

Orientation

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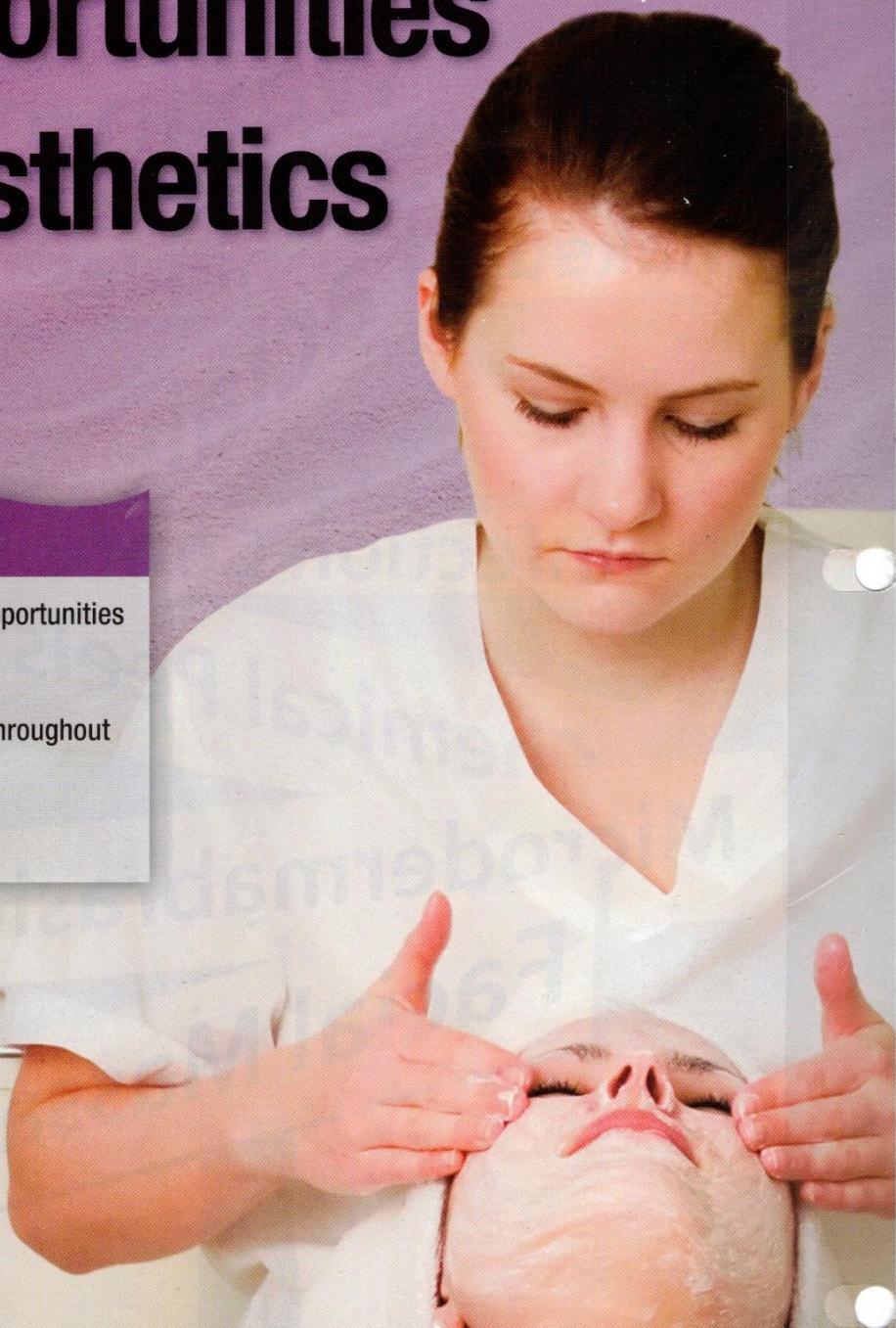
CHAPTER

1

History and Career Opportunities in Esthetics

Chapter Outline

- Why Study History and Career Opportunities in Esthetics?
- Brief History of Skin Care
- Style, Skin Care, and Grooming Throughout the Ages
- Career Paths for an Esthetician
- A Bright Future



Learning Objectives

After completing this chapter, you will be able to:

- L01** Describe the cosmetics and skin care practices of earlier cultures.
- L02** Discuss the changes in skin care and grooming in the twentieth and twenty-first centuries.
- L03** Name and describe the career options available to licensed estheticians.
- L04** Explain the development of esthetics as a distinct, specialized profession.

