activity/Practical

1. Prepare client for makeup
2. Perform CT
3. Practice makeup
   a) Primer
   b) Camouflage
   c) Base and foundation
   d) Compact powder
   e) Contouring
   f) Blush-on
   g) Highlighter
   h) Basic eye-makeup
   i) Lipstick
   j) Apply self-makeup for different events and occasion

Chapter 07

INTRODUCTION TO MANAGEMENT

Students Learning Outcome

The students will be able to:
- ❖ define management
- ❖ know concept of management
- ❖ learn benefits of management
- ❖ understand the different types and theories of management

Recognize importance of management in cosmetology sector
- ❖ know about types of management
- ❖ learn theories of management

Understand the problems of management functions and its solutions

Introduction

Management is the administration of an organization whether it is a business a no profit organization or on a government body. It is a universal phenomenon. All organizations - business, political, cultural or social are involved in management because it is the management which helps and directs the various efforts towards a definite purpose or goal.

It is an art of creating an environment in which people can perform and can cooperate towards attainment of goals. Its optimal way to accomplish tasks and achieve goals, using Planning, Organizing, Staffing, Directing, and Controlling functions or processes.

Management can also be defined as a discipline that refers to branch of knowledge which is connected to study of principles & practices of basic administration. It specifies certain code of conduct to be followed by the manager & also various methods for managing resources efficiently.

Do you know!
F.W Taylor is the Father of scientific management

Definition of Management

According to F.W Taylor, Management is an art of knowing what to do, when to do and see that it is done in the best and cheapest way.

Features of Management

Management is an activity concerned with guiding human and physical resources such that organizational goals can be achieved. Features of management can be highlighted as:-

1.1 Management is Goal-Oriented

The success of any management activity is accessed by its achievement of the predetermined goals or objective. Management is a purposeful activity. It is a tool which helps use of human &physical resources to fulfill the pre-determined goals. For example, the goal of an enterprise is maximum consumer satisfaction by producing quality goods and at reasonable prices. This can be achieved by employing efficient persons and making better use of resources.

1.2 Management integrates Human, Physical and Financial Resources

In an organization, human beings work with non-human resources like machines, materials, financial assets, and buildings etc. Management integrates human efforts to those resources. It brings harmony among the human, physical and financial resources.

1.3 Management is Continuous

Management is never ending function. It perform continuously for example planning, organizing, staffing, and directing, controlling all performed by managers. It involves continuous handling of problems and issues. It is concerned with identifying the problem and taking appropriate steps to solve it, e.g. the target of a business is quality services. For achieving this target various policies

have to be framed but this is not the end. Staff training is also being done. For this policies have to be again framed.

1.4 Management has Tendency to Excel

Management is required in all types of organizations whether it is political, social, cultural or business because it helps and directs various efforts towards a definite purpose. Thus clubs, hospitals, political parties, colleges, hospitals, salon, business firms all require management. Whenever more than one person is engaged in working for a common goal, management is necessary. Whether it is a small business firm which may be engaged in trading or a large firm like Pakistan Iron & Steel, management is required everywhere irrespective of size or type of activity.

2.5 Management is a Group Activity

Management is very much less concerned with individual's efforts. It is more concerned with groups. It involves the use of group effort to achieve predetermined goal of management of an organization.
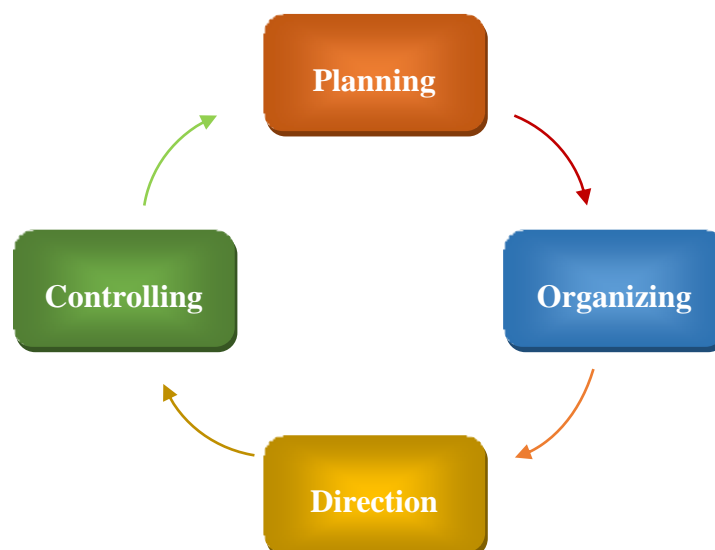
3.Functions of Management

Management functions include: Planning, organizing, staffing, leading or directing, and controlling an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal.

