

CHAPTER 23

Selling Products and Services



Chapter Outline

- Why Study Selling Products and Services?
- Selling in the Skin Care Salon
- Know Your Products and Services
- Merchandising
- Marketing
- Client Value
- Building a Clientele
- Client Retention
- Closing the Sale
- Tracking Your Success

Learning Objectives

After completing this chapter, you will be able to:

- L01** List the basic principles of selling products and services in the salon.
- L02** Explain the purpose of marketing and promotions.
- L03** Name several methods of advertising to promote sales in the salon.
- L04** Explain the importance of understanding client value in selling products and services.
- L05** List the most effective ways to build a clientele.
- L06** Discuss the importance of closing the sale.

Key Terms

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

advertising
pg. 708

client record keeping
pg. 710

closing consultation
pg. 714

consultative selling
pg. 701

direct marketing
pg. 708

marketing
pg. 706

merchandising
pg. 705

promotion
pg. 707

publicity
pg. 709

questionnaire (intake form)
pg. 709

retailing
pg. 703

upselling services
pg. 704

Selling products and services is critical to the financial success of a skin care salon or spa. Sales keep business flowing and revenues coming in. A confident esthetician, who is comfortable with selling, is a valuable asset to any salon or spa and is likely to increase his or her income. The esthetician should not forget that the products and services he or she sells should benefit the consumer and meet their skin care needs. The right products increase the value of services and help to reinforce client goals on a daily basis. Those who place the client's best interests at the forefront of any sale can also take pride in basing the sale on ethical practices. As you review this chapter, keep an open mind. The rewards of selling may surprise you, both personally and financially.

Why Study Selling Products and Services?

The right skin care products and correct treatment protocols increase client satisfaction and support salon productivity. Estheticians who accept selling as a professional responsibility play a critical role in fostering these goals.

- An educated esthetician committed to selling with integrity promotes credibility and increases the client's trust.
- A successful sales and marketing program satisfies the needs of both buyer and seller, creating a mutually satisfying exchange between both parties.
- Businesses that employ a variety of advertising strategies are in a better position to increase sales. Estheticians are expected to do their part by bringing the client's attention to sales promotions.
- For marketing to be successful, the product must be something the client wants and/or needs. A knowledgeable esthetician tuned into client concerns can provide valuable information to the sales and marketing team.
- Repeat customers keep business flowing. To keep clients coming back, the esthetician must provide excellent service each and every time a client visits the salon.
- A close relationship with the client gives estheticians the edge in personal selling techniques. Excellent consultation skills are crucial in educating clients and recommending products and services.



Selling in the Skin Care Salon

Selling products and services is a fundamental objective in the esthetics business. Unfortunately, many estheticians fail to make the connection between selling and skin care. In many cases, the esthetician's aversion

to selling stems from negative associations that portray sales agents as pushy or aggressive people who are interested only in making money. To move beyond this negative connotation, estheticians must learn to recognize the value in selling, viewing it as a reputable endeavor that supplies salon and spa-goers with certain valued benefits.

To frame the concept of sales positively, the esthetician must first accept that recommending and providing clients with quality skin care products and services is a professional responsibility. Esthetics is a personal-service business that promotes beautiful, healthy skin. When estheticians sell treatments and products that are in alignment with this goal, they are also promoting the client's best interest (Figure 23–1).  **L01**

Principles of Selling

Once you have accepted selling as a necessary and reputable part of your work as an esthetician, you can begin to work on developing principles that promote ethical sales practices.

To be successful selling products and services, you must first be educated. When you understand the benefit of each product and treatment, you will be motivated and committed to their value. You must also develop the client's trust in your competence and credibility. Looking the part and practicing your own philosophies is a good way to advertise the benefits of healthy skin care. Placing the client's needs and wants at the forefront is another important way of assuring your clients that you have their best interests in mind.

Consultative Selling

Because you are an expert on skin care, clients place their trust in your professionalism. They expect you to have the answers to their skin care concerns and will look to you for guidance in recommending the best treatments and products for their use. From this perspective, you are not simply selling—you are advising or consulting—to clients. This practice is known as **consultative selling**. If you begin by recommending only those products and services that meet the client's needs and goals, you will be perceived as a knowledgeable and caring practitioner interested in nurturing skin health. This ultimately builds trust and raises the level of the client-practitioner relationship, creating a sales concept the esthetician can be proud of.

The 10-step consultation method outlined in Chapter 4, Communicating for Success, sets the tone for a positive exchange between esthetician and client. Adapting your sales technique to accommodate the client's style is another technique that will help you to sell in a professional manner. Some clients respond best to a "soft sell," in which you inform them about which products are best for them without stressing that they purchase it. Others will prefer a "hard sell" that focuses emphatically on why they should buy the product. There are many books, tapes,



▲ Figure 23–1
Recommending products is a professional responsibility.

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FOCUS ON

Meeting the Client's Needs and Goals

The following are basic principles of consultative selling.

- Know the benefits and features of your products and services.
- Recommend only those products and services that will benefit the individual client.
- Introduce products at a time that does not interfere with the relaxation benefit of the treatment.
- Whenever possible, demonstrate the use of products and treatments.
- Personalize your approach to meet the needs and personality of each client.
- Present a confident, helpful, and pleasant attitude when recommending products and services.
- Find out what your clients want and/or need, and make every effort to fulfil that need. This will only lead to client disappointment and will ultimately destroy your credibility.
- Never make false or unrealistic claims about products or services.
- Respect your client's intelligence and acknowledge her efforts to advocate for herself.
- Know when to close the sale without overselling once the client has decided to purchase a product or service.

and seminars devoted to each of these topics that may be beneficial in helping you to develop your approach. Whichever technique you use, keep in mind that it is important not to interfere with the relaxation benefit of the treatment. No one wants to hear what might be perceived as a sales pitch during a relaxing massage. As you develop experience, you will perfect your timing and learn which approach works best for each client.

The Psychology of Selling

What makes people buy? Understanding the consumer's motivation for purchasing products or services will help you refine your sales approach and directly meet client needs. In your work as an esthetician, you will encounter many different personalities with various skin care concerns. Some clients may come to you to correct a particular skin condition or problem; others may want to feel better about the way they look; while some may simply have issues of vanity. There are also those who simply want to experience every new product and treatment they hear about. Sometimes the client is unsure about which product or service will best suit his or her needs. Whatever circumstances the client presents, the esthetician must always remember to keep the client's best interests in mind. It is your job to help him or her resolve the issues presented in the most productive way.

Know Your Products and Services

It is important to have an extensive and thorough understanding of the products and services offered by your salon. A comprehensive knowledge of products and services makes it easier to educate clients and increase retail sales.

Promoting Retail Sales

Clients will rightfully assume that you, as the expert on skin care, are recommending the right products for their skin care needs. This makes **retailing** products, the act of recommending and selling products to clients for at-home use, a major part of the esthetician's training.

Sorting through the huge number of products available on the market today can be a challenge. To instill client confidence, the esthetician should develop a broad-based knowledge of chemical ingredients, their properties, and their effects on skin. The most important knowledge that the esthetician can have is, of course, the specific benefits and features of the retail products available for sale in the salon (Figure 23–2).

Recommending Products

It takes time to develop confidence in recommending products. With so many sophisticated new products boasting fantastic technology, the novice esthetician can be easily intimidated. How do you explain such phenomena as *free radicals*, *liposomes*, and *cosmeceuticals* to clients if you have difficulty understanding these concepts yourself?

Breaking down product knowledge into more manageable categories is a good way to begin sorting through the overwhelming amount of information about products that exists today. The first step is to find out as much as you can about the manufacturer's philosophy. For example, is the manufacturer a proponent of natural ingredients, or does the company support the use of synthetic or chemical sources? Does the company conduct clinical studies, publicize the source of key ingredients, or test products on animals? This information can be easily accessed through promotional materials such as brochures, pamphlets, the company's Web site, or advertisements in trade publications.

Once you have defined a company's philosophy, you can assess the quality of its products and methods of research and development. Most companies provide literature explaining the theory behind their products and techniques. This may come in the form of marketing materials, instruction booklets, or procedural guides. After reading the manufacturer's literature, conduct your own research using unbiased sources to substantiate the data. Finding out more about key ingredients and the technology used in creating a product will help you understand and explain how it works.



▲ Figure 23–2
Product knowledge is crucial to the success of retail sales.

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FOCUS ON

Professionalism

In the relationship between esthetician and client, there must be a balance between what the client is asking for and what the professional knows is in the client's best interest. After all, one reason clients patronize professionals is to be advised of what is best for them. This is a delicate communication, but it is vital to satisfying the client. If it appears that the client does not fully realize that her choice will not benefit her, it is your obligation to find a tactful way to let her know.

FOCUS ON

Retailing

For quick reference, keep these five points in mind when selling.

1. Establish rapport with the client.
2. Determine the client's needs.
3. Recommend products and services based on those needs.
4. Emphasize benefits.
5. Close the sale.

Vendor Education

Many manufacturers and distributors offer seminars to attract new business and educate professionals about their products. Take advantage of these classes whenever possible. This is an excellent opportunity to have technical questions answered by a knowledgeable individual in a give-and-take format. It will also give you a chance to speak with other professionals who are using the product. Learning firsthand about the results other professionals are getting is a good way to assess the credibility of a product. Furthermore, manufacturers who promote this type of exchange realize the benefit of educated salespeople and demonstrate an investment in your success.

Although your personal knowledge is paramount in recommending products, you should also find out what is available from the manufacturer to enhance the client's understanding. Estheticians often need help in explaining a product's advantages and contraindications. Look for companies that supply a simple format for explaining the benefits and features of a product and that address frequently asked questions associated with its use. Using this information as a basis for discussion may help to alleviate some of the pressure you feel as you begin to recommend products to clients.

All of these suggestions will help you to recommend products with ease and confidence. It is important to note that the best marketing materials and educational support are no substitute for your professional endorsement. To promote a product successfully, you must first believe in it yourself. Take time to conduct your own trials by testing products that are appropriate for your skin type and condition. You might also consider asking other members of the salon team to try products that are likely to benefit their skin type. Clients will have a greater appreciation of the benefits of a product if they know you are genuinely supporting its use.

▼ Figure 23–3

Recommending other services to clients keeps business flowing smoothly.



Upselling

While the esthetician is the primary person responsible for recommending skin care products and services in a skin care salon or spa, it is also important for other members of the salon team to be knowledgeable about the different products and treatments available (Figure 23–3). In the salon, selling is everyone's business (Figure 23–4). Suggesting a client try something new, or **upselling services**, which is the practice of recommending or selling additional services to clients that may be performed by you or other practitioners in the salon, keeps business running smoothly.



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◀ Figure 23–4
In the salon, selling is everyone's business.

Merchandising

Your extensive knowledge of products and services, along with the support of staff members and vendors, will help you to build a strong retail program. You must also give clients an opportunity to see, touch, smell, and feel a product before purchasing it.

Merchandising, or how retail products are arranged and displayed in your salon, has a direct impact on the guest experience that can help to increase product sales. Estheticians have the distinct advantage of being personally and professionally involved with their clients. This gives them a significant edge when making product recommendations, but they are still in competition with larger retail outlets, on-line shopping carts, home shopping networks, and specialty boutiques devoted to personal care products. How will you compete? Many practitioners enjoy the creative aspect of merchandising. If you have an interest in art and design, you may want to explore using these skills to help organize retail displays in the salon.

Creating a shopping experience that welcomes clients begins with a strategic plan. That plan should take into account the salon's mission, image, and marketing goals. If the main focus of the salon is to provide services that make clients look better, products that demonstrate dramatic results should take center stage. If health and well-being are more in sync with the salon's philosophy then it would be more appropriate to make this the focal point of your merchandising. All retail displays should match the ambience of the salon. If the tone of the salon is soft and restful using natural elements—like plants, flowers, seashells and sand, crystals or stones that blend gently with the surroundings—will complement nicely. If the salon is modern and trendy, funky art objects and chic novelty items such as hats and sunglasses can be added for a touch of glamour.

Of course the primary goal is to entice clients to buy, so retail displays should synchronize with the salon's marketing plan. When planning



▲ **Figure 23–5**
Attractive retail displays have a direct impact on product sales.

your promotional calendar take advantage of natural timelines such as monthly manufacturer specials, seasons, and holidays to create themes that generate automatic retail responses. Holidays like Christmas, Valentine's Day, Mother's Day, and Father's Day lend easily to sales promotions and gift packages; keep in mind that there are many other noteworthy occasions such as graduations, marathons, back to school, and so forth that you can use. Be creative and consider any charity efforts that you are involved with, for example bringing attention to skin cancer during skin health month in May. You can also tie retail displays to seasonal skin care concerns such as summer sun exposure and winter dehydration. All products should be carefully arranged so that it is easy for clients to find the right products for their skin type and condition. For example, products might be arranged for Normal, Dry, and Oily Skin or for Age Management, Face, Body, Men's, Teen products, and so on.

Creating beautifully organized and artful retail displays does not have to be costly (**Figure 23–5**). Take advantage of any current salon advertising and marketing pieces or posters, shelf-talkers, and retail displays that are available from vendors and display these throughout the salon to bring attention to your retail products. Pay special attention to the check-out area. This is the ideal location for featuring new product information and sales promotions. It is also the perfect spot for displaying smaller impulse purchases such as lipsticks, nail polishes, hand lotions, and sun protection products. A front desk with a glass enclosure is ideal for displaying more expensive retail products. Be sure to take full advantage of this prime retail exposure.

If your creativity needs a boost scan fashion and health magazines, go window shopping, or visit art museums, boutiques, and department stores for ideas and then shop party goods, thrift stores, and yard sales for bargain items. Nature is a bountiful source of cost-effective items like berries, greenery, seashells, sand, and much more that can be changed with the seasons. Add product-testers, candles, and scents to create a sensory experience that lures your guests in, and you are bound to capture the attention of those who would rather sample, sniff, and browse than talk to a salesperson. Salons with window space are in an excellent position to extend retail themes to attract passersby.

Marketing

Most salon and spa owners understand the value of a good marketing program to stimulate business. **Marketing** provides a strategy for how goods and services are bought and sold, or exchanged. This is an involved process that was introduced with a general description of the marketing mix in Chapter 22, The Skin Care Business, and goes beyond the scope of this text, still it is important for estheticians to realize that marketing is more than a sales technique.

To market skin care products and services successfully, you must first recognize that marketing serves both buyers and sellers. Framing marketing within the context of skin care, we can see that consumers have certain needs and wants when it comes to solving their skin care problems. As businesses looking to satisfy consumers, salons and spas provide certain products and services to help resolve their concerns. What estheticians should remember is that the whole concept is based on an exchange that ultimately benefits both the client and the service provider (**Figure 23–6**).

Promotion

All marketing programs involve some form of promotion.

Promotion is aimed at getting the consumer's attention, with the goal of increasing business. Several different methods of promotion can be employed to market products and services, such as *advertising, public relations, publicity, direct marketing, personal selling, and sales promotions*. Most marketing programs incorporate several of these techniques using a variety of media such as newspapers, magazines, television, the Internet, and direct mail to create a broad-based campaign.

The following are just a few examples of promotions salons and spas typically use to create excitement and increase sales. They can be applied using a variety of media and techniques.

- Use seasonal themes and holidays to promote packages at special prices.
- Endorse frequent-buyer programs or series-savings discounts.
- Reward clients who refer new customers with a gift certificate or free service.
- Introduce new customers to services with a special introductory offer.
- Demonstrate customer appreciation by giving clients a discount or complimentary service during their birthday month.
- Add value to an existing treatment. For example, tie product discounts to the purchase of a related skin care treatment or add-on to a service.
- Limit sales promotions to a certain time frame. For example, a winter-escape package may be offered only during the months of January and February.
- Introduce new products with trial-size samples and a gift certificate that can be applied toward the client's first purchase.
- Offer discounts or add value to services on slower days.
- Host special events to launch a new product or service.
- Team up with other professionals to cross-merchandise.

L02

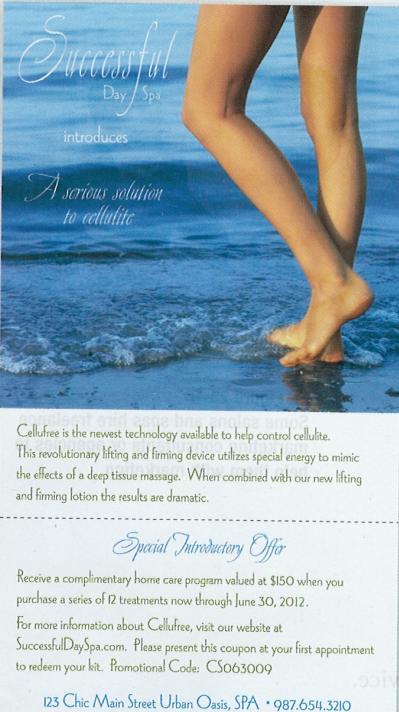


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▲ Figure 23–6
Some salons and spas hire freelance marketing consultants or agencies to help them with marketing.



The various communication methods used in marketing are commonly referred to as the “promotion mix.” These include *advertising, public relations, publicity, direct marketing, personal selling, and sales promotions*. More detailed information on these topics can be found in the chapter on Marketing in *Milady Standard Esthetics: Advanced* text.



▲ Figure 23–7
A sample direct mail piece.

Advertising

Advertising is one of the more familiar and popular methods of promotion. In the broad sense of the word, advertising encompasses any activity that promotes the salon or spa favorably. For example, engaging in a charity event can be a good way to advertise a salon's services. Most of us can also identify with the popular phrase, "the best form of advertising is a satisfied customer." When it comes to marketing, **advertising** typically refers to promotional efforts that are paid for and are directly intended to increase business.

Some of the more popular methods of paid advertising used by salons include *classified*, *newspaper*, *magazine*, *radio* or *television*, *the Internet*, and *direct mail* (Figure 23–7). If you work at a salon or spa that employs a variety of advertising strategies, consider yourself lucky. Advertising helps to build business and increase sales. A good esthetician will take advantage of these efforts by becoming knowledgeable about special promotions and bringing them to the attention of clients.

Direct Marketing

Direct marketing refers to any attempt to reach the consumer directly with an offer. Historically, marketers have relied on the distribution of direct mail *postcards*, *coupons*, *newsletters*, *sales letters*, and *telemarketing* to achieve this goal. The use of traditional print media and human resources often made this a costly marketing expenditure. Technology has changed all that, introducing more cost-effective solutions like *electronic mail* and *text messages*. Although direct marketing may seem like a fairly simple and straightforward strategy, there are many factors that go into managing a successful campaign. Many spas and salons outsource this function to marketing experts.

The advanced use of the Internet for social networking, commonly referred to as Web 2.0, is another phenomenon that is having a significant impact on the direct market landscape. New social-media tools such as *blogs*, *podcasts*, and *viral marketing* provide the salon and spa owner with cost-effective methods for spreading the word about their salon or spa directly to the consumer. These, combined with other technology tools for sharing information and making connections—like Facebook, Twitter, and LinkedIn—have created more efficient ways for business owners to study and interface with millions of consumers and prospective business partners. Establishing a business identity using social media is not an easy task. If you decide to incorporate social marketing strategies, it is wise to seek professional help.

Public Relations

The term *public relations* is often associated with charitable giving, but there is more to "PR" than donating time or a percentage of salon profits to good causes to generate publicity. As we learned in Chapter 22, The Skin Care Business, public relations is a complex marketing-

communications strategy aimed at planning and developing key relationships to achieve consistently positive results. More importantly, PR takes an ethical approach to marketing by supporting product and service claims with factual information.

Businesses typically hire PR consultants or agencies to help them develop a public relations program. This usually involves publicizing information about your business, products and services, planning events, and encouraging businesses to do good works rather than paying for advertising. Skin care professionals can do their part to promote good public relations by promoting excellent service and developing good client and employee relations. Getting involved in the community, networking with other local business owners, speaking, writing articles, and hosting seminars on important skin care topics are several other proactive methods that can be used by salon owners to generate **publicity**, or free media attention. When you act like a skin care ambassador and maintain professional standards in all of your endeavors, you not only foster good will for the salon you work in or own, the entire esthetic profession benefits. ✓ L03

Client Value

You can have the right marketing approach and the right intention, but the ultimate product-sales test is whether your clients want or need it. To successfully market products and services to clients, you must first determine if a product is something that clients are likely to buy. Discovering that a company's philosophy is not in sync with clients' values or skin care needs or that clients are unwilling to spend \$70 on a facial moisturizer will ultimately shortchange sales efforts. ✓ L04

Collecting Client Information

As you learned in Chapter 4, Communicating for Success, good communication skills are a critical part of client relations. The 10-step consultation method recommended in Chapter 4 sets the tone for a positive client interaction that will help you to improve communication and better understand the needs and wants of your clients, factors that will ultimately help you to increase sales.

The Questionnaire

The **questionnaire**, also known as an **intake form**, is an important tool that allows the esthetician to learn about the client's overall skin condition (**Figure 23–8**). This form, an example of which appears in Chapter 4, Communicating for Success, documents the client's health history and gives the practitioner a way to open dialogue, discuss client goals, and determine the best products and treatments for meeting these objectives safely and effectively. As you gain experience using this form, you will begin to develop your own interviewing style. You may also adapt the

Did You Know?

Electronic mail is used by 97% of all consumers, making it a reliable and cost effective direct-marketing tool that is used by 94% of marketers.

Like any other promotional strategy careful planning, measurement, and evaluation are crucial to success. Spa and salon owners interested in using this popular method should be aware that excessive use of electronic mail can result in blocked e-mails and/or requests to be removed from their mailing list.



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▲ Figure 23–8
The intake questionnaire supplies the esthetician with valuable information about the client's skin care habits and goals.

FOCUS ON

Developing Good Communication

It is a good idea to keep track of what your clients like and dislike, along with important events in their lives.

Your awareness of these details will make them feel important. Include the following information on client records:

- Client's birthday
- New baby
- Upcoming wedding
- Job held and job promotions

Also include whatever else you think matters most to that client . . . within reason. Estheticians must exercise caution when it comes to documenting very personal information that could be construed as privileged or might embarrass a client. As a general rule, limit your personal anecdotes to general information that would be part of any casual, polite conversation.

client intake interview to gather additional information that supports your sales efforts.

Client Record Keeping

Client records serve a distinct purpose in building the client relationship, and should not be confused with the intake questionnaire. **Client record keeping** refers to a method of taking personal notes that helps the esthetician to remember important data and serve client needs better.

Every client wants to feel special; however, the truth is that unless the esthetician has a photographic memory, he or she will have a hard time maintaining a detailed mental account of each client's history. To establish a caring and nurturing bond with the client, the esthetician must find a way to recollect client information easily.

Each salon will have its own method for recording important client data. Most salons utilize technology for this purpose, though some may use a paper filing system. If the salon you work in does not offer either, it is a good idea to create a system of your own. You should always record the following client information:

- Name
- Address
- Telephone number
- Date of treatment
- Services performed
- Products used
- Treatment results
- Products purchased

Additional information that identifies a client's particular preferences, what products she or he uses at home, special anniversary dates, and personal anecdotes will also help to develop rapport and assure the client's comfort during subsequent visits. Smart estheticians will get in the habit of reviewing this information at a convenient time before the client's visit. This, along with a careful analysis of any computerized sales reports that show the client's product and service history, will improve client relations and ultimately increase satisfaction.

Client Education

It seems that most people suffer from information overload these days. This is also true in skin care. With so much data available, it is nearly impossible for the average person to digest it all. That is why clients seek the advice of the esthetician.



▲ **Figure 23–10**
To keep clients satisfied and loyal,
the esthetician must continually
provide quality service.

he or she derived some benefit from these services. Second, he or she must have confidence in the professional's expertise.

The successful salon owner knows that repeat clients keep the business going. He or she also knows that developing a bond with clients has a great deal to do with whether they will continue to come back. The esthetician is instrumental in this process and should be considered a major partner in building a salon's clientele.

To be successful in developing a clientele, the esthetician must make every effort to provide good service *each* and *every* time a client visits the salon. Frequently, the esthetician will work hard at first to impress a client with her skills only to fall short of the client's expectations once she becomes accustomed to his or her rebooking. A client's business should never be taken for granted. The goal of every treatment should be to provide the highest-quality service. **L05**

Client Retention

Salons employ a variety of marketing efforts to support a steady stream of business. One simple strategy supersedes all others in the service industry: personal attention. We live in an impersonal world where consumers are often starved for a personal connection. In fact, some clients may visit spas for just that reason. Of course, estheticians would be naïve to think that clients are uninterested in their professional expertise or the benefit they derive from quality skin care treatments. To satisfy the need for both, estheticians are encouraged to adopt the following standards:

- **Continually provide quality service.** Once you have won a customer over, it is easy to become complacent. To avoid this common pitfall, estheticians must work hard to maintain their skills and provide excellent service *all the time* (**Figure 23–10**).
- **Understand what the client wants, and provide it to her or him.** Never forget that each client has a unique agenda. Always set aside time to update information and address client concerns. This lets clients know you are genuinely interested in understanding and fulfilling their individual skin care needs.
- **Give each client your personal, undivided attention.** Again, everyone wants to feel special. Get in the habit of treating clients as if they are special guests. Be warm, welcoming, and cordial. Offer refreshments and practice proper salon etiquette.
- **Develop good listening skills.** There is no substitute for the genuine respect that comes from actively listening to another person. A professional yet friendly and confidential manner will encourage

clients to share their concerns openly. This will enable the esthetician to provide a more effective treatment plan.

