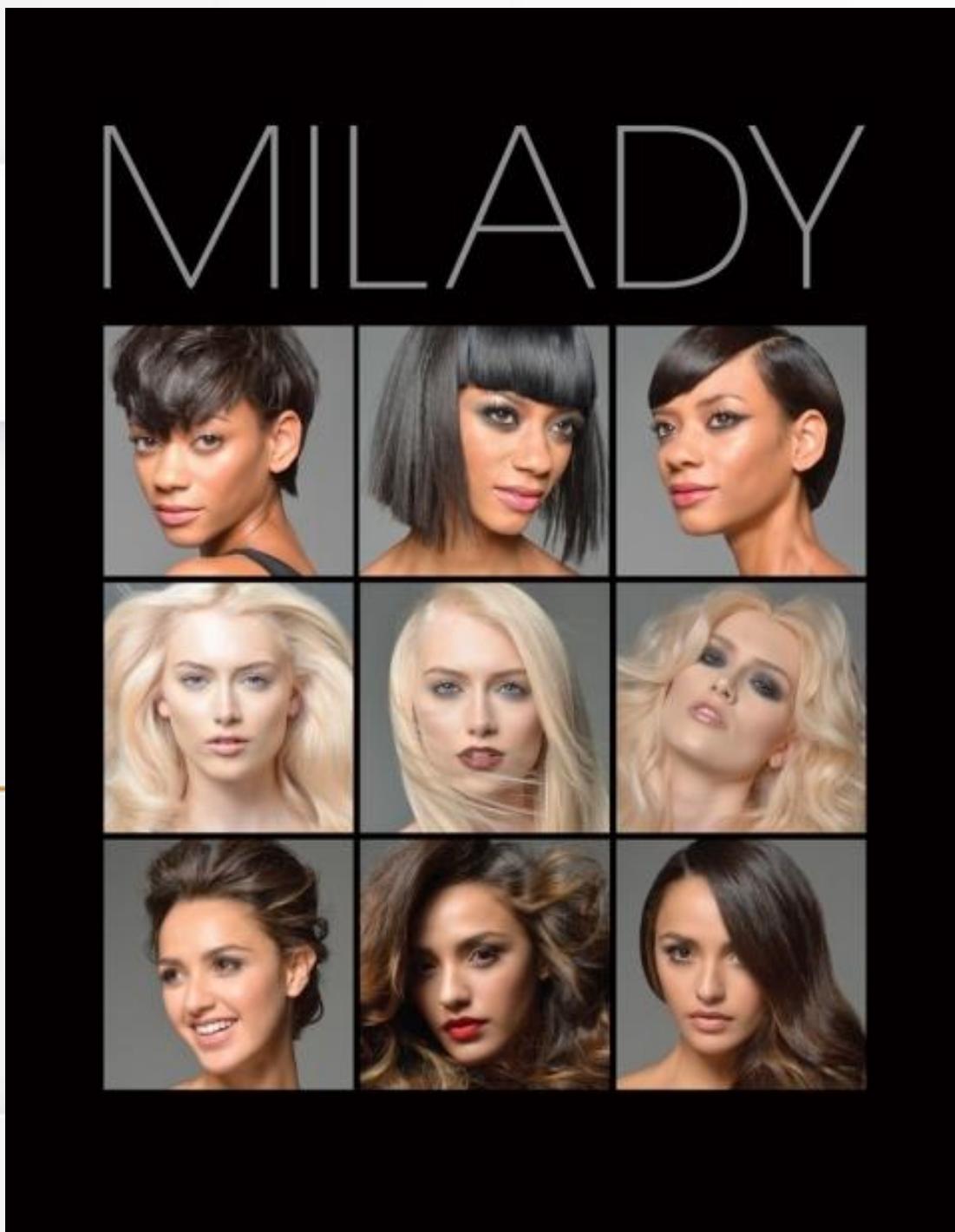


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BRIEF CONTENTS



PART 1

ORIENTATION | 2

- 1 HISTORY & CAREER OPPORTUNITIES | 4
- 2 LIFE SKILLS | 20
- 3 YOUR PROFESSIONAL IMAGE | 36
- 4 COMMUNICATING FOR SUCCESS | 46



PART 4

SKIN CARE | 734

- 22 HAIR REMOVAL | 736
- 23 FACIALS | 764
- 24 FACIAL MAKEUP | 810



PART 2

GENERAL SCIENCES | 66

- 5 INFECTION CONTROL:
PRINCIPLES & PRACTICES | 68
- 6 GENERAL ANATOMY & PHYSIOLOGY | 112
- 7 SKIN STRUCTURE, GROWTH, & NUTRITION | 152
- 8 SKIN DISORDERS & DISEASES | 170
- 9 NAIL STRUCTURE & GROWTH | 196
- 10 NAIL DISORDERS & DISEASES | 206
- 11 PROPERTIES OF THE HAIR & SCALP | 222
- 12 BASICS OF CHEMISTRY | 252
- 13 BASICS OF ELECTRICITY | 272