Planning is the systematic process of making decisions about goals and activities the organization will pursue

Organizing is the process of assembling and assigning the human, financial, physical, informational, and other resources needed to achieve goals

Leading is stimulating high performance by members of the organization. This function is getting members of the organization on board with your plan.
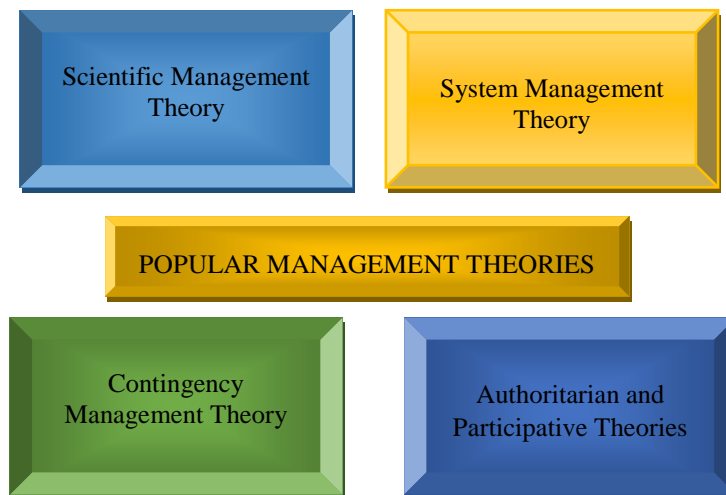
Control is installing processes to guide the team towards goals and monitoring performance towards goals and making changes to the plan as needed.

5. Benefits of Management

- **Management is responsible for defining organizational objective**. It helps organizations and businesses to achieve group goals. Through management, the factors of production can be arranged together, and resources can be organized and assembled.

- **Management ensure** that there is optimum and proper utilization of organization resources. This is by making productive use of all human and physical resources that are available. This promotes efficacy within an organization or business. Management selects the best possible use of resources, thereby ensuring optimum utilization.

- **Management is also necessary** in a business or organization because it is responsible for reducing costs. Management ensure that maximum results are achieved through minimum input. This can only be possible if management carries out its core functions. Which include planning, staffing, coordinating, organizing, leading, directing and controlling

6. Theories of Management

Scientific Management Theory	System Management Theory

POPULAR MANAGEMENT THEORIES

Contingency Management Theory	Authoritarian and Participative Theories

6.1. Scientific Management Theory

American mechanical engineer Frederick Taylor, who was one of the earliest management theorists, pioneered the scientific management theory. He and his associates were among the first individuals to study work performance scientifically. Taylor's philosophy emphasized the fact that forcing people to work hard wasn't the best way to optimize results. Instead, Taylor recommended simplifying tasks so as to increase productivity.

The strategy was a bit different from how businesses were conducted beforehand. Initially, a factory executive enjoyed minimal, if any, contact with his employees. There was absolutely no way of standardizing workplace rules and the only motivation of the employees was job security.

According to Taylor, money was the key incentive for working, which is why he developed the "fair day's wages for a fair day's work" concept. Since then, the scientific management theory has been practiced worldwide. The resulting collaboration between employees and employers evolved into the teamwork that people now enjoy.

6.2. Systems Management Theory

Systems management offers an alternative approach to the planning and management of organizations. The systems management theory proposes that businesses, like the human body, consist of multiple components that work harmoniously so that the larger system can function optimally. According to the theory, the success of an organization depends on several key elements: synergy, interdependence, and interrelations between various subsystems.

