



STANDARD





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STANDARD

# ESTHETICS



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***Milady Standard Esthetics: Fundamentals,***  
**Twelfth Edition**

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# Preface

## A Letter to You: Our Fabulous Student

Well done! You have made a terrific decision to study esthetics. Career opportunities for estheticians will continue to surprise and excite you every day. As with many choices, it will be important to follow that which you are drawn to, rather than feeling pushed in any one direction. Naturally, there are subjects and components of study that you may find more interesting than others; however, you will find new ways to learn and grow beyond any of those limitations, and most of all you will surprise yourself.

## Your Milady Team

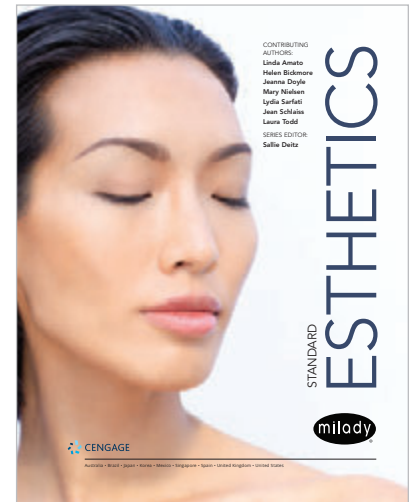
Within the many decades of writing, research, and knowledge within this text, your Milady mentors, reviewers, authors, and educators have preceded you, and know what you need to learn. They have spent many dedicated years in preparing to teach you all that they know and are here to help you not only in preparation in obtaining your license but can support you to become your best...as an esthetician.

## Your Classmates

One note of observance about your colleagues. Your classmates will become important in your study of esthetics, as you will learn quickly that you need each other. For some of you, this experience in school may be your first career. For others it may be a fourth or fifth career, and one that you have always dreamed about. Have patience with them, and mostly, with yourself. You will serve as models for each other in practicing techniques, role playing to learn how to present ingredients and products to future clients. You may find that you become best friends.

## You Will Learn About

In the 12th Edition of *Milady Standard Esthetics: Fundamentals* the team has curated the most current information on the sciences, facial treatments, skin types, product knowledge, and makeup. You will learn about advanced topics such as peels, microdermabrasion, lasers, and light therapies. Additionally, you will be introduced to client intake forms and documentation, which are among some of the most important maintenance details of your practice.



## The Future

On the matter of your practice, once you've graduated and have license in hand there is reason to be optimistic about growth in our industry. According to the Bureau of Labor Statistics in the United States, the projected growth for estheticians is 14% from 2017 to 2026. This is higher than other industries, a situation that has been consistently in our favor for over two decades.

Your future is bright! Study hard, use your creativity, don't give up, and allow yourself to grow.

**"The world is waiting for you...Believe it!"**

**—Sallie Deitz. LME**  
**Esteemed Milady Author and Master Esthetician**

## The Industry Standard

Since 1927, Milady has been committed to quality education for beauty professionals. Over the years, tens of millions of licensed professionals have begun their careers studying from Milady's industry-leading textbooks.

We at Milady are dedicated to providing the most comprehensive learning solutions in the widest variety of formats to serve you, today's learner. The newest edition of *Milady Standard Esthetics: Fundamentals* is available to you in multiple formats, including the traditional print version, an eBook version, and MindTap, which provides an interactive learning experience complete with activities, learning tools, and brand-new video content.

Milady would like to thank the educators and professionals who participated in surveys and reviews to best determine the changes that needed to be made for this edition. We would also like to thank learners, past and present, for being vocal about your needs and giving Milady the opportunity to provide you with the very best in esthetics education.

Thank you for trusting Milady to provide the valuable information you need to build the foundation for your career. Our content combined with your passion, creativity, and devotion to your craft and your customers will set you on the path to a lifetime of success. Congratulations for taking the first step toward your future as an esthetician and a beauty professional!

**Sandra Bruce**  
**Vice President and General Manager, Milady**



Sandra Bruce

# The Benchmark for Esthetics Education

*Milady's Standard Textbook for Professional Estheticians* was first published in 1978 and was the creation of Joel Gerson. It soon became the textbook choice of esthetics educators and has seen 12 revisions. Throughout this period, it has consistently been the most widely used esthetics textbook in the world. As the science and business of skin care evolve, new editions of the text are needed periodically, and Milady is committed to producing the best in esthetics education. We have thoroughly updated the content and design of this textbook to bring you the most valuable, effective educational resource available. To get the most out of the time you will spend studying, take a few minutes now to learn about the text and how to use it before you begin.

This 12th Edition of *Milady Standard Esthetics: Fundamentals* combined with *Milady Standard Foundations* provides you with the basic information you need in an esthetics training course up to 600 hours. While *Milady Standard Foundations* focuses on interpersonal skills and keeping you and your clients safe, *Milady Standard Esthetics: Fundamentals* contains comprehensive information to prepare you with the technical skills you will need as an esthetician to prepare you for employability.

*Milady Standard Esthetics: Fundamentals*, 12th Edition, contains comprehensive information on many subjects, including preparing your treatment room, facial treatments, devices, and more. As a part of your esthetics education, this book provides you with a valuable guide for learning the techniques you will be performing. No matter which career path you choose in the esthetics field, you will refer to this text again and again as the foundation upon which to build your success.

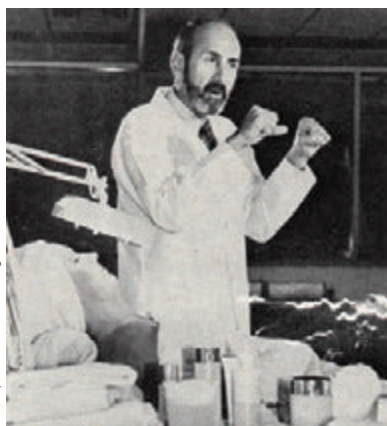


# In Memoriam

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Joel Gerson



Courtesy of DERMASCOPE Magazine

Joel Gerson, PhD, was an icon in the esthetics educational industry, setting the path for us to develop an esthetics industry in the United States. With a PhD in health science from New York University, Dr. Gerson's professional credits also include Resident Makeup Artist for the House of Revlon; Spokesman for Lever Brothers; Vice President of Education for Christine Valmy, Inc.; and Technical Director for the International School for Estheticians and Makeup Specialists. Dr. Gerson was a licensed cosmetologist, holding a teaching license for Esthetics, Scientific Facial Treatments, and Makeup from the University of the State of New York. He also served as Esthetic Examiner with the New York Department of State.

## Brief history

When Joel Gerson graduated from high school in Detroit, he had no career plans in place. Early on he pursued truck driving and served in the U.S. Army for two years. Upon his return he continued to feel unsure about his occupation.

A friend of the family owned a beauty salon and suggested that Joel attend cosmetology school. When he began the program, he did not know the difference between a hair pin and a bobby pin. Three months later, he told his father that hairdressing was not for him and he was going to drop out of school. While reminiscing he thought, "One day I was holding an M-1 rifle, and the next a Lady Ellen hair clip." It was then that his father gave him the following advice: "Finish school, and get a license, and no matter where you go, you will always be able to find work." His father was correct, and the world may have missed the great spirit, love, and the many gifts and talents of Dr. Gerson had he not listened to the wise advice of his dear father.

## Our first meeting and awards

I first met Dr. Gerson in 1974 when he championed the first skin care show with Robert Oppenheim and Ann Kean. He was named a Legend by *Dermascope* magazine and received the Crystal Award from Les Nouveau Esthétiques. In 2016, Dr. Gerson received his most cherished award, a certificate of merit from CIDESCO (Comité International d'Esthétique et de Cosmétologie) USA. (Recently, it was my privilege to travel to Dublin with Paul Dysktra, CEO of CIDESCO USA to accept the honor for him.)

One of Joel's greatest achievements was one that would impact the esthetics community for all time. It was the development and writing of the *Standard Textbook for Professional Estheticians* by Milady. Joel came to understand skin care and esthetics through cosmetology, and thus was able to set a high bar for esthetics standards. Erica Miller,

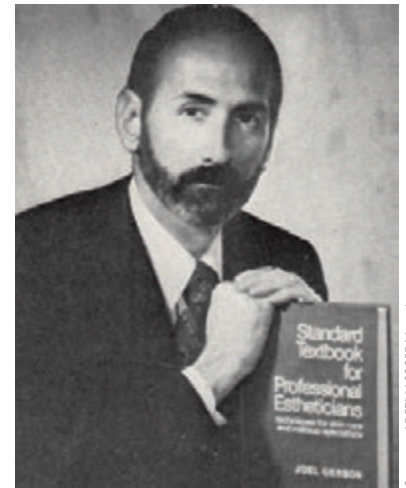
friend and fellow esthetician, and Diplomat of CIDESCO International, said, "In a sentence, this book is an answer to an esthetician's prayer, and sets America on its own in the field of esthetics. Whether a prospective student of esthetics or the veteran cosmetologist, it is a must read for the study of esthetics." From the many concepts and original needs for esthetician education as recognized by Dr. Gerson, Milady continues to lead and develop education materials in esthetics, cosmetology, and manicuring programs in schools today.

Dr. Gerson was humble about his contributions and had a tremendous sense of humor. To me, he was Joel; my friend, my champion, and a member of my family. One of my favorite memories is how he was so proud when at the ABA Beauty Ball in NYC he was asked to perform a facial massage in front of more than 800 people and did so with beautiful movements to the strum of a harpist. It was so gorgeous, I cried.

Joel always called me "kiddo" and said, "You are my family." And indeed, over the decades, he was part of my family. He was there for me in happiness and sorrow, at my daughter's bat mitzvahs, graduations, weddings, and all holidays, even Thanksgiving dinner.

