



Module 2- Grooming and Personal Hygiene

Module Overview

Your good health depends on proper hygiene habits, such as brushing your teeth and keeping your body clean and free of germs that could make you sick. Not washing your hands or coughing in someone's face could spread illness such as colds and flu.

Appropriate grooming and hygiene is an important part of managing your Image. In a professional atmosphere, the awareness of proper grooming and hygiene standards among employees is of utmost importance. Each employee individually has to understand and accept the need for proper grooming and hygiene standards. This requires knowledge and inputs regarding the positive impact of good grooming habits & adverse effects of bad grooming habits.

This module will aim at making you understand the need and types of grooming for male and female in corporate sectors.

Module Objective

At the end of the module, you will be able,

- ✓ To understand the importance of grooming and hygiene
- ✓ To know and follow the types of corporate grooming for male and female
- ✓ To know importance of hygiene for male and female

Introduction to Grooming

Good grooming means practicing good hygiene techniques. Good grooming includes showering and having neat hair and clean, trimmed fingernails. Good grooming also includes having brushed teeth and clean clothes.

Hygiene is any practice or activity that you do to keep things healthy and clean. Washing hands, coughing into your elbow, and regular house cleaning are all part of good hygiene. Hygieia was the Greek goddess of health, cleanliness and sanitation, so it's not hard to see where the word hygiene comes from.

...“Practicing good body hygiene helps you feel good about yourself, which is important for your mental health”



People who have poor hygiene — dishevelled hair and clothes, body odour, bad breath, missing teeth, etc— often are seen as unhealthy and may face discrimination. Hence personal hygiene is very vital in day-to-day life.

First Impression Counts



First Impression Counts!

Making the BEST possible impression is paramount when seeking employment! Even though we would like to think that our skills and abilities get us the job, appearance does count. First impressions are made within five minutes of meeting someone and help shape all future impressions, so it is important to dress professionally. This allows the employer to focus on your skills and abilities and not your clothing.

“You are your greatest asset. Put your time, effort and money into training, grooming, and encouraging your greatest asset.”-Tom Hopkins

First impressions are CRITICAL! It takes just a quick glance, maybe three seconds, for someone to evaluate you when you meet for the first time.

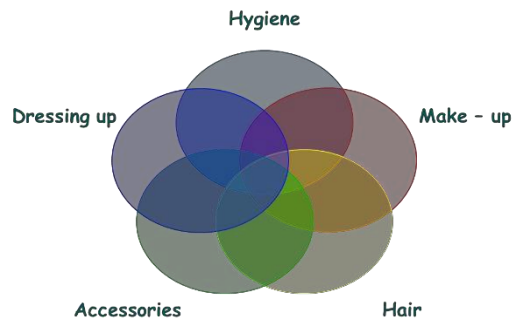
In this short time, the other person forms an opinion about you based on your appearance, your body language, your demeanor, your mannerisms, and how you are dressed. With every new encounter, you are evaluated and yet another person's impression of you is formed. These first impression can be nearly impossible to reverse or undo, making those first encounters extremely important, for they set the tone for all the relationships that follows. So, whether they are in your career or social life, it's important to know how to create a good first impression.

Example: You are marketing a product – YOURSELF! Dress is the first thing an employer sees when greeting you! Will dressing properly get you the job? NO, but it will: Give you a competitive edge. Provide a positive first impression!

90% of our impressions are formed within the first 20-30 seconds on meeting a stranger. 58% of our impressions are based on how we look, 33% on how we sound and 7% on what we say.



Key elements of Grooming



Dressing Up: Looking good usually improves a person's self-esteem and confidence. A person that is well-groomed is often better perceived by others than a person that does not take as much care with his or her appearance.

Hygiene: One of the most effective ways we have to protect ourselves and others from illness is good personal hygiene. This means washing your hands, especially, but also your body. It means being careful not to cough or sneeze on others, cleaning things that you touch if you are unwell, putting items such as tissues (that may have germs) into a bin, and using protection (like gloves or condoms) when you might be at risk of catching an infection.

Make-Up: All women deserve to be appreciated, respected, and admired. When a woman improves her appearance, an amazing thing happens. People begin to pay attention to her, listen to her, seek her company, ask her opinion. She becomes more confident, and this makes her look even better! As her confidence grows, so does the respect she receives – at work, at home, everywhere.