Employees are one of the most important components of a company. Other elements crucial to the success of a business are departments, workgroups, and business units. In practice, managers are required to evaluate patterns and events in their companies so as to determine the best management approach. This way, they are able to collaborate on different programs so that they can work as a collective whole rather than as isolated units.

6.3. Contingency Management Theory

The main concept behind the contingency management theory is that no one management approach suits every organization. There are several external and internal factors that will ultimately affect the chosen management approach. The contingency theory identifies three variables that are likely to influence an organization's structure: the size of an organization, technology being employed, and style of leadership.

Fred Fiedler is the theorist behind the contingency management theory. Fiedler proposed that the traits of a leader were directly related to how effectively he led. According to Fiedler's theory, there's a set of leadership traits handy for every kind of situation. It means that a leader must be flexible enough to adapt to the changing environment. The contingency management theory can be summed up as follows:

There is no one specific technique for managing an organization.

A leader should be quick to identify the particular management style suitable for a particular situation.

The primary component of Fiedler's contingency theory is LPC – the least preferred co-worker scale. LPC is used to assess how well oriented a manager is.

6.4. Theory X and Theory Y

Do you believe that every individual gets maximum satisfaction from the work they do? Or are you of the opinion that some view work as a burden and only do it for the money? Such assumptions influence how an organization is run. The assumptions also form the basis of Theory X and Theory Y.

Douglas McGregor is the theorist credited with developing these two contrasting concepts. More specifically, these theories refer to two management styles: the authoritarian (Theory X) and participative (Theory Y).

In an organization where team members show little passion for their work, leaders are likely to employ the authoritarian style of management. But if employees demonstrate a willingness to learn and are enthusiastic about what they do, their leader is likely to use participative management. The management style that a manager adopts will influence just how well he can keep his team members motivated.

Theory X holds a pessimistic view of employees in the sense that they cannot work in the absence of incentives. Theory Y, on the other hand, holds an optimistic opinion of employees. The latter theory proposes that employees and managers can achieve a collaborative and trust-based relationship.

EXERCISE

Tick (✓) the right Answer:

1.   Management deals with _____

    | a | Internal environment |
    | b | External environment |
    | c | Both internal and external environment |
    | d | None of the above |

2.   According to Mary Parker, _____ is an art of getting things done through others.

    | a | Job |
    | b | Behavior |
    | c | Management |
    | d | Both A & B |

3.   Management functions include _____

    | a | Planning & organizing |
    | b | Directing |
    | c | Controlling |
    | d | All of the above |

4.   _____ is known as "the father of scientific management."

    | a | Fredrick W. Taylor |
    | b | Henry Fayol |
    | c | Robert Owen |
    | d | None of these |

5.   Management is _____ in order to create a surplus.

a	An Art
b	A science
c	Both A & B
d	None of these

6.   Management skills applies to managers at _____

a	Middle levels in an organization
b	Top levels in an organization
c	Executive levels in an organization
d	All levels in an organization

7.   _____ is the basic reason for its existence.

a	The organizational Vision
b	The organizational mission
c	The organizational objectives
d	The organizations CEO

8.   Planning is about deciding in advance what should be done.

a	Organizing
b	Directing
c	Planning
d	Controlling

9.   _____ is about grouping of jobs.

a   Organizing

b   Directing

c   Planning

d   Controlling

10.   Managerial skills involve _____

a   Technical skills

b   Human skills

c   Conceptual skills

d   All of the above

11.   Most stands for _____

a   Machinery, Office, Staff and Technology

b   Mission, Objectives, Strategies and Tactics

c   Maximum Output Strategy Tools

d   Manager, Operator, Seller and Trader

12.   Management _____ in order to achieve the goals.

a   Registers trademark

b   Develops tactics

c   Formulates strategies

d   Outsources operations

13. Functional managers are responsible _____

   a. For a single area of activity

   b. To the upper level of management and staff

   c. For complex organizational sub-units

   d. For obtaining copyrights and patents for newly developed processes and equipment