I loved him and he will be in my heart forever. We all must remember that it was Joel who created our beautiful and thriving skin care community where every esthetician can enjoy success and flourish. We also all need to remember his personal motto for success: **"Love what you do and care to be different."**

—Lydia Sarfati  
CEO and Founder, Repêchage  
Honorary Chairwoman, CIDESCO, USA



Courtesy of DERMASCOPE Magazine



Courtesy of DERMASCOPE Magazine

## Meet the Contributors

### Message to the Authors

Milady recognizes the many gifts and talents of its authors worldwide. It is with our gratitude that we thank these very special authors of the 12th edition of *Milady Standard Fundamentals: Esthetics* for their dedication to writing this volume and without whom it would not be the great educational resource that it has become. We are pleased to share their biographies, which no doubt, provide just a glimpse of all that they have accomplished. Well done!

### Sallie Deitz, Series Editor

Sallie Deitz, BA, LME, author, speaker, and consultant, has been an esthetics practitioner and Learning Leader in a variety of settings. Her background and experience include medical esthetics; product



Sallie Deitz

development (both products and devices); and business and education management for medical spas, sole proprietors, manufacturers, and esthetics schools.

Sallie has also served with the National Interstate Council of State Boards in test development for basic and master estheticians, and in manicuring. She has served on numerous boards; has been a contributing author with Milady, a division of Cengage, since 2002; and is the author of *Skin Care Practices and Clinical Protocols* (Milady, 2013), *The Clinical Esthetician* (Milady, 2005), and *Amazing Skin for Girls* (Drummond Publishing, 2005).

A special worldwide focus of Sallie's is in the coaching of women skin care entrepreneurs, to help them become self-sufficient through education, self-esteem and confidence building, and practical business applications.

## Mary Nielsen, Author



Mary Nielsen

A technician, educator, mentor, and business owner, Mary Nielsen has been at the forefront in medical esthetics since its infancy in the early 1990s. She is a Certified Advanced Esthetician in the state of Oregon and a Master Esthetician in Washington. She is a licensed esthetics instructor. She is also a licensed nurse. She is currently vice chair and industry expert on the Oregon Board of Certified Advanced Estheticians. She is the author of *A Compendium for Advanced Aesthetics: A Guide for the Master Esthetician* (FriesenPress, 2017) and writes regularly for MiladyPro. She is also a diplomate with the American Board of Laser Surgery in Cosmetic Laser Procedures.

She is the executive director of Spectrum Advanced Aesthetics, the founder of the Cascade Aesthetic Alliance, as well as the creator of Skintelligent Resources.

## Linda Amato, Author



Linda Amato

Linda Amato started her career in esthetics over 20 years ago practicing as an esthetician and laser technician at day spas and medical clinics. Throughout the years she has gained valuable experience in many aspects of the esthetics industry, including marketing, sales, and medical spa management. Linda found her true passion in esthetics training and education 15 years ago, and has helped develop advanced training programs for estheticians, beauty therapists, and medical professionals throughout the world.

Linda is currently the Midwest US Regional Manager and international educator for Lira Clinical SkinCare. She enjoys presenting seminars on ingredient technology and providing hands-on workshops for advanced techniques in chemical peeling. Through training and education, Linda truly believes in helping fellow skin care professionals become successful while enjoying an amazing career in esthetics.



## Helen Bickmore, Author

Helen Bickmore, an esthetics industry veteran of more than 40 years, received her diplomas in beauty therapy (esthetics), body treatments, massage, and electrolysis in 1979 through both the London College of Fashion and the City and Guilds of London Institute (CGLI). She is a New York State licensed esthetician and massage therapist (LMT) and has been a certified professional electrologist (CPE) with the American Electrology Association (AEA) and a certified clinical medical electrologist (CME) with the Society of Clinical and Medical Hair Removal (SCMHR).

Helen has taught esthetics at the former Scarborough Technical College, now called the Yorkshire Coast College, in England, and over the years she has worked in salons providing services and as a spa director. In addition, she has owned her own businesses in both England and the United States. Moving toward retirement she still continues to provide services to a large clientele. In addition, Helen has reviewed manuscripts, written articles, and worked on esthetics video projects with Milady. She has also appeared on television news programs, given workshops, and served on a number of panels and professional association boards, including the Board of the New York Electrolysis Association (NYEA).

Since 2004 she has been a contributing author to a number of Milady's textbooks, including *Milady Standard Cosmetology* (2016) and *Milady Standard Esthetics: Advanced* (2012), and now *Milady Standard Esthetics: Fundamentals* (2020). Helen is the author of *Milady's Hair Removal Techniques: A Comprehensive Manual* and its companion *Course Management Guide* as well as coauthor of *Milady Aesthetician Series: Advanced Hair Removal* (2007).



Photograph by Thom Cammer

**Helen Bickmore**

## Jeanna Doyle, Author

Jeanna Doyle is a licensed cosmetologist and Medical Aesthetic Provider with special training in oncology esthetics and corrective makeup. Her innovative work in corrective makeup has been part of two scientific studies, both at UT Southwestern one was in plastic surgery, and one was in oncology esthetics and was presented as a best new practice at the AOSW (Association of Oncology Social Workers) National Conference in 2015.

Jeanna has worked in medical and media settings. Her work in the medical community has taken her from private practices to hospitals, cancer centers, and children's hospitals working directly with plastic and reconstructive surgeons, dermatologists, oncologists, psychologists, and social workers. In media settings Jeanna has worked on print, television, and film projects with A-list actors, athletes, models, musicians, politicians, and even a former president and first lady of the United States.



Photograph by Tim Boole

**Jeanna Doyle**

Jeanna founded the 501(c)(3) nonprofit Suite HOPE (Helping Oncology Patients Esthetically). She is also the developer of a corrective makeup curriculum, The HOPE Method, designed to teach other esthetics professionals corrective makeup. Additionally, Jeanna is the author of *Wig ED* (Books-Ruhl, 2017), the first beauty book on wig selection.

Jeanna writes articles and delivers keynote speeches for medical and beauty industry giants like MD Anderson, the Cancer Knowledge Network, the Cancer Support Community, and the Mary Kay Foundation.

## Lydia Sarfati, Author



**Lydia Sarfati**

Lydia Sarfati, an educational leader in esthetics for over 40 years, is a licensed Master Esthetician and the founder and CEO of Repêchage Skin Care. Throughout her career, Ms. Sarfati has made major contributions to the elevation of esthetics, serving as the chairperson of CIDESCO Section U.S.A, an international organization promoting the world standard for beauty and spa therapy, since 2005. She is also the recipient of the Independent Cosmetic Manufacturers and Distributors (ICMAD) Cosmetic Entrepreneur Award for Leadership, the National Cosmetology Association (NCA) Pillar Award for Education Leadership, the *Les Nouvelles Esthétiques* (LNE) magazine Crystal award, and the *Dermascope* magazine Legend award.

Sarfati was born in Legnica, Poland. After receiving her esthetics license, she opened Klisar, the first day spa in Manhattan, in 1977. In 1980, she launched Repêchage, the first company to bring seaweed-based skin care treatments and cosmetics to the U.S market. With the launch of the world-renowned Repêchage Four-Layer Facial, Sarfati garnered a reputation as a leading esthetics educator, spa owner, manufacturer, and consultant. She has been featured as an expert in *Vogue*, *InStyle*, *Glamour*, *Elle*, *Allure*, and the *New York Times* as well as on CNN, CBS, and FOX. Her prominence as a leading promoter of excellence in education led to the establishment of the Lydia Sarfati Post Graduate Skincare Academy, now located at the Repêchage headquarters in Secaucus, New Jersey.

Sarfati appears nationally and internationally at esthetics trade shows, and attends and conducts overseas conferences in Asia, Europe, the Middle East, Central and South America, and South and West Africa. Sarfati is the author of *Success at Your Fingertips: How to Succeed in the Skin Care Business* (L.S. Publications, Inc., 2013); has produced 17 step-by-step instructional videos, including a comprehensive facial massage video; and has written and published *Repêchage: The Book, Skincare Science & Protocols* (L.S. Publications, Inc., 2018), a comprehensive review of skin conditions, skin care, body treatments, and esthetics. In 2014, Sarfati was named honorary ambassador to her home city of Legnica, Poland.



## Jean Schlaiss, Author

Jean Schlaiss has been working in the beauty industry since 1991. Throughout her career, she has worn many hats, including nail technician; esthetician; medical aesthetician; cosmetologist; cosmetology, esthetics, and nail technology teacher; salon manager, author; makeup artist; and permanent makeup artist. She is also a certified personal trainer and a certified group fitness instructor.

As a freelance makeup artist, Jean has been performing makeup services since 1996. Working with organizations such as *Spri*, *Maybel-line*, *Teen People*, *Nexus*, and *Diamond Jack's Casino*, she has been published in various media formats, including magazines, books, and online. Jean continues to pursue the creativity that makeup artistry brings by working with models and photographers.

Jean has served on the Illinois Board of Barber, Cosmetology, Es-thetics, Hair Braiding, and Nail Technology and is involved in other re-lated organizations as a subject matter expert. She has also completed her bachelor's in science to further expand her knowledge base as she continually strives for self-improvement.



**Jean Schlaiss**

## Laura Todd, Author

Laura Todd has over 20 years of experience in the industry, including as owner of a medical spa and the Institute of Advanced Medical Esthet-ics, an accredited esthetics school in the state of Virginia.

Laura participates in legislative issues, and previously served as the co-chair of the Virginia Panel for Esthetics Licensure, where she helped to establish two-tier esthetics (Basic and Master) licensure. Appointed by the governor, Laura was Virginia's first appointed full-term esthetician in 2005, serving on the board as the main contributor to the development of Virginia's esthetics regulations. She then served as a subject matter expert to help create the licensure examinations for NIC.