Hair: History shows that hair is a symbol of femininity. During the civil war when women weren't to battle, hundreds of women soldiers disguised themselves as men by cutting off their hair, eventually being imprisoned upon discovery. Today hair is important to both men and women for more impressive looks.

Accessories: Clothing may make up the majority of an outfit, but accessories are more significant than you may think. You might find yourself spending just as much time shopping for accessories as you do for clothes - and rightfully so. Accessories are important and becoming more and more important every day depending upon the clothes and the occasion.



Definition of Grooming

What does Grooming Communicate?



Personality: Grooming deals with issues relating to the overall physical image presented by an individual or group of staff in an organization.

Professionalism: Professional workplace behavior is necessary for the long-term success of a business, whether it's a big corporation or small business. Employee interactions and relationships with customers are of vital importance to ensure that company goals and objectives are met. A professional work place attitude and appearance allow employees to take pride in their work and improve worker performance.

Sophistication: Sophistication is a style, a mindset, and a way of life. If you're sophisticated, then you're not immature, unsure of yourself, or generally clueless. You can demonstrate your competence by operating with a quiet confidence whenever you can. This means staying positive, showing that you love who you are and what you do.

Credibility: Credibility is more like a scale on which others give you a rating on your behavior or quality. It is the one that people assign to you based on number of elements in you as a person.



Personal Grooming Habits

Grooming involves all the aspects of your body:

- Overall Cleanliness
- Hair.
- Nails.
- Teeth.
- Uniform/ attire
- Make-up



Personal grooming is the term for how people take care of their body and appearance. Habits that are considered personal grooming include bathing, dressing, applying make-up, hair removal, and taking care of one's teeth and skin. A person's personal grooming routine may determine how he or she feels about them, and how other people perceive him or her.

Hair Care: Maintaining your hair is relatively easy with the right kind of steps. Hair is made of protein, so keeping a healthy diet and good hygiene is an essential part of maintaining luscious locks. Choose a shampoo that suits your hair type. Don't just go for any old shampoo; go for the shampoo that works for your hair type.

Nail Care: Keep fingernails dry and clean. This prevents bacteria from growing under your fingernails. Repeated or prolonged contact with water can contribute to split fingernails. Wear cotton-lined rubber gloves when washing dishes, cleaning or using harsh chemicals.

Teeth Care: Throughout your adult life, it's important to continue to: Brush twice a day with a fluoride toothpaste to remove plaque-the sticky film on your teeth that's the main cause of tooth decay. Floss daily to remove plaque from between your teeth and under your gumline, before it can harden into tartar.

Attire Tip: The nature of professional dress is somewhat tied to your industry. Professional behavior for a lawyer, for instance, is likely different from that of a retail store manager or manufacturing plant worker. However, the standard of professionalism remains constant in that each of these workers is generally expected to exhibit traits and behaviors up to a certain standard of excellence for someone in his position.

Make-Up Tip: Keep your makeup brushes in tip-top shape and ensure the bristles stay soft and bacteria-free longer. We recommend washing brushes at least once a week.

Personal Hygiene



Well-Groomed Indian Women

- ✓ Bathe daily unless specified otherwise by a medical professional. Take a shower if you prefer.
- ✓ Use deodorant. Choose a sensitive or aluminum free variety if you suffer from allergies.
- ✓ Wash hair when needed. Younger folks or people with straight hair may need to wash hair daily while others with very curly hair may need to do so less frequently as daily washing can dry out their hair and strip them of important nutrients.
- ✓ Shave hair, as needed.
- ✓ Shave your face, legs and armpits if you believe this is necessary.
- ✓ Wear clean clothing. Always remove clothing with stains for immediate treatment.
- ✓ Wear clean and polished shoes. Shoes are always the first thing many people look at. They tell a lot about a person.
- ✓ Washing your face twice a day can help with breakouts.
- ✓ Wear a decent perfume, if possible a designer perfume. However, do be aware that some people are violently allergic to scents of most kinds. Almost no one is allergic to lavender, so a spritz of lavender essential oil may be all you need.
- ✓ Moisturize your skin immediately after a shower, it will ensure moisture absorption.
- ✓ Pluck your eyebrows often.
- ✓ Be aware of how much aftershave, cologne or perfume is too much. A little usually goes a long way. Too much can make people wonder what you are hiding.
- ✓ When you shave, be careful not to cut yourself. You can avoid any risk of getting cut by moving the shaving razor directly up and down without any sudden motions. Also, you can avoid getting cut by never moving the razor to the side.