14. The problem-solving process begins with

   a. Clarification of the situation

   b. Establishment of alternatives

   c. Identification of the difficulty

   d. Isolation of the cause

15. Strategic planning as a broad concept consists of _____

   a. Corporate strategy and business strategy

   b. Strategy formulation and strategy implementation

   c. Inputs and outputs

   d. Environmental analysis and internal analysis

16. _____ is called as father of scientific management

   a. Elton Mayo

   b. Hendry Fayol

   c. F.W. Taylor

   d. Robert Owen

17.   The most significant management skills are _____

a   Technical, Human and Conceptual

b   Technical, behavioral and Conceptual

c   Systematic, Human and Conceptual

d   Technical, Human and cognitive

18.   Management satisfies _____ characteristics of a profession.

a   Few

b   Many

c   All

d   Zero

Write short answer of the following

1. Define management
2. Identify the functions of management
3. What is roll of planning in management
4. How does organizing help in management?
5. Define concept of management

Answer the following questions in details

1. Write about the importance of management in cosmetology business?
2. Write a note on theories of management and identify the theory you think helpful in cosmetology business?
3. Discuss importance of management
4. Describe functions of management
5. Discuss theories of management

SALON MANAGEMENT

Students Learning Outcome
- ❖ students will be able to
- ❖ describe greeting rules
- ❖ understand the roles and responsibility of receptionist
- ❖ learn appointment and scheduling of clients
- ❖ maintain check and balance of the records
- ❖ maintain bill book and cheque book
- ❖ know about the optimization of product line
- ❖ learn real time stock control
- ❖ comprehend stock tracking at multiple locations and expiry date control
- ❖ know the process of stock inventory as per purchase order
- ❖ learn handling telephone calls (in-bound & out-bound).
- ❖ understand customer care services (positive attitude, welcoming, expert in services and professional behavior).
- ❖ recognize the importance of relation between client and staff
- ❖ know about the strategy for the management of the inventory

Manage record of sale and purchase stock

Introduction

The salon business is one of the most competitive industries. A lot of aspiring salon owners, take the plunge, open a salon and then get confused how to manage it. If they have the best products, services and processes, but if they cannot manage their salon, staff and clients effectively, their business will cease to exist.

Determining goals, delegating duties and responsibilities, and promoting and maintaining your salon plays an important role in ascertaining the future of your business. The first step to succeed is to learn how to manage a salon business

1. What is Salon Management?

Management of a salon is a fulltime job. It entails managing every aspect that contributes to smooth working of the entire business. Setting goals, assigning staff duties, tracking inventory, recording customer data, marketing your business and keeping clients happy are few things that produce an organized and productive salon.

Salon management encompasses various duties and responsibilities to be performed by a beauty salon manager. From supervising staff and scheduling shifts to recruiting experienced professionals, there are duties and responsibilities a salon manager has to perform to manage day-to-day operations.

a) Daily Salon Operations

An integral part of salon management is looking after operations. Ensuring the employees reach on time, checking their attire and hygiene, cleanliness within the salon, tracking product inventory, ordering supplies, arranging for regular maintenance of all equipment, keeping records up-to-date and managing salon software are few responsibilities a salon manager has to perform on a daily basis.

b) Stay on top of accounts

Expenses and income are an important part of salon management. To ensure the salon is running profitably, a budget should be set and every transaction should be accounted for separately. It is the duty of a salon manager to check if the staff and suppliers are paid on time. Other miscellaneous bills for electricity, water and utilities should be cleared on time too.

c) Developing Innovative Marketing Programs

A beauty business thrives on its marketing activities and promotions. Managing a salon also involves rolling out exciting offers for your clients. It is not just a fool-proof way to bring in more clients but also ensures the revenue of your business is stable. The best way to come up with promotions is by checking the economic realities of your business.

Front Desk

Things to remember the receptionist
- Smile and greet salon clients
- Don't make a client standing at the front desk for long.
- Don't ignore clients just because reception is busy
- Never discuss salon clients in front of others
- Positive body language at the front desk
- Using the right tone of voice

How to Handling Telephone Calls (Inbound & Out-bound)

Answer calls quickly, ideally by the 3rd ring, and keep a note pad handy for phone numbers, names and email addresses for those occasions when you can't access your salon software.

Your client on the phone is the priority. Need to leave the caller to check something for them? Never put them on hold without asking; simply say, 'Would you mind holding a moment? 'and always thank the caller for holding when you return.