Laura was then appointed by the American Association of Cosme-tology Schools as Virginia's State Relations Committee representative and also participated in policy development for the medical board concerning the use of esthetics lasers in Virginia.

She is also director of the Virginia State Association of Skin Care Professionals, where she continues to work toward advancements and the protection of Virginia's esthetics industry.

As a result of her dedication to Virginia's esthetics industry, the State Board staff issued her license #1 for her school as well as license #1 as a Master Instructor in Virginia. She was later recognized by the State Board as well as her fellow board members with an appreciation of service award.

Laura's academic focus was pre-med, and she holds several university degrees, including a bachelor's of science, and she continued on with coursework for a master's degree in education.



**Laura Todd**

## Contributing Authors for Previous Editions of *Milady Standard Esthetics: Fundamentals*

We want to sincerely thank the following individuals who have contributed their skin care expertise and business knowledge to students and educators in past editions.

***Janet M. D'Angelo***

***Catherine M. Frangie***

***Sallie Deitz***

***John Halal***

***Shelley Lotz***

***Jean Schlaiss***

# New Organization Of Chapters

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

## Part 1: Skin Foundations

"Skin Foundations" includes six chapters that cover the past, present, and future of the field of esthetics. Chapter 1, "Career Opportunities and History of Esthetics," outlines the exciting career options available to estheticians as well as the origin of esthetics, tracing its evolution through the twenty-first century and speculating on where it will go in the future. Chapter 2, "Anatomy and Physiology," provides essential information that will help guide your work with clients and enable you to make decisions about treatments. Chapter 3, "Physiology and Histology of the Skin," includes skin anatomy and skin function; Chapter 4, "Disorders and Diseases of the Skin," explores the many maladies of the skin, including acne, sensitive skin, and the danger of sun exposure. Chapter 5, "Skin Analysis," addresses skin types and conditions, stressing the necessity of a thorough client consultation. The foundation on which almost every retail sale is built is covered in Chapter 6, "Skin Care Products: Chemistry, Ingredients, and Selection."

## Part 2: Skin Care Treatments

"Skin Treatments" focuses on actual practices performed by the esthetician. Setting up the treatment room and creating the correct atmosphere for both the client and the esthetician are covered in Chapter 7, "The Treatment Room." Chapter 8, "Facial Treatments," instructs in the methods used during several types of facials and their benefits and contraindications, as well as the unique considerations and techniques of the men's facial. Chapter 9, "Facial Massage," covers the benefits of massage along with contraindications and basic massage movements. Chapter 10, "Facial Devices and Technology," is devoted to machines used in esthetic treatments and provides instruction on the use of the steamer, galvanic machine, diamond tip microdermabrasion, and more. Chapter 11, "Hair Removal," covers the critical information you'll need for these increasingly requested services from head to toe. Color theory, face shapes, and advice about selecting a product line are some of the topics addressed in Chapter 12, "Makeup Essentials." In closing, Chapter 13, "Advanced Topics and Treatments," provides an overview of the body and clinical procedures used with cosmetic surgery and also covers the increasingly popular spa body treatments.

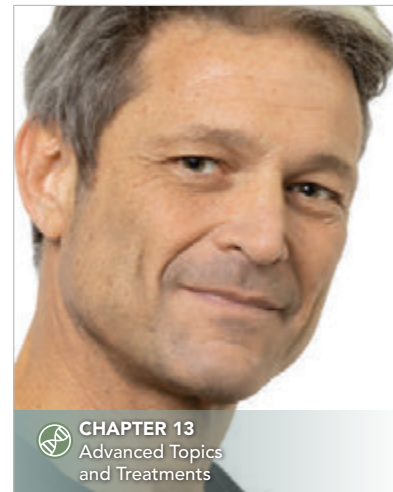
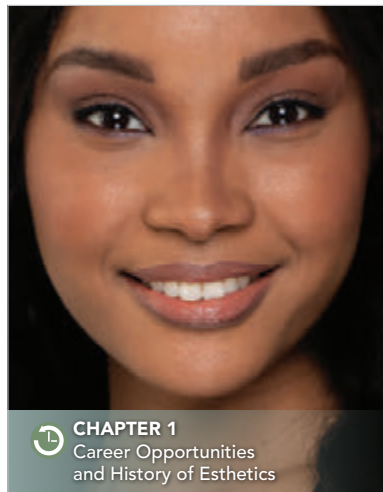


# Features of this Edition

In response to advances in learning science and the growing importance of competency-based education, several changes have been made to the *Esthetics: Fundamentals* text you may be familiar with. Features have been added or tweaked with the hope of making your learning experience more intuitive, more effective, and above all more relevant.

## Photography and Art

Milady conducted a photo shoot and video shoot to capture the hundreds of new four-color photographs that appear throughout the book, in both chapter content and step-by-step procedures. As Joel Gerson stated, “Love what you do and care to be different.” Each model featured in the chapter openers could be a client who will walk into your salon or spa, and you need to be ready to serve them. As estheticians, it is our job to adapt our treatment plans to each client and embrace the differences in everyone’s skin. Your clientele will rely on you to help them relax and relieve their skin challenges, and you need to provide services that cater to their individual needs.



## Table of Contents

Whether you’re getting started, reviewing for your exams, or just feeling lost, the table of contents at the beginning of this text will be your learning roadmap through the content. The Contents section shows you the structure of the text as a whole, making it easier to find the section you’re looking for. In addition, because the section headers double as learning objectives, this table of contents also shows you at a glance all the objectives you will need to achieve in order to master each chapter.

## Chapter Icons



Each chapter of *Esthetics: Fundamentals* has its own icon, which connects it across all of the supplements. Think of these icons as badges—once you’ve achieved all of a chapter’s learning objectives, you’ve successfully earned a chapter icon!

## Learning Objectives

At the beginning of each chapter is a list of learning objectives that tell you what important information you will be expected to know after studying the chapter. Throughout the chapter, these learning objectives are also used as the titles of the major sections themselves. This is done for ease of reference and to reinforce the main competencies that are critical to learn in each chapter to prepare for licensure. In addition, learning objectives have been written to focus on measurable results, helping you know what it is you should be able to do after mastering each section.

### Learning Objectives

After completing this chapter, you will be able to:

1. Explain how career opportunities and the history of the profession are critical to esthetics.
2. Describe the career options available to licensed estheticians.
3. List types of existing esthetics practices to help chart your career path.
4. Outline skin care practices from earlier cultures to today.
5. Summarize the current and future states of the esthetics industry as described in this chapter.

## The First Learning Objective

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

### Explain How Career Opportunities and the History of the Profession are Critical to Esthetics

Esthetics is a career in which you can continuously learn new skills and make a difference in the lives of others every day (Figure 1-1). Whether you are coming to esthetics as your first, second, or third career path, it holds the promise of independence, pride, and community. Being a professional esthetician opens many doors that are not available in other industries. Once you become proficient and master the basics, the only limits that you will experience are those that you allow to define you. Estheticians should study and have a thorough understanding of the career opportunities and history of esthetics because:

- You can learn about the many and diverse career opportunities to begin planning for your career.
- It is good to have a historical perspective on where we have been to know how far we have come.
- Materials used in early beauty preparations may have been instrumental in determining how materials are used today, such as in color formulations and cosmetics.
- You will have a better understanding of how culture can shape product development and how it can bring about the necessity for change.



## Check-In Questions

Instead of placing review questions at the end of each chapter, check-in questions have been added to the end of the relevant section. In this way you can check your understanding as you progress through a chapter, as opposed to waiting until the chapter is over to check your memory. Check-in questions also make it easier to find any answers you need help with. The answers to the check-in questions are provided to your instructor.



### CHECK IN

1. Draw and label the basic structures of a cell.
2. Summarize cell metabolism and its purpose.

## Competency Progress

The list of learning objectives is repeated at the end of each chapter, with added checkboxes. At this point you'll be invited to review your progress through the content you have just covered, including checking off the learning objectives you feel you have mastered. Anything not checked off will stand out as a clear reminder of work you still need to do to complete that chapter.

COMPETENCY



PROGRESS

How are you doing with Anatomy and Physiology? **Check off the Chapter 2 Learning Objectives below that you feel you have mastered; leave unchecked those objectives you will need to return to:**

- ☐ Explain why estheticians need knowledge of anatomy and physiology.
- ☐ Describe the basic structure and function of a cell.
- ☐ Describe the four types of tissue found in the body.

## Procedures

All step-by-step procedures offer clear, easy-to-understand directions and multiple photographs to help you learn the techniques. At the beginning of each procedure, you will find a list of the needed implements and materials, along with any preparation that must be completed before beginning the procedure.

In order to avoid interrupting the flow of the main content, all of the procedures have been moved to a **Procedures** section at the end of each chapter.

Review the steps to performing a skin analysis in Procedure 5-1 and demonstrate your abilities to your instructor as set forth in the guidelines.

**ACTIVITY**  
**Customize The Skin Analysis**  
Perform a skin analysis and practice consultations with fellow students. Complete each health history form with a variety of information that would be pertinent in a skin care consultation. Document your findings and record your recommendations.

**CHECK IN**  
26. Describe the steps in a skin analysis procedure.  
27. What are the areas that the esthetician needs to review during the skin analysis?