Well-Groomed Indian Man

Gone are the days when grooming for men included nothing more than face shaving, a bath and well-pressed clothes. Indian men are facing a different ball game and it's important to understand the rudiments and impress those around you.

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- ✓ Take care of your skin. If women can do it, why can't we? It shows that you care about your image and after 20 years your skin will be better than most men your age.
- ✓ Practice proper hygiene. Shower daily, brush and floss your teeth twice a day.
- ✓ Work out. A good body can go a long way. It grabs the attention of the people around you and you will be physically fit as well.
- ✓ Shave. This not only applies to your face, but to other parts of your body too. Crazy back hair is a huge turn-off for a lot of people. If you do sport a beard, keep it well-trimmed.
- ✓ Avoid bad breath. No one wants to kiss a guy with bad breath. Carry mints along in case of such emergencies. Chew gums after every meal to remove stains on your teeth.
- ✓ Get rid of the uni-brow. Uni-brows are not very attractive, so if you have one, use a good pair of tweezers and pull out the hairs connecting your eyebrows. It will look neater.
- ✓ Wear fitted clothes. This is key. A good-looking guy with sharp features could be overlooked if he wears clothes that don't fit him well.
- ✓ Keep your hands and legs clean. Trim your fingernails and toenails. Make sure no dirt is under them. A dirty pair of hands leaves a very bad first impression.
- ✓ Change your hairstyle. If you've been sporting the same hairstyle for the past ten years, it's time to look into some new trendy hair styles. Try them out!

Tips for Personal Hygiene



Wear a deodorant.

Use little or no perfume.

Have fresh breath and clean teeth.

Have a haircut and comb your hair.

- ✓ One of the most important aspects of personal grooming is bathing regularly. While bathing, a soap product should be used to clean the body.
- ✓ Hair should be cleansed using a shampoo, and a hair conditioner may be applied. Hair should be kept clean and combed daily.
- ✓ Regular haircuts usually keep hair healthy and in good condition.
- ✓ Hair can be styled in many different ways using a variety of different styling products.
- ✓ After a bath or shower, many people take care of their skin and teeth. Skin care typically consists of using products designed to clean, exfoliate, moisturize, and improve the appearance of the skin. Taking care of one's teeth generally involves a flossing and brushing the teeth.



Personal Hygiene- Hair



Clean your hair

Ensure lice/ dandruff free hair

Comb your hair

Get a clean shave

Oral Hygiene

Brush your teeth twice a day.

Use a mouth wash regularly after meals.

Use a mouth freshener after smoking.

Keep your teeth clear of stains by regular visits to the dentist.





Appearance

Appearance is as important as qualification.

Dress professionally and conservatively.

Invest time and money to attain the right look.



EduBridge



The way that you look and the way that you act determines what people think about you. If you smile people think that you are pleasant, if you wear wrinkled clothing people think that you do not care. How you feel about yourself on the inside should show on the outside. Some of us know this; some of us do not. If we want the outside world to respond to us in a positive way, we must look and act positively. There are different ways of grooming for male and female which has to be followed.

For Females,

- ✓ Hair should be left open only if it is above shoulder length.
- ✓ Long hair should be tied in a bun using a net or pulled back neatly.
- ✓ Hair accessories should be black and minimal.
- ✓ Only natural looking hair dye should be used.
- ✓ Choose an elegant hair cut style, which is manageable and looks neat throughout duty hours.
- ✓ Choose hair styles that suit your face.

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Personal Grooming – Female Hair



Remember your hairstyle must suit the shape of your face.

It is essential to wash your hair at least thrice a week (especially if you are working) with a good shampoo and a mild conditioner. Excessive shampooing can also sometimes damage your hair.

Do not forget to apply hair oil to provide the required nourishment to your hair. Comb your hair with a good hair brush which does not break your hair. Never scratch your head in public. If you have medium to long hair, tie it properly in a neat bun or a high pony tail.

Hair styles recommended	Hair styles to be avoided
<ul style="list-style-type: none"> ▪ The French knot ▪ The figure of 8 ▪ A simple bun 	<ul style="list-style-type: none"> ▪ Elaborate coiffeurs ▪ Knots or coils ▪ Low loose knots tied at the nape of the neck ▪ Oily hair and plaits

Personal Grooming – Day makeup



- Should be light, subtle and carefully applied
- Pinks, peaches and russets should be used
- Blush on the cheek bones and along the neck is a must. It gives a feminine look.

