

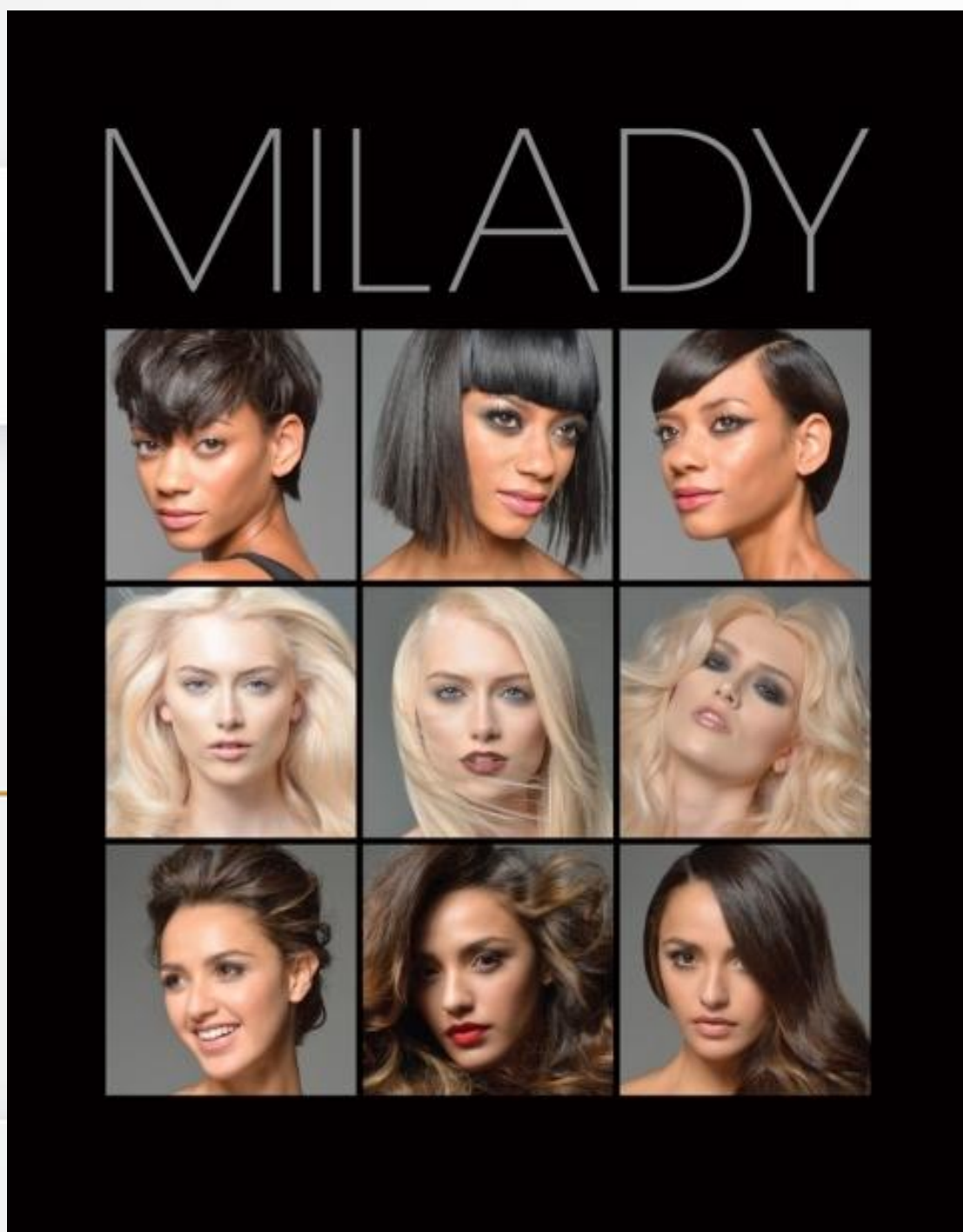
# Milady Standard Cosmetology 13th Edition

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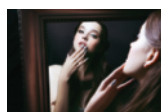
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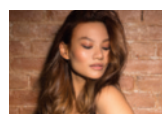
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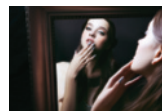
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# Preface

## Milady Standard Cosmetology



Mr. Nicholas F. Cimaglia, Founder of  
Milady Publishing Company

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. Cimaglia, 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 book!