**PERFORM**  
Procedure 5-1  
Skin Analysis


## Procedure 5-1: Performing a Skin Analysis

**Implements and Materials**  
Gather the following supplies and products:


<b>SUPPLIES</b>	<b>SINGLE-USE ITEMS</b>	<b>PRODUCTS</b>
<input type="checkbox"/> EPA-registered disinfectant	<input type="checkbox"/> Gloves	<input type="checkbox"/> Eye makeup remover or cleanser
<input type="checkbox"/> Hand sanitizer or antiseptic soap	<input type="checkbox"/> Esthetician wipes (4" x 4" for cleaning or disposable sponges)	<input type="checkbox"/> Facial cleanser
<input type="checkbox"/> Covered trash container	<input type="checkbox"/> Cotton rounds	<input type="checkbox"/> Toner
<input type="checkbox"/> Spatula	<input type="checkbox"/> Cotton swabs	<input type="checkbox"/> Moisturizer
<input type="checkbox"/> Hand towels	<input type="checkbox"/> Plastic bag	<input type="checkbox"/> Tinted sunscreen
<input type="checkbox"/> Headband	<input type="checkbox"/> Paper towels	
<input type="checkbox"/> Clean linens	<input type="checkbox"/> Tissues	
<input type="checkbox"/> Scales		

**Preparation**  
The four components of skin analysis are **look, feel, ask, and listen**. Record your findings.

**Procedure**



**1** Review the client's health history questionnaire. Look for medical conditions, medications, allergies, or other indications that the client is not an appropriate candidate for treatment. While you are reviewing the documentation, ask your client questions for clarification, if necessary.



**2** Wash your hands as instructed in Milady Standard Foundations, Procedure 5-1: Proper Handwashing.

## Pre- and Post-Service Procedures

To drive home the point that pre-service cleaning, disinfecting, and preparing for the client are important, you will find that a unique *pre-service procedure* has been created in Chapter 7, "The Treatment Room," to specifically address setting up your facial room before a client arrives. Protocols related to meeting, greeting, and escorting your client to your service area now appear in Chapter 8, "Facial Treatments." Additionally, a *post-service procedure* has been created to address cleaning, disinfecting, and organizing after servicing a client and at the end of the day. Look for the Perform icons that appear in every chapter with procedures as a reminder and call to action to perform and practice the steps until they become natural to you.

## Perform Icons

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

**PERFORM**

**Procedure 8-2**  
Remove Eye Makeup  
and Lipstick

**Procedure 8-3**  
Applying a Cleansing Product

**Procedure 8-4**  
Removing Products

## Additional Features of this Edition

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

### Focus On

Throughout the text, short boxed sections draw attention to various skills and concepts that will help you reach your goal. The Focus On pieces target sharpening technical skills, new research, further explanation of complex subjects, and interesting facts. These topics are key to your success as a student and as a professional.

#### FOCUS ON

##### Scientific Research

When researching topics, keep an open mind and determine the reliability of the source providing the information. What is found to be true one year may change with new evidence and discoveries.

### Did You Know?

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

#### DID YOU KNOW?

Hormones are actually chemicals. There are over 30 hormones telling your body what it should do every day.

### Caution!

Some information is so critical for your safety and the safety of your clients that it deserves special attention. The text directs you to this information in the CAUTION! boxes.

#### CAUTION!

Each regulatory agency is different, so check your local laws to see what is acceptable related to performing exfoliation services under your esthetics license.

#### CAUTION!

To avoid overstimulation and damage to capillaries, do not use steam or hot towels on rosacea-prone or couperose skin. Use an additional facial mask instead.

## Activity

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

### ACTIVITY

Create flashcards for the nerves of the head, face, and neck.

## Web Resources

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

### Web Resources

Here are some great websites for more information:

American Society of Plastic Surgeons:  
[www.plasticsurgery.org](http://www.plasticsurgery.org)

eMedicine: [www.emedicine.com](http://www.emedicine.com)

Mayo Clinic: [www.mayoclinic.com](http://www.mayoclinic.com)

The medical journal for skin care professionals: [www.pcijournal.com](http://www.pcijournal.com)

## Glossary List

A complete list of key terms appears in the glossary at the end of each chapter. In addition to the key terms, you will find the *page reference* for where the key terms are defined and discussed in the chapter material. *Phonetic spellings* for all terms are included along with the glossary definition. The combined key term and chapter glossary is a way to learn important terms that are used in the beauty and wellness industry and to prepare for licensure. This list is a one-stop resource to help you create flash cards or study for quizzes on a particular chapter.

All key terms are included in the Chapter Glossary, as well as in the Glossary/Index at the end of the text.

### CHAPTER GLOSSARY

<b>acne</b> AK-nee	p. 131	chronic inflammatory skin disorder of the sebaceous glands that is characterized by comedones and blemishes; commonly known as <i>acne simplex</i> or <i>acne vulgaris</i>
<b>actinic keratosis</b> ak-TIN-ik Kara-toe-sis	p. 129	pink or flesh-colored precancerous lesions that feel sharp or rough; results from sun damage

# Acknowledgments

---

Milady recognizes, with gratitude and respect, the many professionals who have offered their time to contribute to this edition of *Milady Standard Esthetics: Fundamentals* and wishes to extend enormous thanks to the following people who have played a part in this edition:

- Becky Kuehn, LME, COS, founder, president, and leading U.S. educator of Oncology Spa Solutions, for introducing oncology esthetics as a career for estheticians in the new edition. [www.OncologySpaSolutions.com](http://www.OncologySpaSolutions.com).
- Mary Scully MacLean, writer extraordinaire, for all your support and editing of Chapter 7, "The Treatment Room"; Chapter 8, "Facial Treatments"; and Chapter 9, "Facial Massage."
- Matthew England, Licensed Master Esthetician Instructor, for his research assistance on chapters 10 and 13.
- Many thanks to Annette Hanson, founder of Atelier Esthétique Institute ([www.aeinstitution.net](http://www.aeinstitution.net)), a New York State licensing esthetics school, and her staff and students for their assistance and collaboration in the creation of many of the photos and videos that appear in this new edition. Annette allowed us to focus on creating the perfect content by opening up her school to the Milady staff and models to perform practice runs and test equipment. This act of kindness shows her dedication to the project and her commitment to quality education.
- A special thanks to educator Janette Van Zyl and professional esthetician Raechel Lowe for their support and participation in the video shoot planning and execution by performing services on camera. We appreciate the knowledge and energy that they brought to the set every day.
- Michael Gallitelli, Tiago M. Mello, and Tom Stock, professional photographers, whose photographic expertise helped bring many of these pages to life.
- Odalisa (Lisa) Dominguez and Natalie Fedorchenko for impeccable professionalism and talent behind the scenes and on camera providing instruction and performing waxing and facial services for the photos and videos.
- Michelle D'Allaird-Brenner, owner of Aesthetic Science Institute in Latham, New York, who, along with her instructors and students, welcomed the Milady team to their beautiful school in order to conduct a photo shoot, and who were supportive and hospitable to our entire team.
- Andrea Gregaydis (lead instructor) at Aesthetics Science Institute, for generously performing soft and hard wax services at the photo shoot as well as overseeing students and the shoot details.



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- Patrice Wilson, Bennett Career Institute, Washington, DC



# PART 1

## Skin Foundations



### CHAPTER 1

Career Opportunities  
and History of Esthetics



### CHAPTER 2

Anatomy and Physiology



### CHAPTER 3

Physiology and Histology  
of the Skin



### CHAPTER 4

Disorders and Diseases  
of the Skin



### CHAPTER 5

Skin Analysis



### CHAPTER 6

Skin Care Products: Chemistry,  
Ingredients, and Selection







# CHAPTER 1

## Career Opportunities and History of Esthetics



# “Let the beauty of what you love be what you do.”

–Rumi

## Learning Objectives

After completing this chapter, you will be able to:

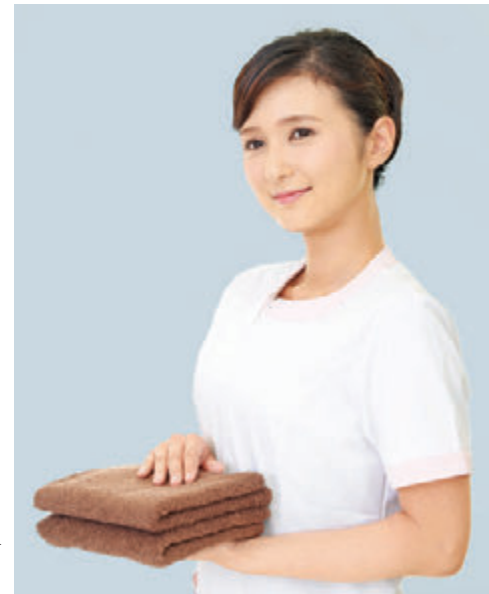
1. Explain how career opportunities and the history of the profession are critical to esthetics.
2. Describe the career options available to licensed estheticians.
3. List types of existing esthetics practices to help chart your career path.
4. Outline skin care practices from early cultures.
5. Summarize the current and future states of the esthetics industry as described in this chapter.

## Explain How Career Opportunities and the History of the Profession are Critical to Esthetics

Esthetics is a career in which you can continuously learn new skills and make a difference in the lives of others every day (**Figure 1–1**). Whether you are coming to esthetics as your first, second, or third career path, it holds the promise of independence, pride, and community. Being a professional esthetician opens many doors that are not available in other industries. Once you become proficient and master the basics, the only limits that you will experience are those that you allow to define you.

Estheticians should study and have a thorough understanding of the career opportunities and history of esthetics because:

- You can learn about the many and diverse career opportunities to begin planning for your career.
- It is good to have a historical perspective on where we have been to know how far we have come.
- Materials used in early beauty preparations may have been instrumental in determining how materials are used today, such as in color formulations and cosmetics.
- You will have a better understanding of how culture can shape product development and how it can bring about the necessity for change.



▲ **FIGURE 1–1** Esthetics is a rewarding field that allows for a variety of career options.