Key Terms

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

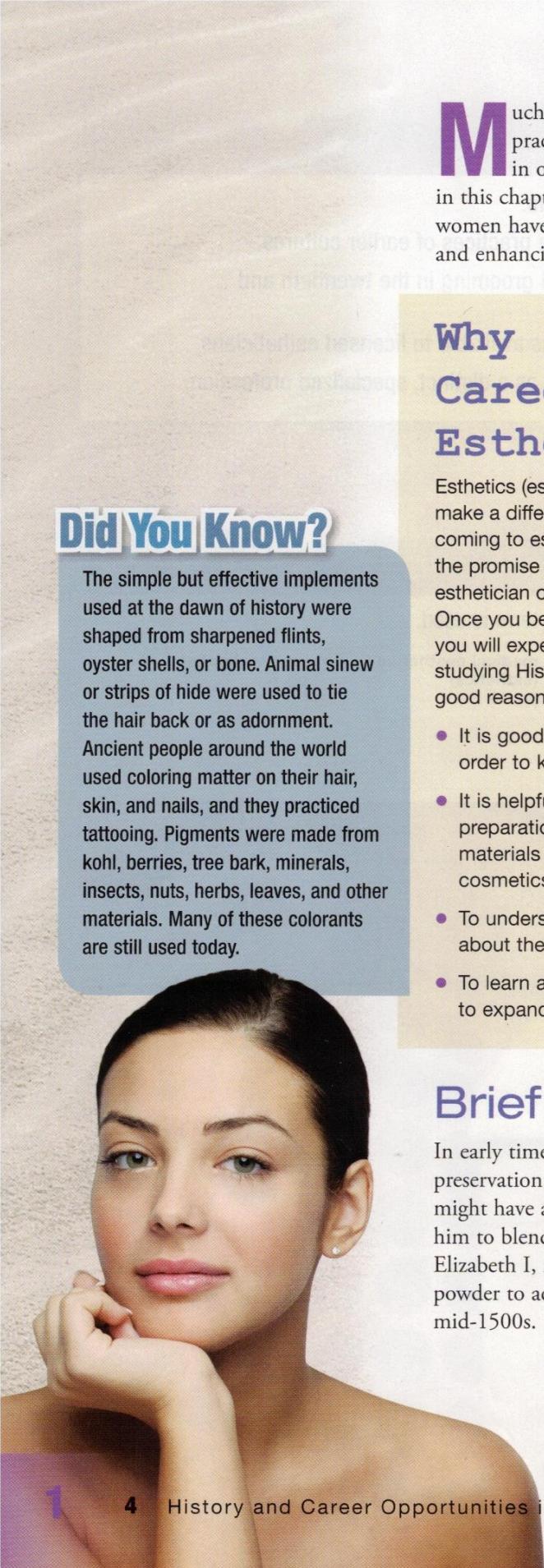
**esthetician
(aesthetician)**
pg. 9

**esthetics
(aesthetics)**
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henna
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**medical aesthetics
(esthetics)**
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nanotechnology
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Much of today's skin and body care therapies are rooted in the practices and attempts of earlier civilizations to ward off disease in order to live healthier, longer lives. The brief history outlined in this chapter will acquaint you with some of the ways men and women have tried to improve upon skin health and nature by changing and enhancing their appearance.

Why Study History and Career Opportunities in Esthetics?

Esthetics (es-THET-iks) is a career in which you can grow, thrive, and make a difference in the lives of others every day. Whether you are coming to esthetics as your first, second, or third career choice, it holds the promise of independence, pride, and community. Being a professional esthetician opens many doors that are not available in other industries. Once you become proficient and master the basics, the only limits that you will experience are those that you allow to define you. While you are studying History and Career Opportunities in Esthetics, here are some good reasons for learning as much as possible on these topics.

- It is good to have a historical perspective on where we have been in order to know how far we have come.
- It is helpful to understand what materials used in early beauty preparations may have been instrumental in determining how materials are used today, such as in color formulations and cosmetics.
- To understand how culture can shape fashion and how it can bring about the necessity for change.
- To learn about the multiple options for career opportunities, and then to expand your career upon them.

Brief History of Skin Care

In early times, grooming and skin care were practiced more for self-preservation than for attractiveness. For example, an ancient African might have adorned himself with a variety of colors that would allow him to blend into his environment for hunting. During the reign of Elizabeth I, men and women would have used lead and arsenic face powder to adorn themselves because it was the social trend in the mid-1500s.

The Egyptians

The Egyptians were the first to cultivate beauty in an extravagant fashion (**Figure 1–1**). They used cosmetics as

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part of their personal beautification habits, for religious ceremonies, and in preparing the deceased for burial. One of the earliest uses of **henna**, a dye obtained from the powdered leaves and shoots of the mignonette tree used as a reddish hair dye and in tattooing, was as an adornment in ancient Egypt for body art and on fingernails. The Egyptians also placed great importance on the animals that surrounded them. Each animal of prominence had a corresponding god or goddess that was artfully mimicked from the animal's physical characteristics. The Egyptians incorporated these traits into their grooming and beautification habits, as well as their mummification rites. To the early Egyptians, cleanliness was also very important—it was a means of protection from evil as well as from disease.

The Hebrews

The early Hebrews had a wealth of grooming and skin care techniques. Due to their nomadic history, they adopted many techniques from other cultures. Hebrew grooming rituals were based on the principle that their bodies were gifts to be cared for. Cosmetics were primarily used for cleansing and maintenance of the skin, hair, teeth, and overall bodily health.