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 textbook 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 the cover of a textbook, you've been adopted by a family of the most well-known and highly respected professional cosmetology educators in the world!

## The Industry Standard

Since 1927, Milady has been committed to quality education for beauty professionals. Tens of millions of licensed cosmetologists began their career studying from the industry leading *Milady Standard Cosmetology*.

We at Milady are dedicated to providing the most comprehensive learning solutions in the widest possible formats to serve YOU, today's student. The newest edition of *Milady Standard Cosmetology* is available to you in a variety of formats such as the traditional print version, an eBook version, as well as included within an online course that also provides hours of video. Since we know today's student is always "on the go," we also have an app that helps you prepare for the state board exam.

Milady would like to thank the hundreds of educators and professionals who participated in surveys and reviews to identify what needed to be changed, added, or deleted from the previous edition. We are honored to bring you current information from industry icons like Ted Gibson, Jason Backe, and Carlos Cintron.

Thank you for trusting Milady to give you invaluable information that will help build the foundation of your career. Our content combined with your passion, creativity, dedication to hard work, and commitment to customer service will set you on a path to a lifetime of success in the beauty industry. Congratulations for taking the first step toward having a beautiful career!



Sandra Bruce, Executive Director for  
Milady

**Sandra Bruce**  
**Executive Director, Milady**

# New to this Edition

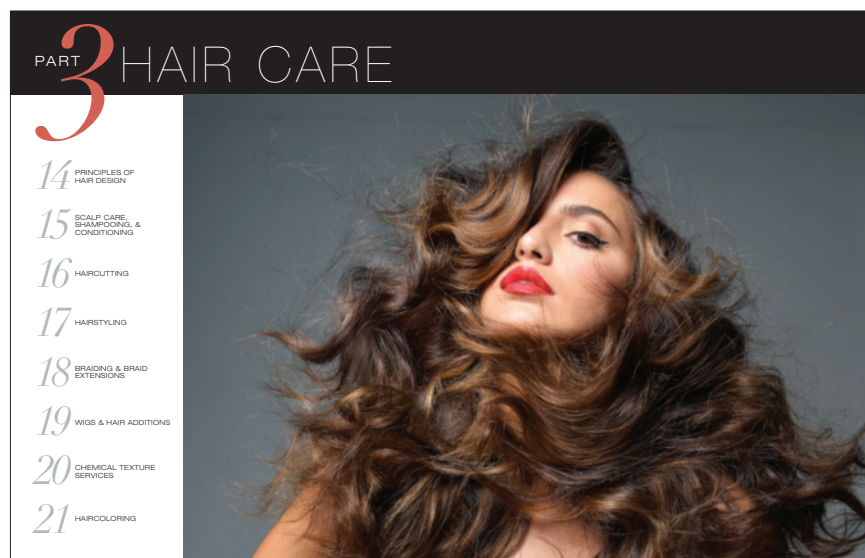
In response to the suggestions of the cosmetology educators and professionals who reviewed the *Milady Standard Cosmetology* and to those submitted by students who use this text, this edition includes many new features and learning tools.

## Design

Milady and Ted Gibson joined forces to dramatically transform the cover and interior design of the textbook—it now has a classic, inspirational, sophisticated feel—to reflect the timeless, innovative, and fun hair styles, cuts, and makeup found in the beauty business. Using feedback by students, the designers used fewer background colors to provide more white space for you to take notes on the pages themselves.

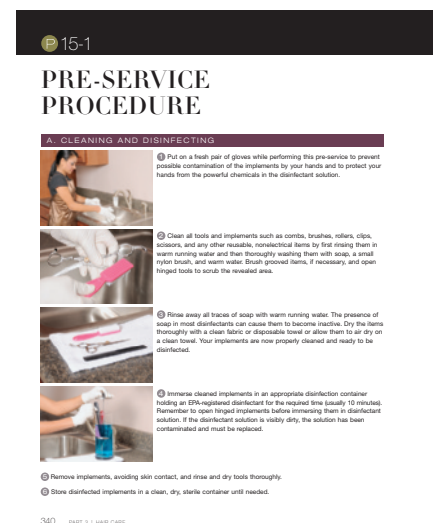
## Photography and Art

Milady conducted a photo shoot in New York City with a wide network of hairstylists and models, to capture more than 700 new, four-color photographs to appear throughout the book, in both chapter content and step-by-step procedures. In addition, all of the new procedure photographs were taken using live models, instead of mannequins. The part opener image in Part 3 and many of the chapter openers features one of the stunning photos taken at the photo shoot. Ted Gibson and his assistants perfected the hair on each model, while EMMY award-winning makeup artist, Valenté Frazier finessed the makeup.