# Describe the Career Options Available to Licensed Estheticians

## DID YOU KNOW?

You will see the spelling of *esthetician* vary slightly depending on where you are working. In the medical realm, you will more often see the word spelled as *aesthetician* in reference to the original Greek word *aesthetikos*. Many cosmetic surgeons, nurses, and clinical estheticians prefer *aesthetician*. In recent history, the initial letter *a* has been dropped in Western Europe and in the United States because the word *esthetician* relates more to the newer spa culture and has become a more modern term.

**Esthetics** (es-THET-iks), also known as **aesthetics**, from the Greek word *aesthetikos* (meaning “perceptible to the senses”), is a branch of anatomical science that deals with the overall health and well-being of the skin, the largest organ of the human body.

An **esthetician** (es-thuh-TISH-un) is a specialist in the cleansing, beautification, and preservation of the health of skin on the entire body, including the face and neck. Some establishments may also call this specialist an *aesthetician*, which is more common in medical settings.

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

Esthetics is an exciting, ever-expanding field. Over the past few decades, it has evolved from a minor part of the beauty industry into an array of specialized services offered in elegant, full-service salons, day spas, and wellness centers. As a licensed esthetician, you can choose from a wide range of career options. The information in this chapter highlights only a few opportunities to consider when starting to plot a path that is right for you to launch your career. Almost everything you do is a stepping stone to the next level of advancement in your career, so while still in school start dreaming early, stay open-minded, and consider your future as an esthetician.

## Salon or Day Spa Esthetician

**Description:** Estheticians in a salon or day spa are skin care specialists and consultants.

**Place of Employment:** Estheticians work at full-service salons, skin care salons, or day spas. These may be independent businesses or national chains, and they may operate within hotels or department stores.

**Preferred Skills/Common Duties:** Performing facials and facial massage; waxing; and providing body treatments, applied both manually and with the aid of machines (**Figure 1–2**); and providing makeup services. Other job duties may include doing laundry, confirming appointments, and making follow-up calls to clients that have come in for a treatment; keeping records of the services provided and the products clients use; behaving pleasantly toward clients; and being skillful at selling products and services.



Robert Probysz/Shutterstock.com

▲ **FIGURE 1–2** Being a salon or day spa esthetician allows you to offer a variety of services.

**Growth Opportunities:** You can work your way up to management and supervisory positions. With experience, you may decide to open your own salon or buy an established business or franchise. Most private salon or franchise owners have multiple responsibilities. Besides running the business, you may perform some or all of the services your business offers; or you may choose to limit your services to the areas of skin care and makeup.

## Clinical Esthetician

**Description:** **Clinical esthetics** (clin-i-kuhl es-THET-iks), previously known as medical esthetics, involves the integration of surgical procedures and esthetic treatments. In this setting, the physician concentrates on surgical work while the esthetician assists with esthetic treatments. Contact your state board to find out the rules and regulations for estheticians working in a medical setting.

**Place of Employment:** In medical settings, estheticians perform services ranging from working with pre- and postoperative patients to managing a skin care department in a medical spa. The settings may include outpatient clinics, dermatology clinics, medical spas, laser clinics, dental offices, or research and teaching hospitals.

**Preferred Skills/Common Duties:** Providing patient education; marketing, buying, and selling products; applying camouflage makeup; and—with a physician's supervision—performing advanced treatments, including laser and light therapies (depending on state licensing rules) (**Figure 1–3**). In addition, an experienced esthetician may manage the cosmetic surgery office or act as a patient care coordinator. Some estheticians are certified nursing assistants (CNAs), licensed practical nurses (LPNs), or registered nurses (RNs).

**Growth Opportunities:** This type of work is very demanding, and it is important to be adaptable. Many rules and regulations must be understood and followed in a medical setting, and there is much at stake. You must be a good leader but also be able to follow instructions explicitly. Teamwork is the number one priority in a medical organization.

## ACTIVITY

### Wish List

Begin a journal dedicated to creating the ideal esthetics position for you. Make a wish list detailing the perfect job description. Ask yourself what tasks you might be performing and consider the types of settings you think would be exciting and interesting. Then describe the type of people you would enjoy working with and the clients you would like to serve. Add to your journal whenever you can, and you will begin to develop an image of your ideal esthetics position. *Think big.*



▲ **FIGURE 1–3** Clinical estheticians work alongside medical professionals to offer a range of advanced services.

## Waxing Specialist/Brow Specialist

**Description:** Waxing specialists remove hair from the face and/or body mainly by using hard or soft wax but also by threading, sugaring, and

## EXPERT Q&A: ALEX LEEDER



*Owner of You, MicroSpa, a skin health and wellness retreat based in Reno, Nevada, Leeder is a Reiki master, is the former president of the Nevada State Board of Cosmetology, and has worked as an art director, a visual merchandiser, a makeup artist, and an editor at Skin Sense.*

### **What inspired you to make a career in esthetics?**

When I was young I suffered from acne—cystic, painful, scarring acne. I tried every available treatment, prescription, and other advice people gave me. But then I decided to learn about skin care by attending beauty school and becoming a licensed esthetician.

### **What has been the most defining moment in your esthetics career?**

Serving Nevadans and the cosmetology industry as a 10-year member and three-term president of the Board of Cosmetology and being credited for including education in its mission certainly define my career in professional esthetics.

### **What would you tell someone considering an esthetics career?**

No matter how large or small your skin care center or spa, the client experience requires that we exceed their expectations. Your career as an esthetician depends on your ability to care for yourself and to provide superior care for each client who is on your schedule.

### **How do you give back to the industry?**

I enjoy sharing my knowledge and experience, including “tips and tricks,” treatment protocols, and regulatory changes that affect our profession. I make every effort to mentor and am humbled when asked for advice. Frequently I have received a message or bumped into a colleague who tells me, “That one piece of advice you gave has really helped me.” Giving a helping hand to someone is a gift that you witness being opened.

### **How do you grow yourself as a professional?**

A licensed esthetician cares for themselves in the constant pursuit of education. I give myself the gift of routine, daily health and wellness, and focusing my energy on the client in front of me. I also enroll in classes such as mathematics at the university, which expand my current knowledge base and encourage my interest in diverse topics.



**▲ FIGURE 1-4** Sugaring is one extraction method used by waxing specialists in addition to threading, waxing, and tweezing.

tweezing. Brow specialists specialize in brow shaping by waxing, tweezing, and other extraction methods (**Figure 1-4**).

**Place of Employment:** There are corporate-owned waxing salons along with privately owned ones. Brow specialists are hired by salons and makeup companies.

**Preferred Skills/Common Duties:** Being capable and skilled in removing all face and body hair by tweezing and waxing as well as being willing to help out around the salon by answering phones and performing infection control duties. A minimum of one year of retail sales may be required in some situations.

**Growth Opportunities:** Between 2011 and 2015, the waxing business grew by 7.6 percent annually, according to IBISWorld's Industry Market Report.<sup>1</sup> With the rise of waxing salons and a

<sup>1</sup> Le, Vanna. (February 12, 2016). Why the Multibillion-Dollar Hair-Removal Business Is About to Get Even Bigger. Accessed October 19, 2017. <https://www.inc.com/vanna-le/why-the-billion-dollar-hair-removal-industry-is-about-to-see-an-even-bigger-boom.html>



continued consumer focus on physical appearance, more and more estheticians are taking jobs as waxing specialists.

## Makeup Artistry

**Description:** Makeup artists must develop a keen eye for color and color coordination so they can select the most flattering cosmetics for each client. They may offer facials and facial massage as part of their services, or they may concentrate only on applying makeup (**Figure 1–5**).

**Place of Employment:** Makeup artists in salons, spas, and department stores work for an hourly wage, commission, salary, or various combinations of all three.

**Preferred Skills/Common Duties:** Being skilled in makeup techniques and application, having retail skills to recommend makeup products and colors for home use, staying informed on the latest trends in color, and being efficient and creative.

**Growth Opportunities:** Job opportunities for a makeup artist are vast, and only a few are listed here. Makeup artists can work in a salon setting or can freelance. They can also work with commercial photographers, television, theater, fashion, camouflage makeup, or mortuary science, which is preparing and applying cosmetics for the deceased under the direction of a mortician. A more detailed explanation of makeup artist roles appears in Chapter 12, Makeup Essentials.



▲ **FIGURE 1–5** Makeup artistry offers an exciting and creative career with many different work environments.

## Manufacturer's Representative

**Description:** Manufacturer's representatives are responsible for selling products and training estheticians and other staff members on how to properly use those products as well as how to retail and merchandise.

**Place of Employment:** Product companies hire knowledgeable estheticians to represent their company and their products.

**Preferred Skills/Common Duties:** Calling on spas, salons, drugstores, department stores, and specialty businesses to help build clientele and increase product sales. Traveling a great deal and exhibiting products at trade shows and conventions. Upon selling a product, being well versed in the product line in order to educate the customer as to why it is beneficial and how to use it.

**Growth Opportunities:** Product companies offer the opportunity to advance within the company. One could be a regional manager or move up within other divisions of the company.



## EXPERT Q&A: MARY GRANGER

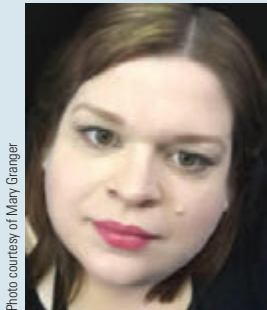


Photo courtesy of Mary Granger

*Licensed esthetician, accomplished educator, and curriculum writer Granger has over 18 years' experience in the beauty industry. In her career, Granger has been a sales rep and trainer for many well-known International skin care and spa lines, the director of operations for two large spa chains, a franchise spa trainer, a regional waxing trainer, and a district manager for a major waxing franchise.*

### **What inspired you to make a career in esthetics?**

My whole life, I was very self-conscious and had low

self-esteem. For me, the ability to make someone feel beautiful and more self-confident is an amazing thing that I can do for others. When a woman feels beautiful and confident, she expands and can conquer the world!