- **Give clients incentives to rebook appointments.** Most salons specifically train the front desk staff to rebook clients. Without the esthetician's support, though, clients may view this as just another sales tactic. Encouraging clients to book their next appointment is a good way to let them know you are dedicated to improving the condition of their skin. Keeping them informed of any special offers or programs that can save them money is also a good way to show that you have their best interests at heart.

Client Referrals

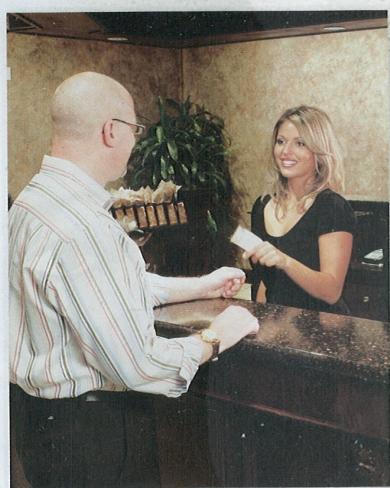
Marketing-savvy salon owners know that word of mouth is one of the best forms of advertising. They make every effort to promote their business through networking and public speaking opportunities. Estheticians should be willing to do their part as well.

Getting clients, coworkers, and other people to refer clients to you is an excellent way to enhance an existing clientele and increase business. Keeping your coworkers abreast of new products and treatments will help to create a buzz about your services. Whenever possible, offer to provide your colleagues with a treatment or new service.

Widening your circle of contacts to include other beauty and allied health professionals is another way estheticians can help spread the word. Beauty professionals, such as nail technicians and hairdressers, who do not offer additional skin care treatments can be an excellent source of referrals. Likewise, broadening this base to include allied health professionals such as massage therapists, fitness instructors, personal trainers, chiropractors, dermatologists, plastic surgeons, and nutritionists can be another mutually beneficial way to increase your clientele.

Community organizations, such as the local women's or garden club, church or parent groups, sports teams, and the chamber of commerce or small business association, are other good contacts. Many times, such organizations have a need for speakers, or they may be willing to distribute literature for members of their organization. If you are involved with or have contacts in these types of organizations, be sure to give them an ample supply of business cards and the salon's brochures.

Current clients are always a primary source of referrals and one of the best methods of advertising for a salon. A satisfied client is a vote of confidence in your abilities and should always be rewarded in some tangible way. Many salons implement reward programs to purposely encourage client referrals. Others simply reward clients with a free facial, gift certificate, discount on products or services, or special gift when they learn a client has been referred (**Figure 23–11**). If the salon you work



▲ **Figure 23–11**
Rewarding clients who refer new customers with a complimentary service or added value is a good way to build your client base.

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If a salon does not offer these types of rewards, do not hesitate to suggest them; it is always a good policy to let clients know you value their recommendation. Other social-media strategies, like a “fan page,” can be ideal for generating word-of-mouth referrals.

On a final note, it cannot hurt to be prepared with business cards wherever you go. We already know that getting involved in the community and generating positive publicity are good ways to inform the public about your services. The chance encounter with an influential person can be equally beneficial. Practicing a nonthreatening introduction that can be used at social or business gatherings will help you to make the most of everyday situations that could eventually result in a new client.

Closing the Sale

One of the most important parts of the esthetician's job actually occurs after the treatment is complete. The **closing consultation** gives the esthetician and client a valuable opportunity to review client concerns and discuss an appropriate home-care program. This should be considered a natural part of an effective marketing program that helps clients to derive the most benefit from salon treatments.

Estheticians are fortunate because they are able to work one-on-one with clients. This gives them ample opportunity to interject valuable information that will help them to close the sale throughout the treatment process. To be successful the esthetician must be able to communicate his or her recommendations clearly and effectively. The closing consultation is a time to educate clients about their options and listen to their concerns.

At times, clients may be overwhelmed by the mention of sophisticated product ingredients and technology. Elaborate explanations may cause further confusion. It is the esthetician's job to motivate and reassure clients and provide them with a personal program that they can follow each day.

Keep it simple. A simple reference to products during the treatment process is an excellent way to begin introducing the products you will review during the closing consultation. For example, you might say, “Ms. Smart, I am applying the vitamin C mask now. There are several coordinating treatment products that will help you



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to maintain the results you achieve today. I'll write these down for you and go over them with you at the end of the treatment. Right now, just relax and soak in all of the benefits of the mask."

Many salons supply estheticians with a worksheet or prescriptive-type memo for use in summarizing product recommendations and explaining proper home usage. This is an excellent way to communicate specific directions about when and how to use products. Be sure to leave at least 10 minutes to go over the program. Clients may have questions about whether a product is best used in the morning or at night. They may also be confused about whether special treatments should be applied before or after a moisturizer or sun protection product. Writing down this information is a convenient way to help clients remember exactly what to do when they get home (**Figure 23–12** on page 716). If the salon you work for does not provide a model, consider creating one of your own. A simple format that utilizes generic headings such as *cleanser, toner, moisturizer, specialty treatments*, and so forth—followed by brief instructions and a reminder of when to use the product (for example, day or night)—can also be a great reference tool for clients when making future purchases. **L06**

Follow-Up

After earning the client's trust, the esthetician will need to work hard to keep it. There is a great deal of competition in the esthetics market today, making it necessary to go that extra mile to let clients know you care. A simple follow-up phone call can make all the difference in maintaining a positive working relationship with the client.

Calling clients takes a considerable amount of time and organization. Even though this is so, many salons and spas realize it can substantially affect client loyalty. These salons are implementing specific call-back times for estheticians to follow up with clients.

Generally speaking, the esthetician should call clients back anywhere from 24 hours to 1 week after their salon visit, depending on the type of treatment they received and their skin care program. It is a good idea to call clients who receive more aggressive treatments within 24 hours. Clients starting a new home-care regimen should be called within 48 hours. All others should be called within 1 week. The esthetician may also wish to designate a special call-in hour to address client concerns. Some estheticians also choose to drop clients a note or send a message via the Internet. However the esthetician chooses to follow up with clients, the time is sure to be well spent.

Here's a Tip

Sometimes clients may not be interested in purchasing all of the products the esthetician recommends. If this happens, the esthetician should not be too assertive. Perhaps the client is happy with his or her current skin care products—or, because of the cost, would like to ease into a new program gradually as he or she runs out of the products currently being used. It is always best for the esthetician to build the client's trust first. Once this is established, the client may be more open to modifying his or her home-care program.

CUSTOMIZED SKIN CARE PROGRAM

Client's Name: _____ Date: _____
 Esthetician: _____
 Phone: _____ E-mail: _____
 Treatment Goals: _____
 Next Scheduled Appointment: _____

Professional Treatment Plan

	Treatment Schedule	Treatment Schedule
Facials		Spa Body Treatments
Acne	Example: 1 hr facial 1x/week	Body Scrub
Age Management	_____	Body Wrap
Deep Pore Cleansing	_____	Body Mask
Hydrating	_____	Hydrotherapy
Other	_____	Massage
Specialized Skin Care		Other
Peels	_____	Pre and Post Surgical Care
Microdermabrasion	_____	Pre-Operative
Light Therapy	_____	Post-Operative
Microcurrent	_____	
Ultrasound	_____	Other
Other	_____	

Home-Care Program

Morning	Cleanse _____
	Balance _____
	Correct _____
	Hydrate _____
	Protect _____
Evening	Cleanse _____
	Balance _____
	Correct _____
	Nourish _____
	Hydrate _____
Weekly	Exfoliating Scrub, Mask, Enzyme _____
	Clarifying Mask _____
	Nourishing Mask _____
	Other _____

Detailed Notes

1. _____
2. _____
3. _____
4. _____

▲ Figure 23-12

An example of a home-care guide.

Tracking Your Success

At first it may be difficult to think of sales as a meaningful part of the esthetician's work. Once you realize the benefit to the client and the success it brings to the salon, you will probably look forward to assessing your own contribution.

Sales are a significant source of a salon's revenue and a great way for estheticians to increase their profitability. In some salons, the owner or manager may install a sales quota system to stimulate growth. As mentioned in Chapter 21, Career Planning, a quota system is a method for gauging the amount of sales and targeting production levels. This is a great way to help individuals become more productive, and it can also be a great way to encourage team efforts. Therefore, many managers not only set individual objectives but also provide incentives for meeting team goals. If such a system is not in place at the salon where you work, it is a good idea to formulate your own sales objectives.

As you become comfortable with the idea of setting sales goals, keeping track of the number of salon services you perform and products you sell on a weekly and monthly basis will help you to evaluate your own personal success rate. Most salons use software programs to accomplish this goal and are willing to share this information with service providers. Good managers know that numbers allow you to take an honest and objective look at your performance. They know that unbiased measures can also motivate you to do your job better. Occasionally, sales may be higher or lower, depending on market conditions, promotional efforts, or your personal selling technique. Take all of these factors into consideration, and seek guidance when necessary. Your manager or supervisor and other more experienced colleagues can be valuable sources of information and inspiration that can help you to reach your goals. Pay attention to their advice and learn to work with them to make the most of promotions and boost your productivity level. Whenever possible, enroll in classes that help you to educate clients better. Those who keep the focus on consultative selling, described earlier in this chapter, can take pride in the fact that the ability to meet sales quotas is not simply about increasing earnings. When looked at from a qualitative perspective, it is another measure of the service provider's effectiveness as a caring and knowledgeable practitioner. At some point, you may find that others will seek your opinion. When this happens, you will know you have met with success.

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Review Questions

1. Define the term consultative selling, and discuss how this approach differs from other methods of selling.
2. List the basic principles involved in selling products and services ethically.
3. Why are retail sales important to the salon or spa business?
4. Develop an outline for gathering information about a product line.
5. Discuss how the client's needs and wants (client value) influence the marketing process.
6. What is the best approach to educating clients?
7. Explain the difference between the *questionnaire* or *intake form* and *client record keeping*.
8. Discuss the esthetician's role in client retention.
9. What are the main methods of promotion in marketing?
10. List several different methods that a salon can use to promote business, and provide examples of each.
11. Name several of the more popular forms of advertising used by salons and spas.
12. List several ways businesses can promote good public relations.
13. Explain how merchandising influences client sales.
14. Describe several methods that can be used to build a clientele.
15. Name several ways you can reward clients who refer other clients.
16. Discuss the best approach to closing the sale.
17. Explain the importance of recommending products and encouraging clients to comply with a home-care program.
18. Why is follow-up with clients important in esthetics? Identify the three methods of follow-up described in this chapter.

Glossary

advertising	Promotional efforts that are paid for and are directly intended to increase business.
client record keeping	A method of taking personal notes that helps the esthetician to remember important data and serve client needs better.
closing consultation	An opportunity at the end of a treatment session to review product recommendations, prepare a home-care program for the client to follow, and provide any additional literature on other treatment options that the client may be interested in.
consultative selling	A method of advising or consulting to clients and recommending the best treatments and products for their use.
direct marketing	Any attempt to reach the consumer directly with an offer such as direct mail postcards, coupons, newsletters, sales letters, telemarketing, electronic mail, and text messages.
marketing	A strategy for how goods and services are bought, sold, or exchanged.
merchandising	How retail products are arranged and displayed in your salon.
promotion	The process of getting the consumer's attention, with the goal of increasing business.
publicity	A marketing strategy used to gain free media attention.
questionnaire	Also known as <i>intake form</i> ; form that provides the esthetician with a complete client profile, including important information about a client's skin care habits and health.
retailing	The act of recommending and selling products to clients for at-home use.
upselling services	The practice of recommending or selling additional services to clients that may be performed by you or other practitioners in the salon.

Appendix A: Resources

Publications

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Web Sites

- About.com: Dermatology**, www.dermatology.about.com
- About.com: Makeup**, www.makeup.about.com
- Acupressure.com: The Official Website for Acupressure**, www.acupressure.com
- Agricultural Marketing Service**, www.ams.usda.gov
- American Academy of Dermatology**, www.aad.org
- American Cancer Society**, www.cancer.org
- American Society of Plastic Surgeons**, www.plasticsurgery.org
- Centers for Disease Control and Prevention**, www.phil.cdc.gov/phil/home.asp
- Colocube**, www.colocube.com
- Cosmetic Ingredient Review**, www.cir-safety.org
- Dermnet: Skin Disease Image Atlas**, www.dermnet.com
- EWG's Skin Deep Cosmetics Database**, www.cosmeticsdatabase.org
- Gov.com**, www.fda.gov
- MedicineNet, Inc.**, www.medicinenet.com
- Medline Plus**, www.nlm.nih.gov/medlineplus
- Medscape Reference**, www.emedicine.com
- Medscape**, www.medscape.com
- National Center for Biotechnology Information**, www.ncbi.nlm.nih.gov
- National Center for Complementary and Alternative Medicine**, www.nccam.nih.gov
- NSF International**, www.nsf.org
- Occupational Safety and Health Administration**, www.osha.gov
- Paula's Choice**, www.paulaschoice.com
- Rosacea.org**, www.rosacea.org/index.php
- Skin Cancer Foundation**, www.skincancer.org
- The Ayurvedic Institute**, www.ayurveda.com
- United States Environmental Protection Agency**, www.epa.gov

Appendix B:Conversions

U.S. Measurement-Metric Conversion Tables

The following tables show standard conversions for commonly used measurements in Milady Standard Esthetics: Fundamentals, 11th Edition.

Conversion Formula for Inches to Centimeters: (number of) inches \times 2.54 = centimeters

LENGTH	
INCHES	CENTIMETERS
1/8 inch (.125 inches)	0.317 centimeters
1/4 inch (.25 inches)	0.635 centimeters
1/2 inch (.50 inches)	1.27 centimeters
3/4 inch (.75 inches)	1.9 centimeters
1 inch	2.54 centimeters
2 inches	5.1 centimeters
3 inches	7.6 centimeters
6 inches	15.2 centimeters
12 inches	30.5 centimeters

Conversion Formula for U.S. Fluid Ounces to Milliliters:

(amount of) U.S. fluid ounce (fl. oz.) \times 29.573 milliliters (ml)

Conversion Formula for U.S. Fluid Ounces to Liters:

(amount of) U.S. fluid ounce (fl. oz.) \times .029573 liters (l)

VOLUME (LIQUID)	
U.S. FLUID ONCES	MILLILITERS/LITERS
1 fluid ounce (1/8 cup)	29.57 milliliters/.02957 liters
2 fluid ounces (1/4 cup)	59.14 milliliters/.05914 liters
4 fluid ounces (1/2 cup)	118.29 milliliters/.11829 liters
6 fluid ounces (3/4 cup)	177.43 milliliters/.17743 liters
8 fluid ounces (1 cup)	236.58 milliliters/.23658 liters
16 fluid ounces (1 pint)	473.16 milliliters/.47316 liters
32 fluid ounces (1 quart)	946.33 milliliters/.94633 liters
33.81 fluid ounces (1 liter)	1,000 milliliters/1 liter
64 fluid ounces (1/2 gallon)	1,892.67 milliliters/1.8926 liters
128 fluid ounces (1 gallon)	3,785.34 milliliters/3.78534 liters

Conversion Formula for Degrees Fahrenheit ($^{\circ}\text{F}$) to Degrees Celsius ($^{\circ}\text{C}$): $^{\circ}\text{C} = (^{\circ}\text{F}-32) \times (5/9)$ ***

TEMPERATURE	
DEGREES FAHRENHEIT ($^{\circ}\text{F}$)	DEGREES CELSIUS ($^{\circ}\text{C}$)
32°	0°
40°	4.444°
50°	10°
60°	15.556°
70°	21.111°
80°	26.667°
98.6°	37°
200°	93.333°
300°	148.889°
400°	204.444°

*** If you have a Fahrenheit temperature of 40 degrees and you want to convert it into degrees on the Celsius scale: Using the conversion formula, first subtract 32 from the Fahrenheit temperature of 40 degrees to get 8 as a result. Then multiply 8 by five and divide by nine ($8 \times 5/9$) to get the converted value of 4.444 degrees Celsius.

Glossary/Index

A

ABCDE Cancer Checklist, 271

Abdominoplasty, procedure that removes excessive fat deposits and loose skin from the abdomen to tuck and tighten the area, 553, 554

Abductors, muscles that draw a body part, such as a finger, arm, or toe, away from the midline of the body or of an extremity. In the hand, abductors separate the fingers, 131, 148

Absorption, the transport of fully digested food into the circulatory system to feed the tissues and cells, 146, 148

AC. *See* Alternating current

Accelerated hydrogen peroxide (AHP), 89

Accessibility, business location's, 673–674

Accessory nerve, 137

Accutane®. *See* Isotretinoin

Acid mantle, protective barrier of lipids and secretions on the surface of the skin, 168, 175

Acid-alkali neutralization reactions, when an acid is mixed with an alkali in equal proportions to neutralize each other and form water (H_2O) and a salt, 170, 175

Acids, substances that have a pH below 7.0, taste sour, and turn litmus paper from blue to red, 167, 175
in chemical exfoliation, 531

Acne, chronic inflammatory skin disorder of the sebaceous glands that is characterized by comedones and blemishes; commonly known as acne simplex or acne vulgaris, 261, 272–277, 402

benzyl peroxide for, 324, 348

blue light therapy for, 193, 194

excoriate, 260, 277

extraction techniques, 403–406

facial masks for, 337

facial treatments, 401–406

foods and, 219

grades of, 275

home care, 403

iodine triggering of, 219, 402

laser resurfacing for acne scars, 552, 555

laser resurfacing for scars of, 552, 555

LED for, 193, 194, 196, 538

light therapy for, 192–194, 197, 537–539

-like condition around the mouth, 263, 280

medications for, 276

retinoic acid for, 211, 224, 276, 317–318

as sebaceous gland disorder, 261

suggestions for clients with, 402

sulfur in acne products, 211, 325, 352

vitamin A and, 211–212

vitamin F and, 210

Acne excoriate, disorder where clients purposely scrape off acne lesions, causing scarring and discoloration, 260, 277

Acquired immune deficiency syndrome (AIDS), a disease that breaks down the body's immune system. AIDS is caused by the human immunodeficiency virus (HIV), 84, 109

Acquired immunity, immunity that the body develops after overcoming a disease, through inoculation (such as flu vaccinations), or through exposure to natural allergens such as pollen, cat dander, and ragweed, 86, 109

Actinic, damage or condition caused by sun exposure, 291, 302

Actinic keratosis, pink or flesh-colored precancerous lesions that feel sharp or rough; resulting from sun damage, 267, 277, 292

Active electrode, electrode use on the area to be treated, 186, 195

Acupressure, oriental technique of applying pressure to specific points of the body (acupressure points) to release muscle tension, restore balance, and stimulate *chi* (CHEE) (life force; energy), 436, 445

Adapalene (Differin®), 276

Adductors, muscles that draw a body part, such as a finger, arm, or toe, inward toward the median axis of the body or of an extremity. In the hand, adductors draw the fingers together, 131, 148

Adenosine triphosphate, abbreviated ATP; a multifunctional nucleotide that transports chemical energy within cells for metabolism and converts oxygen to carbon dioxide, 203, 223

Adipose tissue, a specialized connective tissue considered fat, which gives smoothness and contour to the body and cushions and insulates the body, 130, 148, 229, 233, 239

Adrenal glands, glands that secrete about 30 steroid hormones and control metabolic processes of the body, including the fight-or-flight response, 145, 148

Advanced topics and treatments. *See also* Chemical exfoliation; Exfoliation; Laser; Light therapy
cellulite, 547–548, 555
laser technology, 536–537
light therapy, 192–194, 197, 537–539
manual lymph drainage, 436, 445, 548
medical aesthetics, 548–553
microcurrent machines, 539–540
microdermabrasion, 9, 10, 534–536, 555
reasons to study, 529
spa body treatments, 541–546
ultrasound and ultrasonic technology, 540–541, 556

Advertising, promotional efforts that are paid for and are directly intended to increase business, 676, 708, 718

African American skin, 290–291

Africans, ancient, 6

Age of Extravagance, 7

Aging

asteatosis from, 261, 277

beta-glucans, 317, 348

facial treatments for, 398–399

factors causing, 293, 313, 320

life style choices and, 247–248

photo-, 191–193, 288–289, 290

physiology of, 249–250

retinoic acid for, 211, 224, 317–318

UVA and UVB rays, 245, 253

AHAs. *See* Alpha hydroxy acids

AHP. *See* Accelerated hydrogen peroxide

AIDS. *See* Acquired immune deficiency syndrome

Air, the gaseous mixture that makes up the Earth's atmosphere. It is odorless, colorless, and generally consists of about 1 part oxygen and 4 parts nitrogen by volume, 166, 175

Airbrush makeup, 599–600

- Albinism**, absence of melanin pigment in the body, including skin, hair, and eyes; the technical term for albinism is congenital leukoderma or congenital hypopigmentation, 266, 277
- Alcohol** (ethanol), antiseptic and solvent used in perfumes, lotions, and astringents. SD alcohol is a special denatured ethyl alcohol, 324, 347
- Alcohol abuse, 296, 472
- Alcohol-based antiseptics, 96
- Algae**, derived from minerals and phytohormones; remineralizes and revitalizes the skin, 326, 347
- Alipidic**, lack of oil or "lack of lipids." Describes skin that does not produce enough sebum, indicated by absence of visible pores, 285, 302
- Alkalis**, also known as *bases*; compounds that react with acids to form salts; have a pH above 7.0 (neutral), taste bitter, and turn litmus paper from red to blue, 167, 175
- in chemical exfoliation, 531
- Allantoin**, an anti-inflammatory compound isolated from the herb comfrey; it is used in creams, hand lotion, hair lotion, aftershave, and other skin-soothing cosmetics for its ability to heal wounds and skin ulcers and to stimulate the growth of healthy tissue, 326, 348
- Allergic contact dermatitis, 264–265
- Allergy**, reaction due to extreme sensitivity to certain foods, chemicals, or other normally harmless substances, 86, 88, 109
- allergic contact dermatitis, 264–265
- anaphylactic shock from, 265
- atopic dermatitis, 263, 277
- food, 207
- lavender as antiallergenic, 320, 326, 350
- leukocyte response to, 244, 252
- no-fragrance policy due to, 41
- quaternium 15 causing, 325, 351
- to salon products, 321
- as topic for client consultation, 297, 458
- urticaria (hives) from, 264, 281
- wheals from, 259, 260, 281
- Aloe vera**, most popular botanical used in cosmetic formulations; emollient and film-forming gum resin with hydrating, softening, healing, antimicrobial, and anti-inflammatory properties, 321, 326, 348, 547
- Alpha hydroxy acids**, abbreviated AHAs; acids derived from plants (mostly fruit) that are often used to exfoliate the skin; mild acids: glycolic, lactic, malic, and tartaric acid. AHAs exfoliate by loosening the bonds between dead corneum cells and dissolve the intercellular matrix. Alpha hydroxy acids also stimulate cell renewal, 8, 315, 316, 347, 547
- chemical exfoliation procedure using, 533–534
- Alpha lipoic acid**, a natural molecule found in every cell in the body; it is a powerful antioxidant and is soluble in water and oil, 319, 348
- Alternating current (AC)**, rapid and interrupted current, flowing first in one direction and then in the opposite direction, 182, 195
- Alum**, compound made of aluminum, potassium, or ammonium sulfate with strong astringent action, 324, 348
- American Cancer Society, 271
- American Society for Aesthetic Plastic Surgery, 9
- Amino acid**, organic acids that form the building blocks of proteins. Twenty amino acids are used within the human body, nine of these are essential amino acids and must be supplied by the diet, 202, 223
- Ampere** Abbreviated A and also known as *amp*; unit that measures the amount of an electric current (quantity of electrons flowing through a conductor), 182, 195
- Ampoules**, small, sealed vials containing a single application of highly concentrated extracts in a water or oil base, 340, 348
- Anabolism**, constructive metabolism; the process of building up larger molecules from smaller ones, 120, 148
- Anagen**, first stage of hair growth during which new hair is produced, 477, 525
- Anaphoresis**, process of infusing an alkaline (negative) product into the tissues from the negative pole toward the positive pole, 186, 195
- Anaphylactic shock, 265
- Anatomy**, the study of human body structure that can be seen with the naked eye and how the body parts are organized and the science of the structure of organisms or of their parts, 118, 148
- Angular artery**, artery that supplies blood to the side of the nose, 141, 148
- Anhidrosis**, deficiency in perspiration, often a result of a fever or skin disease that requires medical treatment, 262, 277
- Anhydrous**, describes products that do not contain any water, 308, 348
- Anion**, an ion with a negative electrical charge, 167, 175
- Anode**, positive electrode; the anode is usually red and is marked with a P or a plus (+) sign, 186, 195
- ANS**. *See* Autonomic nervous system
- Anterior auricular artery**, artery that supplies blood to the front part of the ear, 142, 148
- Antibiotics**
- as LED therapy contraindication, 194
- MRSA and, 82, 112
- Antioxidants**, used to stabilize skin care products by preventing oxidation that would otherwise cause a product to turn rancid and decompose. They are vitamins such as A, C, and E, which can be applied topically in products or taken internally to increase healthy body functions, 170, 175, 547
- alpha lipoic acid, 319, 348
- benefits to skin, 212
- coenzyme Q10, 319, 321, 349
- DMAE, 319, 349
- grapeseed extract, 326, 350
- green tea, 316, 321, 326, 350
- skin benefits, 212
- in skin care products, 319, 321
- vitamin A, 209, 211–212, 224, 317–318, 321, 351
- vitamin C, 216–217, 224, 319
- vitamin E, 210, 213–214, 224, 321
- Antiperspirant**, 41
- Antiseptics**, chemical germicides formulated for use on skin; registered and regulated by the Food and Drug Administration (FDA), 96, 109
- Antoinette, Marie (queen), 7
- Aorta**, the arterial trunk that carries blood from the heart to be distributed by branch arteries through the body, 140, 148
- Apocrine glands**, coiled structures attached to hair follicles found in the underarm and genital areas that secrete sweat, 243, 251