The Hebrews used olive and grapeseed oils to moisten and protect the skin. They prepared ointment from hyssop (an aromatic plant originally found near the Black Sea and in central Asia) for cleansing, and they used cinnamon balms to keep in body heat. Myrrh and pomegranate were the Hebrews' most useful grooming and health aids. Myrrh in powder form was used to repel fleas, and in tincture form it was used for oral hygiene. Pomegranate was used as an antiseptic and was helpful in expelling intestinal worms.

The Greeks

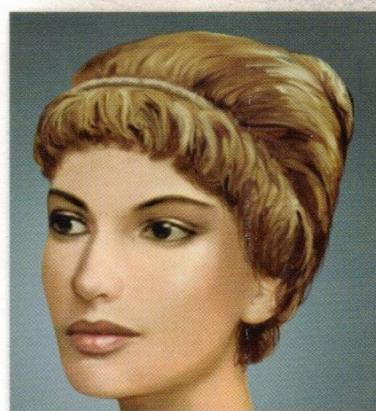
The words *cosmetics* and *cosmetology* come from the Greek word *kosmetikos* (kos-MET-i-kos), meaning "skilled in the use of cosmetics." In ancient Greece, beauty was determined by how one looked when naked. It was the naked Grecian athlete who defined the balance between mind and body. The Greeks viewed the body as a temple. They frequently bathed in olive oil and then dusted their bodies in fine sand to regulate their body temperature and to protect themselves from the sun. They were very aware of the effects of the natural elements on the body and the aging process. They used both honey and olive oil for elemental protection and were always in search of ways to improve their health and appearance. It was this drive for perfection that made the Greeks so prominent in advancing grooming and skin care (**Figure 1–2**).

The Romans

The ancient Romans are famous for their baths, which were magnificent public buildings with separate sections for men and women. Ruins of these baths survive to this day. Steam therapy, body scrubs, massage, and



▲ Figure 1–1
The Egyptians were the first to cultivate beauty in an extravagant fashion.



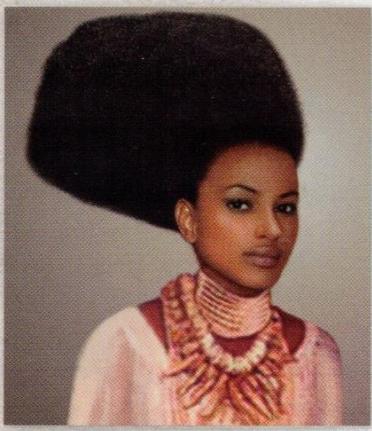
▲ Figure 1–2
The Greeks were prominent in advancing grooming and skin care.



▲ Figure 1-3
The Romans applied various preparations to the skin to maintain attractiveness.



▲ Figure 1-4
The geisha personifies the Japanese ideal of beauty.



▲ Figure 1-5
Africans created remedies and grooming aids from materials found in their natural environment.

other physical therapies were all available at bathhouses. After bathing, Romans applied rich oils and other preparations to their skin to keep it healthy and attractive (Figure 1-3). Fragrances made from flowers, saffron, almonds, and other ingredients were also part of bathing and grooming rituals.

The Asians

The Asians, like the Egyptians, blended nature, animal, and self into a sophisticated and elaborate culture that adhered to a high standard of grooming and appearance. Both the Chinese and Japanese cultures blended the edges of their natural scenery into their looks.

History also shows that during the Shang dynasty (1600 BC), Chinese aristocrats rubbed a tinted mixture of gum arabic, gelatin, beeswax, and egg whites onto their nails to turn them crimson or ebony.

The ancient Japanese geisha not only exemplified the ideal of beauty, she was also able to incorporate it into intricate rituals (Figure 1-4). Geishas removed their body hair by a technique similar to what we call *threading* today—they wrapped a thread around each hair and pulled it out. From the tenth to the nineteenth centuries, blackened teeth were considered beautiful and appealing. It was common for both the married woman and the courtesan to black out their teeth with a paste made from sake, tea, and iron scraps.

The Africans

Traditional African medicine features diverse healing systems estimated to be about 4,000 years old. Since ancient times, Africans have created remedies and grooming aids from the materials found in their natural environment (Figure 1-5). Even today in parts of North Africa, people use twigs from the mignonette tree as toothpicks. The twigs have an antiseptic quality and help prevent oral and tooth disease. ✓ L01

Style, Skin Care, and Grooming Throughout the Ages

Style and personal grooming took many turns throughout history and reflected the social mores of specific time periods. Beautification and adornment slowly moved away from the spiritual and the medicinal and began to reflect the popular culture of the day.

The Middle Ages

The Middle Ages is the period in European history between classical antiquity and the Renaissance. It began with the downfall of Rome in AD 476 and lasted until about 1450. During that time, religion played a prominent role in people's lives. Healing, particularly with herbs, was largely in the hands of the church. Beauty culture was also practiced.

