

# Cosmetology

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Milady Standard

# Cosmetology

**14<sup>TH</sup> EDITION**

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# Milady Standard Cosmetology

14<sup>TH</sup> EDITION

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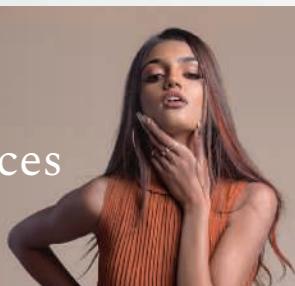


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# Procedures



Full-service procedures now include the estimated time to complete!

Use the average timing to check your progress and to help with appointment booking.

Length of hair may impact the time of service.

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# Preface



Mr. Nicholas F. Cimiglia,  
founder of Milady

Congratulations! You are about to begin a journey that can take you in many directions and that holds the potential to make you a confident, successful professional in cosmetology. As a cosmetologist, you will become a trusted professional—the person your clients rely on to provide ongoing services that enable them to look and feel their best. You will become as personally involved in your clients' lives as their physicians or dentists, and with study and practice, you will have the opportunity to showcase your artistic and creative talents for the entire world to see!

You and your school have chosen the perfect course of study to accomplish all of this and more. Milady Standard Cosmetology was the creation of Nicholas F. Cimiglia, founder of Milady Publishing Company, in 1927. The very first edition of Milady Standard Cosmetology was published in 1938, and since that time, many of the world's most famous, sought-after, successful, and artistic professional cosmetologists have studied this very course.

Milady employs experts from all aspects of the beauty profession—hair care, skin care, nail care, massage, makeup, infection control, and business development—to write for and consult on every product published. Since the field of cosmetology is always changing, progressing, and discovering new technologies, services, and styles, Milady keeps a close eye on its content and is committed to investing the time, energy, resources, and efforts to revising its educational offerings to provide the beauty industry with the most up-to-date and all-encompassing tools available.

So you see, by studying the Milady Standard Cosmetology, you have not simply opened a page, you've been adopted by a family of the most well-known and highly respected professional cosmetology educators in the world.

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Milady would like to thank the students, educators and professionals who took part in surveys and reviews ensuring that the changes needed to be made were inclusive of everyone's voice. We would also like to thank all learners, past and present, for being vocal about your needs and giving Milady the opportunity to evolve and provide you with the very best in cosmetology education.

We are grateful for your trust in us. Your passion, creativity, and devotion to your craft and to your customers combined with proven Milady content will set you on the path to a lifetime of opportunities and success. Congratulations on taking the first step toward your future as a beauty professional!

— Sandra Bruce SVP and General Manager, Milady



# Featured Highlights

In response to the suggestions of the cosmetology educators and professionals who reviewed the Milady Standard Cosmetology and to those submitted by students who use this text, this edition has been updated to include many new features and learning tools.



## LEFT-HANDED INSTRUCTION

Based on feedback from previous editions, Milady continues to include left-handed procedures in the haircutting and hairstyling chapters with full color photography. A great feature for left-handed students, as they will see professionals using their left hand to hold and manipulate the hair and tools.



## CHECK IN QUESTIONS

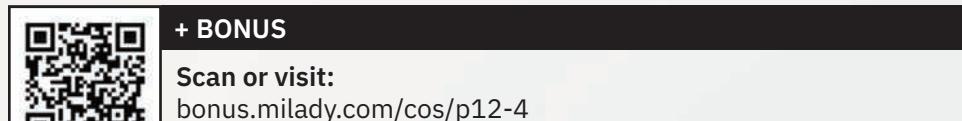
Instead of placing review questions at the end of each chapter, Check In questions have been added to the end of the section that they cover. This allows you to check your understanding as you progress through a chapter as opposed to waiting until you have finished the chapter to simply check your memory. Check In questions also make it easier to find any answers you need help with.



## QR CODES

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# Featured Highlights

## NEW ORGANIZATION OF CHAPTERS

The information in this text and that of Milady Standard Foundations, along with your educators' instruction, will enable you to develop the abilities you need to build a loyal and satisfied clientele. To help you locate information more easily, the chapters are grouped into five main parts.



### PART 01: ORIENTATION

Orientation consists of chapters that cover the field of cosmetology and the personal skills you will need to become successful. Chapter 1, History and Career Opportunities, outlines how the profession of cosmetology came into being and where it can take you. The remaining Orientation chapters can be found in Milady Standard Foundations, including: Life Skills, Professional Image, and Communicating for Success.



### PART 02: HEALTH SCIENCES

Health Sciences includes important information you need to know in order to keep yourself and your clients safe and healthy. The chapters provide essential information that will affect how you interact with clients and how you use service products and tools. See Milady Standard Foundations for your updated Infection Control content, as well as chapters on The Healthy Professional, Chemistry & Chemical Safety, and Electricity & Electrical Safety.



### PART 03: HAIR SERVICES

Hair Services offers information on every aspect of hair, explores the ways hair can be sculpted to enhance a client's facial shape, and comes complete with step-by-step procedures for core cuts with fantastic new glamour shots to show the finished look.



### PART 04: SKIN CARE SERVICES

Skin Care focuses on another area in which new advances have altered the way students must be trained. This part covers waxing, tweezing, and other popular methods of removing unwanted hair from the face and body. Facials and Makeup

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