- Appointment scheduling, 688–689
- Arbutin, 316
- Arguments, coping with, 45
- Arms
- blood supply to, 142, 143, 149, 156, 158
 - bones, 122, 125, 152
 - hirsutism, 480, 526
 - massage for, 433, 445
 - muscles, 130–131
 - pétrissage for, 433, 445
 - radial artery to, 143, 156
 - tinea versicolor, 85, 113
 - under-
 - deodorant, 41
 - waxing, 518–519
- Aromatherapy, therapeutic use of plant aromas and essential oils for beauty and health treatment purposes; involves the use of highly concentrated, nonoily, and volatile essential oils to induce such reactions as relaxation and invigoration, or to simply create a pleasant fragrance during a service, 313, 330, 348, 436
- Arrector pili muscle, small, involuntary muscles in the base of the hair follicle that cause goose flesh when the appendage contracts, sometimes called *goose bumps* and *papillae*, 232, 233, 241, 242, 251, 475
- Arteries, thick-walled muscular and flexible tubes that carry oxygenated blood from the heart to the capillaries throughout the body**, 140, 148
- head, face, and neck, 140–141
 - layers of skin and, 229
- Arterioles, small arteries that deliver blood to capillaries**, 140, 149
- Arteriosclerosis, clogging and hardening of the arteries**, 206, 223
- Arthritis, 431
- Artificial eyelashes, 600–601
- Ascorbic acid, 209
- Ascorbyl palmitate, 320
- ASCP. *See* Associated Skin Care Professionals
- Aseptic procedures, a process of properly handling sterilized and disinfected equipment and supplies to reduce contamination**, 95, 109
- general procedure, 106–107
- Asian American skin, 290–291
- Asians, ancient, 6
- Associated Skin Care Professionals (ASCP), 664
- Asteatosis, dry, scaly skin from sebum deficiency, which can be due to aging, body disorders, alkalies of harsh soaps, or cold exposure**, 261, 277
- Astringents, liquids that help remove excess oil on the skin**, 334, 348
- Asymptomatic, showing no symptoms or signs of infection**, 99, 109
- Atoms, the smallest chemical components (often called particles) of an element that still retains the properties of that element**, 163, 175
- Atopic dermatitis, excess inflammation; dry skin, redness, and itching from allergies and irritants**, 263, 277
- ATP. *See* Adenosine triphosphate
- Atrioventricular valves (ATV), valves which are designed to prevent the blood from flowing back into the pumping chamber**, 140, 149
- Atrium, thin-walled, upper chamber of the heart through which blood is pumped to the ventricles. There is a right atrium and a left atrium**, 138, 149
- Attitude, 35–36
- ATV. *See* Atrioventricular valves
- Auricularis anterior, muscle in front of the ear that draws the ear forward**, 128, 149
- Auricularis posterior, muscle behind the ear that draws the ear backward**, 128, 149
- Auricularis superior, muscle above the ear that draws the ear upward**, 128, 149
- Auriculotemporal nerve, nerve that affects the external ear and skin above the temple, up to the top of the skull**, 136, 149
- Autoclave, a device for sterilization by steam under pressure**, 87, 109
- disinfection and maintenance of, 89
- Autonomic nervous system (ANS), the part of the nervous system that controls the involuntary muscles; regulates the action of the smooth muscles, glands, blood vessels, and heart**, 132, 149
- Axon, the extension of a neuron through which impulses are sent away from the cell body to other neurons, glands, or muscles**, 134, 149
- Ayurveda, one of the world's oldest holistic healing systems. It originated in India and is thought to be as much as 5,000 years old. Ayurveda translates from Sanskrit as "science of health and wellness"**, 395, 543, 554
- Azelaic acid (Azelex®), 276
- Azulene, derived from the chamomile plant and characterized by its deep blue color; has anti-inflammatory and soothing properties**, 336, 348

B

- B complex vitamin**, 209
- B vitamins, these water-soluble vitamins interact with other water-soluble vitamins and act as coenzymes (catalysts) by facilitating enzymatic reactions. B vitamins include niacin, riboflavin, thiamine, pyridoxine, folacin, biotin, cobalamine, and pantothenic acid**, 209, 214–215, 223, 547
- Baby boomers, 16
- Baby sterilizers, 94
- Bacilli, short rod-shaped bacteria. They are the most common bacteria and produce diseases such as tetanus (lockjaw), typhoid fever, tuberculosis, and diphtheria**, 80, 110
- Back bones, 125
- Back muscles, 130
- massage for, 439
- Bacteria**
- acne and sebaceous follicles, 273
 - antibiotics, 82, 112, 194
 - division into new cells, 81, 110
 - as irritant and acne trigger, 275
 - light therapy reduction of, 192, 193, 194
 - pathogenic diseases from, 83, 112
 - petri dish, 78
 - principles of infection, 79–82
 - toxins from, 85, 113
 - types of, 76, 80–82, 110, 112, 113
- Bactericidal, capable of destroying bacteria**, 79, 110
- Balneotherapy, body treatments that use mud or fango, Dead Sea salt, seaweed, enzymes, or peat baths**, 542, 554
- Band lashes (strip lashes), eyelash hairs on a strip that are applied with adhesive to the natural lash line**, 601, 620
- Banding. *See* Threading**
- Barber's itch. *See* Tinea barbae**
- Barrier function, protective barrier of the epidermis; the corneum and intercellular matrix protect the surface from irritation and dehydration**, 230, 251

- Basal cell carcinoma**, most common and the least severe type of skin cancer, which often appears as light, pearly nodules; characteristics include sores, reddish patches, or a smooth growth with an elevated border, 263, 270, 277
- Basal cell layer, 233, 235–236
- Bead sterilizers, 94
- Bearberry, 316
- Beauty editor, 12–13
- Beeswax, 487
- Belly, middle part of a muscle**, 127, 149
- Benzalkonium chloride, 96
- Benzyl peroxide**, drying ingredient with antibacterial properties commonly used for blemishes and acne, 324, 348
- Beta hydroxy acids (BHAs)**, exfoliating organic acids; salicylic acid; milder than alpha hydroxyl acids (AHAs). BHAs dissolve oil and are beneficial for oily skin, 315, 316, 320, 348
- Beta-carotene, 210, 212–213
- Beta-glucans**, ingredients used in antiaging cosmetics to help reduce the appearance of fine lines and wrinkles by stimulating the formation of collagen, 317, 348
- BHT (butylated hydroxytoluene), 320
- Biceps, muscle that produces the contour of the front and inner side of the upper arm; lifts the forearm and flexes the elbow, 130, 149
- Bicuspid valve, the heart valve located between the left atrium and the left ventricle that regulates blood backflow between the two chambers, 139, 154
- Bikini waxing, 504
- Binary fission**, the division of bacteria cells into two new cells called daughter cells, 81, 110
- Binders**, substances such as glycerin that bind, or hold, products together, 320, 348
- Bioburden**, the number of viable organisms in or on an object or surface or the organic material on a surface or object before decontamination or sterilization, 90, 110
- Bioflavonoids**, biologically active flavonoids; also called vitamin P; considered an aid to healthy skin and found most abundantly in citrus fruits, 210, 217, 223. *See also Horsechestnut*
- Biotin, 209, 215–216
- Birthday, complimentary service on, 707
- Birthmark. *See* Nevus
- Blackhead. *See* Comedo
- Bleach, 92
- detergents contraindicated with, 89
- Bleeding disorders, 188
- Blepharoplasty**, a plastic surgery procedure that removes excess skin and/or fat in the upper or lower eyelids, 552, 554
- Blogs, 708
- Blood**, nutritive fluid circulating through the circulatory system (heart, veins, arteries, and capillaries) to supply oxygen and nutrients to cells and tissues and to remove carbon dioxide and waste from them, 139–140, 149
- client with open wound or abrasion, 96
- vitamin K for coagulation, 210, 214, 224
- water content of, 120
- Blood pressure, 463
- Blood vessels**, tube-like structures that transport blood to and from the heart, and to various tissues of the body; include arteries, arterioles, capillaries, venules, and veins, 139–141, 143, 149
- of skin, 147, 241
- Bloodborne pathogens**, disease-causing microorganisms carried in the body by blood or body fluids, such as hepatitis and HIV, 83, 110
- client with open wound or abrasion, 96
- Universal and Standard Precautions on, 98, 99
- Blue light**, a light-emitting diode for use on clients with acne, 190–191, 195
- for acne, 193, 194
- Blush**, 583
- Body alignment
- sitting, 44
 - standing, 43
- Body distance, as nonverbal cue, 53
- Body fluids, exposure to client's, 99–100
- Universal and Standard Precautions on, 98
- Body masks**, a body treatment involving the application of an exfoliating, hydrating, purification, or detoxification mask to the entire body. Masks may include clay, cream, gel, or seaweed bases, 542, 554
- Body piercings, 188
- Body scrubs**, use of friction and products to exfoliate, hydrate, increase circulation, and nourish the skin, 541, 554
- Body substance isolation (BSI)**, a system of precautions developed by a Seattle hospital in 1987 to prevent contact with bodily substances and fluids by using protective apparel to prevent the spread of communicable disease, 97, 110
- Body systems**, also known as *systems*, groups of body organs acting together to perform one or more functions. The human body is composed of 11 major systems, 121; 149
- Body waxing, 503
- Body wraps**, wraps remineralize, hydrate, stimulate, or promote relaxation by using aloe, gels, lotions, oils, seaweed, herbs, clay, or mud, 541, 554
- Boil**. *See* Furuncle
- Booth rental**, arrangement in which the esthetician is required to pay the owner a set rental fee, along with payment of utilities as agreed upon, to operate in a specific space within the owner's establishment, 631, 672–673, 696
- Botanicals**, ingredients derived from plants, 314, 321, 348
- Botox®**, neuromuscular-blocking serum (botulinum toxin) that paralyzes nerve cells on the muscle when this serum is injected into it, 8, 9, 550, 554
- Brachial artery**, located in the upper arm, the brachial artery is a major blood vessel which runs down the arm and ends by dividing into the radial and ulnar arteries, which run down through the forearm, 143, 149
- Brain**, part of the central nervous system contained in the cranium; largest and most complex nerve tissue; controls sensation, muscles, glandular activity, and the power to think and feel, 121, 133, 149. *See also Cranium*
- endocrine glands and, 145
- and spinal cord, 133–134
- Brain stem**, structure that connects the spinal cord to the brain, 134, 149
- Branding**, 9
- Breast milk, 98
- Breastbone, 125, 157
- Bridal makeup, 598
- Brighteners, 316, 321

- Bromelain, 321
- Bromhidrosis, foul-smelling perspiration, usually in the armpits or on the feet,** 262, 277
- Brows. *See* Eyebrows
- Brushes, makeup, 568–570
- BSI. *See* Body substance isolation
- Buccal nerve, nerve that affects the muscles of the mouth, 137, 149
- Buccinator, thin, flat muscle of the cheek between the upper and lower jaw that compresses the cheeks and expels air between the lips, 129, 149
- Bulla (plural: bullae), large blister containing watery fluid; similar to a vesicle, but larger, 259, 268, 278
- Burns, emergency treatment, 101–102
- Business operations, 682–683
- Business plan, strategy for understanding key elements in developing business; also serves as a guide to making informed business decisions; a written description of your business as you see it today, and as you foresee it in the next five years (detailed by year),** 675–676, 696
- SBA and SCORE for developing, 675
- Butterfly eye pads, 379
- Butylene glycol, 320
- C**
- Cake makeup (pancake makeup),** a heavy-coverage makeup pressed into a compact and applied to the face with a moistened cosmetic sponge, 564, 620
- Calamine lotion, 171
- Calcaneus, 122
- Calcium, 210, 217
- Calendula, anti-inflammatory plant extract,** 326, 348
- Calming influence, 543
- aromatherapy, 313, 330, 348, 436
 - facial masks, 337
 - green light therapy, 193–194, 539
 - lavender, 320, 326, 350
 - shirodhara, 543
- Calories, a measure of heat units; measures food energy for the body,** 207, 223
- RDA for men and women, 207
- Camouflage makeup,** 600
- therapy, 11
- Cancer, 272
- ABCDE Cancer Checklist, 271
 - hypertrophies, 267, 279
 - malignant melanoma, 271, 279
 - metastasis, 237, 271
 - mole-like, 271–272
 - skin, 192, 237, 269
 - treatments contraindicated for, 188, 194
- Caninus, 129, 153
- Capillaries, tiny, thin-walled blood vessels that connect the smaller arteries to the veins.** Capillaries bring nutrients to the cells and carry away waste materials, 140, 149
- Capital, money needed to invest in a business, 670, 696
- Carbohydrates, compounds that break down the basic chemical sugars and supply energy for the body,** 203, 223
- dietary sources of, 204–205
- Carbolomers, ingredients used to thicken creams; frequently used in gel products,** 313, 320, 348
- Carbon dioxide, 163
- Carboxymethyl cellulose, 320
- Carbuncle, cluster of boils; large inflammation of the subcutaneous tissue caused by staphylococci bacterium; similar to a furuncle (boil) but larger,** 261, 278
- Cardiac muscle, the involuntary muscle that is the heart. This type of muscle is not found in any other part of the body,** 126, 149
- Career planning
- career goals, 624
 - compensation, 657–660
 - continuing education, 663–664, 676
 - employee evaluation, 69, 654–657
 - independent contractors, 660
 - on the job, 647–653
 - job description, 653–656, 666
 - job search, 636–647
 - interview and employment application, 645–647
 - networking, 640–641
 - obtaining employment interview, 641–642
 - preparation for interview, 642–645
 - salon/spa visit or information interview, 638–640
 - licensure, 32–33, 77–78, 432, 625–628
 - money management, 660–662
 - planning for success, 664
 - preparing for employment, 629–631
 - Inventory of Personal Characteristics, 630
 - surveying your options, 629
- reason to study, 624
- resume, 631–636
- cover letter, 635
 - sample of, 633
 - role models, 662–663
- Careers
- day spa esthetician, 10, 629
 - design your mission statement, 27–28
 - in education, 13–14
 - esthetician, 9
 - esthetics writer, 12
 - independent contractors, 660
 - laser technician, 11
 - makeup artist, 11, 604–607
 - mobile esthetician, 15
 - mortuary science, 11–12
 - Carotenes, 210, 212–213
 - Carpals, 122
- Carpus (wrist),** a flexible joint composed of eight small, irregular bones (carpals) held together by ligaments, 126, 149
- Carrot, rich in vitamin A, commonly derived from seeds and as an oil; also used as product colorant,** 326, 348
- Catabolism, the phase of metabolism that involves the breaking down of complex compounds within the cells into smaller ones, often resulting in the release of energy to perform functions such as muscular efforts, secretions, or digestion,** 120, 150
- Catagen, second transition stage of hair growth; in the catagen stage, the hair shaft grows upward and detaches itself from the bulb,** 477, 525
- Cataphoresis, process of forcing an acidic (positive) product into deeper tissues using galvanic current from the positive pole toward the negative pole; tightens and calms the skin,** 186, 195, 460

- Cathode**, negative electrode; the cathode is usually black and is marked with an N or a minus (-) sign, 186, 195
- Cation**, ion with a positive electrical charge, 167, 175
- Cell membrane**, part of the cell that encloses the protoplasm and permits soluble substances to enter and leave the cell, 119, 150
- Cell renewal factor (CRF)**, cell turnover rate, 530, 554
- Cell turnover**, 234
- Cells**, basic unit of all living things; minute mass of protoplasm capable of performing all the fundamental functions of life, 118, 150
basic structure of, 119
metabolism, 120
reproduction and division, 119
skin, 147, 229–230
- Cellulite**, dimpling of the skin caused by protrusion of subcutaneous fat; is due to an irregularity in distribution of fat in the area, usually found on the thighs, hips, buttocks, and abdomen, 547–548, 555
- Cellulose gum**, 320
- Central nervous system (CNS), cerebrospinal nervous system**; consists of the brain, spinal cord, spinal nerves, and cranial nerves, 132, 150
- Ceramides**, glycolipid materials that are a natural part of skin's intercellular matrix and barrier function, 244, 251, 321
- Cerebellum**, lies at the base of the cerebrum and is attached to the brain stem; this term is Latin for "little brain", 133, 150
- Cerebrum**, makes up the bulk of the brain and is located in the front, upper part of the cranium, 133, 150
- Certificate or license**, esthetician's, 625
as business expense, 676
FDA, FTC, and CPSC regulations, 32–33
scope of practice, 432
state regulatory agencies, 77–78
test and practical exam for, 626–628
- Certified colors, inorganic color agents known as metal salts**; listed on ingredient labels as D&C (drug and cosmetic), 314, 348
- Cervical cutaneous nerve**, nerve located at the side of the neck that affects the front and sides of the neck as far down as the breastbone, 137, 150
- Cervical nerves**, nerves that originate at the spinal cord, whose branches supply the muscles and scalp at the back of the head and neck; affect the side of the neck and the platysma muscle, 137, 150, 436
- Cervical vertebrae**, the seven bones of the top part of the vertebral column, located in the neck region, 122, 124, 125, 150
- CEUs**. *See* Continuing Education Units
- Chamomile**, plant extract with calming and soothing properties, 321, 326, 348
- Championnere**, Lucas, 467
- Cheekbones**, 139, 158
- Chelating agent**, a chemical added to cosmetics to improve the efficiency of the preservative, 313, 348
- Chelating soaps**, also known as *chelating detergents*; detergents that break down stubborn films and remove the residue of products such as scrubs, salts, and masks, 95, 110
- Chemical change**, change in the chemical properties of a substance that is the result of a chemical reaction in which a new substance or substances are formed that have properties different from the original, 165, 175
- Chemical compounds**, combinations of two or more atoms of different elements united chemically with a fixed chemical composition, definite proportions, and distinct properties, 165, 176
- Chemical exfoliation**, chemical agent that dissolves dead skin cells and the intercellular matrix, or "glue," that holds them together (**desmosomes**), 330, 336–337, 348, 529–534
acid, alkaline, and pH relationships, 531
AHAs and BHAs for, 531
benefits, 532
cell renewal factor and, 530, 554
contraindications for, 532–533
deep compared to light peels, 530–531
history of, 530
home-care after, 534
procedure for AHAs, 533–534
- Chemical properties**, those characteristics that can only be determined by a chemical reaction and a chemical change in the identity of the substance, 165, 176
- Chemical reaction**, a reaction between two elements or two compounds that results in chemical changes. The change is in the chemical and physical properties of the substance, 169–171
examples of, 170
solutions, suspensions, and emulsions comparison, 171
- Chemical-free product**, 164
- Chemistry**, science that deals with the composition, structures, and properties of matter and how matter changes under different conditions, 161, 176
applied to cosmetics, 171–174
chemical reactions, 169–171
internet resources for, 170
matter, 162–166, 176
periodic table, 162
pH, 166–169, 177, 201, 314, 320, 351, 531
reasons to study, 161
- Chest bones**, 125
- Chewing muscles**, 128–129
- Chicken pox**. *See* Herpes zoster
- Chin waxing**, 502
- China**, ancient, 6
- Chloasma (liver spots)**, condition characterized by hyperpigmentation on the skin in spots that are not elevated, 266, 278, 290
- Cholesterol**, a waxy substance found in your body that is needed to produce hormones, vitamin D, and bile; also important for protecting nerves and for the structure of cells, 206–207, 223
- Chromium**, 210, 218
- Chromophore**, the colored cells or target in the epidermis or dermis that absorbs the laser beam's thermal energy, causing the desired injury or destruction of the material, 146, 148, 193, 195, 483
- Chuckling**, massage movement accomplished by grasping the flesh firmly in one hand up and down along the bone while the other hand keeps the arm or leg in a steady position, 433, 445
- Circuit breaker**, switch that automatically interrupts or shuts off an electric circuit at the first indication of overload, 184, 195

- Circulatory system (cardiovascular system, vascular system),** *system that controls the steady circulation of the blood through the body by means of the heart and blood vessels,* 121, 138–143, 149, 150, 156, 158
 vitamin C assistance to, 216
 yellow light boosting of, 194
- Clavicle (collarbone),** bone joining the sternum and scapula, 122, 125, 150
- Clay masks,** oil-absorbing cleansing masks that draw impurities to the surface of the skin as they dry and tighten, 338, 348
- Clean,** also known as *cleaning*; a mechanical process (scrubbing) using soap and water or detergent and water to remove all visible dirt, debris, and many disease-causing germs. Cleaning also removes invisible debris that interferes with disinfection, 78, 110
 end-of-the-day, 367
 sanitizing compared to, 95
- Cleansers, soaps and detergents that clean the skin,** 312, 348
 client home-care instruction sheet, 344
- Cleansing massage,** 437–438
- Cleansing pads,** how to make, 378
- Client**
- Client Assessment Form (waxing procedures), 495
 - Client Chart (makeup), 575
 - Client Consent Form (general), 54
 - Client Consultation Form (skin analysis), 298
 - Client Intake Form, 53–55
 - Client Questionnaire (makeup), 574
 - Client Spa Intake Form, 207
 - Client Wax Release Form (waxing procedures), 496
 - Confidential Skin Health Intake Form, 56
 - consultative selling to, 702
 - Customized Skin Care Program form, 716
 - demographics of, 674, 696
 - with dental braces, 463
 - difficult, 64–65
 - earning trust and loyalty of, 53, 701, 715
 - educating of, 631, 666, 710–711
 - gown for, 99
 - home-care instruction sheet for skin products, 344
 - marketing to, 706–709
 - merchandising to attract, 705–706
 - Questionnaire (intake form), 708, 709–710, 718
 - referrals from, 713–714
 - retention of, 712–714
 - rewards for, 707
 - salon access for disabled, 674
 - selling to, 711–712
 - closing the sale, 714–717
 - service records for, 686, 708, 710
 - tardy, 60–61
 - unhappy, 62–64
 - value, 709–711
- Client consultation,** also known as the *needs assessment*; the verbal communication with a client that determines what the client's needs are and how to achieve the desired results, 54, 70, 572–576
 10-step method for, 57–58
 area for, 57
 confidentiality in, 56
 for electrotherapy, 188
 hair removal, 493–497
 introducing yourself for, 53
 for LED therapy, 194
 preparation for, 56–57
- purpose and importance of, 55–56
 at service conclusion, 59–60
 skin analysis, 298
 sun protection instructions in, 59
 understanding client's goals, 57
- Client home-care instruction sheet,** 344
- Client record keeping,** a method of taking personal notes that helps the esthetician to remember important data and serve client needs better, 686, 708, 710
- Clindamycin,** 276
- Clinical aesthetician,** 553
- Closing consultation,** an opportunity at the end of a treatment session to review product recommendations, prepare a home-care program for the client to follow, and provide any additional literature on other treatment options that the client may be interested in, 714, 718
- Closing the sale,** 714–715
- Clothing**
- dress for success, 41
 - gloves, 92–93, 98, 167, 300
 - professional image, 42, 648
 - protective, 97, 112
- CNS.** *See* Central nervous system
- Cobalamine,** 209, 216
- Cocci,** round-shaped bacteria that appear singly (alone) or in groups. The three types of cocci are staphylococci, streptococci, and diplococci, 80, 110
- Coccyx,** 122
- Coenzyme Q10,** powerful antioxidant that protects and revitalizes skin cells, 319, 321, 349
- Cold receptors,** 231
- Cold sores.** *See* Herpes simplex virus 1
- Collagen,** fibrous, connective tissue made from protein; found in the reticular layer of the dermis; gives skin its firmness. Topically, a large, long-chain molecular protein that lies on the top of the skin and binds water; derived from the placentas of cows or other sources, 202, 237–239, 251
 aging and, 249–250
 nail, 241
 red light boosting of, 194
 vitamin C boosting of, 216
- Collagenase,** 239
- Collarbone,** 125, 150
- Colon,** 201
- Color(s)**
- color wheel, 561, 620
 - cool, 562, 620
 - eyebrow, 585
 - foundation (base makeup), 563, 620
 - intense pulsed light, 194, 196, 538
 - lipstick, 585–586
 - primary, 560, 620
 - selecting makeup colors, 576–580
 - skin, 231, 236, 237, 252
 - warm, 562, 620
- Color agents,** 320
 certified, 314, 348
- Color theory**
- makeup, 560–562
 - selecting makeup colors, 576–580
- Color therapy,** 539