Tapestries, sculptures, and other artifacts from this period show towering headdresses, intricate hairstyles, and the use of cosmetics on skin and hair (Figure 1–6). Women wore colored makeup on their cheeks and lips, but not on their eyes. Bathing was not a daily ritual, but those who could afford them used fragrant oils.

The Renaissance

During the Renaissance period, Western civilization made the transition from medieval to modern history. One of the most unusual practices was the shaving or tweezing of the eyebrows and the hairline to show a greater expanse of forehead—a bare brow was thought to give women a look of greater intelligence (Figure 1–7). Fragrances and cosmetics were used, although highly colored preparations for lips, cheeks, and eyes were discouraged. The hair was carefully dressed and adorned with ornaments or headdresses. Many women used bleach to make their hair blond, which was a sign of beauty.

The Age of Extravagance

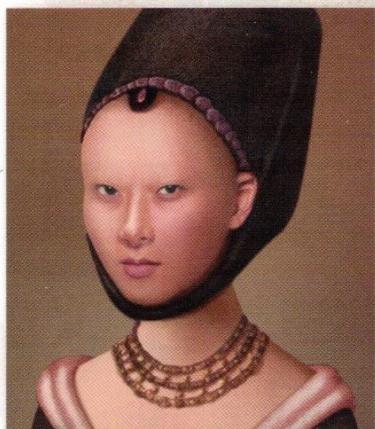
Marie Antoinette was queen of France from 1755 to 1793. This era was called the Age of Extravagance. Women of status bathed in strawberries and milk and used various extravagant cosmetic preparations, such as scented face powder made from pulverized starch (Figure 1–8). Lips and cheeks were often brightly colored in pink and orange shades. Small silk patches were used to decorate the face and conceal blemishes. Some hairstyles extended high into the air, using elaborate wire cages with springs to adjust the height. The hairstyles might have even contained gardens and menageries with live animals, which could attract lice and other parasites.

The Victorian Age

The Victorian Age spans the reign of Queen Victoria of England (1837–1901). Modesty was greatly valued, and makeup and showy clothing were discouraged except in the theater (Figure 1–9). Hairstyles were sleek and demure, often knotted in the back with hairpins. Men kept their hair short and grew sideburns, a mustache, and/or a beard. To preserve skin health and beauty, women used beauty masks and packs made from honey, eggs, milk, oatmeal, fruits, vegetables, and other natural ingredients. Victorian women are said to have pinched their cheeks and bitten their lips to induce natural color rather than use cosmetics such as lipstick and rouge.



▲ Figure 1–6
Tapestries, sculptures, and other artifacts from the Middle Ages show towering headdresses, intricate hairstyles, and the use of makeup on skin and hair.



▲ Figure 1–7
Shaving or tweezing the eyebrows and hairline to show a greater expanse of forehead was thought to make women appear more intelligent.



▲ Figure 1–8
Women of status used various extravagant cosmetic preparations, such as scented face powder made from pulverized starch.



▲ Figure 1–9
During the Victorian period, makeup and showy clothing were discouraged, except in the theater.



▼ Figure 1–10
Beauty and fashion images through the decades.

The Twentieth Century

The twentieth century brought about many changes in style, skin care, and innovation of the beauty culture. Each decade seemed to have an inherently different look, whereas in earlier history it may have taken a century to bring about a change (**Figure 1–10**). These changes were primarily due to greater exposure to other cultures (because more people were traveling) and to the industrialization of civilizations. Newspapers, magazines, radio, and motion pictures were important sources of information on fashions in the United States as well as in other countries. The twentieth century brought about Tretinoin (Retin-A®), Botox®, alpha hydroxy acid, and a myriad of sought-after cosmetic surgery procedures.

The Twenty-First Century

The beginning of the twenty-first century brought about a more relaxed approach to clothing, hair, and makeup. Styles became less elaborate, with a focus on a great-looking pair of jeans with simple tops, and skin care continued to top the list of purchases for the average consumer.

With information on facial services, treatments, and product ingredients readily available, consumers would go armed to their favorite shopping venue, including the Internet, to make informed, discerning decisions about cosmetics in general. Never before did the esthetician have so much competition—from the 11 to 18 percent increase in skin care centers popping up all the way to the growth of the skin care knowledge base of their clients.

Advancements spiked dramatically in the field of esthetics with the use and layering of technologies. Lasers, light therapies, microcurrent, ultrasonic, and chemical compounds have been modified and recalibrated to incorporate a busy client with no time to spend recovering from a procedure. Technology continues to become smaller, smarter, and more mobile.

The use of **nanotechnology**, the art of manipulating materials on an atomic or molecular scale, becomes more prevalent in use by product manufacturers. By changing the chemistry of product ingredients and breaking them into smaller units, nanotechnology rejuvenated the older tried-and-true ingredients and created new ones. The future of skin health appears promising as researchers continually develop new products that decrease adverse reactions in the skin. **LO2**

Today and Beyond

The birth of the medical spa has created growth in a segment of the skin care industry. Cosmetic surgery continues to be

popular and is a multibillion-dollar industry. According to the American Society for Aesthetic Plastic Surgery, cosmetic procedures in 2010 increased by 147 percent over those performed since 1997. Nonsurgical procedures, however, such as injectibles (Botox®, Juvederm®), laser hair reduction, chemical peels, and microdermabrasion, still lead all cosmetic surgical procedures in every category.