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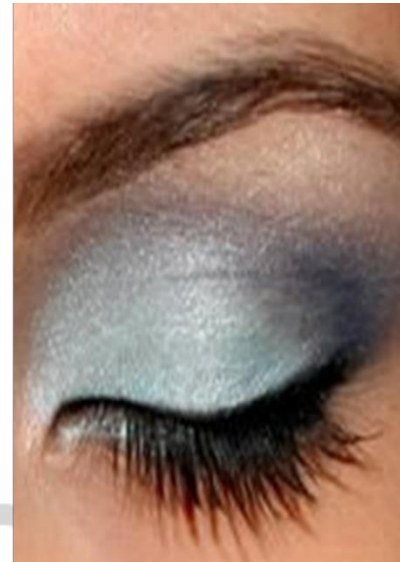


Personal Grooming – Eye makeup

Use a light application of mascara, a light shade of eye shadow or alternately a khol application.

Dark shades of eye shadows, e g Brown, Pink, Red, should be avoided during the day time.

Dark circle should be covered with eye make-up.



Personal Grooming – Ladies Hands and Nails

Hands should always be clean and well-manicured.

Nails should be well shaped with a light to medium colour application of nail polish.

Nails should not be chipped.

Always use premier quality of nail polish and nail care products otherwise it could damage your nails and skin.



1. **Your hands talk for you!** They should be clean and smooth. Keep a small bottle of lotion to keep your hands moisturized. You can have your nails professionally done or you can do them yourself. Use a good quality hand moisturizer and apply on hands at least thrice a day after you have washed it thoroughly. In the summers use a light non greasy moisturizer and in the winters opt for

something heavier like body butter. Winters tend to dry out the skin, so you can do with the extra moisturizing.

2. **Pamper the hands:** Indulge in a manicure at least once a month. With a manicure your hands get cleaned, exfoliated and massaged. It's thorough nourishment that your hands get.
3. **Wash your hands:** When you wash your hands, ensure that you wash your hands in lukewarm water all year round. Too hot water or too cold water tends to damage the skin. Never use normal dish soap because it is harsh on the skin and it also dries the skin easily.
4. **Scrub:** Scrub your hands at least once a week with a good exfoliating agent to get rid of any dead skin. No time to buy one? Make one at home. Take a teaspoon each of fine sugar and olive oil and mix it well with the juice of half a lime. You have your home made scrub ready to smoothen your hands.

Personal Grooming – Ladies Shoes

Low heeled are appropriate with most clothes.

Shoes shouldn't reveal your heels or toes.

Avoid jazzy/ party wear shoes.

Avoid slippers to work.



Wear clean and polished shoes. Shoes are always the first thing many people look at. They tell a lot about a person. Never wear sandals, neither flat nor heels, even if they are dressy. The color of your shoe should match, not contrast, your outfit.

Wear beige, black, brown, navy or grey. Do not wear bright colors like red, yellow or gold. Gym or sports shoes are a definite no-no even if the job has an informal atmosphere.

Years of wear and tear can be hard on our feet. So can disease, poor circulation, improperly trimmed toenails, and wearing shoes that don't fit properly? Problems with our feet can be the first.



Tips

What can you do to prevent foot problems?

- ✓ Practice good foot care.
- ✓ Check your feet regularly, or have a member of your family check them. Sometimes the special skills of an orthopedic surgeon or dermatologist are needed.
- ✓ It also helps to keep blood circulating to your feet as much as possible. Do this by putting your feet up when you are sitting or lying down, stretching if you've had to sit for a long while, walking, having a gentle foot massage, or taking a warm foot bath. Try to avoid pressure from shoes that don't fit right.
- ✓ Try not to expose your feet to cold temperatures.
- ✓ Don't sit for long periods of time (especially with your legs crossed).

Personal Grooming – Ladies Jewellery

Jewellery, when tastefully worn, is always an asset to your outfit. A beautiful bracelet can add to your outfit and can help you feel comfortable.

There are all types of jewellery available in market from junk jewellery to exquisitely handmade imitation jewellery.





Jewellery, when tastefully worn, is always an asset to your outfit. A beautiful pin or a favorite bracelet can add to your outfit and can help you feel comfortable.

Do avoid wearing too much jewellery. This means wearing one bracelet or one necklace instead of many.

Wearing too many rings can distract from your total appearance. As a rule wear, only three pieces of jewellery at one time, not counting your watch.