- Colorants**, substances such as vegetable, pigment, or mineral dyes that give products color, 314, 349
- ancient, 4
- Combustion**, rapid oxidation of any substance, accompanied by the production of heat and light, 170, 176
- Comedo** (plural: comedones), mass of hardened sebum and skin cells in a hair follicle; an open comedo or blackhead when open and exposed to oxygen. Closed comedos are whiteheads that are blocked and do not have a follicular opening, 261, 278
- Comedogenic**, tendency for an ingredient to clog follicles and cause a buildup of dead skin cells, resulting in comedones, 274, 278
- Comedogenicity**, tendency of any topical substance to cause or to worsen a buildup in the follicle, leading to the development of a comedo (blackhead), 311, 348
- Commission**, method of compensation that is percentage-based and is directly related to the employee's performance; for example, the employee earns a certain percentage of whatever services he or she performs and/or a certain percentage of the amount of product he or she sells, 658, 665
- Commission wages, 658
- Common carotid arteries**, arteries that supply blood to the face, head, and neck, 141, 150
- Communicable disease**. *See* Contagious disease
- Communication**, the act of successfully sharing information between two people, or groups of people, so that it is effectively understood, 52, 70. *See also* Client consultation basics, 51–54
- with boss, 650
- compliments, 52
- with coworkers, 65–67
- with difficult people, 64–65
- to earn client trust and loyalty, 53, 701, 715
- for employee evaluation, 69, 654–657
- getting too personal, 65
- Golden Rules of human relations, 51–52
- human relations based on, 49–51
- iPhone and iPad, 67
- with managers, 67–69
- for marketing, 707
- nonverbal cues, 53
- pheromones and, 243
- reasons to study, 49
- scheduling mix-ups, 61–62
- with tardy clients, 60–61
- with unhappy clients, 62–64
- vocabulary, 26
- Community involvement, 709
- Compensation**, 660
- commission wages, 658, 665
 - gratuities, 659
 - hybrid pay structures, 658–659
 - salary, 657–658, 666
- Complementary colors**, primary and secondary colors opposite one another on the color wheel, 561, 620
- Complementary foods**, combinations of two incomplete foods; complementary proteins eaten together provide all the essential amino acids and make a complete protein, 203, 223
- Complete electric circuit**, the path of an electric current from the generating source through conductors and back to its original source, 181, 195
- Complex carbohydrates, 204, 205, 207
- Compliments**, 52
- Compound molecules**, also known as *compounds*; a chemical combination of two or more atoms of different elements in definite (fixed) proportions, 163, 176
- Compounding pharmacies**, 9
- Concealers**, cosmetics used to cover blemishes and discolorations; may be applied before or after foundation, 565, 581–582, 620
- Concentrate**
- aromatherapy essential oils, 313, 330, 348, 436
 - disinfectant, 89
 - mask (pack, masque) products, 99, 337–339, 350
 - serums, 340, 352, 392, 460
- Conduct**, professional, 44–45, 368, 648, 649–650
- Conductor**, any substance, material, or medium that easily transmits electricity, 180, 196
- Confidential Skin Health Intake Form**, 56
- Confidentiality**
- for client consultation, 56, 299
 - for high-profile client, 56
 - on iPhone and iPad, 67
- Conflicts**, coping with, 45
- Conjunctivitis (pinkeye)**, very contagious infection of the mucous membranes around the eye; chemical, bacterial, or viral causes, 268, 278
- Connective tissue**, fibrous tissue that binds together, protects, and supports the various parts of the body such as bone, cartilage, and tendons. Examples of connective tissue are bone, cartilage, ligaments, tendons, blood, lymph, and fat, 120, 150
- Consent form**, a (customary) written agreement between the client and esthetician (salon/spa) for applying a particular treatment, whether routine or preoperative, 54, 70
- Consultation area**, 57
- Consultative selling**, a method of advising or consulting to clients and recommending the best treatments and products for their use, 701, 717, 718
- Consumer Product Safety Commission (CPSC)**, 321
- Consumption supplies**, supplies used to conduct daily business operations, 685, 696
- Contact dermatitis**, inflammatory skin condition caused by contact with a substance or chemical. Occupational disorders from ingredients in cosmetics and chemical solutions can cause contact dermatitis (a.k.a. dermatitis venenata). Allergic contact dermatitis is from exposure to allergens; irritant contact dermatitis is from exposure to irritants, 263, 278
- allergic contact dermatitis, 264–265
 - irritant contact dermatitis, 265
- Contagious disease**, also known as *communicable disease*; a disease that is spread from one person to another person. Some of the more contagious diseases are the common cold, ringworm, conjunctivitis (pinkeye), viral infections, and natural nail or toe and foot infections, 82, 85, 110, 111, 268–269. *See also* Virus
- Contamination**, the presence, or the reasonably anticipated presence, of blood or other potentially infectious materials on an item's surface or visible debris or residues such as dust, hair, and skin, 83, 110
- Continuing education**, 663–664, 676
- Continuing Education Units (CEUs)**, 664
- Contraindications**, factor that prohibits a treatment due to a condition; treatments could cause harmful or negative side effects to those who have specific medical or skin conditions, 189, 284, 293, 302

- antibiotics as, 194
for chemical exfoliation, 532–533
detergent with bleach, 89
for electrotherapy, 188, 450
epilepsy, 188, 463
examples of, 295–296
facial massage, 431–432
for galvanic current, 460
high blood pressure, 463
photosensitivity as, 194
pregnancy, 188, 194, 201–202, 213, 463
for skin analysis, 295–296
for skin treatment, 296–297
ultrasonic and ultrasound, 540, 556
for waxing procedures, 493
- Converter**, apparatus that changes direct current to alternating current, 182, 196
- Cool colors**, colors with a blue undertone that suggest coolness and are dominated by blues, greens, violets, and blue-reds, 562, 620
- Copper**, 210, 218
- Corium**, 237
- Corneocytes**, another name for a stratum corneum cell. Hardened, waterproof, protective keratinocytes; these “dead” protein cells are dried out and lack nuclei, 234, 251
- Cornstarch gum**, 320
- Corporation**, form of business ownership whereby one or more stockholders share ownership; the corporation is considered an independent legal entity separate and distinct from its owners with its own rights, privileges, and liabilities, 671, 696
- Corrective makeup**, 589–596
eyebrows, 593–594
eyes, 589–592
jawline and neck area, 589
lips, 593, 595–596
- Corrugator muscle**, facial muscle that draws eyebrows down and wrinkles the forehead vertically, 128, 150
- Cortex**, hair root, 241
- Cosmeceuticals**, products intended to improve the skin's health and appearance, 308, 349
- Cosmetic surgery (esthetic surgery)**, elective surgery for improving and altering the appearance, 547–549, 554–555
clinical esthetician for, 553
popularity of, 8–9
procedures, 551–553
- Cosmetics**, as defined by the FDA: articles that are intended to be rubbed, poured, sprinkled or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, 307, 349. *See also Skin care products*
as acne trigger, 274
buyer of, 12
chart for comparing product lines, 346
chemistry of, 171–174
- Costs**, business, 675–676
- Couperose skin, redness; distended capillaries from weakening of the capillary walls**, 250, 253, 264, 287, 302
contraindicated treatments, 463
horsechestnut for, 326, 350
- Cover letter**, 635–636
- Coworkers**, communicating with, 65–67
- CPSC**. *See Consumer Product Safety Commission*
- Cranium, oval, bony case that protects the brain**, 122–124, 137, 150, 154, 156–157
- Creative mind**, 25–26
- CRF**. *See Cell renewal factor*
- Criticism**, 45
- Cross-contamination**, contamination that occurs when you touch one object and then transfer the contents of that object to another, such as touching skin, then touching a product without washing your hands, 94, 110
- Cross-merchandise**, 707
- Crust**, dead cells form over a wound or blemish while it is healing, resulting in an accumulation of sebum and pus, sometimes mixed with epidermal material. An example is the scab on a sore, 259–260, 278. *See also Desincrustation*
- Customized Skin Care Program form**, 716
- Cuticle**
hair root, 241
nail, 241
- Cutis**, 237
- Cyclomethicone**, 320
- Cyst**, closed, abnormally developed sac containing fluid, infection, or other matter above or below the skin, 258, 273, 278
- Cytoplasm**, all the protoplasm of a cell except that which is in the nucleus; the watery fluid containing food material necessary for cell growth, reproduction, and self-repair, 119, 150
- D**
- Dairy products**, 210
- DASH**. *See Dietary Approaches to Stop Hypertension Eating Plan*
- Day spa esthetician**, 10, 629
- DC**. *See Direct current*
- Decontamination**, the removal of blood or other potentially infectious materials on an item's surface and the removal of visible debris or residue such as dust, hair, and skin, 86, 110
Method-1 and Method-2 for, 87–88
- Decyl polyglucose**, 320
- Deductive reasoning**, the process of reaching logical conclusions by employing logical reasoning, 626, 665
- Defecation**, elimination of feces from the body, 146, 150
- Dehydration**, lack of water, 221, 286, 302. *See also Waterskin aging*
from, 293
- Delivery systems**, chemical systems that deliver ingredients to specific tissues of the epidermis, 316, 321, 349
- Deltoid**, large, triangular muscle covering the shoulder joint that allows the arm to extend outward and to the side of the body, 130, 150
- Demographics**, the particular identifying characteristics of an area or population, such as the specific size, age, sex, or ethnicity of its residents; average income; educational attainment; and buying habits, 674, 696
- Dendrites**, tree-like branching of nerve fibers extending from a nerve cell; short nerve fibers that carry impulses toward the cell and receive impulses from other neurons, 134, 150, 236–237
- Dental care**, 41
clients with braces, 463
- Deodorant**, 41

- Deoxyribonucleic acid (DNA),** the blueprint material of genetic information contains all the information that controls the function of every living cell, 119, 150
 personal appearance and, 120
 skin cancer from damage to, 269
 skin color and, 236
- Department of Agriculture, U. S. (USDA), 200–203
- Depilation,** process of removing hair at skin level, 484, 525
- Depilatory,** substance, usually a caustic alkali preparation, used for temporarily removing superfluous hair by dissolving it at the skin level, 484–485, 525
- Depreciation, 676
- Depressor anguli oris** (triangularis muscle), muscle extending alongside the chin that pulls down the corner of the mouth, 129, 151
- Depressor labii inferioris** (quadratus labii inferioris muscle), muscle surrounding the lower lip that depresses the lower lip and draws it to one side, 129, 151
- Dermabrasion,** medical procedure; strong exfoliation method using a mechanical brush to physically remove tissue down to the dermis, 544, 555
- Dermal fillers,** products used to fill lines, wrinkles, and other facial imperfections, 550, 555
- Dermal papillae,** membranes of ridges and grooves that attach to the epidermis; contains nerve endings and supplies nourishment through capillaries to skin and follicles, 229, 233, 239, 251
- Dermatitis,** any inflammatory condition of the skin; various forms of lesions, such as eczema, vesicles, or papules; the three main categories are atopic, contact, and seborrheic dermatitis, 263, 278
- Dermatologist,** physician who specializes in diseases and disorders of the skin, hair, and nails, 258, 278
- Dermatology,** medical branch of science that deals with the study of skin and its nature, structure, functions, diseases, and treatment, 258, 278
- Dermatophytes,** a type of fungi that causes skin, hair, and nail infections, 85, 110, 111
- Dermis,** also called derma, corium, cutis, or true skin; support layer of connective tissue, collagen, and elastin below the epidermis, 233, 237, 240, 251 thickness of, 234, 241
- Desincrustation,** process used to soften and emulsify sebum and blackheads in the follicles, 186, 196 procedure, 460
- Desmosomes,** the structures that assist in holding cells together; intercellular connections made of proteins, 233, 235, 251
- Desquamation, 234
- Destination spa, 631
- Detergents,** type of surfactant used as cleansers in skin-cleansing products, 311, 349
 bleach contraindicated with, 89
- Diagnosis,** determination of the nature of a disease from its symptoms and/or diagnostic tests. Federal regulations prohibit salon professionals from performing a diagnosis, 83, 110, 111
- Diaphragm,** muscular wall that separates the thorax from the abdominal region and helps control breathing, 146, 151
- Diencephalon,** located in the uppermost part of the midbrain; consists of two main parts, the thalamus and the hypothalamus, 133, 151
- Dietary Approaches to Stop Hypertension (DASH) Eating Plan, 201
- 2010 Dietary Guidelines for Americans (USDA),** 203
- Differin®.** See Adapalene
- Digestion,** breakdown of food by mechanical and chemical means, 145, 151
- Digestive enzymes,** chemicals that change certain kinds of food into a form that can be used by the body, 145, 151
- Digestive system** (gastrointestinal system), responsible for breaking down foods into nutrients and wastes; consists of the mouth, stomach, intestines, salivary and gastric glands and other organs, 121, 145–146, 151 food consumption, 201
- Digital nerve,** sensory-motor nerve that, with its branches, supplies impulses to the fingers, 137, 151
- Digits, 126, 155
- Dilution,** for disinfectant, 89
- Dimethylaminoethanol.** See DMAE
- Diplococci,** spherical bacteria that grow in pairs and cause diseases such as pneumonia, 80, 110
- Direct current (DC),** constant, even-flowing current that travels in one direction only and is produced by chemical means, 182, 196
- Direct marketing,** any attempt to reach the consumer directly with an offer such as direct mail postcards, coupons, newsletters, sales letters, telemarketing, electronic mail, and text messages, 708, 709, 718
- Direct transmission,** transmission of blood or body fluids through touching (including shaking hands), kissing, coughing, sneezing, and talking, 80, 111
- Disability,** client with, 674
- Disaccharides,** sugars made up of two simple sugars such as lactose and sucrose, 204, 223
- Disease,** an abnormal condition of all or part of the body, or its systems or organs, that makes the body incapable of carrying on normal function, 76, 111
- Disinfectants,** chemical products that destroy all bacteria, fungi, and viruses (but not spores) on surfaces, 76, 111
 adverse chemical reactions in salon, 265
 EPA-registration number on label, 89, 300
 proper use of, 90–91
 safety tips for, 92–93
 types of, 91–92
- Disinfection,** also known as *disinfecting*; the process that eliminates most, but not necessarily all, microorganisms on nonporous surfaces. This process is not effective against bacterial spores, 78, 111
 keeping log of dates for, 366
 procedure for nonelectrical tools and implements, 104–105
- Dispensary, room or area used for mixing products and storing supplies,** 95–96, 360, 380
- Disposables.** See Single-use
- DMAE (dimethylaminoethanol),** antioxidant that stabilizes cell membranes and boosts the effect of other antioxidants, 319, 349
- DNA.** See Deoxyribonucleic acid
- Dr. Jacquet Movement,** beneficial for oily skin; it helps move sebum out of the follicles and up to the skin's surface by kneading, 435, 445
- Dress for success,** 41
- Duct glands,** 144, 151, 242–243
- Ductless glands,** 144, 151

E

- Ears**
greater auricular nerve, 137, 152
muscles, 128
reflexology applied to, 437, 445, 543, 555
- Eccrine glands**, sweat glands found all over the body with openings on the skin's surface through pores; not attached to hair follicles, secretions do not produce an offensive odor, 243, 252
- Echinacea**, derivative of the purple coneflower; prevents infection and has healing properties; used internally to support the immune system, 326, 349
- ECM.** *See* Extracellular matrix
- Eczema**, inflammatory, painful itching disease of the skin, acute or chronic in nature, with dry or moist lesions. This condition should be referred to a physician. Seborrheic dermatitis, mainly affecting oily areas, is a common form of eczema, 263, 278
- Edema**, swelling caused by a fluid imbalance in cells or a response to injury or infection, 264, 278
- Education**
career in, 13–14
continuing, 663–664, 676
educating clients, 631, 666, 710–711
in resume, 631, 666
- Efferent nerves**, 134, 154
- Efficacy**, the ability to produce an effect, 89, 111
- Effleurage**, light, continuous stroking movement applied with the fingers (digital) or the palms (palmar) in a slow, rhythmic manner, 433, 445
- EGF.** *See* Epidermal growth factor
- Egypt**, ancient, 4–5, 473
- Elastase**, 239
- Elastin**, protein fiber found in the dermis; gives skin its elasticity and firmness, 202, 238, 252
red light boosting of, 194
- Electric current**, the flow of electricity along a conductor, 180, 196
- Electric mitts and boots**, 468
- Electric sterilizers**, 94
- Electric wax heater**, 468–469
- Electricity**, the movement of particles around an atom that creates pure energy; form of energy that, when in motion, exhibits magnetic, chemical, or thermal effects; a flow of electrons, 180, 194, 196
electrotherapy, 185–189, 196, 449–450, 463–466
light energy, lasers, and LED, 189–194
reasons to study, 180
speed of, 180
types of current, 182
units of measurement, 182–183
- Electrode**, also known as *probe*; applicator for directing electric current from an electrotherapy device to the client's skin, 185–189, 196, 449–450, 463–466
- Electrolysis**, removal of hair by means of an electric current that destroys the hair root, 481, 525
- Electromagnetic spectrum**, also known as *electromagnetic spectrum of radiation*; made up of all forms of energy whose spectrum ranges from the longest waves to the shortest, 189, 196
ultraviolet radiation, 190–191, 197
visible and invisible light, 182, 190–191, 196, 197
- Electronic mail**, 31, 709
- Electrons**, 163
- Electrotherapy, the use of electrical devices to treat the skin and provide therapeutic benefits**, 185–189, 196, 449, 463–466
contraindications for, 188, 450
- Element**, the simplest form of matter; cannot be broken down into a simpler substance without loss of identity, 162, 176
- Elemental molecules**, molecule containing two or more atoms of the same element in definite (fixed) proportions, 163, 176
- Eleventh cranial nerve (accessory nerve)**, a motor nerve that controls the motion of the neck and shoulder muscles, 137, 151
- Emergency**
contact information for, 101
eye flush, 101–102
fire extinguishers, 101
first-aid, 101–102
- Emollients**, oil or fatty ingredients that lubricate, moisturize, and prevent water loss, 308–311, 320, 349
- Employee evaluation**, 69, 654–657
- Employee manual**, handbook or guide for employees; contains important general information about salon operations, such as the number of sick days or vacation time allowed, holiday closings, how to call in late or sick, and the appropriate dress code for estheticians, 693, 696
- Employment application**, 645–647. *See also* Career planning
- Emulsifiers**, surfactants that cause oil and water to mix and form an emulsion; an ingredient that brings two normally incompatible materials together and binds them into a uniform and fairly stable blend, 312, 349
- Emulsions**, an unstable physical mixture of two or more immiscible substances (substances that normally will not stay blended) plus a special ingredient called an emulsifier, 171, 172, 176, 312
- Endermology**, treatment for cellulite, 547–548, 555
- Endocrine glands**, Also known as *ductless glands*; ductless glands that release hormonal secretions directly into the bloodstream. They are a group of specialized glands that affect the growth, development, sexual activities, and health of the entire body, 121, 144, 151
- Endocrine system**, group of specialized glands that affect the growth, development, sexual activities, and health of the entire body, 145, 151
- End-of-day clean-up**, 367
- Endothelium**, 250
- Energy**, 162
- Environmental Protection Agency (EPA)**, 76–77
AHP approval by, 89
disinfectant registration with, 89, 300
on ozone, 457
-registered hospital disinfectant, 90
- Enzyme peels**, enzyme products that dissolve keratin proteins (dead skin cells) and exfoliate the skin, 326, 349
- Enzymes**, catalysts that break down complex food molecules to utilize extracted energy, 207, 223
collagenase and elastase, 239
- EPA.** *See* Environmental Protection Agency
- Epicranial aponeurosis**, tendon connecting the occipitalis and the frontalis, 128, 151
- Epicranius (occipitofrontalis)**, the broad muscle that covers the top of the skull and consists of the occipitalis and frontalis, 127, 151

Epidermal growth factor (EGF), stimulates cells to reproduce and heal, 230, 239, 252

Epidermis, outermost layer of skin; a thin, protective layer with many cells, mechanisms and nerve endings. It is made up of five layers: stratum corneum, stratum lucidum, stratum granulosum, stratum spinosum, and stratum germinativum, 229, 233, 240, 252
compositional layers of, 234
thickness of, 234

Epilation, removes hairs from the follicles; waxing or tweezing, 484, 525
methods of, 485–487

Epilepsy, treatments contraindicated for, 188, 463

Epithelial tissue, protective covering on body surfaces, such as the skin, mucous membranes, and lining of the heart; digestive and respiratory organs; and glands, 120, 151

Eponychium, 241

Equipment. See also Furniture
makeup products, tools, and supplies, 570–572
makeup products and formulations, 563–568
physical layout planning, 677–678
PPE, 97, 112
purchase and inventory control, 685
purchasing facial machines, 468–469
wax cart for hair removal, 490–491

Ergonomically correct posture, one that is healthy for the human spine, 43, 46

Ergonomics, the science of designing the workplace, its equipment, and tools to make specific body movements more comfortable, efficient, and safe, 46

Erythema, redness caused by inflammation; a red lesion is erythemic, 264, 278

Erythrocytes, 141, 156

Essential oils, oils derived from herbs; have many different properties and effects on the skin and psyche, 313, 349
for steaming, 458

Ester Vitamin C, 319

Esthetic surgery. See Cosmetic surgery

Esthetician, also known as *aesthetician*; a specialist in the cleansing, beautification, and preservation of the health of skin on the entire body, including the face and neck, 17, 655–656. *See also* Careers; Professional image certificate or license to practice, 32–33, 77–78, 432, 625–628
chart of skills, 384
compensation, 657–660, 665, 666
cranial nerves of concern to, 135–136
etiquette, 44–45
exposure incidents, 99
job description, 653–656, 666
mobile, 15
opportunities for, 16
physician references by, 258
as resource for skin problems, 147
safeguarding your hands, 167
scope of practice, 432
self-care, 23, 221–222, 432
treatment room presentation, 356–357
your strengths, 21–22

Esthetics, also known as *aesthetics*; from the Greek word *aesthetikos* (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, 9, 17
future of, 15–16

Esthetics writer, 12

Ethanol. *See* Alcohol

Ethics, the moral principles by which we live and work, 32, 37

Ethmoid bone, light, spongy bone between the eye sockets that forms part of the nasal cavities, 123, 124, 151

Etiquette, 44–45

Eumelanin, a type of melanin that is dark brown to black in color. People with dark-colored skin mostly produce eumelanin. There are two types of melanin; the other type is pheomelanin, 237, 252

Excoriation, skin sore or abrasion produced by scratching or scraping, 259–260, 278

Excretory system, group of organs—including the kidneys, liver, skin, large intestine, and lungs—that purify the body by elimination of waste matter, 121, 146, 151
secretory nerve regulation of, 242
sweat glands, 232

Universal and Standard Precautions on excretions, 98

Exercise
for healthy skin, 296
hydration requirements for, 221
to relieve stress, 43
skin aging from deficient, 293
taking care of yourself, 431
weight loss from, 219
wrist, finger, and shoulder, 44

Exfoliants, mechanical and chemical products or processes used to exfoliate the skin, 315, 321, 349

Exfoliation, peeling or sloughing of the outer layer of skin, 315, 349. *See also* Chemical exfoliation

Exhalation, breathing outward; expelling carbon dioxide from the lungs, 146, 151

Excretion by, 146

Exocrine glands (duct glands), produce a substance that travels through small, tube-like ducts. Sweat and oil glands of the skin belong to this group, 144, 151

Exposure incident, contact with nonintact (broken) skin, blood, body fluid, or other potentially infectious materials that is the result of the performance of an employee's duties, 100, 111
Universal and Standard Precautions on, 99

Extensors, muscles that straighten the wrist, hand, and fingers to form a straight line, 131, 151

External carotid artery, artery that supplies blood to the anterior parts of the scalp, ear, face, neck, and side of the head, 141, 151

External jugular vein, vein located on the side of the neck that carries blood returning to the heart from the head, face, and neck, 142, 151

External maxillary artery, 141, 151

Extracellular matrix (ECM), 239

Extraction, manual removal of impurities and comedones, 391, 426

Eye contact, 52, 53

Eye shadow, 583–584

Eye tabbing, procedure in which individual synthetic eyelashes are attached directly to a client's own lashes at their base, 601, 620

Eyebrows
corrective makeup for, 593–594
guidelines for shaping, 501–502
makeup, 585
muscles around, 128–129
tinting of, 602
tweezing of, 506–508

waxing tips, 502
waxing with soft wax procedure, 508–511

Eyeliner, 584

Eyes, 121
adverse chemical reactions in salon, 265
applying artificial eyelashes, 614–615
artificial eyelashes, 600–601
corrective makeup for, 589–592
emergency first aid flush, 101–102
lash and brow tinting, 602, 616–619

F

Face. *See also* Eyebrows; Eyes; Lips; Makeup
arteries, 140–141
bones, 124
cheekbones, 139, 158
chin waxing, 502
external maxillary artery, 141, 151
glabella, 550
hirsutism, 480, 526
internal jugular vein, 142, 152
mandibular nerve, 136, 153
muscles, 128–129, 438
nerves, 135–137, 157
perioral dermatitis, 263, 280
powder, 582
PPE for, 97, 112
sebaceous hyperplasia, 262, 280
seventh cranial nerve, 137, 157
shapes and proportions, 587–589
tinea barbae, 85, 113
T-zone, 285, 302
veins, 141–142
waxing tips for, 502
zygomaticus major and minor muscles, 130, 158

Facebook, 708

Facial artery (external maxillary artery), supplies blood to the lower region of the face, mouth, and nose, 141, 151

Facial machines
electric mitts and boots, 468
electric wax heater, 468–469
electrotherapy, 185–189, 196, 449–450, 463–466
galvanic current, 459–460
ionto mask, 463
iontophoresis, 461, 462
maintenance and cleaning of electrodes, 463
polarity of solutions, 461–462
high-frequency machine, 463–466
hot towel cabinet, 450
magnifying lamp (loupe), 450–452
paraffin wax heater, 467–468
purchasing equipment, 468–469
reasons to study, 449
rotary brush, 453–454
spray machines, 466–467
steamer, 454–457
vacuum machine, 458
Wood's Lamp, 452–453