Private Labeling and Branding

Private-label product lines have become important to many spas and medical spas (medi-spas). An esthetician can create a line as simple or as complex as desired, depending on the type of branding he or she chooses to promote sales.

Compounding Pharmacies

For estheticians working with and for physicians, skin care has a pharmaceutical component. Many compounding pharmacies have taken a market share of the cosmetic industry by offering more advanced preparations. Compounding pharmacies build preparations according to the requests of the physician for a given patient or client. It is possible to make special compounds which may include exfoliants, lighteners, antioxidants, and prescriptions such as retinoic acid for cell renewal. These products must be recommended, prescribed, and administered by a physician.

New ingredients and therapies for wrinkles, skin cancer, and general skin health will continue to be developed. As the technology improves, these methods will be less invasive and allow the client to spend less time away from her regular daily activities. Baby boomers will continue to retire and younger clients will take a lead in driving the market. The esthetician is well positioned to benefit from all of the future endeavors related to skin care development, technology, health, and fashion.

Career Paths for an Esthetician

Esthetics, also known as **aesthetics**, from the Greek word *aesthetikos* (meaning “perceptible to the senses”), is a branch of anatomical science that deals with the overall health and well-being of the skin, the largest organ of the human body. An **esthetician**, also known as **aesthetician**, is a specialist in the cleansing, beautification, and preservation of the health of skin on the entire body, including the face and neck.

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

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Did You Know?

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

Esthetics is an exciting, ever-expanding field. Over the past few decades, it has evolved from a minor part of the beauty industry into an array of specialized services offered in elegant, full-service salons, day spas, and wellness centers. As a licensed esthetician, you can choose from a wide range of career options.

Salon or Day Spa Esthetician

Estheticians in a salon or day spa are skin care specialists and consultants. They perform facials and facial massage, waxing, and body treatments, applied both manually and with the aid of machines. They may also offer makeup. To be successful and build their clientele, estheticians must keep records of the services they provide and the products they use. They must always behave pleasantly toward clients, and they must become skillful at selling products.

Estheticians are employed in full-service salons, skin care salons, or day spas. These may be independent businesses or national chains, and they may operate within hotels or department stores.

As an esthetician, you can work your way up to management and supervisory positions. With the experience you gain in these positions, you may decide to open your own salon or buy an established business or franchise. Most private salon or franchise owners have multiple responsibilities. Besides running the business, you may perform any or all of the services your business offers; or, you may choose to limit your services to the areas of skin care and makeup.

Medical Aesthetician

Medical aesthetics, also known as medical **esthetics**, involves the integration of surgical procedures and esthetic treatments. In this setting, the physician concentrates on surgical work while the esthetician assists in esthetic treatments. Career opportunities are available in many different medical settings, where estheticians perform services ranging from working with pre- and postoperative patients to managing a skin care department in a medical spa. These tasks may involve patient education, marketing, buying and selling products, camouflage makeup, and—with a physician's supervision—performing advanced treatments including laser and light therapies (depending on state licensing rules). In addition, an experienced esthetician may manage the cosmetic surgery office or act as a patient care coordinator (**Figures 1–11, 1–12, and 1–13**). Some estheticians are also licensed practical nurses (LPNs) and registered nurses (RNs) or medical assistants. The settings for such work may include outpatient clinics, dermatology clinics, medical spas, laser clinics, or research and teaching hospitals.

If you are interested in pursuing a career in medical aesthetics, you will want to learn not only basic skin care skills but also cosmetic chemistry, makeup and camouflage techniques, and business skills. A thorough understanding of skin anatomy, medical terminology,

Courtesy Scherzer Photography



▲ **Figure 1–11**

Microdermabrasion is a common treatment offered in most skin care centers.

and skin disorders is also a must, as is the ability to communicate effectively and compassionately with clients. This type of work is very demanding, and it is important to be adaptable. Many rules and regulations must be observed and followed in a medical setting, and there is much at stake. You must be a good leader, but also be able to follow instructions explicitly. Teamwork is the number one priority in a medical organization. Contact your state board for rules and regulations for estheticians working in a medical setting.

Makeup Artistry and Camouflage Therapy

As a makeup artist, you must develop a keen eye for color and color coordination in order to select the most flattering cosmetics for each client. You may offer facials and facial massage as part of your services, or concentrate only on applying makeup.