## Pre- and Post-Service Procedures

To drive home the point that pre-service cleaning, disinfecting, and preparing for the client are important, you will find that a unique Pre-Service Procedure has been created to specifically address the individual



needs of each part—hair care, skin care, and nail care. Additionally, a Post-Service Procedure has been created to address cleaning, disinfecting, and organizing after servicing a client. Both the Pre-Service and Post-Service Procedures appear in every part of the text for you to quickly and easily refer to and follow.

## 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.

## Study Tools

In order to test your knowledge, you will find a section at the end of every chapter dedicated to Study Tools. This is a reminder that you have resources in addition to your printed textbook to evaluate and practice your own skills. The online course for cosmetology includes an interactive eBook, online quizzes, exercises, PowerPoint® slides, discussion questions, video, and study notes to bring concepts you are learning in the classroom to life.

## Learning Objectives

At the beginning of each chapter is a list of learning objectives that tell you what important information you will be expected to know after studying the chapter. Throughout the chapter, learning objectives also originate above the main topic where the objectives will be met in the subsequent paragraphs. This is done for ease of reference and to reinforce the main competencies that are critical to learn in each chapter to prepare for licensure. This duplication is an indication to the reader that the objective can be accurately measured by reading, understanding, and practicing to achieve all of the outcomes for the lesson.

**17**

**HAIRSTYLING**

**LEARNING OBJECTIVES**  
After completing this chapter, you will be able to:

- LO 1** Execute finger waving, pin curling, roller setting, and hair wrapping.
- LO 2** Perform various blowdry styling techniques and learn the proper use of blowdrying tools.
- LO 3** Demonstrate the proper use of thermal irons.
- LO 4** Demonstrate the proper use of a flat iron and show an understanding of heat settings.
- LO 5** Demonstrate various thermal iron manipulations and explain how they are used.
- LO 6** Perform the four basic curl patterns and explain the end result.
- LO 7** Describe the three types of hair pressing.
- LO 8** Understand the importance of preparation, sectioning, pinning, and balance with regard to updos.
- LO 9** Create the two foundational updos for styling long hair.

**OUTLINE**

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- PERFORM FORMAL STYLING 474
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## Combination of Key Terms and Glossary List

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

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

## New Organization of Chapters

The information in this text, along with your teachers' 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 six main parts.

### PART 1 ORIENTATION

Orientation consists of four 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. In Chapter 2, Life Skills, the ability to set goals and maintain a good attitude is emphasized, along with the psychology of success. Chapter 3, Your Professional Image, stresses the importance of inward beauty and health as well as outward appearance, and Chapter 4, Communicating for Success, describes the important process of building client relationships based on trust and effective communication.



### PART 2 GENERAL SCIENCES

General Sciences includes important information you need to know in order to keep yourself and your clients safe and healthy. Chapter 5, Infection Control: Principles and Practices, offers the most current, vital facts about hepatitis, HIV, and other infectious viruses and bacteria and explains how to prevent their spread in the salon. Additional content discuss the types of foot spas and best practices for cleaning and disinfecting the various pedicure units. The remaining chapters in Part 2—General Anatomy and Physiology; Skin Structure, Growth, and Nutrition; Skin Disorders and Diseases; Nail Structure and Growth; Nail Disorders and Diseases; Properties of the Hair and Scalp; Basics of Chemistry; and Basics of Electricity—provide essential information that will affect how you interact with clients and how you use service products and tools.





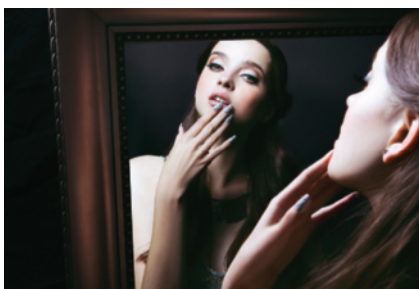
## PART 3 HAIR CARE

Hair Care offers information on every aspect of hair. Chapter 14, Principles of Hair Design, explores the ways hair can be sculpted to enhance a client's facial shape. The foundation of every hair service is covered in Scalp Care, Shampooing, and Conditioning, followed by an updated Haircutting chapter, complete with step-by-step procedures for core cuts with fantastic new glamour shots to show the finished look. Step-by-step procedures are also found in Hairstyling, which includes information on new tools and techniques. Another revised chapter, Braiding and Braid Extensions, is followed by Wigs and Hair Additions, and both Chemical Texture Services and Haircoloring reflect the most recent advances in these areas.