And finally people can hear you smile. So no matter how much your feet ache or the last client irritated remember to.

Importance of Relation between Client and Staff in Salon

The importance of a strong employer relation in salon is highly essential and it is also the key to ultimate success in salon. It has been proven that if a proper and a strong relationship is in place and that too in a workplace, employees will generally tend to be more productive and also more efficient.

Revenue and Expense Management in Salon

Salon owner handle multiple responsibilities, including servicing clients, managing business and managing finances. Whether you own a hair, nail, spa, beauty salon, you receive income for services. You need a bookkeeping method that keeps your revenue and expenses straight.

Inventory Management in Salon

Inventory Management is a factor of supply chain management that covers non-capitalized assets, stock item and inventory of your salon. It handles the flow of goods from the salon to the warehouse and from the manufacturer to the Salon Sale point.

Good inventory management can assist you to track your inventory to facilitate this process in real-time.

With efficient use of inventory management, the right products can be obtained at the right quantity and the product that is out of stock can be avoided. It also gives you the surety that the products are sold promptly to avoid products damaged and worn out.

With poor inventory management, they would be having dead stocks in the warehouse that can give your business loss. This even results in losing a reputation of running out of the important items.

Product Line

If your inventory approaches involved seeing how low your product sales are and checking the shelves to order the favorite product, then without any doubt, you need to optimize the product offerings.

The salons that do not effectively manage the inventory could notice that some of the products stay on the shelves for sixty days or more and shows that the turnover is not constant as it has to be.

The right approach to build your inventory is to target the single product line than stocking different products from several vendors. By providing retail line of some brand produces a consistency level for customers in your salon.

If you a new in the salon business and has just established the inventory record, then you should initiate with a one-month supply of salon products and in retail products. Weekly scheduling of orders would fill in the stocks as you sell or utilize them.

Strategies for Inventory Management in Salon

1. Real-time Stock Control

With salon and spa management software you can have full coverage on the stock. It lets you check the stock availability, (what is in the stock) and you can sell accordingly.

For example, Salonist software automates the re-ordering procedure to assure appropriate stock levels. It lessens the over-stock on slow-selling, over-stocking, and high-value products.

It examines built-in measures like stock turn measures for boosting the warehouse effectiveness and easily handles the cash-flow. An inventory management system serves as a backbone of managing the salon's sales. So, it is vital is to execute every step crucially to attain prosperous results.

2. Stock Tracking at Multiple Locations

You can make inventory management an easy task with salon software and lets you track the inventory in different locations. With the growth and expansion of your business, it is important to examine the inventory levels in every location.

Accessing this helps you to make the best utilization of resources and avoid an accumulation of products in one location. You can check every location and the inventory it contains and discovers which location has a specific product or part.

Easy examination of inventory sales, quantity, parts, and valuation with seasonal trends discover is also possible with salon software. Convert inventory into a simple and intuitive process with multi-location inventory tracking.

3. Expiry Data Control

The life of any product varies greatly and plays an important role in inventory management. The salons that are committed to the distribution or production of products should manage the product's expiration inclusively.

With the salon software, you can predict the expiry date of the products and lessens their losses accordingly.

The software demonstrates the date to consume the product in an effective, healthy and safe means. Real-time information about the salon's products and the expiration date can be known. This lets you make easy decision-making in the salon business.

Salon software examines the expiry date of the product when it enters the warehouse. Adopts first in first out (FIFO) approach to assure that the products with early expiry date leave the warehouse first and provides a notification each time when the product is nearly to expire.

4. Inventory Reporting

The salon software lets you examine several reports to study the best performing item, sales trends with accurate inventory reporting characteristics. Using a great salon software enables you to define required improvements of how to boost the salon's sales.

Beauty Salon Point of Sale inventory reporting gives benefits to your sales performance. And, lets you settle the level of stock on hand and shows the costs of goods sold.

5. Stock Inventory as per Purchasing Orders

Efficient purchasing involves buying the right quality and right quantity of products at the best possible price from the best supplier at the right time. Achieving the essential measures accurately should be the aim of every salon owner.