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

- Commercial photographers often employ full- or part-time makeup artists. In fashion photography, a makeup artist works with models (**Figure 1–14**). Magazine and advertising layouts often require ultrafashionable hairstyles and makeup to call attention to products or clothing. The makeup artist may also be a photographer's assistant, helping with set designs or assisting with bridal photographs.
- Another exciting avenue for makeup artistry can be found in television, theater, movies, and fashion shows. In this highly competitive field, you may need a lengthy apprenticeship and acceptance into a union. Most major television and motion picture productions are shot on the East or West Coast, which may limit the number of jobs available. The same holds true for theatrical productions and large fashion shows. However, many cities and towns support Community Theater, and most large department stores produce fashion shows. In many cases, when full-time work as a makeup artist is not available, the position may be combined with other duties.
- A particularly rewarding field related to makeup artistry is camouflage therapy. Clients require this service for varying reasons: as a temporary measure while recovering from surgery, such as a face lift; to disguise a congenital defect; or to hide scars and other effects of an accident. The principles of standard makeup application also apply to camouflage makeup, particularly in terms of shading and blending. But working with clients desiring camouflage makeup also requires patience, compassion, a reassuring manner, and the ability to teach new techniques to an often traumatized individual.
- Another option for makeup artists is a career in mortuary science. Many people believe that viewing the deceased has a comforting psychological effect on the bereaved family and friends, and the



Courtesy Scherrer Photography

▲ Figure 1–12
Physicians instruct patients on proper home-care protocols.



© Caddell's Laser Clinic

▲ Figure 1–13
Depending upon state licensing regulations, estheticians work as laser technicians.



© Milady, a part of Cengage Learning
Photography by Larry Hamill

▲ Figure 1–14
Makeup artists often work with models.

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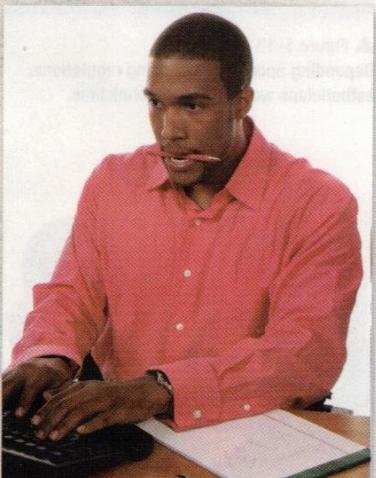
It is advisable to have some professional experience working in a spa, salon, or clinic as an esthetician since today's students are savvy and many going through initial training have come to esthetics as a second or third career. In order to be an effective educator, experience in the field is necessary.



▲ Figure 1–15

An esthetician can pursue a successful career in sales.

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▲ Figure 1–16

A writer with a background in esthetics can write for magazines, newspapers, television, or book publishers.

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custom is widely practiced. Training includes the study of restorative art, which is the preparation of the deceased. Restoration work requires a high degree of skill and must be performed under the direction of a mortician. In this career, the esthetician or cosmetologist works only on preparing and applying cosmetics.

Manufacturer's Representative

Manufacturer's representatives are responsible for training estheticians and other staff members on product knowledge, the proper use of products and where they fit into treatments sequences, and how to retail and merchandise. Representatives call on spas, salons, drugstores, department stores, and specialty businesses to help build clientele and increase product sales. For this position, you must have a professional appearance, an outgoing personality, and sales ability. You can expect to travel a great deal, and you will often exhibit products at trade shows and conventions.

Salesperson or Sales Manager

Salons, spas, department stores, boutiques, and specialty businesses employ estheticians as salespersons and sales managers. Estheticians who fill these slots often work their way up to top management positions and ownership. As a salesperson, your duties would include keeping records of sales and stock on hand, demonstrating products, selling to clients, and cashiering (Figure 1–15). You must thoroughly know the products you sell and be able to help clients select cosmetics that suit their particular skin type and color. Salespeople do not have to be licensed estheticians, but smart companies hire licensed estheticians because they are well trained to present cosmetics to the public, are polished in appearance, and are specialists in the art and science of skin care and can cross-sell services and treatments.

Cosmetics Buyer

A cosmetics buyer in department stores, salons, or specialty businesses must keep up with the latest products and be able to recognize and anticipate trends in skin care. Buyers travel frequently visiting markets, trade shows, and manufacturers' showrooms. As a buyer, you must estimate the amount of stock your operation will need over a particular period, and you must keep records of purchases and sales.

Esthetics Writer or Beauty Editor

If you have talent and training in journalism, you may wish to pursue a career as an esthetics writer or editor for a magazine or newspaper (Figure 1–16). Journalists in this field write feature articles, daily or weekly columns, and "question and answer" columns. Some also review new products, medical breakthroughs, and salon techniques. Writers produce educational books and brochures for the esthetics and

cosmetology market, do fashion coordination and commentary, and make media appearances.

Cosmetics and skin care products are heavily advertised on television and radio and in magazines and newspapers. Copywriters design ads and commercials and write the information enclosed in packages and printed on labels. They often work with photographers and television producers to create commercial messages. Some are involved in producing the multimedia programs used in classrooms to educate the consumer.

Travel Industry

Many cruise ships, airlines, and airport organizations are employing estheticians to work and manage esthetic departments. Airports today have licensed massage therapists as well as estheticians and manicurists to serve the traveling public. In addition, some private airline companies may employ estheticians to travel along to meet the needs of special clients with esthetics services. Cruise ship companies have mirrored the practices of land-based spa owners to keep up with demand for esthetic services onboard.