Be cautious of wearing dangling earrings unless they are small. Also, do not wear multiple earrings. Leave the nose rings, eyebrow rings, lip rings and other piercing at home.

Tips

- ✓ Each piece must add value to your (entire) outfit.
- ✓ Each piece must be proportional to your body frame and facial features.
- ✓ Each piece must complement your skin tone as well as your outfit. It's so important to select jewelry that not only looks great with your outfit, but enhances you too. Opt for jewelry metals and gemstones that illuminate your natural skin tone.

Tips for Women



1. Merely applying layers of makeup will not make you look beautiful unless you are healthy from within.
2. Drink lots of water and do take care of your diet for a flawless skin.
3. Intake of fruits and green vegetables will restore the glow on your face. Sleep well.

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4. Wash your face at regular intervals and make sure you do not sleep with your makeup on.
5. Do not apply just any cream on your face. Never step out in the sun without applying a good sunscreen with SPF of minimum 25. (Ideal for Indian skin). Choose the right moisturizer to avoid chapped skin in winters. Do not forget that all cosmetics come with an expiry date.
6. Replace your cosmetics within seven to eight months of purchase. It is always advisable to go for a patch test before trying a new product.
7. Make sure your clothes are clean and properly ironed. There should be no visible sweat stains on your dress. Remember, a female must always smell good. Apply a mild deodorant or talc. Look fresh.
8. Flash your smile quite often. Visit your dentist once in six months. Make it a habit to brush your teeth twice a day for that beautiful smile.

Personal Grooming - Men



Gone are the days when grooming for men included nothing more than face shaving, a bath and well-pressed clothes. Indian men are facing a different ball game and it's important to understand the rudiments and impress those around you.

Personal grooming plays an essential role in enhancing one's personality. Remember, a lot depends on your first impression. Grooming and hygiene help you make a mark of your own in the first meeting itself. Many men wrongly think that personal grooming is for females only. Every individual irrespective of gender should look clean, fresh and hygienic.

How you appear at an interview can be crucial to your chances of success. Even if you have great qualifications, poor grooming may send all the wrong signals to the interviewer.

First Impression

We all form first impressions of the people we meet, and they can be lasting. Many of the cues that go into a first impression are nonverbal, and dress and grooming are key among them. In fact, that first 30 seconds

can make or break your interview. If the hiring manager notices poor grooming right away, it may be hard to recover from that first impression, no matter how good your answers. Put simply, poor grooming is just plain distracting.

Showing You Care

Good grooming is an indication to the interviewer that you pay attention to detail, and that you take care of yourself. If you don't take the time to look after your own basic hygiene or dress appropriately, which sends a signal that you will not make an effort as an employee. Good grooming is especially important if you are applying for a customer-facing position such as sales. The first impression you make on the interviewer is the one you will be making on the company's clients.

Personal Grooming – Men Hair

- Hair is clean, cut and not extending below the ears.
- Always well combed.
- Frequently shampooed.
- Kept in place, but not oily.



Get an appropriate hair-cut done according to the shape of your face. Keep your hair detangled by combing it regularly. Purchase a good shampoo and conditioner according to your hair type. If you are in doubt, consult your salon professionals.

A good hair care routine is one that's simple and effective. Arming yourself with the right tools and information about the chemistry of hair is the best first step. No matter what hair type and texture you have, you'll be able to perform your routine quickly and have great-looking hair.

Choose shampoo and conditioner wisely. They're not all created alike. Choose products that work well with your hair type so your hair will look the best it can be.

Wash your hair two or three times a week.

- Clean-shaved. No stubble or beard is advised.
Moustache should be well trimmed, above lip level and not drooping.
- Teeth must be brushed and clear from nicotine stains.
- Sideburns should be no longer than half the length of each ear.



- One needs to take care of his skin to keep it glowing and healthy. Wash your face with a good soap or face wash depending on your skin type. Pat dry your face rather than rubbing it with a hard towel.
- Do not use hard soaps on your face.
- Pick up a good body wash.
- Apply a soothing moisturizer to keep it soft, supple and nourished.
- Avoid excessive smoking as it takes away the glow from your face and makes it look dull. There is no harm in applying a good sunscreen lotion especially those who have to spend maximum part of the day in sun.
- Use a lip balm to avoid chapped lips.
- Use a good quality razor when it comes to shaving.
- Nose hair looks disgusting and must be trimmed regularly.
- Clean hair on your earlobes for a neat look.
- Trim your moustaches daily. Do not go to work with a beard. Shave regularly for a clean look.