Facial massage
alternative techniques, 436–437
basic technique, 437–439
benefits of, 429–430
chest, shoulder, and neck manipulations, 439
contraindications for, 431–432

Dr. Jacquet movement, 435, 445
incorporating massage during facial treatment, 430–431

Facial movement *See also* Facial movement (GCF)
post-service, 375
pre-service preparation, 440
reasons to study, 429

types of movements, 432
effleurage, 433, 445
friction, 433–434, 445
pétrissage, 433, 445
tapotement, 434, 446
vibration, 434–435

Facial procedure checklist, 389

Facial, professional service designed to improve and rejuvenate the skin, 384, 426
acne, 401–406
Ayurvedic treatments, 395
benefits of, 384
Customized Skin Care Program form, 716
for different skin types and conditions, 396
dry skin, 397–398
hyperpigmentation, 400–401
mature or aging skin, 398–399
oily skin, 401
sensitive skin or rosacea, 399–400
esthetician skills and techniques, 384–386
exfoliation, 390
extractions and/or deep pore cleansing, 391
folliculitis and pseudofolliculitis, 408
key elements of basic, 388–396
making butterfly eye pads, 379
making cleansing pads, 378
massage, 391
for men, 406–407
post-treatment checklist, 395
procedures
acne treatment procedure, 406
after-facial decontamination procedures, 364–368
applying cleansing product, 411–412
applying cotton compress, 420
applying paraffin mask, 424–425
basic step-by-step facial, 415–419
extractions, 422–423
eye makeup and lipstick removal, 409–410
mini-facial, 396
post-service procedure, 375–376
pre-service procedure, 372–374
removing cotton compress, 421
removing product (general), 413–414
skin care products, 407–408
supply checklist, 386
timing of procedure, 393
treatment and client preparation, 386–388
treatment masks, 391–392

Fad diets, 219

Fats (lipids), macronutrients used to produce energy in the body; the materials in the sebaceous glands that lubricate the skin, 205–207, 224

Fat-soluble vitamins, 211–212
vitamin D, 192, 210, 213, 224
vitamin E, 210, 213–214, 224, 321
vitamin K, 210, 214, 224

Fatty acids, emollients; lubricant ingredients derived from plant oils or animal fats, 205–206, 310, 349

- Fatty alcohols, emollients; fatty acids that have been exposed to hydrogen**, 310, 349
- Fatty esters, emollients produced from fatty acids and alcohols**, 310, 349
- FDA.** *See* Food and Drug Administration
- Feathering**, 437
- Federal Trade Commission (FTC)**, 32
- Feet.** *See also* Foot reflexology
 electric boots, 468
 human papillomavirus, 84, 111
 safe footwear, 43
 tinea pedis (athlete's foot), 85, 113
 toe bones, 122
- Fever blisters.** *See* Herpes simplex virus 1
- Fibroblasts, cells that stimulate cells, collagen, and amino acids that form proteins**, 230, 238, 252
- Fibula**, 122
- Fifth cranial nerve (trifacial, trigeminal nerve)**, it is the chief sensory nerve of the face, and it serves as the motor nerve of the muscles that control chewing. It consists of three branches, 136, 151
- Fingers**
 bones of, 122, 126, 155
 exercise for, 44
 massage techniques using, 433–434, 445
 muscles of, 131, 148, 151
 radial artery to, 143, 156
 sensory-motor nerve to, 137, 151
- Fire extinguishers**, 101
- Fire insurance coverage**, 681–682
- First aid**, 100–102
- First digit**, 122
- First impressions**, 52, 372
- First-degree burns**, 101–102
- Fissure**, crack in the skin that penetrates the dermis. Chapped lips or hands are fissures, 260, 278
- Fitzpatrick, Thomas**, 288
- Fitzpatrick Scale**, scale used to measure the skin type's ability to tolerate sun exposure, 59, 288–289, 302
- Five food groups**, 201–203
- Fixed costs, operating costs that are constant, for example, rent and loan payments**, 675, 697
- Flagella**, also known as *cilia*; slender, hair-like extensions used by bacilli and spirilla for locomotion (moving about), 80, 111
- Flexors, extensor muscles of the wrist, involved in flexing the wrist**, 131, 152
- Fluoride**, 211, 218
- Folacin**, 209, 215
- Folic acid**, 209
- Follicles, hair follicles and sebaceous follicles are tube-like openings in the epidermis**, 232, 241, 252
- Folliculitis**, also known as *folliculitis barbae, sycosis barbae, or barber's itch*. Inflammation of the hair follicles caused by a bacterial infection from ingrown hairs. The cause is typically from ingrown hairs due to shaving or other epilation methods, 264, 278
- Food allergy**, 207
- Food and Drug Administration (FDA)**
 antiseptics registered and regulated by, 96, 109
 on color agent ingredients, 314
 on cosmetics, 307
 esthetician certificate or license, 32–33
 on lasers, 483
 regulations, 32
 on sunblock, 319
- Food consumption**, 201. *See also* Nutrition
- Foot reflexology, technique of applying pressure to the feet based on a system of zones and areas on the feet that directly correspond to the anatomy of the body. Reflexology is also performed on the hands and ears**, 437, 445, 543, 555
- Footwear**, 43
- Forgiveness**, 52
- Format, of resume**, 632
- Fortified**, a vitamin has been added to a food product, 213, 224
- Foundation (base makeup)**, a tinted cosmetic used to even out skin tone and color, conceal imperfections, and protect skin, 563, 591, 620
- Fourth digit**, 122
- Fourth-degree burns**, 101–102
- Fragrances, give products their scent**, 313, 320, 349
salon no-fragrance policy, 41
- Franchised salon or spa**, a salon or spa owned by an individual(s) who pays a certain fee to use the company name and is part of a larger organization or chain of salons. The franchise operates according to a specified business plan and set protocols, 637, 665
- Free radicals, unstable molecules that cause inflammation, disease, and biochemical aging in the body, especially wrinkling and sagging of the skin**. Free radicals are *super oxidizers* that cause an oxidation reaction and produce a new free radical in the process that are created by highly reactive atoms or molecules (often oxygen), 170, 176
 carotenes and, 212
 skin aging from, 293
 in skin care products, 318–319
- Frequent-buyer programs**, 707
- Fresheners, skin-freshening lotions with a low alcohol content**, 334, 349
- Friction, deep rubbing movement requiring pressure on the skin with the fingers or palm while moving them under a underlying structure. Chucking, rolling, and wringing are variations of friction**, 433–434, 445
- Front desk**, 686–688
 for retail exposure, 706
- Frontal artery, artery that supplies blood to the forehead and upper eyelids**, 142, 152
- Frontal bone**, bone forming the forehead, 122, 123, 124, 152
- Frontalis, front (anterior) portion of the epicranium; muscle of the scalp that raises the eyebrows, draws the scalp forward, and causes wrinkles across the forehead**, 128, 129, 152
- Frowning**, as nonverbal cue, 53
- Fruits**, 210, 212, 216–217
- FTC. *See* Federal Trade Commission**
- Fulling, form of pétissage in which the tissue is grasped, gently lifted, and spread out. Used mainly for massaging on the arms**, 433, 445

Full-service salon, 629

Functional ingredients, ingredients in cosmetic products that allow the products to spread, give them body and texture, and give them a specific form such as a lotion, cream, or gel. Preservatives are also functional ingredients, 307, 349 list of, 320–321

Fungi (singular: **fungus**), microscopic plant parasites, which include molds, mildews, and yeasts; can produce contagious diseases such as ringworm, 85, 111

Fungicidal, capable of destroying fungi, 79, 111

Furniture

dispensary room or area, 95–96, 360, 380
hair removal room, 490–493

treatment room, 357–359, 360–362, 367

Furuncle (boil), a subcutaneous abscess filled with pus; furuncles are caused by bacteria in the glands or hair follicles, 261, 278

Fuse, a special device that prevents excessive current from passing through a circuit, 196

fuse box, 183

G

Galvani, Luigi, 186

Galvanic current, 459–460

contraindications for, 460
iono mask, 463
iontophoresis, 461, 462

maintenance and cleaning of electrodes, 463

Galvanic current, a constant and direct current (DC); uses a positive and negative pole to produce chemical reactions (desincrustation) and ionic reactions (iontophoresis), 186, 196

polarity of solutions, 461–462

Game plan, the conscious act of planning your life, instead of just letting things happen, 24, 28, 37

Gamma ray, 189

Gases, matter without a definite shape or size. No fixed volume or shape; takes the shape of its container, 164, 176

Gastrointestinal system, 145, 151

Geisha, 6

Gellants and thickeners, 313, 320

Genetic and hereditary factors

characteristics and differences in hair growth, 479–481
DNA damage and skin cancer, 269
personal appearance, 120
skin aging, 293, 313, 320
skin color, 231, 236, 237, 252

Genital herpes. *See* Herpes simplex virus 2

Gift certificates, 707

Glabella, 550

Glands, specialized organs that remove certain elements from the blood to convert them into new compounds, 144, 152, 242–243

Glogau scale, 288–289

Glossopharyngeal nerve, 135

Gloves, 300

for disinfectants, 92–93

Universal and Standard Precautions on, 98

for various chemicals, peels, and products, 167

Glucose, 205

Glycation, caused by an elevation in blood sugar, glycation is the binding of a protein molecule to a glucose molecule resulting in the formation of damaged, nonfunctioning structures,

known as Advanced Glycation End products (a.k.a. AGES). Glycation alters protein structures and decreases biological activity, 248–249, 252
skin aging from, 293

Glycerin, formed by a decomposition of oils or fats; excellent skin softener and humectant; very strong water binder; sweet, colorless, oily substance used as a solvent and as a moisturizer in skin and body creams, 321, 324, 349

Glycoproteins, skin-conditioning agents derived from carbohydrates and proteins that enhance cellular metabolism and wound healing, 317, 349

Glycosaminoglycans, a water-binding substance such as a polysaccharide (protein and complex sugar) found between the fibers of the dermis, 203, 224, 249–250, 547

Goal setting, the identification of long-term and short-term goals that helps you decide what you want out of your life, 28, 30, 37
career, 624
real-life, 28, 30, 37
sample of short-term, 29
short-term and long-term, 28
understanding client goals, 57

Golden Rules, human relations, 51–52

Gommage (roll-off masks), exfoliating creams that are rubbed off the skin, 337, 349

Goose bumps, 242

Gown, Universal and Standard Precautions on using, 99

Granular layer, hair root, 241

Grapeseed extract, powerful antioxidant with soothing properties, 326, 350

Gratuities, 659

Greaspaint, heavy makeup used for theatrical purposes, 564, 620

Greater auricular nerve, nerve at the sides of the neck affecting the face, ears, neck, and parotid gland, 137, 152

Greater occipital nerve, nerve located in the back of the head, affects the scalp as far up as the top of the head, 137, 152

Greece, ancient, 5, 473

Green leafy vegetables, 210

Green light, a light-emitting diode for use on clients with hyperpigmentation or for detoxifying the skin, 190–194, 196, 539

Green tea, powerful antioxidant and soothing agent; antibacterial, anti-inflammatory, and a stimulant, 316, 321, 326, 350

Green/sustainable resources, 368–371

LOHAS, 371, 380

Gross profit, 676

Ground substance, 239

Grounding, the ground connection completes the circuit and carries the current safely away to the ground, 184, 196

H

Hacking, chopping movement performed with the edges of the hands in massage, 434, 445

Hair

anatomy of, 234, 240–241

components of, 475–477

excessive growth, 480–481

growth cycle, 477–479

Hair bulb, swelling at the base of the follicle that provides the hair with nourishment; it is a thick, club-shaped structure that forms the lower part of the hair root, 476, 525

- Hair conditioner, 171
- Hair follicle**, mass of epidermal cells forming a small tube, or canal; the tube-like depression or pocket in the skin or scalp that contains the hair root, 475, 525
- Hair papilla** (plural: papillae), cone-shaped elevations at the base of the follicle that fit into the hair bulb. The papillae are filled with tissue that contains the blood vessels and cells necessary for hair growth and follicle nourishment, 239, 252, 477, 525
- Hair removal**
characteristics and differences in hair growth, 479–481
client consultations, 493–497
contraindications for waxing procedures, 493
hair growth cycle, 477–479
methods of, 481–484
morphology of hair, 474–477
procedures
 bikini waxing with hard wax, 520–522
 chin waxing with hard wax, 514–515
 eyebrow tweezing, 506–508
 eyebrow waxing with soft wax, 508–511
 leg waxing with soft wax, 516–517
 lip waxing with hard wax, 512–513
 men's waxing with soft wax, 523–524
 underarm waxing with hard wax, 518–519
 waxing (general), 497–505
reasons to study, 474
room preparation and supplies, 490–493
temporary, 484–487
waxing techniques and products, 487–489
- Hair root**, anchors hair to the skin cells and is part of the hair located at the bottom of the follicle below the surface of the skin; part of the hair that lies within the follicle at its base, where the hair grows, 475, 526
- Hair shaft**, portion of the hair that extends or projects beyond the skin, consisting of the outer layer (cuticle), inner layer (medulla), and middle layer (cortex). Color changes happen in the cortex, 233, 475, 526
- Hand washing**
procedure for proper, 108
waterless, 96–97
- Hands**
blood supply to, 142, 143, 149, 156, 158
bones, 125–126
chapped, 260, 278
electric mitts for, 468
gestures as nonverbal cues, 53
mobility of, for massage, 431
muscles, 131
radial artery to, 143, 156
reflexology for, 437, 445
safeguarding your, 167
structures of skin of, 147
- Handshake**, 51, 52
- Hazard Communication Standard (HCS)**, 75
- HDLs**. *See* Lipoproteins
- Head.** *See also* Face
 arteries and veins, 141–142, 151, 152
 bones, 122, 123, 124, 152, 157
 cervical nerves, 137, 150, 436
 muscles, 128–129
 nerves, 135–137
- Head lice**, 86
- Headband**, 300
- Healing agents**, substances such as chamomile or aloe that help to heal the skin, 314, 321, 350
- Heart**, muscular cone-shaped organ that keeps the blood moving within the circulatory system, 121, 138–139, 152
 client's pacemaker, 188
 endocrine glands and, 145
- Heat**
as irritant, 275
skin receptors for, 231
- Hebrews**, ancient, 5
- Hemoglobin**, iron-containing protein in red blood cells that binds to oxygen, 141, 152
- Henna**, a dye obtained from the powdered leaves and shoots of the mignonette tree; used as a reddish hair dye and in tattooing, 17
- Hepatitis**, a bloodborne virus that causes disease and can damage the liver, 84, 111
EPA-registered disinfectant against, 90
- Herbs**, hundreds of different herbs that contain phytohormones are used in skin care products and cosmetics; they heal, stimulate, soothe, and moisturize, 321, 324, 350
- Herpes simplex virus 1**, strain of the herpes virus that causes fever blisters or cold sores; it is a recurring, contagious viral infection consisting of a vesicle or group of vesicles on a red, swollen base. The blisters usually appear on the lips or nostrils, 268, 279
- Herpes simplex virus 2**, strain of the herpes virus that infects the genitals, 268, 279
- Herpes zoster (shingles)**, a painful viral infection skin condition from the chickenpox virus; characterized by groups of blisters that form a rash in a ring or line, 268, 279
- High-frequency machine**, apparatus that utilizes alternating, or sinusoidal, current to produce a mild to strong heat effect; sometimes called *Tesla high-frequency or violet ray*, 463–466, 470
- Hirsutism**, growth of an unusual amount of hair on parts of the body normally bearing only downy hair, such as the face, arms, and legs of women or the backs of men, 480, 526
- Histology (microscopic anatomy)**, the study of the structure and composition of tissue, 118, 152
reasons to study physiology and, 228
- History**, of style, skin care, and grooming, 4–9
- HIV**. *See* Human immunodeficiency virus
- Hives**. *See* Urticaria
- Holiday sales promotions**, 705–706
- Home care**
for acne, 403
after chemical exfoliation, 534
in closing consultation, 714, 718
Customized Skin Care Program form, 716
skin care instruction sheet, 344
skin care products, 343–344
- Hormone replacement therapy (HRT)**, 250
- Hormones**, secretions produced by one of the endocrine glands and carried by the bloodstream or body fluid to another part of the body, or a body organ, to stimulate functional activity or secretion, such as insulin, adrenaline, and estrogen, 144–145, 146, 152
as acne trigger, 273–274
aging and, 249–250
pheromones, 243
reproductive, 147
skin aging from, 293
skin functions controlled by, 229
telangiectasia and, 250

Horsechestnut, extract containing bioflavonoids; also known as vitamin P. Helps strengthen capillary walls; used for couperose areas or telangiectasia, 326, 350

Hospital disinfectants, disinfectants that are effective for cleaning blood and body fluids, 76, 111
EPA-registered, 90

Hot towel cabinet, 450

Hotel spa, 631

HPV. *See* Human papillomavirus

HRT. *See* Hormone replacement therapy

Human immunodeficiency virus (HIV), a pathogen that is most often the precursor to acquired immune deficiency syndrome (AIDS). By impairing or killing the immune system affected with it, HIV progressively destroys the body's ability to fight infections or certain cancers, 84, 109, 111
EPA-registered disinfection of, 90

Human papillomavirus (HPV, plantar warts), a virus that can infect the bottom of the foot and resembles small black dots, usually in clustered groups, 84, 111

Humectants, ingredients that attract water. Humectants draw moisture to the skin and soften its surface, diminishing lines caused by dryness, 314, 321, 350

Humerus, uppermost and largest bone in the arm, extending from the elbow to the shoulder, 125, 152

Humor, personal, 52

Hyaluronic acid, hydrating fluids found in the skin; hydrophilic agent with water-binding properties, 239, 252, 321

Hybrid pay structures, 658–659

Hydration. *See also* Water
facial masks for, 337
for healthy skin, 296

Hydrators, ingredients that attract water to the skin's surface, 314–315, 321, 350

Hydraulic chair, 44

Hydrogen, colorless, odorless, tasteless gas; the lightest element known, 165, 176

Hydrogen peroxide, chemical compound of hydrogen and oxygen; a colorless liquid with a characteristic odor and a slightly acid taste, 166, 176
chemical composition of, 163
solution of, 171

Hydrolipidic, hydrolipidic film is an oil-water balance that protects the skin's surface, 230–231, 252

Hydrophilic, easily absorbs moisture; in chemistry terms, capable of combining with or attracting water (water-loving), 172, 176

Hydrophilic agents, ingredients that attract water to the skin's surface, 314, 350

Hydropower (water-powered) plants, 180

Hydroquinone, 316

Hydrotherapy, spa treatments that use water, 542, 555

Hydroxide, an anion (an ion with a negative electrical charge) with one oxygen and one hydrogen atom, 167, 176

Hygiene, personal, 41

Hyoid bone, u-shaped bone at the base of the tongue that supports the tongue and its muscle, 124, 125, 152

Hyperhidrosis, excessive perspiration caused by heat, genetics, medications, or medical conditions; also called diaphoresis, 262, 279

Hyperkeratosis, thickening of the skin caused by a mass of keratinized cells (keratinocytes), 267, 279, 290

Hyperpigmentation, over-production of pigment, 265, 279
green light therapy for, 193–194

Hypertrichosis, also known as *hirsuties*; condition of abnormal growth of hair, characterized by the growth of terminal hair in areas of the body that normally grow only vellus hair, 480, 526

Hypertrophy, abnormal growth of the skin; many are benign, or harmless, 267, 279

Hypodermis, 239

Hypoglossal nerve, 135

Hypoglycemia, a condition in which blood glucose or blood sugar drops too low; caused by either too much insulin or low food intake, 205, 224

Hypopigmentation, absence of pigment, resulting in light or white splotches, 265, 279

I

Identity, business, 708

Ilium, 122

Imidazolidinyl urea, 320

Immiscible, liquids that are not capable of being mixed together to form stable solutions, 171, 176

Immunity, the ability of the body to destroy and resist infection.
Immunity against disease can be either natural or acquired and is a sign of good health, 86, 111

Impetigo, contagious bacterial infection often occurring in children; characterized by clusters of small blisters or crusty lesions, 268, 279

Implements, tools used by technicians to perform services.
Implements can be reusable or disposable, 365, 380

Inactive electrode, opposite pole from the active electrode, 186, 196

Income Statement sample, 676

Independent contractor, someone who sets his or her own fees, controls his or her own hours, has his or her own business card, and pays his or her own taxes, 660, 665

Independent day spa or skin care clinic, 10, 629

India, Ayurvedic healing system from, 395, 543, 554

Indirect transmission, transmission of blood or body fluids through contact with an intermediate contaminated object such as a razor, extractor, nipper, or an environmental surface, 80, 111

Individual lashes, separate artificial eyelashes that are applied on top of the lashes one at a time, 601, 620

Infection, the invasion of body tissues by disease-causing pathogens, 78, 111

Infection control, the methods used to eliminate or reduce the transmission of infectious organisms, 78, 111
aseptic procedure, 106–107
for bacteria, 79–82
disinfecting nonelectrical tools and implements, 104–105
federal and state regulation of, 75–78
for fungi, 85
guidelines for salon and spa, 102–103
makeup, 572
for parasites, 86
principles of prevention, 86–97
proper hand washing procedure, 108–109
reasons to study, 75
terms related to disease, 83
universal and standard precautions for, 97–102
for viruses, 82–85

Infectious, caused by or capable of being transmitted by infection, 77, 111

Infectious disease, disease caused by pathogenic (harmful) microorganisms that enter the body. An infectious disease may or may not be spread from one person to another person, 78, 111

- Inferior labial artery**, supplies blood to the lower lip, 141, 152
- Inflammation**, condition in which the body reacts to injury, irritation, or infection; characterized by redness, heat, pain, and swelling, 81, 111
skin, 263–265
as treatment contraindication, 463
yellow light therapy for, 193
- Information interview**, a scheduled meeting or conversation whose sole purpose is to gather information, 638, 665
- Infraorbital artery**, artery that originates from the internal maxillary artery and supplies blood to the eye muscles, 142, 152
- Infraorbital nerve**, nerve that affects the skin of the lower eyelid, side of the nose, upper lip, and mouth, 142, 152
- Infrared light**, infrared light has longer wavelengths, penetrates more deeply, has less energy, and produces more heat than visible light; makes up 60 percent of natural sunlight, 189, 190, 196
- Infratemporal nerve**, nerve that affects the membrane and skin of the nose, 136, 152
- Ingestion**, eating or taking food into the body, 145, 152
- Inhalation**, breathing in through the nose or mouth, and thus oxygen is absorbed by the blood, 146, 152
- Injectable fillers**, substances used in nonsurgical procedures to fill in or plump up areas of the skin. Botox® and dermal fillers are injectables, 550, 555
- Inorganic chemistry**, the study of substances that do not contain the element carbon, but may contain the element hydrogen, 162, 176
- Inositol**, 209
- Insertion**, point where the skeletal muscle is attached to a bone or other more movable body part, 127, 152
massage from, to muscle origin, 430–431
- Insulator (nonconductor)**, substance that does not easily transmit electricity, 181, 196
- Insulin**, 205
- Insurance coverage**, 45, 56, 650, 652–653
as business expense, 676
exposure incidents, 99
fire, theft, lawsuits, 681–682
independent contractor, 660, 665
regulations, business laws, insurance, 678–679
- Integumentary system**, the skin and its accessory organs, such as the oil and sweat glands, sensory receptors, hair, and nails, 121, 146–147, 152, 229
- Intense pulse light**, abbreviated IPL; a medical device that uses multiple colors and wavelengths (broad spectrum) of focused light to treat spider veins, hyperpigmentation, rosacea and redness, wrinkles, enlarged hair follicles and pores, and excessive hair, 194, 196, 538
- Intercellular matrix**, lipid substances between corneum cells that protect the cells from water loss and irritation, 230, 233, 252
- Internal carotid artery**, artery that supplies blood to the brain, eyes, eyelids, forehead, nose, and internal ear, 141, 152
- Internal jugular vein**, vein located at the side of the neck to collect blood from the brain and parts of the face and neck, 142, 152
- Interstitial fluid**, blood plasma found in the spaces between tissues, 143, 152
- Interview**, employment, 638–640
employment application, 647
legal aspects of, 647
obtaining, 641–642
preparation for, 642–645
- Interview Checklist**, 642
Preparation Checklist, 643
tip for travel time, 645
your questions for interviewer, 646–647
- Intestines**, 121, 145
as digestive system component, 201
excretion by, 146
- Intravenous drug users**, 84
- Introducing yourself**, 53
- Introductory offers**, 707
- Inventory control**, 685
- Inventory of Personal Characteristics**, 630
- Invisible light**, light at either end of the visible spectrum of light that is invisible to the naked eye, 190–191, 196
- Involuntary muscles**, 126, 154
- Iodine**, 210, 218, 219, 402
- Ion**, an atom or molecule that carries an electrical charge, 167, 176
- Ionization**, the separation of an atom or molecule into positive or negative ions, 167, 176
- Ionto mask**, 463
- Iontophoresis (ionization)**, process of infusing water-soluble products into the skin with the use of electric current, such as the use of positive and negative poles of a galvanic machine or a microcurrent device, 186, 196, 461, 462
- iPad**, 67
- iPhone**, 67
- IPL device**. See Intense pulse light device
- Iron**, 210, 218
- Irritant contact dermatitis**, 265
- Isopropyl alcohol**, 320
- Isotretinoin (Accutane®)**, 188, 276
- J**
- Japan**, ancient, 6. See also Reiki; Shiatsu
- Jessner's peel**, light to medium peel of lactic acid, salicylic acid, and resorcinol in an ethanol solvent, 530, 555
- Job**. See Career planning; Careers
- Job description**, specified list of duties and responsibilities that are required of an employee in the performance of his or her job, 653–656, 666
- Joint**, connection between two or more bones of the skeleton number in human body, 122
pain in, 122
- Jojoba**, oil widely used in cosmetics; extracted from the bean-like seeds of the desert shrub. Used as a lubricant and noncomedogenic emollient and moisturizer, 320, 326, 350
- Junk food**, 207
- K**
- K**. See Kilowatt
- Keloid**, thick scar resulting from excessive growth of fibrous tissue (collagen), 260, 279
- Keratin**, fibrous protein of cells that is also the principal component of skin, hair, and nails; provides resiliency and protection, 210, 233, 234, 252
- Keratinocytes**, epidermal cells composed of keratin, lipids, and other proteins, 234, 252
aging and, 249–250

camouflage, 600
career as makeup artist, 11, 604–605
client consultations, 572–576
Client Chart, 575
Client Questionnaire, 574
color theory, 564–562
corrective, 589–596
eyebrows, 593–594
eyes, 589–592
face and neck area, 589
lips, 593, 595–596
face shapes and proportions, 587–589
freelance makeup artist, 605–607
infection control, 572
lash and brow tinting, 602
permanent cosmetic, 603–604
procedures
applying artificial eyelashes, 614–615
lash and brow tinting, 616–619
professional makeup application, 608–613
products, tools, and supplies, 570–572
products and formulations, 563–568
reasons to study, 560
scaling, 607
selecting makeup colors, 576–580
year, 42–43