PART 5

NAIL CARE | 846

- 25 MANICURING | 848
- 26 PEDICURING | 898
- 27 NAIL TIPS & WRAPS | 926
- 28 MONOMER LIQUID & POLYMER
POWDER NAIL ENHANCEMENTS | 950
- 29 LIGHT CURED GELS | 986



PART 6

BUSINESS SKILLS | 1022

- 30 PREPARING FOR LICENSURE &
EMPLOYMENT | 1024
- 31 ON THE JOB | 1054
- 32 THE SALON BUSINESS | 1076



PART 3

HAIR CARE | 292

- 14 PRINCIPLES OF HAIR DESIGN | 294
- 15 SCALP CARE, SHAMPOOING, &
CONDITIONING | 320
- 16 HAIRCUTTING | 356
- 17 HAIRSTYLING | 442
- 18 BRAIDING & BRAID EXTENSIONS | 526
- 19 WIGS & HAIR ADDITIONS | 570
- 20 CHEMICAL TEXTURE SERVICES | 596
- 21 HAIRCOLORING | 668

REFERENCES | 1102

GLOSSARY/INDEX | 1103

CONTENTS



PART 1

ORIENTATION | 2

1 HISTORY & CAREER OPPORTUNITIES | 4

- Understand the History of Cosmetology | 7
- Learn the Importance of Continuing Education | 12
- Discover the Career Paths for Cosmetologists | 13

2 LIFE SKILLS | 20

- Interpret the Psychology of Success | 23
- Set Goals | 26
- Demonstrate Time Management | 29
- Employ Successful Learning Tools | 30
- Practice Ethical Standards | 32
- Develop a Positive Personality and Attitude | 33

3 YOUR PROFESSIONAL IMAGE | 36

- Apply Healthful Habits in Your Daily Routine | 39
- Follow Image Building Basics | 40
- Employ Proper Ergonomics to Protect Your Body | 42

4 COMMUNICATING FOR SUCCESS | 46

- Practice Communication Skills | 49
- Conducting the Client Consultation | 54
- Handling Communication Barriers | 59
- Guidelines for In-Salon Communication | 62



PART 2

GENERAL SCIENCES | 66

5 INFECTION CONTROL: PRINCIPLES & PRACTICES | 68

- Meet the Current Regulations for Health and Safety | 71
- Understand the Principles of Infection | 75

- Prevent the Spread of Disease | 84
- Follow Standard Precautions to Protect You and Your Clients | 93
- List Your Professional Responsibilities | 95

6 GENERAL ANATOMY & PHYSIOLOGY | 112

- Why Anatomy and Physiology Are Important to You | 114
- Describe Cells | 115
- Define Tissues | 117
- Name the Organs and Body Systems | 117
- Review the Skeletal System | 118
- Review the Muscular System | 122
- Review the Nervous System | 128
- Review the Circulatory System | 132
- Review the Lymphatic/Immune System | 137
- Review the Integumentary System | 137
- Review the Endocrine System | 138
- Review the Reproductive System | 139

7 SKIN STRUCTURE, GROWTH, & NUTRITION | 152

- Know the Anatomy of the Skin | 154
- Promote Nutrition and Skin Health | 163

8 SKIN DISORDERS & DISEASES | 170

- Identify Disorders and Diseases of the Skin | 172
- Identify Disorders of the Sebaceous (Oil) Glands | 177
- Identify Disorders of the Sudoriferous (Sweat) Glands | 178
- Recognize Inflammations and Common Infections of the Skin | 179
- Recognize Pigment Disorders of the Skin | 180
- List Hypertrophies of the Skin | 181
- Understand Skin Cancer | 181
- Examine Acne and Problem Skin | 183
- Analyze Aging Skin Issues | 185
- Understand the Sun and its Effects | 187
- Recognize Contact Dermatitis | 189

9 NAIL STRUCTURE & GROWTH | 196

- Distinguish the Structure of the Natural Nail | 198
- Identify Nail Anatomy | 199
- Discuss Nail Growth | 202
- Know Your Nails | 203

10 NAIL DISORDERS & DISEASES | 206

- Pinpoint Common and Uncommon Nail Disorders | 208
- Recognize Nail Diseases | 214
- Perform Hand, Nail, and Skin Analysis | 218

11 PROPERTIES OF THE HAIR & SCALP | 222

- Discover the Structure of Hair | 224
- Learn About the Chemical Composition of Hair | 227
- The Truth About Hair Growth | 232
- Understand Hair Loss Causes and Treatments | 234
- Recognize Disorders of the Hair | 237
- Recognize Disorders of the Scalp | 238
- Learn How to Perform a Thorough Hair and Scalp Analysis | 242