## PART 4 SKIN CARE

Skin Care focuses on another area in which new advances have altered the way students must be trained. This part begins with a chapter on Hair Removal, which covers waxing, tweezing, and other popular methods of removing unwanted hair from the face and body. Lip waxing is now covered as a full step-by-step procedure. Next, the basics of skin care is covered in Facials and makeup application in Facial Makeup. These two chapters offer the critical information you'll need for these increasingly requested services in the expanding field of esthetics. Procedures are included for many of the services offered in salons and day spas.



## PART 5 NAIL CARE

Nail Care contains completely revised chapters including Manicuring, Pedicuring, Nail Tips and Wraps, Monomer Liquid and Polymer Powder Nail Enhancements, and the Light Cured Gels chapter, with expanded information on nail art. The UV Gels chapter was renamed for this edition as Light Cured Gels to include both UV and LED gels.



## PART 6 BUSINESS SKILLS

Business Skills opens with the updated chapter title, Preparing for Licensure and Employment. This chapter prepares students for licensure exams and job interviews, and it explains how to create a resume and a portfolio. What you will be expected to know and do as a newly licensed cosmetologist is described in On the Job. This chapter offers tips on how to make the most of your first job—including the importance of learning all you can. The final chapter, The Salon Business, exposes students to the numerous types of salons and salon ownerships available to them.



# Additional Features of this Edition

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



## FOCUS ON

Throughout the text, short paragraphs in the outer column draw attention to various skills and concepts that will help you reach your goal. The **Focus On** pieces target sharpening technical and personal skills, ticket upgrading, client consultation, and building your client base. These topics are key to your success as a student and as a professional.



## DID YOU KNOW?

This feature provides interesting information that will enhance your understanding of the material in the text and call attention to a special point.



## ACTIVITY

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



## HERE'S A TIP

These helpful tips draw attention to situations that might arise and provide quick ways of doing things. Look for these tips throughout the text.



## CAUTION

Some information is so critical for your safety and the safety of your clients that it deserves special attention. Be sure to direct your attention to the information in the **Caution** boxes.



## STATE REGULATORY ALERT!

This feature alerts you to check the laws in your region for procedures and practices that are regulated differently from state to state. It is important, while you are studying, to contact state boards and provincial regulatory agencies to learn what is allowed and not allowed. Your instructor will provide you with contact information.



## WEB RESOURCES

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



## FOCUS ON

### Being a Good Teammate

While each individual may be concerned with getting ahead and being successful, a good teammate knows that no one can be successful alone. You will be truly successful if your entire salon is successful!



## DID YOU KNOW?

Autoclaves penetrate contaminated instruments better than liquid disinfectants and offer complete destruction of all bacterial, viral, and fungal contamination.



## ACTIVITY

Research the Web for local and state procedures for licensing electrical, light, and laser therapy devices. Also look at the labels, precautions, and warning labels on various styling tools in your class and home. Discuss your observations in class.



## HERE'S A TIP

**Remember:** Salon professionals are not allowed to treat or recommend treatments for infections, diseases, or abnormal conditions. Clients with such problems should be referred to their physicians.



## CAUTION

Do not use negative galvanic current on skin with broken capillaries or pustular acne conditions or on clients with high blood pressure or metal implants.



## STATE REGULATORY ALERT!

Always be certain that you are in compliance with your state's regulations for licensing and use of electric current devices.



## WEB RESOURCES

For more information on electricity and energy, visit the U.S. Energy Information Administration's website at [eia.doe.gov](http://eia.doe.gov) or the Library of Congress' website at [loc.gov](http://loc.gov) and enter the search words *electricity* or *energy*.



## Why Study This?

Milady knows, understands, and appreciates how excited students are to delve into the newest and most exciting haircutting, styling, and coloring trends, and we recognize that students can sometimes feel restless spending time learning the basics of the profession. To help you understand why you are learning each chapter's material, and to help you see the role it will play in your future career as a cosmetologist, Milady added this section to each chapter. The section includes bullet points that tell you why the material is important and how you will use the material in your professional career.