Malar bones, 139, 158

Malignant melanoma, most serious form of skin cancer as it can spread quickly (metastasize). Black or dark patches on the skin are usually uneven in texture, jagged, or raised. Melanomas may have surface crust or bleed, 271, 279

Malpighian layer, 233

Mammaplasty, surgery to alter the shape or contours of the breast, 553, 555

Managers, communicating with, 67–69

Mandible, lower jawbone; largest and strongest bone of the face, 122, 123, 124, 153

Mandibular nerve, branch of the fifth cranial nerve that supplies the muscles and skin of the lower part of the face; also, nerve that affects the muscles of the chin and lower lip, 136, 153

Manganese, 210, 218

Manners, as hallmark of professional interactions, 44–45

Manual lymph drainage (MLD), gentle, rhythmic pressure on the lymphatic system to denature and remove waste materials from the body more quickly; reduces swelling and is used before and after surgery for pre- and post-op care, 436, 445, 548

Manufacturer's representative, 12

Marketing, a strategy for how goods and services are bought, sold, or exchanged, 706, 718
target market, 674

Mascara, 584–585

Mask (pack, masque), concentrated treatment products often composed of herbs, vitamins, mineral clays, moisturizing agents, skin softeners, aromatherapy oils, beneficial extracts, and other beneficial ingredients to cleanse, exfoliate, tighten, tone, hydrate, and nourish and treat the skin, 337, 350
custom-designed, 339
types of, 337–338
Universal and Standard Precautions for using, 99

Massage, manual or mechanical manipulation of the body by rubbing, gently pinching, kneading, tapping, and other movements to increase metabolism and circulation, promote absorption, and relieve pain, 420, 445

Masseter, one of the muscles that coordinate with the temporalis, medial pterygoid, and lateral pterygoid muscles to open and close the mouth and bring the jaw forward; sometimes referred to as chewing muscles, 128, 153

Mast cells, 238

Mastication (chewing) muscles, 128–129

Material Safety Data Sheet (MSDS), information compiled by the manufacturer about product safety, including the names of hazardous ingredients, safe handling and use procedures, precautions to reduce the risk of accidental harm or overexposure, and flammability warnings, 76, 111
for disinfectants, 92

Hazard Communication Standard's, 75

Matrix
hair root, 241

Matte, nonshiny; dull, 565, 620

Matter, any substance that occupies space and has mass (weight), 162–166, 176. *See also* States of matter

Maxillary bones, from the upper jaw, 122, 123, 124, 153

Mayonnaise, 174

Mechanical exfoliation, physical method of rubbing dead cells off of the skin, 335, 350

Medial pterygoid, one of the muscles that coordinate with the masseter, temporalis, and lateral pterygoid muscles to open and close the mouth and bring the jaw forward; sometimes referred to as chewing muscles, 128, 153

Median nerve, Nerve, smaller than the ulnar and radial nerves, that supplies the arm and hand, 158, 153

Medical aesthetics, also known as medical *esthetics* the integration of surgical procedures and esthetic treatments, 17, 543–553
career in, 10

Medications
as acne trigger, 275
interfering with vitamin and mineral absorption, 208
photosensitizers, 211, 224, 295, 317–318
poor skin health from, 472
skin aging from, 293
treatments contraindicated for, 188

Medulla, hair root, 241

Medulla oblongata, 134

Melanin, tiny grains of pigment (coloring matter) that are produced by melanocytes and deposited into cells in the stratum germinativum layer of the epidermis and in the papillary layers of the dermis. It is a protein that determines hair, eye, and skin color; a defense mechanism to protect skin from the sun, 231, 236, 237, 252

Melanocytes, cells that produce skin pigment granules in the basal layer, 236, 237, 252

Melanoma, 237

malignant compared to benign, 271, 279

Melanosomes, pigment carrying granules that produce melanin, a complex protein, 233, 236, 237, 252

Melasma, also referred to as *pregnancy mask*, skin condition that is triggered by hormones that cause darker pigmentation in areas such as on the upper lip and around the eyes and cheeks, 147, 153, 286

Men
facial massage tip for, 436
facial treatments for, 408–409

- hirsutism, 480, 526
 hives, 206
 high-impact exercise, 10–11, 200–201
 RDA calories for, 207
 waxing procedure, 523–524
- Mental nerve**, nerve that affects the skin of the lower lip and chin, 136, 153
- Mentalis**, muscle that elevates the lower lip and raises and wrinkles the skin of the chin, 130, 153
- Merchandising**, how retail products are arranged and displayed in a store, 705, 718
- Metabolism**, (1) a chemical process taking place in living organisms whereby the cells are nourished and carry out their activities; (2) the process of changing food into forms the body can use as energy. Metabolism consists of two parts: anabolism and catabolism, 120, 153
- Metacarpal bones**, 122
- Metacarpus (palm)**, consists of five long, slender bones called metacarpal bones, 128, 153
- Metal salts**, 320
- Mesothelial**, 271
- Mesonsals**, 122
- Methicillin-resistant staphylococcus aureus (MRSA)**, a type of infectious bacteria that is highly resistant to conventional treatments such as antibiotics, 62, 112
- Methylparaben**, one of the most frequently used preservatives because of its very low sensitizing potential; combats bacteria and molds; noncomedogenic, 324, 350
- Microcirculation**, 250
- Microcurrent**, an extremely low level of electricity that mirrors the body's natural electrical impulses, 186, 197, 539, 555
- Microcurrent (device)**, a device that mimics the body's natural electrical energy to reeducate and tone facial muscles; improves circulation and increases collagen and elastin production, 539–540
- Microdermabrasion**, form of mechanical exfoliation, 9, 10, 534–536, 535. *See also Dermabrasion; Procedure guide*
- Micronutrients**, vitamins and substances that have no calories or nutritional value, yet are essential for body functions, 208, 224
- Microorganism**, any organism of microscopic or submicroscopic size, 79, 112
- Microscopic anatomy**, 118, 152
- Microwave**, 189
- Midbrain**, 134
- Middle Age**, 6–7
- Middle temporal artery**, artery that supplies blood to the temple, 142, 153
- Mignonne tree**, 6
- Mildew**, a type of fungus that affects plants or grows on inanimate objects, but does not cause human infections in the salon, 35, 112
- Milia**, epidermal cysts; small, firm papules with no visible openings; whitish, pearl-like masses of serum and dead cells under the skin. Milia are more common in dry skin types and may form after skin trauma, such as a laser resurfacing, 261, 279
- Miliaria rubra (prickly heat)**, acute inflammatory disorder of the sweat glands resulting in the eruption of red vesicles and burning, itching skin from excessive heat exposure, 265, 280
- Millampere (mA)**, one-thousandth of an ampere, 183, 197
- Mineral oil**, lubricant derived from petroleum, 303, 320, 350
- Minerals**, inorganic materials required for many reactions of the cell and body, 210–211, 217–219, 224
- Miscible**, capable of being mixed; liquids that are miscible are soluble, meaning that they can be mixed together to form stable solutions, 176
- Mission statement**, a statement that establishes the values that an individual or institution lives and works by, as well as future goals, 17–28, 37
- Mitosis**, cells dividing into two new cells (daughter cells); the usual process of cell reproduction of human tissues, 119, 154, 213, 236, 239
- Mitral valve (bicuspid valve)**, a valve in which, from the left atrium, the blood flows through into the left ventricle, 139, 154
- MLD**. *See Manual lymph drainage*
- Mobile esthetician**, 15
- Modulating currents** used in electrical facial and scalp treatments, 185, 197
- Moistage masks (thermal masks), thermal heat masks, facial masks containing special crystals of gypsum, a plaster-like ingredient, 339, 350**
- Moisture analyzation meter**, 299
- Moisturizers**, products formulated to add moisture to the skin, 341, 351, 392
- Moisture control instruction sheet**, 344
- Mole**, pigmented nevus; a brownish spot ranging in color from tan to bluish black. Some are flat, resembling freckles; others are raised and darker, 267, 268
- Mole lesion** compared to skin cancer, 271–272
- Molecule**, a chemical combination of two or more atoms, 177
- Surfactant**, 172
- Money management**, 660–662
- Personal Budget Worksheet*, 661
- Monosaccharides**, carbohydrates made up of one basic sugar unit, 304, 324
- Monounsaturated fats**, 205–206
- Mortuary science**, 11–12
- Motility**, self-movement, 80, 112
- Motivation and self-management**, 25–26
- Motor nerves**, also known as efferent nerve carry impulses from the brain to the muscles or glands. These transmitted impulses produce movement, 134, 154, 242, 450
- Mouth**. *See also Lips*
- cold sore, 268
 digestive system component, 201
 herpes simplex virus 1, 268, 279
- Moving** (verb), 100–101
- muscles**, 129–130
 - **extrinsic face** (extrafusal muscle fibers), 129
 - **periorificial dermatitis**, 263, 280
 - **smooth muscle** (voluntary muscle), 129
- MRSA**. *See Methicillin-resistant staphylococcus aureus*
- MSDS**. *See Material Safety Data Sheet*
- Mucopolysaccharides**, carbohydrate-lipid complexes that are also good water binders, 203, 224
- Mucous membranes**, a membrane that lines a passage or cavity that communicates with the air. It consists of a surface layer of epithelium, a basement membrane, and an underlying layer of connective tissue. Mucus-secreting cells or glands usually are present in the epithelium, *Universal and Standard Precautions* on, 98
- Mulberry extract**, 321

Multimo, also known as *reusable*; items that can be cleaned, disinfected, and used on more than one person, even if the item is accidentally exposed to blood or body fluid, 93, 112

Muscle tissue, tissue that contracts and moves various parts of the body, 120, 154

Muscles attaching arms to body, 120

Muscular system, body system that covers, shapes, and supports the skeletal tissue, contracts and moves various parts of the body, 121, 126, 129–131, 154

Music, 372

Mycobacterium fortuitum, a microscopic germ that normally exists in tap water in small numbers, 77, 112

Myology, study of the nature, structure, function, and diseases of the muscles, 126, 154

MyPlate (USDA), 200–203

N

Neil anomaly, 234, 241–242

Neil care, esthetician's personal, 41

Neil fungus, 83

Nanotechnology, the art of manipulating materials on an atomic or molecular scale, 8, 17

Nasal bones, bones that form the bridge of the nose, 123, 124, 154

Nasal conchae bones, 123

Nasal nerve, nerve that affects the point and lower sides of the nose, 136, 154

Nasalis muscle, two-part muscle which covers the nose, 120, 154

Natural immunity, immunity that is partly inherited and partly developed through healthy living, 86, 112

Neck
 arteries and veins, 140–142, 150, 151
 bones, 122, 124, 125, 150
 connective tissue for, 589
 massage, 439
 motor nerve points, 436
 muscles, 128–129, 130, 137, 150, 157, 158, 436
 nerves, 125–127, 150–152, 157, 436

Needles, 99

Nerve tissue, tissue that controls and coordinates all body functions, 120, 154

Nerves, whitish cords made up of bundles of nerve fibers held together by connective tissue, through which impulses are transmitted, 134, 154, 233, 342
 types of, 134–135

Nervous system, body system composed of the brain, spinal cord, and nerves; controls and coordinates all other systems and makes them work harmoniously and efficiently, 121, 135–138, 154
 divisions of, 132

Networking, a method of increasing contacts and building relationships to further one's career, 640–641, 668, 709

Neurology, the scientific study of the structure, function, and pathology of the nervous system, 132, 154

Neuron or nerve cell, the basic unit of the nervous system, consisting of a cell body, nucleus, dendrites, and axon, 134, 154

Neutrons, subatomic particles found in the nucleus of the atom that carry no charge, 163

Nevus, also known as *birthmark*; malformation of the skin due to abnormal pigmentation or dilated capillaries, 266, 280

Nisin, 209, 214–215, 223, 547

Nitrogen, a colorless gaseous element that makes up about four-fifths of the air in our atmosphere and is found chiefly in ammonia and nitrate, 162, 166, 177

Nodules, these are often referred to as tumors, but these are smaller bumps caused by conditions such as scar tissue, fatty deposits, or infections, 259, 280
 acne and sebaceous follicles, 273

Nonablative, procedure that does not remove tissue; wrinkle treatments that bypass the epidermis to stimulate collagen in the dermis for wrinkle reduction are nonablative, 359, 359

Noncertified colors, colors that are organic, meaning they come from animal or plant extracts; they can also be natural mineral pigments, 314, 351

Nonconductor, 181, 196

Nonelectrical tools and implements, disinfecting procedure file, 104–105

Nonessential amino acids, amino acids that can be synthesized by the body and do not have to be obtained from the diet, 202, 224

Nonpathogenic, harmless microorganisms that may perform useful functions and are safe to come in contact with since they do not cause disease or harm, 73, 112

Nonporous, an item that is made or constructed of a material that has no pores or openings and cannot absorb liquids, 76, 112

Nonstriated muscles (voluntary, visceral, smooth), function automatically, without conscious will, 126, 154

Nostril muscles, 129

Nucleoplasm, fluid within the nucleus of the cell that contains proteins and DNA; determines our genetic makeup, 119, 154

Nucleus, the central part, core. 1) In histology the dense, active protoplasm found in the center of a eukaryotic cell that acts as the genetic control center it plays an important role in cell reproduction and metabolism. 2) In chemistry, the center of the atom, where protons and neutrons are located, 118, 154

Nutrition
 antioxidants, 170, 175, 212
 carbohydrates, 203–205, 207
 complex carbohydrates, 204, 205, 207
 DASH Eating Plan, 201
 enzymes, 207
 esthetics and, 218–222
 fats, 205–207
 fat-soluble vitamins, 211–214
 food as acne triggers, 274–275
 for healthy skin, 296
 macronutrients, 202, 204
 micronutrients, 208, 214
 minerals, 210–211, 217–219
 MyPlate recommendations, 200–203
 protein, 202–205
 reasons to study, 200
 skin aging from deficient, 293
 skin and pose, 247
 vitamins, 208–217
 water-soluble vitamins, 214–217

O

O. See Olim

Occipital artery, artery that supplies blood to the skin and muscles of the scalp and back of the head up to the crown, 142, 154

Occipital bone, hindmost bone of the skull, below the parietal bones; forms the back of the skull above the nape, 122, 123, 124, 154

Occlusal, back of the opercular muscle that draws the scalp backward, 128, 154, 156

Occluformal, 127, 151

Occlusive, occlusive products are thick and lay on top of the skin to reduce transepidermal water loss (TEWL); helps hold in moisture, and protect the skin's top barrier layer, 200, 302

Occupational disease, illness resulting from conditions associated with employment, such as prolonged and repeated overexposure to certain products or ingredients, 83, 112

Occupational Safety and Health Administration (OSHA), 75
on exams, 457

Oculomotor nerve, 135

Ohm (Ω), unit that measures the resistance of an electric current, 183, 197

Oil glands, 233
secretory nerves, 242

Oil soluble, compatible with oil, 312, 316, 331

Oil-in-water (O/W) emulsion, oil droplets dispersed in water with the aid of an emulsifying agent, 171, 173, 177
examples of, 174

Olfactory nerve, 135

Olfactory system, gives us our sense of smell, which is the strongest of the five senses, 331, 351

Olive oil, 320

Omega-3 fatty acids, alpha-linolenic acid; a type of "good" polyunsaturated fat that may decrease cardiovascular diseases. It is also an anti-inflammatory and beneficial for skin, 206, 224

Onyx, 241

Operating expenses, business, 676

Ophthalmic nerve, branch of the fifth cranial nerve that supplies the skin of the forehead, upper eyelid, and anterior portion of the scalp, orbit, eyeball, and nasal passage, 136, 154

Optic nerve, 135

Oculicularis oculi, ring muscle of the eye socket; closes the eyelid, 129, 154

Organelle, small structures or miniature organs within a cell that have their own function, 118, 155

Organic chemistry, study of substances that contain carbon, 161, 177

Organic compounds, 177

Organs, structures composed of specialized tissues designed to perform specific functions in plants and animals, 120, 155
nine major, 121

Origin, part of the muscle that does not move; it is attached to the skeleton and is usually part of a skeletal muscle, 127, 155

Os, means *bone* and is used as a prefix in many medical terms, such as osteoarthritis, a joint disease, 122, 155

OSHA. See Occupational Safety and Health Administration

Oncology, study of anatomy, structure, and function of the bones, 122, 155

Osteoporosis, a thinning of bones, leaving them fragile and prone to fractures; caused by the resorption of calcium ions the blood, 213, 224

Ovaries, function in sexual reproduction as well as determining male and female sexual characteristics, 145, 155
coupled with a negative feedback loop, all belong to endocrine glands and, 145

- Parasympathetic division**, part of the autonomic nervous system; it operates under normal nonstressful situations, such as resting. It also helps to restore calm and balance to the body after a stressful event, 132, 155
- Parathyroid glands**, regulate blood calcium and phosphorus levels so that the nervous and muscular systems can function properly, 144, 145, 155
- Parietal artery**, artery that supplies blood to the side and crown of the head, 142, 155
- Parietal bones**, bones that form the sides and top of the cranium, 122, 123, 124, 155
- Parking facilities**, 673–674
- Partnership**, form of business ownership in which two or more people share ownership, although this does not necessarily mean an equal arrangement. In a partnership, each partner assumes the other's unlimited liability for debt. Profits are shared among partners, 670, 697
- Patella**, 122
- Pathogenic**, harmful microorganisms that can cause disease or infection in humans when they invade the body, 79, 112
- Pathogenic disease**, disease produced by organisms, including bacteria, viruses, fungi, and parasites, 83, 112
- PDA**. *See* Personal digital assistants
- Pearns**, 207
- Pectoralis major and minor**, muscles of the chest that assist the swinging movements of the arms, 130, 155
- PEG**. *See* Polyethylene glycol
- Peptides**, chains of amino acids that stimulate fibroblasts, cell metabolism, collagen, and improve skin's firmness. Larger chains are called polypeptides, 317, 321, 351
- Percussion**. *See* Tapotement
- Perfectionism**, an unhealthy compulsion to do things perfectly, 24, 37
- Performance ingredients**, ingredients in cosmetic products that cause the actual changes in the appearance of the skin, 306, 351
- Performance, to improve cell metabolism, 316–317
- Perfume**, 372
- Pericardium**, double-layered membranous sac enclosing the heart made of epithelial tissue, 138, 155
- Periodic table**, 162
- Perioral dermatitis**, acne-like condition around the mouth. These are mainly small clusters of papules that could be caused by toothpaste or products used on the face, 263, 280
- Peripheral nervous system (PNS)**, system of nerves and ganglia that connects the peripheral parts of the body to the central nervous system; has both sensory and motor nerves, 132, 155
- Peristalsis**, moving food along the digestive tract, 145, 155
- Permanent cosmetics**, 603–604. *See also* Cosmetic surgery
- Personal digital assistants (PDAs)**, 32
- Personal hygiene**, 41
- Personal hygiene**, daily maintenance of cleanliness and healthfulness through certain sanitary practices, 41, 46
- Personal protective equipment (PPE)**, protective clothing and devices designed to protect an individual from contact with bloodborne pathogens; examples include gloves, fluid-resistant lab coat, apron, or gown, goggles or eye shield, and face masks that cover the nose and mouth, 97, 112
- Personality development**, 53–55
- Personnel, employees/staff**, 676, 692–695, 697
- Perspiration**, sweat and other body fluids that are secreted to create barrier on skin surface, 163
- Perseveration**, continued speech or action after a command, 146
- Petri dish**, 78
- Pétrissage**, kneading movement that stimulates the underlying tissues; performed by lifting, squeezing, and pressing the tissue with a light, firm pressure, 433, 445
- Penoleum jelly**, occlusive agent that restores the barrier layer by holding in water; used after laser surgery to protect the skin while healing, 324, 331
- pH**, the abbreviation used for potential hydrogen; relative degree of acidity and alkalinity of a substance. pH represents the quantity of hydrogen ions, 166–169, 177
- pH Worksheet Form**, 169
- pH adjusters**, acids or alkalies (bases) used to adjust the pH of products, 314, 320, 351
- pH scale**, a measure of the acidity and alkalinity of a substance; the pH scale has a range of 0 to 14, with 7 being a neutral. A pH below 7 is an acidic solution; a pH above 7 is an alkaline solution, 166–167, 177, 201
- pH test papers**, 168
- Phalanges (digits)**, the bones in the fingers, three in each finger and two in each thumb, totaling 14 bones, 122, 126, 155
- Phenol**, carbolic acid; a caustic poison; used for pools and to sanitize metallic implements, 352, 353
- Phenolic disinfectants**, powerful tuberculocidal disinfectants. They are a form of formaldehyde, have a very high pH, and can damage the skin and eyes, 91, 112
- Phaeomelanin**, a type of melanin that is red and yellow in color. People with light-colored skin mostly produce phaeomelanin. There are two types of melanin; the other is eumelanin, 237, 252
- Pheromones**, 243
- Phospholipids**, 323
- Phosphorus**, 210, 217
- Photaging**, a visible sign associated with extensive tanning. Glogau scale evaluation of, 258–259
- Rabin's Classification of Photodamage, 259
- Photocapilation**, also known as *Intense Pulsed Light*; permanent hair removal treatment that uses intense light to destroy the growth cells of the hair follicles, 482, 526
- Photography**, to demonstrate product results, 56
- makeup application for, 598–599
- Photorejuvenation**, 526
- Photosensitivity**, 194
- Photosensitizers**, medications and topical products as, 211, 224, 295, 317–318
- Photothermolysis**, process by which light from a laser is turned into heat, 192, 197, 482
- Physical change**, change in the form or physical properties of a substance without a chemical reaction or the formation of a new substance, 163, 177
- Physical layout planning**, 677–678
- Physical mixture**, combination of two or more substances united physically, not chemically, without a fixed composition and in any proportions, 163–165, 177
- Physical presentation**, a person's physical posture, walk, and movements, 43, 46