Educator

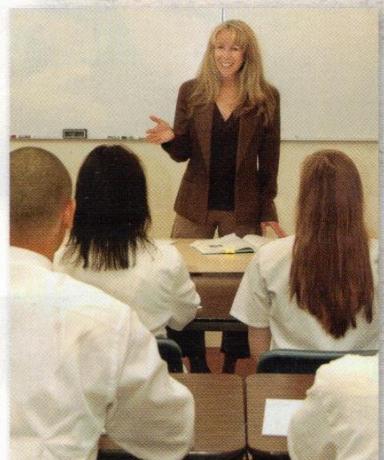
If you want to teach esthetics in a public, vocational, industrial, or technical high school, you must meet the same requirements as other teachers of career preparation courses. You must be trained in curriculum and lesson planning, classroom management, and presentation techniques. If you are interested in heading a department of esthetics or cosmetology in a public or private school, you will need supervisory skills as well as the necessary certification. Contact your local state board for the requirements of becoming a licensed esthetics instructor.

Many private cosmetology or esthetics schools have teacher-training programs for promising graduates (Figure 1–17). Some states require a teacher to train in teaching all subjects. Others require teachers to specialize in one area such as skin care, makeup styling, theatrical makeup, or hair removal. Some basic teacher-training courses are also generally required. As an instructor, you must keep up with developments in the education field as well as in beauty products and skin care techniques. Many teachers attend workshops and conferences to stay abreast of industry changes and trends.

Many school owners and directors begin their careers as general practitioners. The director of a school or a department within a school has many duties, including preparing the curriculum and ensuring that the school's physical layout and equipment meet state standards. The director works closely with teachers, counsels students about licensing and placement, and maintains relationships with trade organizations and industry experts.

ACTIVITY

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



▲ Figure 1–17
Estheticians become educators.

To be a successful teacher, supervisor, director, or school owner requires a good sense of commercial operations, a thorough knowledge of the business, and the ability to direct people and get along with them. Professionals in education dedicate themselves to improving the beauty industry by working together in associations at the national, state, and local level. They help establish, amend, and repeal state laws and regulations, improve and standardize curriculums, and ensure the professionalism of the entire industry.

Manufacturers of cosmetics and other products frequently employ licensed cosmetologists and estheticians as education directors. These professionals educate the public about the manufacturer's products and conduct seminars for teachers of consumer education. As part of the manufacturer's consumer-education program, education directors

appear at conventions to display products, talk with teachers about the merits of the products, and distribute educational materials for classroom use. Education directors may also be workshop or seminar leaders, lecturers, and/or writers.

Skin Care Company Owner

For the ambitious entrepreneurial esthetician or skin specialist, the possibilities are endless for building a skin care business. Being the owner of a company will involve a strong business acumen which may involve developing skin care products and technologies, teaching and training, research and development, sales and marketing, human resources and team-building, accounting and processing, and traveling the world while building your business (Figure 1-18). Often these individuals become leaders in the skin care industry and set the standards for years to come.

Product Development

For estheticians interested in cosmetic chemistry and ingredients, working in product development for a skin care company is another career choice. Creating new products and developing new technologies is very exciting for the individual desiring to be on the cutting-edge of the industry (Figure 1-19). Seeing a product or skin care device go from being a concept to the marketplace is a rewarding experience. There are classes in cosmetic chemistry to help interested estheticians offered as extension programs through universities such as the University of California of Los Angeles (UCLA) and other select community and vocational colleges.



Courtesy of Bio-Therapeutic, Inc.

▼ **Figure 1-18** Estheticians own and manage skin care corporations.



▲ **Figure 1-19** Estheticians work in product development.

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Mobile Esthetician

An emerging concept for estheticians and skin therapists is to serve as a mobile esthetician—willing to make house and office calls. With more individuals working from home today, and office workers putting in longer hours, this makes a nice option as a business venture for enterprising estheticians. Some estheticians have invested in multi education and licensure in the areas of esthetics, cosmetology/hair, and manicuring and massage to provide a greater range of options for a demanding public interested and fascinated by personal services. A mobile esthetician may purchase a special vehicle, a light-weight mobile chair, and use specific devices and products for on-the-go treatments to serve busy clients (Figure 1–20). With a good business plan in place and diligence on your part, this career path can be lucrative and provide an untapped opportunity with rich rewards. Some states will have restrictions for this career opportunity. Be sure to check with your state regulatory agency first if you are interested in pursuing a career as a mobile esthetician.

State Licensing Inspector or Examiner

Most states have laws governing cosmetology and other personal services and give examinations for cosmetology and related licenses. As a licensed, experienced cosmetologist and/or esthetician, you may become a state inspector or examiner. Inspectors conduct regular salon and spa inspections to ensure that managers and employees are following state rules and regulations and meeting ethical standards. State examiners prepare and conduct examinations, enforce rules and regulations, investigate complaints, and conduct hearings.