### **What has been the most defining moment in your esthetics career?**

Having the opportunity to meet and attend a three-day train the trainer workshop with Carol Phillips. She not only gave me the tools I needed to be an amazing trainer/teacher, but she also believed in me and told me I was amazing. To hear such powerful words from such a remarkable trainer gave me the confidence I needed to really own my place in the esthetics industry.

### **What has been your most challenging moment, and how did you deal with the adversity?**

When I was 21, I was the national trainer for a very large spa company known for catering

to an older clientele. I knew people would challenge my knowledge base due to the age difference between my clients and me, so I made sure I stepped into each training knowing everything to perfection. I always won over my class by lunchtime and became the most requested trainer in this major company.

### **What would you tell someone considering an esthetics career?**

Don't ever let anyone tell you, "Oh, you just do facials." No! You help men and women feel beautiful and confident. You touch lives!

### **How do you give back to the industry?**

I am a guest speaker at local beauty schools on a variety of advanced topics. I also have an "open door" policy with the students I meet, helping them with study sessions for state board exams and even providing complimentary training on services postgrad to help them get a head start in the industry.

## Salesperson or Sales Manager

**Description:** A salesperson or sales manager is responsible for the sales of the product(s) sold within the salon or store (**Figure 1–6**).

**Place of Employment:** Salespeople and sales managers work at salons, spas, department stores, boutiques and specialty businesses.

**Preferred Skills/Common Duties:** Keeping records of sales and stock on hand, demonstrating products, selling to clients, cashiering, thoroughly understanding the products and being able to explain the benefits to customers, and cross-selling services and treatments.

**Growth Opportunities:** Starting in this position allows you to work your way to top management positions and possibly ownership.

## Cosmetics Buyer

**Description:** Cosmetics buyers purchase the products that are sold within a retail setting.

**Place of Employment:** Cosmetics buyers work at department stores, salons, and specialty businesses.

**Preferred Skills/Common Duties:** Keeping up with the latest products; being able to recognize and anticipate trends in skin care; being willing to travel frequently to visit markets, trade shows, and manufacturers' showrooms to learn more about potential products that could be brought into the retail area; keeping records of purchases and sales; and estimating the amount of stock an operation will need over a particular period.

**Growth Opportunities:** There is always room for growth in a retail setting. Moving up to store manager or regional manager is one option.



▲ **FIGURE 1-6** A salesperson or sales manager spends their day showcasing the products that they represent.

## Esthetics Writer or Beauty Editor

**Description:** Esthetics writers and beauty editors write articles, blogs, or posts for magazines, newspapers, online magazines, or publishing companies (**Figure 1-7**).

**Place of Employment:** Esthetics writers and beauty editors can be freelance contributors, or they may hold permanent positions at newspapers, magazines, education and technology companies, or publishers.

**Preferred Skills/Common Duties:** Writing intriguing articles/posts that are of interest and value to the esthetics community; proofreading and verifying references; having strong communication, research, and writing skills; having a social media presence; and being well immersed in industry trends, skin care topics, and beauty-related research.

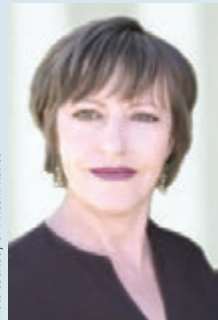
**Growth Opportunities:** Esthetics writers and beauty editors can manage a team of contributors and content creators or become permanent writers for a marketing firm or publisher. Some writers even move into the role of editor.



▲ **FIGURE 1-7** A writer with a background in esthetics can write for magazines, newspapers, television, or publishers.

## EXPERT Q&A: GAYNOR FARMER-KATICS

Photo courtesy of Vincent Katiks



*Farmer-Katics currently works part-time at Alexander's Aesthetics in Burlingame, California, as an independent skin care educator. Her focus is teaching various facial massage techniques to licensed estheticians, including lymphatic drainage massage, facial acupressure, and facial aromatherapy.*

### **What inspired you to pursue a career in esthetics?**

Honestly, my esthetics career happened by accident. Driven by my ambition to work for

the BBC television company as a makeup artist, I studied cosmetology and esthetics for three years in the UK. After two unsuccessful interviews with the BBC, I decided to use all of my esthetics training and began a home visiting practice offering facials, electrolysis, waxing, and body massage, to name a few. All of these services were in my scope of practice in the UK.

### **What has been the most defining moment in your esthetics career?**

The most thrilling moment was my first day of work at Dermalogica, where I was employed as a skin care instructor. I had been inspired by Jane Wurwand, founder of Dermalogica and the International Dermal Institute, 10 years previously when I first heard her lecture at the Olympia trade show. I had very little confidence back then and couldn't imagine myself standing up in front of a class of fellow estheticians and teaching. Yet, here I was. Standing in front of the head office in Leatherhead, Surrey, I could hardly believe it was happening to me.

### **What would you tell someone considering an esthetics career?**

Whilst building your own clientele and providing a professional service is extremely rewarding in itself, there are numerous opportunities in this industry outside of the treatment room. My personal

career has included running my own businesses, both a home visiting practice and a brick and mortar establishment; travelling the world working aboard luxury cruise ships; teaching nationally and internationally for skin care companies in the UK and U.S.; training skin therapists at the original Dermalogica Flagship store in Santa Monica, California; managing Dermalogica in Montana; creating my own independent esthetic education company; being education manager for Eve Taylor Aromatherapy Skincare; and writing articles for trade magazines.

### **How do you give back to the industry?**

Teaching allows me to pass on the skills and knowledge I've accumulated over the years so estheticians may share with their clients, thus touching a greater number of people. When we hold ourselves to a high standard of work ethics, we maintain the bar for fellow estheticians and reflect to our clients that we are professional service providers, raising the reputation of our industry.

### **How do you grow yourself as a professional?**

I feel very fortunate to have received an incredibly rich and comprehensive initial training back in the early 1980s. However, if I hadn't updated my skills and knowledge since then, I would be ignorant of all the amazing discoveries we have made about skin physiology, skin care ingredients, and advances in equipment technology. I choose to stay flexible, open minded, and receptive. In nature, stagnation and withering occurs without growth and change.

## Travel Industry Professional

**Description:** Travel industry professionals perform esthetic services within the travel industry (Figure 1–8).

**Place of Employment:** Travel industry professionals can work on cruise ships, at airports, for private airline companies, or at destination spas.

**Preferred Skills/Common Duties:** Performing all esthetic services in order to meet traveling clients' needs.

**Growth Opportunities:** Travel industry professionals can advance into a skin care or cosmetic store manager, general manager, or regional manager positions.



▲ **FIGURE 1–8** Travel industry professionals can offer a work environment on land or water.

## Educator

**Description:** Educators teach the theory and technical application of esthetics (Figure 1–9).

**Place of Employment:** Educators can teach esthetics in a public, vocational, industrial, or technical high school. With the necessary certification, private cosmetology and esthetics schools are also a viable option.

**Preferred Skills/Common Duties:** Taking some basic teacher-training courses; developing lesson plans, curriculum, worksheets, tests, and any other supplements to assist in teaching others; executing the topics in a clear and concise manner; and being able to demonstrate the practical tasks that an esthetician will have to perform.

**Growth Opportunities:** Teachers can become a part of many associations that will help develop their career. They can also advance within the school where they teach by becoming a team leader, department director, or school director.



▲ **FIGURE 1–9** Educators have the ability to share their knowledge and provide quality learning for future estheticians.

## Cosmetic Chemist and Product Developer

**Description:** Cosmetic chemists and product developers should be interested in cosmetic chemistry and ingredients. They create new products and develop new technologies (Figure 1–10).

**Place of Employment:** Cosmetic chemists and product developers work at skin care product companies.





Gordankoff/Shutterstock.com

▲ **FIGURE 1-10** Cosmetic chemistry and product development are for estheticians who enjoy creating skin care products.

**Preferred Skills/Common Duties:** Being involved in all phases of development from ideation to a final new product, having a full understanding of the industry and business, and attending trade shows to keep up to date on new ingredients; thoroughly understanding cosmetic chemistry along with what is beneficial and how different ingredients would work together.

**Growth Opportunities:** Estheticians can take classes on cosmetic chemistry offered through universities and other community and vocational colleges in order to advance their careers.

## State Licensing Inspector or Examiner

**Description:** A licensed, experienced cosmetologist and/or esthetician may become a state inspector or examiner.

**Place of Employment:** Licensed, experienced cosmetologists and estheticians work in government buildings and state board offices.

**Preferred Skills/Common Duties:** Inspectors—conducting regular salon and spa inspections to ensure that managers and employees are following state rules and regulations and meeting ethical standards. State examiners—preparing and conducting examinations, enforcing rules and regulations, investigating complaints, and conducting hearings.

**Growth Opportunities:** Most states have laws governing cosmetology and other personal services and give examinations for cosmetology and related licenses. The experience required for this role varies from state to state, but staying current on the latest laws, regulations, and trends is important for job development. Inspectors could extend their job outreach by obtaining dual licenses.



Monkey Business Images/Shutterstock.com

▲ **FIGURE 1-11** Board members create, assess, and enforce rules and regulations.

## State Board Member

**Description:** State board members are highly qualified and experienced estheticians that support and help to develop content for the laws and rules for licensed professionals. The laws are enforced by the state (**Figure 1-11**).

**Place of Employment:** State board members work in government buildings and state board offices.

**Preferred Skills/Common Duties:** Assisting in the development of laws that will protect the public; listening to and ruling over issues of a licensed professional or a license applicant; being prepared to conduct examinations, grant licenses, and inspect schools to ensure that certain physical standards, such as those for space and equipment, are maintained; and making sure that educational materials meet certain specifications.