- Physical properties**, characteristics that can be determined without a chemical reaction and that do not cause a chemical change in the identity of the substance, 165, 177
- Physiology**, study of the functions or activities performed by the body's structures, 118, 155
- Phytotherapy**, use of plant extracts for therapeutic benefit, 320, 351
- Piercings**, 188
- Pigmentation**, 452. *See also* Melanin
- Pineal gland**, a gland located in the brain. Plays a major role in sexual development, sleep, and metabolism, 144, 145, 155
- Pineapple**, 321
- Pink eye**. *See* Conjunctivitis
- Pituitary gland**, a gland found in the center of the head. The most complex organ of the endocrine system. It affects almost every physiologic process of the body: growth, blood pressure, contractions during childbirth, breast-milk production, sexual organ functions in both women and men, thyroid gland function, and the conversion of food into energy (metabolism), 144, 145, 155
- Plantar warts**, 84, 111
- Plasma**, fluid part of the blood and lymph that carries food and excretions to the cells and carbon dioxide from the cells, 141, 155
- Platelets (thrombocytes)**, much smaller than red blood cells; contribute to the blood-clotting process, which stops bleeding, 141, 155
- Platysma**, broad muscle extending from the chest and shoulder muscles to the side of the chin; responsible for depressing the lower jaw and lip, 128, 156
- Plexus nerve**, 436
- Plug**, two- or three-prong connector at the end of an electrical cord that connects an apparatus to an electrical outlet, 182, 197
- PNS**. *See* Peripheral nervous system
- Podcast**, 708
- Poison ivy**, 265
- Polar cavity**, 316
- Polarity**, negative or positive pole of an electric current, 186, 197
- Polyethylene glycol (PEG)**, 320
- Polyglycans**, ingredients derived from yeast cells that help strengthen the immune system and stimulate the metabolism; they are also hydrophilic and help preserve and protect collagen and elastin, 317, 321, 351
- Polymers**, chemical compounds formed by combining a number of small molecules (monomers) into long chain-like structures; advanced vehicles that release substances onto the skin's surface at a microscopically controlled rate, 316, 351
- Polysaccharides**, carbohydrates that contain three or more simple carbohydrate molecules, 204, 224
- Polyurethane**, 320
- Polyunsaturated fats**, 205–206
- Pomace**, 134
- Pores**, tube-like opening for sweat glands on the epidermis, 129, 232, 233, 293
- Porous**, made or constructed of a material that has pores or openings. Porous items are absorbent, 93, 113
- Positive and negative nonverbal cues**, 53
- Positive attitude**, 649, 662
- Posterior auricular artery**, artery that supplies blood to the scalp, behind and above the ear, 142, 156, 436
- Posterior auricular nerve**, nerve that affects the muscles behind the ear at the base of the skull, 137, 156
- Postinflammatory hyperpigmentation (PIH)**, 483, 487
- Posture**, your, 43–44
- Potassium**, 210, 217
- Potassium hydroxide**, strong alkali used in soaps and creams, 324, 351
- Potential hydrogen**. *See* pH
- PPE**. *See* Personal protective equipment
- PR**. *See* Public relations
- Precursors**, 212
- Pregnancy**. *See also* Melasma
- breast milk, 98
 - high frequency machine contraindicated for problems with, 463
 - marijuana during, 201–202
 - treatments contraindicated during, 188, 194
 - vitamin deficiency during, 213
- Preservatives**, chemical agents that inhibit the growth of microorganisms in cosmetic formulations. These kill bacteria and prevent products from spoiling, 313, 320, 351
- Prickly heat**. *See* Miliaria rubra
- Primary colors**, yellow, red, and blue; fundamental colors that cannot be obtained from a mixture, 560, 620
- Primary lesions**, primary lesions are characterized by flat, palpable changes in skin color such as macules or patches, or an elevation formed by fluid in a cavity, such as vesicles, bullous, or pustules, 153–260, 280
- Prioritizing**, to make a list of tasks that need to be done in the order of most-to-least important, 30, 37
- Prism**, light spectrum in, 190–191
- Prince labeling**, 9
- Probe**. *See* Electrode
- Procedural guide**, manual or set of instructions designed to standardize operations; supplies specific protocols for conducting individual services, such as the expected method for performing a glycolic or microdermabrasion treatment, 693, 697
- Procedure**
- after facial decontamination procedure, 364–368
 - making butterfly eye pads, 379
 - pre-epoxy mask sterilization, 378
 - making cleansing pads, 378
 - post-service procedure, 373–376
 - primarily mouth mask sterilization pre-service procedure, 372–374
- Procerus**, muscle that covers the bridge of the nose, depresses the eyebrows, and causes wrinkles across the bridge of the nose, 129, 156
- Precipitation**, putting off until tomorrow what you can do today, 23, 37
- Product**. *See also* Makeup
- allergic reactions to, 321
 - absorb less grime, 381
 - includes added chemical-free, 164

- choosing product line, 344–346 *more on* [product line](#)
Consumer Product Safety Commission, 82
cross-contamination of, 94, 110
development, 14
ingredients (skin care), 321–330
knowledge of, to promote sales, 703–704
Material Safety Data Sheet on, 75, 76, 82, 111
organic ingredients, 321–322
photos to demonstrate results of, 56
product-sellers, 706
safety (skin care), 322–323
selection (skin care), 332–346
selling, 703–717
- P**rofessional image, the impression projected by a person engaged in any profession, consisting of outward appearance and conduct exhibited in the workplace, 40, 44, 46
balanced living, 42, 52
clothing, 42, 648
conduct, 44–45, 368, 648, 649–650
ethics, 33–35
hygiene, 41
makeup, 42–43
positive attitude, 649, 662
posture, 43–44
pre-service reflection on, 572
promptness, honesty, full attention to client, 52, 648
reasons to study, 40
- Professional makeup, application procedure, 608–613
- Professional salon image, 102–103, 357
- Profit, amount of money available after all expenses are subtracted from all revenues, 675–676, 697
- Promotion, the process of getting the consumer's attention, with the goal of increasing business, 707, 718
more on [examples of](#), 707
- Protractors, muscles that turn the hand inward so that the palm faces downward, 131, 136
- Propylene glycol, humectant often used in dry or sensitive skin moisturism, 325, 331
- Protection, against: fire; theft; lawsuits, 681–682
- Proteins, chains of amino acid molecules used in all cell functions and body growth, 202, 224, 228
more on [dietary sources of](#), 203
extracellular matrix protein, 239
- Protons, 163
- Protoplasm, colorless, jellylike substance in *cell* contains food elements such as proteins, fats, carbohydrates, mineral salts, and water, 119, 156
- Provitamins, 210
- Pruitis, persistent itching, 264, 280
- Pseudofolliculitis (razor bumps), resembles folliculitis without the pus or infection, 264, 280
- Psoriasis, skin disease characterized by red patches covered with white-silver scales. It is caused by an overproliferation of skin cells that replicate too fast. Immune dysfunction could be the cause. Psoriasis is usually found in patches on the scalp, elbows, knees, chest, and lower back, 264, 280
UV therapy for, 192
- Psychology, of selling, 702
- Pubis bone, 122
- Public relations (PR), planning and developing of relationships to achieve a certain desired behavior, 693, 697
- Publicity, a marketing strategy used to gain free media attention, 697–718 *more on* [public relations](#)
- Pulmonary circulation, sends the blood from the heart to the lungs to be purified, then back to the heart again, 128, 156
- Pumpkin, 321
- Purchase and inventory control, 685
- Pus, a fluid created by infection, 81, 112
- Pustule, raised, inflamed papule with a white or yellow center containing pus in the cap of the lesion referred to as the head of the pimple, 239–260, 280
- Pyrilamine, 209, 215
- R**adial artery, artery along with numerous branches, that supplies blood to the thumb side of the arm and the back of the hand, supplies the muscles of the skin, hands, fingers, wrist, elbow, and forearm, 143, 156
- Radial nerve, sensory-motor nerve that, with its branches, supplies the thumb side of the arm and back of the hand, 156
- Radio wave, 189
- Radius, smaller bone in the forearm on the same side as the thumb, 122, 125, 126, 156
- Rainbow, light spectrum in, 190–191
- Razor bumps. *See* Pseudofolliculitis
- RDIAs, *See* Recommended daily allowances
- Recommended daily allowances (RDAs), 207
- Reconstructive surgery, defined as restoring a bodily function necessary surgery for accident survivors and those with congenital disfigurements or other diseases, 551, 555
- Record keeping, 684–686
client service records, 686, 708, 710
for disinfection, 95
- Purchase and inventory control, 685
- Rectifier, apparatus that changes alternating current to direct current, 182, 197
- Red blood cells, also known as *red corpuscles* or *erythrocytes*, produced in the red bone marrow; blood cells that carry oxygen from the lungs to the body cells and transport carbon dioxide from the cells back to the lungs, 141, 156, 210. *See also* Blood
- Red light, a light-emitting diode for use on clients in the stimulation of circulation and collagen and elastin production, 190–191, 193, 197
more on [beneficial effects of](#), 194

- Redox reactions**, chemical reaction in which the oxidizing agent is reduced and the reducing agent is oxidized, 170, 177
- Reduction**, the process through which oxygen is subtracted from or hydrogen is added to a substance through a chemical reaction, 170, 177
- Referrals**, clear, 713–714
- Reflective listening**, listening to the client and then repeating, in your own words, what you think the client is telling you, 58, 70
- Reflex**, automatic reaction to a stimulus that involves the movement of an impulse from a sensory receptor along the sensory nerve to the spinal cord. A responsive impulse is sent along a motor neuron to a muscle, causing a reaction (for example, the quick removal of the hand from a hot object). Reflexes do not have to be learned; they are automatic, 134, 158
- Registered nurse (RN)**, 10
- Regulations**, 56, 650, 652–653, 678–679. *See also Certificate of license; esthetician's; insurance coverage; skin care business*
- Regulatory agencies**, monitor medical equipment, inspect medical facilities, regulate medical services, and issue an esthetician's certificate or license, 52–53
- infection control**, 75–78
- for infection control**, 75–78
- on operating advanced machines and equipment**, 536
- record keeping for disinfection**, 95
- for safe footwear**, 45
- on using disinfectants and autoclaves**, 94
- on using skin-penetrating implements**, 86
- on waxing services**, 504
- Reiki**, universal life-force energy transmitted through the palms of the hands that helps lift the spirits and provide balance to the whole self body, mind, and spirit, 546, 555
- Relaxation**, 313, 330, 348, 436
- aromatherapy**, 313, 330, 348, 436
- body wraps**, 541, 554
- facial massage**, 438
- galvanic treatments**, 463
- shirodhara**, 543
- Remineralization**, 326, 347, 541, 554
- Renaissance**, 7
- Rent**, as business expense, 676
- Repairs**, as business expense, 676
- Reproductive system**, body system that includes the ovaries, uterine tubes, uterus, and vagina in the female and the testes, prostate gland, penis, and urethra in the male. This system performs the function of producing offspring and passing on the genetic code from one generation to another, 121, 147, 156
- herpes simplex virus 2**, 268, 279
- Resort spa**, 631
- Respiration**, process of inhaling and exhaling the act of breathing; the exchange of carbon dioxide and oxygen in the lungs and within each cell, 121, 156
- in breathing cycle**, 146
- Respiratory system**, body system consisting of the lungs and air passages; enables breathing, which supplies the body with oxygen and eliminates carbon dioxide as a waste product, 121, 146, 156
- Resume**, a written summary of education and work experience that highlights relevant accomplishments and achievements, 631–636, 656
- cover letter**, 635
- sample of**, 633
- Resume Checklist**, 632, 634
- Retail supplies**, items available for sale to clients, 635, 697
- Retailing**, the act of recommending and selling products to clients for at-home use, 703, 718
- makeup**, 607
- Retention**, client, 712–714
- Retention hyperkeratosis**, hereditary factor in which dead skin cells build up and do not shed from the follicles as they do on normal skin, 272–273, 280
- Reticular layer**, deeper layer of the dermis containing proteins, collagen, and elastin that give the skin its strength and elasticity, 229, 239, 240, 253
- Retin-A[®]**. *See Retinoid acid; Tretinoin*
- Retinoid acid (Retin-A[®])**, vitamin A derivative that has demonstrated an ability to alter collagen synthesis and is used to treat acne and visible signs of aging; side effects are irritation, photosensitivity, skin dryness, redness, and peeling, 211, 224, 276, 317–318
- Retinoids**, 188, 212
- Retinol**, natural form of vitamin A; stimulates cell repair and helps to normalize skin cells by generating new cells, 209, 211, 234, 317–318, 321, 351
- Retinyl palmitate polypeptide**, 212
- Revenue**, income generated from selling services and products, or money taken in, 675–676, 697
- Rhinoplasty**, plastic or reconstructive surgery performed on the nose to change or correct its appearance, 552, 555
- Rhytidectomy**, a face-lift procedure that removes excess fat at the jowl line; tightens loose, atrophic muscles and removes sagging skin, 551, 556
- Riboflavin**, 209, 215
- Ribs**, twelve pairs of bones forming the wall of the thorax, 122, 125, 156
- Rickets**, 213
- Ringsworm**. *See* *Tinea corporis*
- Risorius**, muscle of the mouth that draws the corner of the mouth out and back, as in grinning, 129, 130, 156
- RN**. *See Registered nurse*
- Role model**, a person whose behavior and success are worthy of emulation, 662–663, 666
- Rolling**, massage movement in which the tissues are pacted and twisted using a fast back-and-forth movement, 434, 446
- Roll-off mask**. *See* *Gommage* or *siliconized botanical*; *quintessence*
- Rome, ancient**, 5–6, 473
- Root**, hair, 241
- Rosacea**, chronic condition that appears primarily on the cheeks and nose and is characterized by flushing (redness), telangiectasis (distended or dilated surface blood vessels), and, in some cases, the formation of papules and pustules, 250, 253, 264, 280, 288
- Rose**, credited with moisturizing, astringent, tonic, and deodorant properties; found in the forms of rose extracts, oil, or water, 327, 351
- Rotary brush**, machine used to lightly exfoliate and stimulate the skin; also helps soften excess oil, dirt, and cell buildup, 453–454, 470
- Rubin's Classification of Photoaging**, 290

Sacrum. 122

Safety tips. 673

- allergic reaction to water products, 321
- building accessibility for disabled persons, 674
- burns, 101–102
- client with open wound or abrasion, 96
- disinfect or discard, 95
- for disinfectants, 92–93
- Dr. Jacquet massage technique, 435, 445
- electrical current, 186–187
- electrical equipment, 183–185
- exposure incidents, 39
- sanitizing compared to cleaning, 93
- Tesla high-frequency current treatments, 188
- UV sanitizers, 93

Salary. a method of compensation that specifies a certain amount of pay based on either a flat or hourly rate, 657–658, 666

Sales manager. career as, 12

Saleperson. 12

Salicylic acid. beta hydroxy acid with exfoliating and antiseptic properties; natural sources include sweet birch, willow bark, and wintergreen, 325, 351

Salivary glands. 201

Salon or spa. *See also* Skin care business

- access for disabled clients, 674
- adverse chemical reactions in, 265
- competition, 673
- consent form, 54, 70
- employee manual, 633, 636
- fall-service, 629
- handling mix-ups in scheduling, 61–62
- infection control guidelines, 103–105
- information interview with, 638–640
- merchandising, 705, 718
- physical layout planning, 677–678
- professional image of, 102–103, 357
- prohibited from diagnosing, 83, 110, 111
- purchasing established salon, 680
- Salon Visit Checklist, 629
- selling products and services, 700–702
- types of, 629, 631
- upelling services, 704, 718
- visit to, in job search, 638–640

Salon Visit Checklist (job search). 639

Sanitizing. a chemical process for reducing the number of disease-causing germs on cleaned surfaces to a safe level, 74, 113

- cleaning compared to, 93

Saponification. chemical reaction during decongestion where the current transforms the sebum into soap, 459, 470

Saturated fats. 205–206

SBA. *See* Small Business Administration

Scabies. a contagious skin disease that is caused by the itch mite, which burrows under the skin, 86, 113

Scale. flaky skin cells; any thin plate of epidermal flakes, dry or oily. An example is abnormal or excessive dandruff, 260–261, 280

Scapula (shoulder blade), one of a pair of large, flat triangular bones of the shoulder, 122, 125, 156

Scar. light-colored, slightly raised mark on the skin formed after an injury or lesion of the skin has healed up. The tissue hardens to heal the injury. Elevated scars are hypertrophic; a keloid is a hypertrophic (abnormal) scar, 160–161, 280

SCM. *See* Sternocleidomastoid

SCORE. *See* Service Club of Retired Executives

Seabird. 202, 207

Seasonal promotions. 707

Seaweed. seaweed derivatives such as algae have many nourishing properties known for its humectant and moisturizing properties, vitamin content, metabolism stimulation and detoxification, and aiding skin firmness, 327, 332

Schaceous filaments. similar to open comedones, these are mainly solidified impactions of oil without the cell matter, 273, 280

Schaceous glands (oil glands). protect the surface of the skin.

- Schaceous glands are appendages connected to follicles, 147,

219, 232, 233, 241, 253, 261–262

Schaceous hyperplasia. benign lesions frequently seen in older areas of the face. An overgrowth of the seaceous gland, they appear similar to open comedones; often doughnut-shaped, with seaceous material in the center, 262, 280

Schborthea. severe oiliness of the skin; an abnormal secretion from the seaceous glands, 262, 280

Schorrheic dermatitis. common form of eczema; mainly affects oily areas; characterized by inflammation, scaling, and/or itching, 262, 280

Sebum. oil that provides protection for the epidermis from external factors and lubricates both the skin and hair, 168, 232, 242, 253

Second digit. 112

Secondary colors. colors obtained by mixing equal parts of two primary colors, 561, 620

Secondary lesions. skin damage developed in the later stages of disease, that change the structure of tissues or organs, 260–261, 280

Second-degree burns. 101–102

Secretion. 232

Secretory nerves. 242

Selenium. 211, 218

Self-care test. 23

Self-control. in conflicts, 45

Self-evasion. 21

- self-evasion techniques used to avoid challenges

Selling. selling is about art of selling has three main forms:

- client retention, 712–714

- client value, 709–711

- client building, 711–712

- selling can used three strategy with

- knowledge of products, 703–704

- marketing, 705–706

- merchandising, 705–706

- reasons to study, 705

- results by customers and guidance

In skin care sales. 703–702

- tracking your success, 717

Sensory nerves (afferent nerves). carry impulses or messages from

- the sense organs to the brain, where sensations such as touch,

- cold, heat, sight, hearing, taste, smell, pain, and pressure are

- experienced. Sensory nerve endings called receptors are located

- close to the surface of the skin, 134, 147, 156, 239, 242

Series-savings discount. 707

- series-savings discount is a discount

- given to customers because a customer

- purchases several items at a single time

Serratus anterior, muscle of the chest that assists in breathing and in raising the arm, 120, 137

Serum, concentrated liquid ingredients for the skin designed to penetrate and treat various skin conditions, 340, 352, 392, 480

Service Code of Retired Executives (SCORE), 673

Sesame oil, 320

Seventh cranial nerve (facial nerve), the chief motor nerve of the face. It emerges near the lower part of the ear and extends to the muscles of the neck, 137, 157

Shang dynasty, 6

Sharp, Universal and Standard Precautions on, 99

Sharp container, plastic biohazard containers for disposable needles and anything sharp. The container is red and puncture-proof and must be disposed of as medical waste, 369, 380

Shaving, 264, 278, 484

Sheath, hair root, 241

Shiatsu, the application of pressure on acupuncture points found throughout the body to balance the body's energy flow and to promote health. It originated as a form of physical therapy in Japan, 416, 446

Shingles. See *Herpes zoster*

Shirodhara, 543

Shoes, work-appropriate, 43

Short wavelengths, 189–190

Shoulder

- bones, 125, 156
- exercise, 44
- massage, 439
- motor nerve points of, 436
- muscles, 130–131

Show and tell, of treatment options, 55

Silicones, oil that is chemically combined with silicon and oxygen and leaves a noncomedogenic, protective film on the surface of the skin, 310, 328, 352

Single-use, also known as *disposable*; items that cannot be used more than once. These items cannot be properly cleaned so that all visible residue is removed or they are damaged or contaminated by cleaning and disinfecting in exposure incident, 93, 96, 113

for treatment room, 360–362, 367

Sinusoidal current, a smooth, repetitive alternating current, the most commonly used alternating current waveform, used in the high frequency machine and can produce heat, 463, 470

Sitting posture, correct, 46

Skeletal system, physical foundation of the body, composed of the bones and movable and immovable joints, 121, 122, 124, 125–126, 157

- osteoporosis, 213
- primary functions of, 123

Skin, external protective coating that covers the body. The body's largest organ; acts as a barrier to protect body systems from the outside elements, 121, 157

- adverse chemical reaction to taken, 265
- antioxidants and, 212
- bioflavonoids and, 217
- blood vessels of, 147, 148
- cigarette smoking and, 210
- colonialism and, 146
- face about, 229
- functions of, 230–233
- layers of, 233–240

natural pH of, 168

nutrition for healthy, 200, 202

as part of immune system, 243–250

structure of, 147, 230–231

Universal and Standard Precautions on broken, 98

- vitamin D and, 192, 210, 213, 224

Skin analysis

- client consultation, 295–297
- Clear Consultation Form, 298
- client with open wound or abrasion, 96
- contraindications for service, 295–296
- diseased skin, pigmentation, 290–291
- factors affecting skin, 293–295
- Fitzpatrick Scale for, 59, 288–289, 302
- genetic determination of skin type, 285–287
- healthy habits for skin, 295
- performing, 297–299
- procedure, 290–301
- reasons to study, 285
- sensitive skin, 287–288
- skin type compared to skin condition, 291–292

Skin cancer, 192, 237

- from damage to DNA, 269

Skin care business, 686

- company owner, 14
- Customized Skin Care Program form, 716
- going into, 689
- action plan for, 673–675
- booth rentals, 672–673
- business operations, 682–683
- business plan: costs, revenue, profits, 675–676
- leases, 680–681
- ownership options, 670–672
- physical layout planning, 677–678
- protection against fire, theft, lawsuits, 681–682
- purchasing established salon, 680
- regulations, business laws, insurance, 678–679
- operation of

 - appointment scheduling, 688–689
 - front desk, 686–688

- Income Statement sample, 676
- personnel, 692–695
- telephone skills, 689–692
- public relations, 693
- reasons to study, 689
- record keeping, 684–686
- client service records, 686, 708, 710
- for disinfection, 95
- purchase and inventory control, 685

Skin care products, 307

- against acne trigger, 274
- as emollients, 308–311
- choosing product line, 344–346
- home-care products, 343–344
- ingredients, 323–330

 - color agents, 314
 - delivery systems, 316
 - emollients, 308–311
 - fragrances, 313
 - free radicals, 318–319
 - gellants and thickeners, 313
 - hydrates and moisturizers, 314–315

- lighteners and brighteners, 316
for mature skin, 331–332
natural compared to synthetic, 320–321
organic, 321–322
peptides, 317
to improve cell metabolism, 316–317
preservatives, 313
retinol, 209, 211, 224, 317–318, 321, 351
sunscreen, 319–320
surfactants, 311–312
vitamins and other antioxidants, 318
- water, 308
- seasons to study, 267
- recommendations to clients, 287
- safety, 322–323
- selection
- chart for comparing and rating product lines, 346
 - cleansers, 332–334
 - exfoliants, 334–337
 - eye creams, 340
 - lip treatments, 340
 - moists, 337–339
 - moisturizers and hydrators, 340–342
 - pores and pores, 345
 - self-tanners, 343
 - serums and ampoules, 340
 - suncreams, 342
 - toners, 334
- testing pH values of, 168–169
- Skin disorders.** *See also Acne; specific inflammations; specific lesions; specific pigmentation disorders*
- cancer, 188, 192, 194, 237, 269–272, 271, 272
 - contagious disease, 83, 85, 119, 111, 268–269
 - dermatology and esthetics, 258
 - hyperpigmentation, 267
 - inflammation, 261–265, 277–278
 - lesions, 258–262, 264, 280–281
 - pigmentation, 263–267, 277–278, 290
 - reason to study, 257
 - of sebaceous glands, 261–262
 - of sudoriferous glands, 262–263
- Skin tag.** small, benign outgrowths or extensions of the skin that look like flaps; common under the arms or on the neck, 267, 281
- Skin types.** classification that describes a person's genetic skin type, 284, 302
- α-factor in treatment options, 58
 - Rapamycin typing of, 59, 288–289, 302
 - four categories of, 285–288
- Skull.** 122–124, 137, 154, 156–157
- Slapping.** massage movement in which the wrists are kept flexible so that the palms come in contact with the skin in light, firm, and rapid strokes; one hand follows the other; with each slapping stroke, the flesh is lifted slightly, 434, 446
- Sleep.**
- for healthy skin, 296
 - skin aging from deficiency, 293
- Small Business Administration (SBA).** 675
- Smaller occipital nerve (lesser occipital nerve),** located at the base of the skull, affects the scalp and muscles behind the ear, 137, 157
- Smile.**
- first impressions, 52
 - greeting new client, 51
 - nonverbal cue, 53
- Smoking.**
- addictive habit, 299
 - aversion to smoking, 299–300
 - causes wrinkles, 299
 - esthetician's habit of, 372
 - skin aging from, 293
 - skin health and, 247–248
- Smooth muscles,** 126, 154
- Soaps,** 173
- antibacterial, 309
 - body wash, 173
 - hand soaps, 173
 - skin care products, 173
- Social media,** 708
- Sodium,** 211, 218
- Sodium bicarbonate, baking soda;** an alkaline inorganic salt used as a buffering agent, neutralizer, and a pH adjuster, 325, 352
- Sodium chloride,** 163
- Sodium coccoate,** 320
- Sodium hypochlorite, common household bleach;** an effective disinfectant for the salon, 92, 113
- Sodium lauryl sulfate,** 320
- Sodium PCA,** 321
- Sole proprietorship,** form of business ownership in which an individual acts as sole owner and manager and is responsible for determining all policies and making all of the necessary decisions associated with running a business, 670, 687
- Solids,** a state of matter that is rigid with a definite size and shape, such as ice, 164, 177
- Solute,** a substance that dissolves the solvent to form a solution, 171, 177
- Solutions,** a uniform mixture of two or more mutually miscible substances, 171, 177
- Solvent,** a substance that dissolves another substance to form a solution, 171, 177
- in skin care products, 320
- Seorbital, humectant;** that absorbs moisture from the air to prevent skin dryness, 321, 325, 352
- Sorenson, Svante,** 166
- Soy proteins,** 203
- SP.** *See Standard Precautions*
- Spa.** *See also Salon or spa*
- body treatments, 341–346
 - career as spa esthetician, 10
 - hood, 631
 - job search at, 638–640
 - medical, 8, 629, 631
 - spa break and vacation packages, 631
 - Spa Inake Form, 207
 - wellness center, 629
- Special-event.**
- airbrush, 599–600
 - bridal, 938
 - makeup for, 598–599
 - new product or service launched at, 707
 - photography and video makeup, 598–599
- SPF.** *See Sun protection factor*
- Sphenoid bone,** bone that joins all the bones of the cranium together, 123, 124, 157
- Sphingolipids, ceramides,** or lipid material, that are a natural part of the intercellular matrix. Glycosphingolipids and phospholipids are also natural lipids found in the barrier layer, 323, 352
- Spinal accessory nerve,** 135