State Board Member

Members of state licensing organizations must be highly qualified and experienced in their professions. They conduct examinations, grant licenses, and inspect schools to see that certain physical standards, such as those for space and equipment, are maintained. In addition, they make sure that educational materials meet certain specifications. The chairperson of the state board is usually a full-time employee, but other members may be school owners or people in related professions. **L03**

A Bright Future

The future for esthetics is promising; experts predict that the biotechnology industry will continue to create compounds, ingredients, and products that promote dramatically younger-looking skin. Device manufacturers will continue to innovate and improve on existing technologies and create new ones. The demand is being driven by a working consumer who will remain in the workforce longer than previous generations. Healthy-looking and healthy-acting skin, along with lifestyle commitments, will keep them vital well into their later years.



Courtesy of Bio-Therapeutic, Inc.

▲ Figure 1–20
Mobile estheticians make office and house calls.

Did You Know?

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

Look Good . . . Feel Better

800-395-LOOK (800-395-5665)

www.lookgoodfeelbetter.org

Did You Know?

The baby boomers—Americans born between 1946 and 1964—constitute the largest generation in U.S. history. They are also the largest single market for skin care products and services. This trend continues with baby boomers' younger siblings, and both generations' children coming up behind them, enjoying the benefits of the skin care market.

Skin care products will be more effective and will contain both chemical and natural ingredients. Product ingredient-delivery systems and device-treatment applications are continually evolving and will mimic the body's own natural health requirements. The interest in less invasive technology is here to stay. Prevention will serve as a number one priority. Cell and tissue protectants will be sought by the consumer—studies over the last 25 years have demonstrated that in the nature vs. nurture concept, nurture takes the lead role when defining antiaging methodologies.

These trends bode well for the esthetician. The average life span of people in the United States has doubled since 1900. Life has become more fast-paced and stressful for most Americans, and environmental assaults on the skin have increased. These factors enhance the value of an esthetician's services, particularly to consumers who are more knowledgeable and more affluent than in previous generations. Skin care options today are more science-based and the results are more dramatic. Consumers view these personal services and products as necessary to their health and sense of well-being and consider them more as a routine rather than a luxury.

Web Resources

For more information about the esthetics profession, visit these Web sites:

- www.lookgoodfeelbetter.org
- www.ncea.tv
- www.dol.gov
- www.cosmeticplasticsurgerystatistics.com
- www.themakeupgallery.info
- www.beauty.about.com

Opportunity for Estheticians

The U.S. Department of Labor predicts the rapid growth of full-service day spas and a growing demand for practitioners licensed to provide a broad range of services. There will be plenty of opportunities for estheticians in newer settings, such as lifestyle and retirement centers. Whole communities are being designed for the baby boomers, who have grown accustomed to having these esthetic services. We are seeing a multidisciplinary approach to medicine and a further blending of them with subspecialties such as esthetics, massage, wellness, and women's fitness centers that may be partnered with an Obstetrician-Gynecologist (OB-GYN) facility, for example. Cosmetic dentists are partnering with cosmetic surgeons. Teaching hospitals that run clinical studies in human potential will also have medical spas and fitness centers to enhance the benefits of these studies. We will see more estheticians as independent practitioners who make home, office, and hotel visits. **LO4**

This is a time of revolutionary changes in what we know about the skin and the ways we care for it. Keeping the skin healthy and youthful looking for decades is no longer just a fantasy. As an esthetician, you are part of an exciting, rewarding, and well-respected profession that will only grow in importance and earning power in the years ahead. If you can dream of your ideal career, it is there waiting for you.



Review Questions

1. Name some of the materials that ancient people used as color pigments in cosmetics.
2. What did the ancient Hebrews use to keep their skin healthy and moist?
3. The word *cosmetics* comes from what Greek word? What does it mean?
4. In ancient Rome, what body therapies were provided by bathhouses for patrons?
5. Describe the facial masks women used during the Victorian Age.
6. Which important cosmetic products and procedures were introduced in the late twentieth century?
7. What career options are available to estheticians in salons and day spas?
8. What is medical aesthetics? In what ways can estheticians practice their skills in a medical setting?
9. Describe the different environments in which makeup artists can be employed.
10. What are the duties of a manufacturer's representative? Of a cosmetics buyer?
11. Discuss the employment options open to an aesthetics educator.
12. Describe additional opportunities for estheticians and the subspecialties that they may pursue.

Glossary

esthetician	Also known as <i>aesthetician</i> ; a specialist in the cleansing, beautification, and preservation of the health of skin on the entire body, including the face and neck.
esthetics	Also known as <i>aesthetics</i> ; from the Greek word <i>aesthetikos</i> (meaning "perceptible to the senses"); a branch of anatomical science that deals with the overall health and well-being of the skin, the largest organ of the human body.
henna	A dye obtained from the powdered leaves and shoots of the mignonette tree; used as a reddish hair dye and in tattooing.
medical aesthetics	Also known as medical <i>esthetics</i> ; the integration of surgical procedures and esthetic treatments.
nanotechnology	The art of manipulating materials on an atomic or molecular scale.