## Procedures

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

In previous editions, the procedures interrupted the flow of the main content, often making it necessary for readers to flip through many pages before continuing their study. In order to avoid this interruption, all of the procedures have been moved to a special **Procedures** section at the end of each chapter.

For those students who may wish to review a procedure at the time it is mentioned in the main content, Milady added Procedural Icons. These icons appear where each procedure is mentioned within the main content of the chapter, and they direct you to the page number where the entire procedure appears.

## Review Questions

Each chapter ends with questions designed to test your understanding of the chapter's information. Your instructor may ask you to write the answers to these questions as an assignment or to answer them orally in class. If you have trouble answering a chapter review question, go back to the chapter to review the material and then try again. The answers to the **Review Questions** are in your instructor's *Course Management Guide*.



# Meet the Team

## Creative Director

© Ted Gibson



### Ted Gibson

#### ***“Beauty is individual”***

Ted Gibson is one of the most sought-after editorial, runway, and celebrity hair stylists in the business. His work has appeared in publications such as *Vogue*, *Harper’s Bazaar*, *Elle*, *Marie Claire*, *Vanity Fair*, *People*, *StyleWatch*, *W*, and *Allure*

and at runway shows such as Chanel, Prada, and Dolce & Gabbana. He is also a huge influence and presence at both fall and spring New York Fashion Week styling some of the top American fashion designer labels including Rachel Roy, Carmen Marc Valvo, and Lela Rose. Ted is perhaps most known for toiling over the tresses of top celebrities including Lupita Nyong’o, Anne Hathaway, Debra Messing, Angelina Jolie, Ashley Greene, Joy Bryant, Zoe Saldana, Emma Watson, Gabrielle Union, and many more.

Considering his background, it’s not surprising that Ted’s incredibly successful Flatiron salon in New York City is frequented by models, actresses, fashion and beauty insiders, and influential women who love its modern vibe and its discreet, down-to-earth flavor of chic. The Fort Lauderdale, Florida is the newest ted gibson salon located in the W Hotel and opened November 2011. Ted was also the resident hair guru on TLC’s *What Not To Wear* until

2013, and responsible for the participants life-changing makeovers.

On top of all this, his luxurious product line offers unique, innovative products that have developed a loyal following, as well as being honored with industry accolades and awards. His products, including shampoos, conditioners, and styling products were an immediate success and sold out within hours on QVC. The Ted Gibson hair sheets have become a cult product and beauty closet staple amongst celebrities, editors, and salon clients all over the world.

Born in Texas and raised in a military family, Ted moved from one exotic location to another, living in Germany, Hawaii, and Japan. This experience opened up a whole new world for Ted, as he learned at an early age to appreciate the beauty of different cultures. Upon returning to the Lone Star State, Ted followed his passion and pursued his dream career.

An influential style maker, Ted is a regular contributor on *The Today Show* and has also appeared on *Oprah*, *The Insider*, *Good Morning America*, *Inside Edition*, *Entertainment Tonight*, *The Early Show*, *FOX News*, *CNN American Morning*, and *ABC News*.

Today, Ted divides his time between working with clients, managing the ted gibson salons, and creating new products. His career as a fashion, runway, editorial, and celebrity stylist continues to thrive taking him around the world, where the beauty of different cultures inspires him, and where exciting new projects continue to challenge and fulfill him.

## Contributors

© Jason Backe



### Jason Backe

Chapter 21 Haircoloring  
Chapter 32 The Salon Business

Over the span of his career, Jason Backe has established himself as a highly accomplished color artist. He is one of the most sought after hair colorists in New York and Florida, and his appointment book at ted gibson salons, which he

co-owns with partner Ted Gibson, is always full. Jason considers hair color an artistic expression of personal beauty and takes great pride in his attention to detail and commitment to impeccable customer care. Jason has worked with celebrities such as Renée Zellweger, Anne Hathaway, Ashley Greene, Christina Ricci, Elettra Wiedemann Rosselini, and Lake Bell.

Jason began his career studying and working at the Aveda Institute Minneapolis where he traveled the world educating stylists, salon owners, and managers in both hair cutting and coloring techniques and business building. He was recently named Celebrity Colorist for L’Oreal Professionnel and was one of the first colorists to adopt their revolutionary ammonia-free INOA hair color. He is