- Spinal cord**, portion of the central nervous system that originates in the brain, extends down to the lower extremity of the trunk, and is protected by the spinal column, 134, 157
- Spirilla**, spiral or corkscrew-shaped bacteria that cause diseases such as syphilis and Lyme disease, 80, 113
- Spray machine**, spray misting device, 466–467, 470
- Squalane**, derived from olives; desaturates and nourishes an emollient, 325, 352
- Squamous cell carcinoma**, type of skin cancer more serious than basal cell carcinoma; characterized by scaly, red or pink papules or nodules; also appear as open sores or crusty areas; can grow and spread in the body, 270, 281
- Stain**, brown or wine-colored discoloration with a circular and/or irregular shape. Stains occur after certain diseases, or after strokes, freckles, or liver spots disappear. A port wine stain is a birthmark, which is a vascular type of nevus, 266, 281
- Standard of ethics**, 32–33
- Standard Precautions (SP)**, precautions such as wearing personal protective equipment to prevent skin and mucous membrane where contact with a client's blood, body fluids, secretions (except sweat), excretions, nonintact skin, and mucous membranes is likely. Workers must assume that all blood and body fluids are potential sources of infection, regardless of the perceived risk, 97–102, 113
- Universal Precautions compared with, 98
- Standing posture**, 43
- Staphylococci**, pus-forming bacteria that grow in clusters like a bunch of grapes. They cause abscesses, pustules, and boils, 80, 113
- State board member**, 15
- State license or certificate**. See *Certificate or license, esthetician's state licensing inspec-* 15
- States of matter**, the three different physical forms of matter: solid, liquid, and gas, 164, 177
- Steamer**, 454–457
- Sebaceous cyst** or **subcutaneous tumor** filled with sebum; ranges in size from a pea to an orange. It usually appears on the scalp, neck, and back; also called a nodule, 262, 281
- Stem cells**, derived from plants to protect or stimulate our own skin stem cells for health and antiaging benefits, 317, 352
- Sterilization**, the process that completely destroys all microbial life, including spores, 88, 113
- Sternocleidomastoid (SCM)**, muscle of the neck that depresses and rotates the head, 126, 157
- Sternum (breastbone)**, the flat bone that forms the ventral support of the ribs, 122, 125, 157
- Stools**, 321
- Stomach**, 121
- as digestive system component, 201
 - endocrine glands and, 145
- Stone massage**, use of hot stones and cold stones in massage or in other treatments, 342, 355
- Stratum corneum** (horny layer), outermost layer of the epidermis, composed of cornocytes, 229, 233, 234, 240, 253
- Stratum germinativum** (basal cell layer), active layer of the epidermis above the papillary layer of the dermis; cell mitosis takes place here that produces new epidermal skin cells and is responsible for growth, 229, 233, 240, 253
- Serum granulosum** (granular layer), layer of the epidermis composed of cells filled with keratin that resemble granules; replace cells shed from the stratum corneum, 229, 233, 235, 240, 253
- Stratum lucidum**, clear, transparent layer of the epidermis under the stratum corneum; thicker on the palms of hands and soles of feet, 229, 233, 235, 240, 253
- Stratum spinosum** (spiny layer), layer of the epidermis above the stratum germinativum layer containing desmosomes, the intercellular connections made of proteins, 229, 233, 235, 240, 253
- Streptococci**, pus-forming bacteria arranged in curved lines resembling a string of beads. They cause infections such as strep throat and blood poisoning, 80, 113
- Stroke**, 43, 132, 155, 157
- skin aging from, 293
 - vitamin C and resistance to, 216–217
- Striated muscles** (skeletal, voluntary), attached to the bones and make up a large percentage of body mass; controlled by the will, 126, 157
- Study skills**, 26–27
- Subcutaneous layer** (hypodermis), subcutaneous adipose (fat) tissue located beneath the dermis; a protective cushion and energy storage for the body, 23, 229, 233, 239, 253
- Subcutis tissue** (adipose tissue), fatty tissue found beneath the dermis that gives smoothness and contour to the body, contains fat for use as energy, and also acts as a protective cushion for the outer skin, 239, 253
- Submental artery**, artery that supplies blood to the chin and lower lip, 141, 157
- Success**
- chart of skills for, 284
 - dress for, 41
 - guidelines for, 21–23
 - habits for, 26–27
 - life skills for, 24–25, 28, 37, 41
 - on-the-job, 664
 - role models, 662, 666
 - rules for, 24–25
 - tracking your, 717
- Suction machine**. See *Vacuum machine*
- Sudoriferous glands** (sweat glands), excess perspiration, regulate body temperature, and detoxify the body by excreting excess salt and unwanted chemicals, 147, 168, 229, 231, 233, 242–243, 253
- disorders of, 262–263
- Sugaring**, ancient method of hair removal. The original recipe is a mixture of sugar, lemon juice, and water that is heated to form syrup, molded into a ball, and pressed onto the skin and then quickly stripped away, 486, 526
- Sulfur**, sulfur reduces oil-gland activity and dissolves the skin's surface layer of dry, dead cells. This ingredient is commonly used in acne products, 211, 325, 352
- Sun protection factor (SPF)**, ability of a product to delay sun-induced erythema, the visible sign of sun damage. The SPF rating is based only on UVB protection, not UVA exposure, 194–195, 319, 352
- Sun spot**, 85, 113
- Sunlight**. See also *Cancer* *Ultraviolet radiation effect on skin*, 194–195

- photaging from, 191–193, 288–289, 290
types of electromagnetic radiation in, 190–191
- Sunscreen
after facial treatments, 392
ingredients, 319–320
sun protection instructions, 59
- Superficial temporal artery, a continuation of the external carotid artery; artery that supplies blood to the muscles of the front, side, and top of the head, 141, 157
- Superior labial artery, artery that supplies blood to the upper lip and region of the nose, 141, 157
- Supinator, muscle of the forearm that rotates the radius outward and the palm upward, 131, 157
- Suporbital artery, artery that supplies blood to the upper eyelid and forehead, 141, 157
- Suprorbital nerve, nerve that affects the skin of the forehead, scalp, eyebrow, and upper eyelid, 135, 157
- Supraorbital nerve, nerve that affects the skin between the eyes and upper side of the nose, 135, 157
- Surfactants, acronym for surface active agent: reduce surface tension between the skin and the product to increase product spreadability; allow oil and water to mix, or emulsify, 172, 177, 311–312, 320
- Suspensions, unstable mixtures of two or more immiscible substances, 171, 172, 177
- Sustainability, meeting the needs of the present without compromising the ability of future generations to meet their needs. The three facets of sustainability are the three Es: the Environment, the Economy, and social Equity, 368–371, 380
- Sweat glands. *See* Sudoriferous glands
- Sweat pores, 235
- Swedish massage movements, 432–434
- Sympathetic division, part of the autonomic nervous system that stimulates or speeds up activity and prepares the body for stressful situations, such as in running from a dangerous situation, or competing in a sports event, 132, 157
- Synthetic ingredients, 320–321
- Systemic disease, disease that affects the body as a whole, often due to under-functioning or over-functioning of internal glands or organs. This disease is carried through the blood stream or the lymphatic system, 83, 113
- Systemic or general circulation, circulation of blood from the heart throughout the body and back again to the heart, 138, 157
- Systems. *See* Body systems
- T**
- Tan, increase in pigmentation due to the melanin production that results from exposure to UV radiation; visible skin damage. Melanin is designed to help protect the skin from the sun's UV radiation, 286, 291
- Tanning beds, 191, 192
- Tapotement (percussion), movements consisting of short, quick tapping, slapping, and hacking movements, 431, 446
- Tarsals, 122
- Taxes, 660, 665, 676
- Taxotene (Taxotere), 276, 317–318
- TCA peels. *See* Trichloroacetic acid peels
- T-cells, identify molecules that have foreign peptides and also help regulate immune response, 244, 253
- TCA (methotrexate), 320
- Tea tree, soothing and antiseptic/antifungal properties, 317, 353
- Team work
with boss, 650
with client, 42
with coworkers, 36, 52, 649–650
pitching in when needed, 45
success due to, 662
- Telangiectasia, capillaries that have been damaged and are now larger, or distended blood vessels; commonly called *broken* skin, 250, 253, 264, 287, 302, 326, 330, 463
- Telephone calls
as business expense, 676
for follow-up with clients, 715
skill at, 689–692
testing, 31
- Telogen, also known as resting phase; the final phase in the hair cycle that lasts until the fully grown hair is shed, 478, 526
- Temperance control, 372
- Temporal bones, bones forming the sides of the head in the ear region, 123, 124, 157
- Temporal nerve, nerve affecting the muscles of the temple, side of the forehead, eyebrow, eyelid, and upper part of the cheek, 137, 157
- Temporalis muscle, temporal muscle; one of the muscles involved in mastication (chewing), 128, 157
- 10-step consultation method, 57–58
consultative selling, 701–702
- Terminal differentiation, 286
- Terminal hair, 474
- Tertiary colors, intermediate color achieved by mixing a secondary color and its neighboring primary color on the color wheel in equal amounts, 561, 626
- Tesla, high-frequency current (violet ray), thermal or heat-producing current with a high rate of oscillation or vibration, 186, 188, 190, 197
direct and indirect application methods, 189
- Test taking, for licensure, 625, 666
deductive reasoning, 626
practical examination, 628
understanding test formats, 626–628
- Testes, male organs which produce the male hormone testosterone, 145, 157
- Test-wise, refers to a student who begins to prepare for taking a test by practicing good study habits and time management as part of an effective study program, 625, 668
- TEWL. *See* Transepidermal water loss
- Texting, 31
- Thank You Note sample (job search), 640
- Thermal masks. *See* Modelage masks
- Thermolysis, also known as electrocautery/heat effect; a high-frequency AC current that produces heat and destroys the follicle; a method of electrolysis used for permanent hair removal, 461, 470
- Thiamine, 209, 215
- Third digit, 122
- Third-degree burns, 101–102
- Thorax, also known as chest or pulmonary cavity; consists of the sternum, ribs, and thoracic vertebrae; elastic, bony cage that serves as a protective framework for the heart, lungs, and other internal organs, 123, 157

- Threading**, also known as *bawling*; method of hair removal; cotton thread is twisted and rolled along the surface of the skin, coiling hair in the thread and lifting it out of the follicle, 485, 526
- Three-prong plug**, 184
- Thrombocytes**, 141, 155
- Thymus gland**, 143, 145
- Thyroid gland**, a gland located in the neck; controls how quickly the body burns energy (metabolism), makes protein, and how sensitive the body should be to other hormones, 144, 145, 158
- Time management**, 29–31
- Tinea**, a contagious condition caused by fungal infection and not a parasite; characterized by itching, scales, and, sometimes, painful lesions, 263, 281
- Tinea barbae**, also known as *barber's itch*; superficial fungal infection that commonly affects the skin. It is primarily limited to the bearded areas of the face and neck or around the scalp, 35, 113
- Tinea corporis** (ringworm), a contagious infection that forms a ringed, red pattern with elevated edges, 263, 281
- Tinea pedis**, a ringworm fungus of the foot or athlete's foot, 35, 113
- Tinea versicolor**, also known as *ring spot*; a noncontagious fungal infection which is characterized by white or varicolored patches on the skin and is often found on arms and legs, 35, 113
- Tissue**, collection of similar cells that perform a particular function, 120
- Tissue respiratory factor (TRF)**, ingredient derived from yeast cells that functions as an anti-inflammatory and moisturizing ingredient, 317, 352
- Titanium dioxide**, inorganic physical sunscreen that reflects UV radiation, 325, 352
- Toenail**, 210, 213–214, 224
- To-do lists**, 30–31
- Tee bones**, 122
- Temper, also known as *fretfulness* or *irritability***; liquids designed to tone and tighten the skin's surface, 334, 352, 392
- Client home-care instruction sheet**, 344
- Teardropase**, 211
- Touch**
- as nonverbal cue, 59
 - as touch therapy, 100–101
 - pressure of, during massage, 408
 - skin receptors, 230–231
- Toxins**, various poisonous substances produced by some microorganisms (bacteria and viruses), 65, 113
- Trace minerals**, 218
- Trans fatty acids**, 206–207
- Transcellular**, 233
- Transconjunctival blepharoplasty**, procedure performed inside the lower eyelid to remove bulging fat pads, which are often congenital, 552, 556
- Transepidermal water loss (TEWL)**, water loss caused by evaporation on the skin's surface, 230, 233
- Transferable skills**, those abilities, such as sales training or administrative skills, that were mastered at other jobs and can be applied to a new position, 534, 666
- Transverse facial artery**, artery that supplies blood to the skin and the masseter, 143, 158
- Trapezius**, muscle that covers the back of the neck and upper and middle region of the back; stabilizes the scapula and shrugs the shoulders, 130, 158, 436
- Tread industry**, 13
- Treatment room**
- determining costs of setting up, 358
 - esthetician's presentation in, 356–357
 - furniture, equipment, and room setup for, 357–359
 - procedures
 - after facial decontamination procedures, 364–368
 - making butterfly eye pads, 379
 - making cleansing pads, 378
 - post-service, 375–376
 - pres-service, 372–374
 - professional atmosphere of, 357
 - reasons to study, 356
 - room preparation, 362–364
 - supplies, equipment, and room setup for, 368–371
 - using resources and money, 368–371
 - supplies, disposable, and products for, 360–362
 - three-part preparation of, 361
- Treatment table**, 44
- Tretinoin (Retin-A)**, transretinoic acid, a derivative of vitamin A used for collagen synthesis, hyperpigmentation, and for acne, 211, 214, 276, 317–318
- TRF** *See* **Tissue respiratory factor**
- Trial-size samples**, 707
- Triangular muscle**, 139, 151
- Triceps**, large muscle that covers the entire back of the upper arm and extends the forearm, 130, 158
- Trichloroacetic acid (TCA) peels**, a strong peel used to diminish sun damage and wrinkles, 352, 556
- Trichology**, scientific study of hair and its diseases and care, 474, 516
- Tricuspid valve**, the heart valve that prevents backflow between the right atrium and the right ventricle, 139, 158
- Trifacial nerve**, 136, 151
- Trigeminal nerve**, 135, 136, 151
- Trochlear nerve**, 135
- Tubercle**, abnormal rounded, solid lump; larger than a papule, 259, 260, 281
- Tuberculocidal disinfectants**, disinfectants that kill the bacteria that causes tuberculosis, 76, 90, 113
- Tuberculosis**, a disease caused by bacteria that are transmitted through coughing or sneezing, 76, 113
- Tumor**, large nodule; an abnormal cell mass resulting from excessive cell multiplication and varying in size, shape, and color, 259, 260, 281
- Turbinal bones**, thin layers of spongy bone on either of the outer walls of the nasal depression, 139, 158
- Turkey**, ancient, 473
- Tweezing**, 486–487, 502–503, 506–508, 523

Twister, 708
Two-prong plug, 184
Tyrosinase, the enzyme that stimulates melanocytes and thus produces melanin, 237, 253, 316
T-zone, center area of the face; corresponds to the "T" shape formed by the forehead, nose, and chin, 285, 302

U

UL. See Underwriter's Laboratory

Ulcer, open lesion on the skin or mucous membrane of the body, accompanied by pus and loss of skin depth. A deep erosion; a depression in the skin, normally due to infection or cancer, 260–261, 281
Ulna, inner and larger bone of the forearm, attached to the wrist on the side of the little finger, 122, 125, 126, 158
Ulnar artery, artery that supplies blood to the muscle of the little-finger side of the arm and palm of the hand, 145, 158
Ulnar nerve, sensory-motor nerve that, with its branches, affects the little-finger side of the arm and palm of the hand, 138, 158
Ultrasonic, frequency above the range of sound audible to the human ear; vibrations, created through a water medium, help cleanse and exfoliate the skin by removing dead skin cells; contraindications include epilepsy, pregnancy, and cancerous lesions; synonymous with ultrasound, 540–541, 556
Ultrasound, frequency above the range of sound audible to the human ear; vibrations, created through a water medium, help cleanse and exfoliate the skin by removing dead skin cells; contraindications include epilepsy, pregnancy, and cancerous lesions; synonymous with ultrasonic, 540–541, 556

Ultraviolet (UV) radiation, invisible rays that have short wavelengths, are the least penetrating rays, produce chemical effects, and kill germs, 189–191, 197
types of, 191

Ultraviolet (UV) sanitizers, 93

Underarm, epithelial tissue that contains sweat glands and hair; dendrum, 41
washing, 518–519

Underwriter's Laboratory (UL), 184–185

Universal Precautions (UP), a set of guidelines published by OSHA that require the employer and the employee to assume that all human blood and body fluids are infectious for bloodborne pathogens, 97–102, 113
Standard Precautions compared with, 98

Unsaturated fat, 205–206

UP. See Universal Precautions

Upscaling services, the practice of recommending or selling additional services to clients that may be performed by you or other practitioners in the salon, 704, 718

Urea, properties include enhancing the penetration abilities of other substances; anti-inflammatory, antiseptic, and deodorizing action that protects the skin's surface and helps maintain healthy skin, 320, 325, 352

Urticaria (hives), caused by an allergic reaction from the body's histamine production, 264, 281

USDA. See Department of Agriculture, U. S.

Utilities, as business expense, 676

UV sanitizers. See Ultraviolet sanitizers

UVA radiation (aging rays), longer wavelengths ranging between 320 to 400 nanometers that penetrate deeper into the skin than UVB; cause genetic damage and cell death; UVA contribute up to 95 percent of the sun's ultraviolet radiation, 245, 253

UVB radiation (burning rays), these wavelengths range between 290 to 320 nanometers. UVB rays have shorter, burning wavelengths that are stronger and more damaging than UVA rays. UVB cause burning of the skin as well as tanning, skin aging, and cancer, 245, 253

V

V. See Volt

Vacuum machine (traction machine), device that vacuums/suctions the skin to remove impurities and stimulate circulation, 453, 470

Vagus nerve, 135

Valves, structures that temporarily close a passage or permit flow in one direction only, 138, 158

Variable costs, business expenses that fluctuate, such as utilities, supplies, and advertising, 675, 697

Varicella-zoster virus. See Herpes zoster

Varicose veins, vascular lesions; dilated and twisted veins, most commonly in the legs, 264, 281

Vascular system, body system consisting of the heart, arteries, veins, and capillaries for the distribution of blood throughout the body, 138, 158

Vasoconstricting, vascular constriction of capillaries and blood flow, 400, 426

Vasodilation, vascular dilation of blood vessels, 264, 281

Vegetables, green leafy, 210

Vegetarian diet, 202, 203

Vehicle, spreading agents and ingredients that carry or deliver other ingredients into the skin and make them more effective, 316, 352

Veins, thin-walled blood vessels that are less elastic than arteries; they contain cuplike valves to prevent backflow and carry impure blood from the various capillaries back to the heart and lungs, 139, 143, 147, 149, 158, 241
of head, face, and neck, 140–142, 150, 151, 152
layers of skin and, 229
varicose, 264, 281

Vellus hair, also known as *downy hair*; short, fine, unpigmented downy hair that appears on the body, with the exception of the palms of the hands and the soles of the feet, 474, 526

Ventricle, a thick-walled, lower chamber of the heart that receives blood pumped from the atrium. There is a right ventricle and a left ventricle, 138, 158

Venules, small vessels that connect the capillaries to the veins. They collect blood from the capillaries and drain it into veins, 140, 158

Verucca (wart), hyperplasia of the papillae and epidermis caused by a virus. It is infectious and contagious, 268, 281

Vertebral column, 122, 125

Vesicle, small blister or sac containing clear fluid. Poison ivy and poison oak produce vesicles, 259–260, 281

Vestibulocochlear nerve, 135

Vibration, in massage, the rigid shaking movement in which the technician uses the body and shoulders, not just the fingertips, to create the movement, 434–435, 446

Vichy shower, 542

Victoria (queen), 7

Victorian Age, 7

Video makeup, 598–599

Violet ray, 190, 197

Viral marketing, 708

Virucidal, capable of destroying viruses, 73, 113

Virus (plural viruses), a parasitic submicroscopic particle that infects and resides in the cells of biological organisms. A virus is capable of replication only through taking over the host cell's reproductive function, 81, 113. *See also Hepatitis; Herpes simplex virus 1; Herpes simplex virus 2; Herpes zoster; Human immunodeficiency virus; Human papillomavirus; principles of infection, 82–83; types of, 82–83*

Visceral muscles, 126, 154

Visibility, business location, 673–674

Visible light, the primary source of light used in facial and scalp treatments, 182, 190–191, 197

Vitamin A (retinol), an antioxidant that aids in the functioning and repair of skin cells, 209, 211–212, 224, 317–318, 321, 351. *See also Carrot*

Vitamin B. *See B vitamins*

Vitamin C (ascorbic acid), an antioxidant vitamin needed for proper repair of the skin and tissues; promotes the production of collagen in the skin's dermal tissues; aids in and promotes the skin's healing process, 216–217, 224 in skin care products, 319

Vitamin D, fat-soluble vitamin sometimes called the sunshine vitamin because the skin synthesizes vitamin D from cholesterol when exposed to sunlight. Essential for growth and development, 210, 213, 224. *See also Cholecalciferol; UV therapy for, 192*

Vitamin E (tocopherol), primarily an antioxidant; helps protect the skin from the harmful effects of the sun's rays, 210, 213–214, 224, 321

Vitamin F, 210

Vitamin K, vitamin responsible for the synthesis of factors necessary for blood coagulation, 210, 214, 224

Vitamin P (bioflavonoids), 210, 217, 223. *See also Hesperethin; Vitamina, 208–217, 318*

skin aging from deficient, 203

Vitiligo, pigmentation disease characterized by white patches on the skin from lack of pigment cells; sunlight makes it worse, 207, 281

Vocabulary, 26

Voice volume, as nonverbal cue, 53

Volt (V, voltage), unit that measures the pressure or force that pushes the flow of electrons forward through a conductor, 182, 197

Voluntary muscles, 126, 157

Vomer bone, flat, thin bone that forms part of the nasal septum, 123, 159, 158

W

W. *See Watt*

Warm colors, the range of colors with yellow undertones; from yellow and gold through oranges, red-oranges, most reds, and even some yellow-greens, 562, 620

Wart. *See Verruca*

Water, most abundant of all substances, comprising about 75 percent of the Earth's surface and about 65 percent of the human body, 166, 177, 308. *See also Balneotherapy; Oil-in-water emulsion; Water-in-oil emulsion; chemical composition of, 163; electrical equipment and avoidance of, 185; fluoridated, 211; as functional ingredient, 320; in human body, 120; hydrophilic film, 230–231, 252; skin and, 220–221*

Water soluble, miscible with water, 312, 316, 352

Water soluble vitamins, 214–217

Water-in-oil (W/O) emulsion, droplets of water dispersed in an oil, 171, 174, 177

Waterless hand washing, 96–97

Watt (W), measurement of how much electric energy is being used in one second, 183, 187

Wavelength, distance between two successive peaks of electromagnetic waves, 190, 197, 538

Wax products

beeswax, 487

hard wax, 488–489

roll-on wax, 489

soft wax, 483

wax strips, 491–492

Waxing

blkin, 504, 520–521

body, 503

chin, with hard wax, 514–515

cycbow, 502, 508–511

cycbow shaping guidelines, 501–502

face, lip, chin, 502, 512–513

general procedure, 497–505

hot waxing services, 504

legs, with soft wax, 516–517

male clients, 503

times and prices, 505

underarm, with hard wax, 518–519

Wellness center or spa, 629

Wheel, itchy, swollen lesion caused by a blow, insect bite, skin allergy reaction, or stings. Hives and mosquito bites are wheals. Hives (urticaria) can be caused by exposure to allergens used in products, 259, 260, 281

White blood cells (white corpuscles, leukocytes), perform the function of destroying disease causing germs, 141, 156, 158

White light, referred to as *combination light* because it is a combination of all the visible rays of the spectrum, 191, 197

Whole grains, 203–205, 209–211

Witch hazel, extracted from the bark of the hamamelis shrub; can be a soothing agent or, in higher concentrations, an astringent, 327, 352

Wood's Lamp, filtered black light that is used to illuminate skin disorders, fungi, bacterial disorders, and pigmentation, 297, 452–453, 470

Work ethic, 36

Wringing, vigorous movement in which the hands, placed a little distance apart on both sides of the client's arm or leg, working downward apply a twisting motion against the bones in the opposite direction, 434, 446

Wrinkle treatments, 550–551

Wrist. *See Carpal*

X. *See also Xanthan gum* A letter used in the names of some medical devices.

Xanthan gum, 520

Xiphoid bone, 122

X-ray, 189

Y

Yawning, as nonverbal cue, 53

Yellow light, a light-emitting diode which aids in reducing inflammation and swelling, 190–191, 195, 197; beneficial effects of, 194

You see what you eat, 202, 212

Z

Zinc, 211, 218

Zinc oxide, inorganic physical sunscreen that reflects UVA radiation. Also used to protect, soothe, and heal the skin; is somewhat astringent, antiseptic, and antibacterial, 325, 352

Zygomatic bones (malar bones, cheekbones), bones that form the prominence of the cheek; the cheekbones, 123, 139, 158

Zygomatic nerve, nerve that affects the skin of the temple, side of the forehead, and upper part of the cheek, 137, 158

Zygomaticus major and minor, muscles on both sides of the face that extend from the zygomatic bone to the angle of the mouth. These muscles elevate the lip, pull the mouth upward and backward, as when you are laughing or smiling, 130, 158