12 BASICS OF CHEMISTRY | 252

- Recognize How the Science of Chemistry Influences Cosmetology | 254
- Define Matter | 255
- Understand Potential Hydrogen (pH) and How It Affects Hair, Skin, and Nails | 264

13 BASICS OF ELECTRICITY | 272

- Understand Electricity | 274
- Practice Electrical Equipment Safety | 277
- Understand Electrotherapy | 280
- Identify Other Electrical Equipment | 282
- Explain Light Energy and Light Therapy | 283



PART 3

HAIR CARE | 292

14 PRINCIPLES OF HAIR DESIGN | 294

- Discover the Philosophy of Design | 296
- Define the Elements of Hair Design | 297

Understand the Principles of Hair Design | 303

- Recognize the Influence of Hair Type and Texture on Hairstyle | 306
- Create Harmony between Hairstyle and Facial Structure | 308
- Design for Men | 317

15 SCALP CARE, SHAMPOOING, & CONDITIONING | 320

- Safely and Effectively Use Massage in Scalp Care | 323
- Learn the Benefits of Proper Hair Brushing | 326
- Provide a Proper and Effective Shampoo Service | 327
- Recommend and Use Conditioners | 335
- Use Professional Draping | 337
- Understand the Benefits of the Three-Part Procedure | 339

16 HAIRCUTTING | 356

- Understand the Basic Principles of Haircutting | 358
- Conduct an Effective Client Consultation for Haircutting | 366
- Show Proper Use of Haircutting Tools | 369
- Understand Proper Posture and Body Position | 380
- Maintain Safety in Haircutting | 381
- Cut Hair Using Basic Haircutting Techniques | 382
- Understand Other Cutting Techniques | 389
- Effectively Use Clippers and Trimmers | 400

17 HAIRSTYLING | 442

- Start with a Client Consultation | 444
- Learn the Basics of Wet Hairstyling | 445
- Perform Finger Waving | 445
- Form Pin Curls | 446
- Create Roller Curls | 450
- Master Comb-Out Techniques | 453
- Understand Hair Wrapping | 455
- Finish Hair Using Basic Blowdry Styling | 456
- Maintain Safety in Thermal Hairstyling | 460
- Thermal Hair Straightening (Hair Pressing) | 467
- Creatively Style Long Hair | 472
- Perform Formal Styling | 474
- Express the Artistry of Hairstyling | 474

18 BRAIDING & BRAID EXTENSIONS | 526

Understand the Basics of Braiding | 529

Braid the Hair | 535

Classify Textured Sets and Styles | 540

19 WIGS & HAIR ADDITIONS | 570

Establish the Differences Between Human and Synthetic Hair | 573

Learn Basic Wig Knowledge | 577

Know the Different Types of Hairpieces | 583

Study the World of Hair Extensions | 586

20 CHEMICAL TEXTURE SERVICES | 596

Understand How Chemical Services Affect the Structure of Hair | 598

Demonstrate the Proper Technique for Permanent Waving | 601

Demonstrate the Proper Technique for Chemical Hair Relaxers | 617

Demonstrate the Proper Technique for Curl Re-Forming (Soft Curl Permanents) | 627