With a well-managed purchasing system, you can maintain and achieve a healthy supply relationship. It lets you enhance the inventory management and cash flow with an enhancement of business performance.

Stock Inventory

Salon inventory management is an integral part of running a hairdressing business. If retail sales are processed and tracked with the correct methods, it can help improve your salon's profits. Salon stock inventory represents cash being locked into your business and this can cause serious cash flow issues if not managed correctly, which results in one of the biggest

Do you know!
- ❖ Salons inventory Includes:
- ❖ Retail Products
- ❖ Back bar Products
- ❖ Cleaning Products
- ❖ Towels or Robes
- ❖ Other Products Which Support Operations

reasons why salons fail. More importantly, having a salon inventory control system in place, either using spreadsheet or salon inventory software will enable you to correctly manage the inventory levels of you retail and back bar products can help improve the quality of your salon's customer experience.

- ❖ Improves Business Cash Flow
- ❖ Improves Profits
- ❖ Improve Customer Experience
- ❖ Improves Ordering Process
- ❖ Reduces Shrinkage
- ❖ Reduces Overstock
- ❖ Saves Time

Different Ways to track your Salon Inventory

Here is the different ways to track your salon inventory

Salon Inventory Software

Many salon management software solutions have a salon inventory app which allows you to have visibility of your inventory and allows you to carry out reporting at any time.

Salon Inventory Spreadsheet

This is the next best thing to using salon software within your salon and allows you to electronically track your stock levels. One of the best things is to upload your salon inventory spreadsheet to Google Sheets, as this makes it available to you were ever you might be.

Salon Inventory List

This is probably one of the least infective ways to manager salon inventory as you are unable to automate any of the processes. If you are starting out, then using a salon inventory list template (sometimes called a salon inventory count sheet) is a good way to start. It allows you to easily understand what you need to measure within your salon.

Track Shrinkage in your Salon

The loss of inventory is a serious issue and can represent lost profit. That's why it's important to be able to track and reduce shrinkage. Fraud, damage, theft, expiry, or obsolescence of goods can all lead to shrinkage. While it is impossible to reduce inventory loss to zero, steps can be taken to alleviate the situation.

By ordering the appropriate amount of products at regular intervals, you can reduce shrinkage. Product expiry is frequently a result of ordering too much stock at irregular intervals. You can use inventory tracking methods on salon software to help with ordering the right quantities.

Shipments Need to be Thoroughly Checked for Damages or Missing Products

Timing orders with less busy times of the week allows you to check all incoming deliveries carefully before accepting them. Usually, if a product is damaged a supplier would be happy to

replace it on the next shipment. If only the packaging is damaged, you could think about using it as a back bar item or marking it down at promotional prices.

Wastage Usually Occurs through Bad Employee Habits

Remember to check projected usage in the software with actual usage when auditing to see if there are any major differences in the numbers. Additional staff retraining may be in order if this situation persists in your salon.

Salon Inventory Management tips to Remember

- ❖ Audit stock levels at regular time intervals and find out if there are any discrepancies between physical stock and projected usage

- ❖ Manage storage space by not overstocking slow to sell products and not under stocking popular items

- ❖ Know how much of which products are in store at any given time, this rule avoids wastage

- ❖ Use salon inventory software to predict how much inventory you will need to order and keep some stock in case of delivery delays

- ❖ Find out what the expiry dates for products are and only stock as much as needed to avoid shrinkage

- ❖ Build a strong network of suppliers and take advantage of your relationship to secure offers at lower prices

- ❖ Choose the right process or system for your salon, to help you with your inventory control

EXERCISE

Tick (✔) the right Answer:

1.   Setting the organization's goals and deciding how best to achieve those goals is defined as:

   a   Organizing

   b   Planning and decision making

   c   Controlling

   d   Leading

2.   Determining how best to group activities and resources is defined as:

   a   Organizing

   b   Planning and decision making

   c   Controlling

   d   Leading

3.   Monitoring and correcting ongoing activities that facilitate goal attainment is defined as:

   a   Organizing

   b   Planning and decision making

   c   Controlling

   d   Leading

4.   Motivating members of the organization to work in the best interests of the organization is defined as:

   a   Organizing

   b   Planning and decision making

   c   Controlling

   d   Leading

5. _____ skills are necessary to accomplish or understand the specific kind of work done in an organization.