Personal Grooming – Men Hands

- Wash your hands regularly.
- Remove marks or nicotine stains as far as possible.
- Keep your nails short, clean, of even length and well trimmed.



Keep your hands clean. Cut your nails short and keep it dirt free. Make sure to wash your hands after every meal. Do not wear unnecessary rings, bracelets, multiple chains or earrings. They look completely unprofessional. When we think of men's skin care, our face tends to hog most of the spotlight. Other parts of our body like our hands don't get the attention they deserve – and it shows.

Personal Grooming – Men Shoes

- Small heels are suitable for men.
- Shoes should always be clean and polished.
- Laces should be tied neatly at all times.
- Clean socks should be worn.
- Wear formal shoes to work.
- Avoid wearing loafers, mocassins, sneakers or designer wear shoes to work.



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Personal Grooming – Men Accessories

- Men should limit accessories/jewelry to 3 pieces
- Accessories include watch, ring, handkerchief
- A dress watch should be worn, avoid athletic styles.
- The wristwatch worn should be of a conservative design with a plain and a simple face and fitted band.
- Avoid bracelets, necklaces, and visible piercing.
- Kada can be worn.



Personal Grooming – Tips for Men

- Face should be clean shaved everyday.
- Wear coats or blazers.
- Colors and patterns should be subtle.
- Best colors are blue, gray, or beige.
- Shirts should always be plain and long-sleeved.
- Ties should not be too loud, preferably a conventional design.
- Shoes should be either black or dark brown and should be laced.



1. **Take care of your skin.** If women can do it, why can't we? It shows that you care about your image and after 20 years your skin will be better than most men your age
2. **Practice proper hygiene.** Shower daily, brush and floss your teeth twice a day.
3. **Work out.** A good body can go a long way. It grabs the attention of the people around you and you will be physically fit as well.
4. **Shave.** This not only applies to your face, but to other parts of your body too. Crazy back hair is a huge turn-off for a lot of people. If you do sport a beard, keep it well-trimmed.

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5. **Avoid bad breath.** No one wants to be close with a guy with bad breath. Carry mints along in case of such emergencies. Chew gums after every meal to remove stains on your teeth.
6. **Wear fitted clothes.** This is key. A good-looking guy with sharp features could be overlooked if he wears clothes that don't fit him well.
7. **Keep your hands and legs clean.** Trim your fingernails and toenails. Make sure no dirt is under them. A dirty pair of hands leaves a very bad first impression.
8. **Change your hairstyle.** If you've been sporting the same hairstyle for the past ten years, it's time to look into some new trendy hair styles. Try them out!
9. **Make sure you smell nice.** Use deodorant. For underarms, a roll-on is advised. As for cologne, don't wear too much of it.
10. **Eat well.** Don't eat a lot of junk food. Maintain a balanced diet that will benefit your health and your figure.
11. **Polish your shoes.** If they are funky, then see to it that they are once again in a good condition.
12. **If you smoke or drink at all, do so only occasionally.** However, it's better if you don't drink or smoke.
13. **Be systematic.** Don't be shabby in your work or look. Take good care of your face and body and keep your desk clean.
14. **Clear out your wallet.** Don't fill your wallet up with receipts, coupons, credit cards, etc. Keep only the things that are necessary. Check if your wallet is wearing out. If it is, it's time to get a new one.
15. **Sleep well.** Get about 8-10 hours of sleep daily. This will keep you fresh and reduces the chance of dark circles under your eyes.
16. **Watch the feet.** Taking care of your feet and nails is also important, particularly considering the hot Indian weather. Wear absorbent cotton socks.

Personal Hygiene-Don't's



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Offensive habits should be avoided:

- Picking teeth, nose or ears.
- Sneezing or yawning without closing mouth.
- Belching loudly.
- Continuously rearranging hair or clothes.
- Eating with your mouth open or making noise while chewing food.
- Avoid chewing paan or gutka.
- Avoid Trendy or casual clothing at work
- Avoid Flashy jewelry
- Avoid strong cologne or attar

Grooming Guidelines

- Only closed shoes should be worn.
- Only polished shoes should be worn at all times.
- Clothes should be cleaned and ironed.
- Special attention should be given to cuffs and collars.
- No stains or dust should be on clothes
- Face should be clean at all times. Excess oil or sweat should be removed.
- Finger and toe nails should be neatly cut, shaped and cleaned.



GUIDELINES