**Growth Opportunities:** State board members can become state inspectors or work for the state government.

## Oncology-Trained Esthetician

**Description:** Oncology-trained esthetics is a specialized field that helps clients who have cancer. Physicians often treat cancer with chemotherapy or radiation, and each of these has skin-related side effects. Oncology-trained estheticians can ease the discomfort of the damaged skin while enhancing clients' quality of life (**Figure 1-12**).



▲ **FIGURE 1-12** Oncology-trained esthetics is a specialized field that helps clients who have cancer.

**Place of Employment:** Oncology training creates many opportunities for estheticians in spa and medical settings. Oncology-trained estheticians can become valued assets in the circle of care by working alongside or receiving referrals from oncologists, radiologists, hospitals, wellness centers, and cancer centers.

**Preferred Skills/Common Duties:** Knowing how and when to modify spa services for clients' safety, which is critical during all phases—before, during, and after—of cancer treatments.

“Believe  
you can  
and you’re  
halfway  
there.”

—Theodore Roosevelt

### DID YOU KNOW?

**Oncology** (ong-kol-uh-jee) is “the study and treatment of cancer and tumors.”<sup>2</sup>

<sup>2</sup>“Oncology.” Merriam-Webster.com. Accessed October 19, 2017. <https://www.merriam-webster.com/dictionary/oncology>



## DID YOU KNOW?

Look Good Feel Better (LGFB) is a free public service program that teaches beauty techniques to people with cancer, helping them boost their self-image and camouflage their hair loss. The program is open to all people who have cancer and are actively undergoing treatment.

**Look Good Feel Better**  
[www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org)

**Growth Opportunities:** Oncology-trained esthetician is a relatively new position that has expanded quickly based on need. The cancer survivor count in the U.S. in January 2016 was estimated to be 15.5 million and is expected to be 20.3 million by 2026.<sup>3</sup> With this growing number of survivors, there will be spa clients with specific skin care needs now and possibly for the rest of their life. Anyone interested in pursuing this career path must add oncology training to their basic esthetic skills. The best preparation for this line of work is training with an experienced instructor who offers hands-on work with real patients who have cancer. Volunteering with the American Cancer Society's Look Good Feel Better program is another viable option.



## CHECK IN

1. What career options are available to estheticians at salons and day spas?
2. What is clinical esthetics? In what ways can estheticians practice their skills in a medical setting?
3. List the different environments in which makeup artists can be employed.
4. What are the duties of a manufacturer's representative?
5. Discuss employment options open to an esthetics educator.

## List Types of Existing Esthetics Practices to Help Chart Your Career Path

Start to create your own plan of action early on. You may enter the field of esthetics with the dream of working in a particular setting. Some might want to work at a chic urban day spa or a health and wellness center, while others crave a more intimate atmosphere. Understanding more about the qualitative differences in salon and spa environments will help you to narrow your search and find the best fit for your personality and style.

Skin care salons and spas range from basic to glamorous, and prices vary according to location and clientele. These options exist in urban, suburban, and rural settings. Salons and spas may be franchised, independent, or corporately owned. They can be full service, specialized,

<sup>3</sup>National Institutes of Health, National Cancer Institute. (2016). Statistics. Accessed October 19, 2017. <https://cancercontrol.cancer.gov/ocs/statistics/statistics.html>

or health oriented, and they may be categorized as skin care clinics, salons, day spas, destination spas, or medical spas (**Figure 1–13**).

<b>Franchised salon or spa</b>	<ul style="list-style-type: none"> <li>• Owned by individuals who pay a certain fee to use the company name</li> <li>• Part of a larger organization or chain of salons</li> <li>• Operates according to a specified business plan and set protocols</li> <li>• Offer certain corporate advantages, such as national marketing campaigns and employee benefits packages</li> <li>• Important decisions such as the size, location, décor, and menu of services are dictated by the parent company.</li> </ul>
<b>Independently owned skin care clinics and day spas</b>	<ul style="list-style-type: none"> <li>• Owner has greater freedom and control in decision making</li> <li>• Benefits may be fewer; however, this does not necessarily mean that income is inadequate.</li> <li>• A good fit for practitioners who prefer a more intimate setting and like to work closely with a smaller group of practitioners</li> <li>• Greater opportunity to build long-lasting relationships with clientele</li> </ul>
<b>Full-service salon or day spa</b>	<ul style="list-style-type: none"> <li>• Fast-paced hub of activity</li> <li>• Appealing to those who appreciate the full spectrum of beauty</li> <li>• Opportunity to become part of a larger team or network</li> </ul>
<b>Resort or destination spa</b>	<ul style="list-style-type: none"> <li>• Associated with a hotel facility</li> <li>• Just the right fit for the esthetician who likes to work with a constantly changing clientele</li> <li>• May include more corporate-style benefits and educational opportunities</li> </ul>
<b>Medical spa or wellness center</b>	<ul style="list-style-type: none"> <li>• For those estheticians who are more focused on the health benefits or age-management aspect of skin care</li> </ul>

▲ **FIGURE 1–13** Business options for the esthetician.

Before you decide on the setting that is best for you, take time to research and visit a variety of operations. If you do not find the type of spa or salon you are looking for in your locale, there are many trade publications, consumer magazines, and websites that can provide you with more in-depth information to help you make your decision.

## Getting Started as an Esthetician

As an esthetician, you are part of an exciting, rewarding, and well-respected profession that will only grow in importance and earning power in the years ahead. If you can dream of your ideal career, you can make it happen. This is a time of revolutionary changes in what we know about skin and the ways we care for it. With this said, it is important to learn about the origin of esthetics and where we have been to know how far we have come on this skin care journey.

## Web Resources

For more information about the esthetics profession, visit these websites:

- [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org)
- [www.ncea.tv](http://www.ncea.tv)
- [www.dol.gov](http://www.dol.gov)
- [www.cosmeticplasticsurgerystatistics.com](http://www.cosmeticplasticsurgerystatistics.com)
- [www.themakeupgallery.info](http://www.themakeupgallery.info)
- [www.beauty.about.com](http://www.beauty.about.com)

# Outline Skin Care Practices from EARLY CULTURES

**Much of today's skin and body care therapies are rooted in the practices and attempts of earlier civilizations to ward off disease in order to live healthier, longer lives.** The brief history outlined in this section will acquaint you with some of the ways men and women have improved upon skin health and nature by changing and enhancing their appearance. Learn the history of your profession to understand how far the industry has advanced and help you predict and understand the origins of skin care ingredients and techniques.



## *Ancient Egypt*

- The Egyptians used cosmetics as part of their personal beautification habits, for religious ceremonies, and in preparing the deceased for burial.
- One of the earliest uses of **henna** (hen-uh), a dye obtained from the mignonette tree, was as a reddish hair dye and as a temporary tattoo, as well as for body art and on fingernails.

## *Ancient Greece*

- The words cosmetics and cosmetology come from the Greek word **kosmetikos** (kos-MET-i-kos), meaning “skilled in the use of cosmetics.”
- The Greeks viewed the body as a temple, and they frequently bathed in olive oil and then dusted their bodies in fine sand to regulate their body temperature and to protect themselves from the sun.
- Honey and olive oil were also used for elemental protection.



## *Ancient Rome*

- The ancient Romans are famous for their bathhouses, which were magnificent public buildings with separate sections for men and women.
- Steam therapy, body scrubs, massage, and other physical therapies were all available at bathhouses.
- Bathing and grooming rituals included applying rich oils and fragrances made from flowers, saffron, almonds, and other ingredients.

## *Asia: China and Japan*

- Geishas removed their body hair using a technique similar to today's threading—they wrapped a thread around and extracted each hair.
- Japanese women used a type of paper called *aburorigami* to blot oil from the skin and reduce shine.
- Chinese women mixed rice with water as a toner and used turmeric as a main ingredient in their facial masks to prevent wrinkles and skin discoloration. Recipes for masks and creams using crushed pearls, ginger, ginseng based on plants date back to thousands of years. More recently recipes from the Ming Dynasty (1300) are being rediscovered today.<sup>4</sup>



<sup>4</sup>10 Chinese Beauty Secrets. *Beauty and Tips*. Accessed October 19, 2017. <https://www.beautyandtips.com/beauty-2/10-chinese-beauty-secrets/>



## Africa

- Since ancient times, Africans have created remedies and grooming aids from the materials found in their natural environment such as roots, berries, and clay.
- Ancient Africans often adorned themselves with a variety of colors to blend into their environment for hunting.

## The Middle Ages

- Healing, particularly with herbs, was largely in the hands of the church.
- Pale skin was a sign of wealth and status.
- Women wore colored makeup on their cheeks and lips but not on their eyes.
- Bathing was not a daily ritual, but those who could afford them used fragrant oils.



## The Renaissance Era

- Women shaved their eyebrows and hairline to show a greater expanse of forehead for a look of greater intelligence.
- Fragrances and cosmetics were used, although highly colored preparations for lips, cheeks, and eyes were discouraged.
- During the mid-1500s reign of Elizabeth I, men and women actually used lead and arsenic face powder to adorn themselves.

## Age of Extravagance

- Marie Antoinette was queen of France during the Age of Extravagance from 1755 to 1793.
- Women of status bathed in strawberries and milk and used extravagant cosmetic preparations, such as scented face powder made from pulverized starch.
- Lips and cheeks were often brightly colored in pink and orange shades by crushed geranium petals.
- Small silk patches were used to decorate the face and conceal blemishes.