a   Technical

b   Interpersonal

c   Conceptual

d   Decision-making

e   Time management

6. _____ skills depend on the manager's ability to think in the abstract.

a   Technical

b   Interpersonal

c   Conceptual

d   Decision-making

e   Time management

7. _____ skills refer to the manager's ability to prioritize work, to work efficiently, and to delegate appropriately.

a   Technical

b   Interpersonal

c   Conceptual

d   Decision-making

e   Time management

8.   What are the major branches of the classical management perspective? (Select all that apply)

a   Scientific management

b   Administrative management

c   Quantitative management

d   Contingency management

9.   The behavioral management perspective:

a   Proposes that workers respond primarily to the social context of the workplace.

b   Is concerned with improving the performance of individual workers

c   Focuses on managing the organization as a whole.

d   Is a framework for organizing knowledge and providing a blue print for action.

e   Emphasizes individual attitudes and behaviors and group processes.

10.   Scientific management was concerned with improving efficiency and work methods for individual workers.

a   True

b   False

11.   Scientific management was concerned with how organizations should be structured to ensure efficient operations.

a   True

b   False

12.   The quantitative management perspective:

a   Proposes that workers respond primarily to the social context of the workplace.

b   Focuses on managing the organization as a whole.

c   Is everything outside an organization's boundaries that might affect it.

d   Focuses on decision making, cost effectiveness, mathematical models, and the use of computers.

e   Emphasizes individual attitudes and behaviors and group processes.

Activity

❖   Perform role model of receptionist
❖   Group discussion on front desk management
❖   Perform call handling

Write short answer of the following question

1. Define salon management
2. Write two to three lines about inventory management
3. Identify the strategies for inventory management

Answer the following questions in detail

1. What a detail note on important component of salon management?
2. Why the relation between client and owner is important?
3. Discuss inventory and stock report

ABOUT AUTHOR

Dr. Shumaila Waqas is a Doctor (Dermatologist) by profession. She did her MBBS from the University of Health & Sciences Lahore, followed by MCPS Dermatology from (CPSP) Gangaram Hospital Lahore. She did B.Sc from Punjab University and Aesthetic Graduation from UK. She served in Mayo Hospital, Ghurki Trust Teaching Hospital, Jinnah Hospital, Surgimed Hospital, District Headquarter Hospital and many private renowned setups. She is working as Consultant Dermatologist at ACME Medical Center Lahore. She is the Chief Executive Officer of ACME Esthetic Clinic.

She is serving as internal and external verifier in university of health sciences for past 6 years. She has 10 years teaching experience in medical colleges and has served as senior lecturer in anatomy in Lahore Medical and Dental College Lahore. She is working as Assistant Professor of anatomy in PSRD College of rehabilitation sciences from 2015.

She is working with well reputable NAVTTC, GIZ, and TEVTA for the past 8 years in developing different curricula and TLMs. she is the author of 1-year skin care beauty therapy diploma by TEVTA. Last but not the least working as Instructor and Educator in ACME Institute of Beauty Therapy for past 7 years.

Book dedicated to my greatest inspiration my Father Abdul Rauf.

قومی ترانہ

کشورِ حسین شاد باد!   پاک سَر زمین شاد باد!

اَرضِ پاکستان   تو نِشانِ عزمِ عالی شان

مرکزِ یقین شاد باد!

قوّتِ اُخوّتِ عوام   پاک سرزمین کا نظام

پائندہ تابندہ باد!   قوم، ملک، سلطنت

شاد باد منزلِ مُراد!

رہبرِ ترقی و کمال   پرچمِ ستارہ و ہلال

جانِ اِستقبال   ترجمانِ ماضی، شانِ حال

سایۂ خُدائے ذُوالجلال!

NAVTTC

National Vocational & Technical Training Commission (NAVTTC)
Plot No.38, Sector H-9/4, Kirthar Road, Islamabad.
Tel: +92-51-9207518
Website: www.navttc.gov.pk