## The Victorian Age

- Modesty was greatly valued, and makeup and showy clothing were discouraged except in the theater.
- To preserve skin health and beauty, women used beauty masks and packs made from honey, eggs, milk, oatmeal, fruits, vegetables, and other natural ingredients.
- Victorian women pinched their cheeks and bit their lips to induce natural color rather than using cosmetics such as lipstick and rouge.





## CHECK IN

6. Which Greek word does the word *cosmetics* come from? What does the Greek word mean?
7. In ancient Rome, what body therapies were provided for bathhouse patrons?
8. Describe the facial masks women used during the Victorian age.

## Summarize the Current and Future States of the Esthetics Industry

Each decade of the twentieth and twenty-first centuries has seemed to have an inherently different look, whereas in earlier history it may have taken a century to bring about change. Today changes occur much more rapidly. For example, the first women's razor was offered in 1915, laser hair removal services were offered in the 1990s, and today the use of personal, at-home hair reduction devices is on the rise (**Figure 1–14**).



Left to Right: George Rudy/Shutterstock.com, Julia/Shutterstock.com, Dmytro Flisak/Shutterstock.com

▲ **FIGURE 1–14** Hair removal options have evolved over time from razors to laser hair removal to personal at-home devices.

Since life has become more fast-paced and stressful, environmental assaults on the skin have increased. This enhances the value of an esthetician's services, particularly to consumers who are more knowledgeable and more affluent than those in previous generations. Skin care options today are more *science based*, and the results are more dramatic. Consumers view these personal services and products as necessary to their health and sense of well-being, and consider them more as a routine than a luxury.

With information on facial services, treatments, and product ingredients readily available, consumers are making more informed, discerning

## EXPERT Q&A: PAMELA SPRINGER



Photo courtesy of Tina Celle

*Owner of The Skin & Makeup Institute of Arizona; founder of Global Skin Solutions, a corrective skin care line; and a professional speaker and former national training director for major skin care companies, Springer's passion is to educate other skin care professionals on the unique nuances of pigmented skin.*

### **What inspired you to make a career in esthetics?**

In the early 1990s, a recession affected major retailers throughout the country. I was a fashion show producer, but the need for large promotions decreased. During this time, I was recruited to become a national training director for an ethnic skin care product line. This is when I finally found my passion.

### **What has been the most defining moment in your esthetics career?**

The hallmark of my career was in 2000 when I became the first esthetician in the state of Arizona to own a freestanding esthetics school.

### **What would you tell someone considering an esthetics career?**

This can be a very lucrative career if:

- You are self-motivated, have a passion for skin health and beauty regimens.

- After graduating, you continue postgraduate technical training and find a mentor; a mentor helped to catapult my career within two years of graduation and open an esthetics school within five years of graduation.

### **How do you give back to the industry?**

Doing research for a chapter in a book highlighting oncology esthetics, I was so surprised at the scarcity of information on the skin of individuals of color, as well as those with skin and breast cancer. My goal is to give informational workshops on cancer awareness focused on external manifestations of chemotherapy and radiation along with ingredients to avoid.

### **How do you grow yourself as a professional?**

I constantly take classes and read the latest advancements in technology and ingredients.

decisions about cosmetics in general. The birth of the medical spa has created growth in a segment of the skin care industry and with that, new procedures and products are continuing to increase at a rapid pace.

The future for esthetics is promising! The U.S. Bureau of Labor Statistics predicts job opportunities for estheticians will increase by 12 percent from 2014 to 2024.<sup>5</sup>

Consider the following facts about the recent past, current, and future states of the industry.

## Consumers

- Anti-aging will continue to be a top priority.
- Men's skin care will continue to grow.

<sup>5</sup>Esthetician: Career Outlook and Job Profile. Study.com. Accessed December 3, 2017. [http://study.com/articles/Esthetician\\_Career\\_Outlook\\_and\\_Job\\_Profile.html](http://study.com/articles/Esthetician_Career_Outlook_and_Job_Profile.html)





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▲ **FIGURE 1-15** Baby boomers are a large customer base and can be made aware of the value of wellness, ingredients and treatments for anti-aging.

- According to the Google Beauty Trends 2017 report, U.S. consumers have an increased interest in vegan skin care and facial masks (especially charcoal and clay).
- Development of gluten-free skin care and makeup products are on the rise with the increased awareness of gluten intolerance.

### BABY BOOMERS

- The baby boomers—Americans born between 1946 and 1964—constitute the largest generation in U.S. history.
- They are also the largest single market for skin care products and services. Baby boomers and their children enjoy the benefits the skin care market offers.
- There will be plenty of opportunities for estheticians in newer settings such as lifestyle and retirement centers (**Figure 1-15**).



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▲ **FIGURE 1-16** Natural ingredients are popular in skin care.

### Ingredients

- Organic cosmetics grew in popularity in the twentieth century, following the overall trend of other types of organic products.
- New ingredients and therapies for wrinkles, skin cancer, and general skin health will continue to be developed.

### DID YOU KNOW?

Remember that it is against the law for an esthetician to inject Botox® (or similar substances) or fillers of any kind. It is legal in some states for estheticians to perform laser hair reduction or other types of laser treatments; however, your state laws should always be referenced. When it comes to other treatments such as chemical peels or microdermabrasion, laws should also be referenced, but these services can be performed in most states.

- Cell and tissue protectants will be sought by consumers—nurture over nature takes the lead role when defining anti-aging methodologies.
- Technologically advanced ingredients that are effective for various skin problems include plant stem cells and different types of peptides that improve the health of the skin and truly have anti-aging properties.
- Antioxidants and other vitamins are being used for the many different ways they affect the skin (**Figure 1-16**).

### Technology

- The twentieth century brought about Tretinoin (Retin-A®), Botox®, alpha hydroxy acid, and oxygen facials; the use of galvanic current, radio frequency, lasers, high-frequency machines; and a myriad of sought-after cosmetic surgery procedures.
- The interest in less invasive technology is here to stay.

- Device manufacturers will continue to innovate and improve on existing technologies and create new ones, for example, ultrasound and ultrasonic machines continue to be reinvented and improved upon.

## Facilities/Services

- The U.S. Department of Labor predicts the rapid growth of full-service day spas and a growing demand for practitioners licensed to provide a broad range of services (**Figure 1-17**).
- Subspecialties such as esthetics, massage, wellness, and women's fitness centers may be partnered with medical facilities. For example, cosmetic dentists are partnering with cosmetic surgeons, and plastic surgeons are partnering with gynecologists.
- Teaching hospitals that run clinical studies in human potential also have medical spas and fitness centers to enhance the benefits of these studies.
- We may see more estheticians as independent practitioners who make home, office, and hotel visits.

**Table 1-1** provides a summary of the procedures, advancements, ingredients, and technologies transforming the esthetics industry.

▼ **TABLE 1-1** Advancements in the Esthetics Industry, 2000s

<b>Popular procedures in medical spas</b>	Laser hair reduction, chemical peels, microdermabrasion, and injectables (e.g., Botox®)
<b>Advancements in esthetic procedures</b>	Light therapies, lasers, microcurrent, ultrasound, microneedling, dermaplaning, chemical peels, microcurrent, and ultrasonic cavitation
<b>Product ingredient delivery systems</b>	Microencapsulation and microsphere
<b>Device treatments to allow for better ingredient delivery</b>	Dermal rolling, dermaplaning, microneedling, ultrasound, and ultrasonic machines
<b>Anti-aging ingredients</b>	Antioxidants, peptides, sodium PCA, sodium hyaluronate, polyphenols, and retinols



▲ **FIGURE 1-17** Estheticians are equipped to work in any environment such as wellness centers, hotels, offices, home visits, plastic surgeon's offices, and more.

## ACTIVITY

### Skin Care Advancements

Learn about a new trend or technique that is on the rise. Search online for trend reports, skin care articles, or tradeshows/conferences that you can attend.

## Apply Your Knowledge of Career Opportunities and the History of Esthetics

Use your time in school to learn everything you can to craft your skills and consider your career options. Work hard to represent your best every day as you get involved in this dynamic, innovative, and rewarding profession.



### CHECK IN

9. Which important cosmetic products and procedures were introduced in the late twentieth century?
10. What are some of the newer esthetic procedures that are offered?

## COMPETENCY



## PROGRESS

How are you doing with career opportunities and the history of esthetics? **Check the Chapter 1 Learning Objectives below that you feel you have mastered; leave unchecked those concepts you will need to return to.**

- ☐ Explain how career opportunities and the history of the profession are critical to esthetics.
- ☐ Describe the career options available to licensed estheticians.
- ☐ List types of existing esthetics practices to chart your career path.
- ☐ Outline skin care practices from early cultures.
- ☐ Summarize the current and future states of the esthetics industry as described in this chapter.

## CHAPTER GLOSSARY

<b>clinical esthetics</b> clin-i-kuhl es-THET-iks	p. 7	Previously known as <i>medical esthetics</i> ; the integration of surgical procedures and esthetic treatments.
<b>esthetician</b> es-thuh-TISH-un	p. 6	Also known as <i>aesthetician</i> ; a specialist in the cleansing, beautification, and preservation of the health of skin on the entire body, including the face and neck.
<b>esthetics</b> es-THET-iks	p. 6	Also known as <i>aesthetics</i> ; from the Greek word <i>aesthetikos</i> (meaning "perceptible to the senses"); a branch of anatomical science that deals with the overall health and well-being of the skin, the largest organ of the human body.

<b>henna</b> hen-uh	p. 18	A dye obtained from the powdered leaves and shoots of the mignonette tree; used as a reddish hair dye and in temporary design tattooing.
<b>kosmetikos</b> kos-MET-i-kos	p. 18	Greek word meaning skilled in the use of cosmetics.
<b>oncology</b> ong-kol-uh-jee	p. 15	The study and treatment of cancer and tumors.