21 HAIRCOLORING | 668

Understand Why People Color Their Hair | 671

Review Hair Facts | 671

Identify Natural Hair Color and Tone | 673

Understand the Types of Haircolor | 679

Conduct an Effective Haircolor Consultation | 686

Formulate Haircolor | 690

Apply Haircolor | 692

Show How to Use Lighteners | 695

Express How to Use Toners | 697

Create Special Effects Using Haircoloring Techniques | 698

Understand the Special Challenges in Haircolor and Corrective Solutions | 701

Know Haircoloring Safety Precautions | 709



PART 4

SKIN CARE | 734

22 HAIR REMOVAL | 736

Consult the Client | 739

Name the Contraindications for Hair Removal | 739

Describe Permanent Hair Removal | 743

Discuss Temporary Hair Removal | 744

23 FACIALS | 764

Conduct a Consultation and Skin Analysis | 767

Determine Skin Type During the Skin Analysis | 771

Aging and Sun-Damaged Skin | 774

Categorize Skin Care Products | 775

Learn the Basic Techniques of a Facial Massage | 780

Know the Purpose of the Facial Equipment | 787

How Electrotherapy and Light Therapy Treat the Skin | 789

Use Facials To Treat Basic and Specialty Skin Types | 792

Use of Aromatherapy in the Basic Facial | 795

24 FACIAL MAKEUP | 810

Describe Facial Makeup and Their Uses | 812

How to Use Color Theory for Makeup Application | 819

Alter Face Shapes with Makeup | 823

Outline the Steps for Basic Makeup Application | 828

Apply Artificial Eyelashes | 834

How to Use Special-Occasion Makeup | 835



PART 5

NAIL CARE | 846

25 MANICURING | 848

Adhere to State and Government Regulations | 850

Work with Nail Technology Tools | 851

Learn the Necessary Components to Perform the Basic Manicure | 866

How to Cater to a Man's Manicure Service | 870

- Complete a Hand and Arm Massage | 871
- State the Differences Between Spa Manicures and Basic Manicures | 873
- Indicate Why Aromatherapy is Used During a Nail Service | 875
- Summarize the Benefits of Paraffin Wax Treatments | 875
- Outline Nail Art Options for Clients | 877
- Only the Beginning | 879

26 PEDICURING | 898

- Learn the Tools and Materials Used During Pedicures | 901
- Know All About Pedicures | 909
- Properly Clean and Disinfect Foot Spas | 916

27 NAIL TIPS & WRAPS | 926

- Learn All You Need to Know About Nail Tips | 928
- Explore the Uses of Nail Wraps | 931
- Carry Out Nail Wrap Maintenance, Repair, and Removal | 933

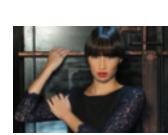
28 MONOMER LIQUID & POLYMER POWDER NAIL ENHANCEMENTS | 950

- Convey the Chemistry of Monomer Liquid and Polymer Powder Nail Enhancements | 952
- Specify the Supplies Required for Monomer Liquid and Polymer Powder Nail Enhancements | 955
- Complete Monomer Liquid and Polymer Powder Nail Enhancement Maintenance, Crack Repair, and Removal | 962
- Describe Odorless Monomer Liquid and Polymer Powder Products | 964
- Utilize Colored Polymer Powder Products | 965
- Create Monomer Liquid and Polymer Powder Nail Art | 966

29 LIGHT CURED GELS | 986

- Comprehend the Chemistry of Light Cured Gels | 988
- Describe Light Cured Gels | 990
- Name the Supplies Required for Light Cured Gels | 993
- When to Use Light Cured Gels | 995

- Choose the Proper Light Cured Gel Technology | 996
- Distinguish the Difference Between Light Cured Bulbs and Lamps | 997
- Specify the Advantages of Light Cured Gel Polish | 999
- Relate Nail Art to Light Cured Gels | 1000
- Perform Light Cured Gel Maintenance and Removal | 1000



PART 6

BUSINESS SKILLS | 1022

30 PREPARING FOR LICENSURE & EMPLOYMENT | 1024

- Prepare for Licensure | 1027
- Prepare for Employment | 1031
- Arrange for a Job Interview | 1045

31 ON THE JOB | 1054

- Describe the Expectations of Moving from School to Work | 1057
- Find the Right Position Out in the Real World | 1057
- Manage Your Money | 1063
- Discover the Selling You | 1067
- Keep Current Clients and Expand Your Client Base | 1072
- On Your Way | 1074

32 THE SALON BUSINESS | 1076

- Review Types of Business Options | 1079
- Booth Rental | 1089
- Elements of a Successful Salon | 1090
- Building Your Business | 1097

REFERENCES | 1102

GLOSSARY/INDEX | 1103

PROCEDURES AT A GLANCE

- | | | | |
|------|---|-------|--|
| 5-1 | Cleaning and Disinfecting Nonelectrical Tools and Implements 97 | 17-5 | Blowdrying Short, Layered, Curly Hair to Produce Smooth and Full Finish
RIGHT-HANDED 489
LEFT-HANDED 491 |
| 5-2 | Cleaning and Disinfecting Whirlpool, Air-Jet, and Pipeless Foot Spas 99 | 17-6 | Blowdrying Short, Curly Hair in Its Natural Wave Pattern 493 |
| 5-3 | Cleaning and Disinfecting Basic Foot Basins or Tubs 103 | 17-7 | Diffusing Long, Curly, or Extremely Curly Hair in Its Natural Wave Pattern 495 |
| 5-4 | Proper Hand Washing 104 | 17-8 | Blowdrying Straight or Wavy Hair for Maximum Volume
RIGHT-HANDED 497
LEFT-HANDED 499 |
| 5-5 | Handling an Exposure Incident 105 | 17-9 | Blowdrying Blunt or Long-Layered, Straight to Wavy Hair into a Straight Style
RIGHT-HANDED 501
LEFT-HANDED 504 |
| 15-1 | Pre-Service Procedure 340 | 17-10 | Thermal Waving
RIGHT-HANDED 507
LEFT-HANDED 510 |
| 15-2 | Post-Service Procedure 343 | 17-11 | Chignon 513 |
| 15-3 | Hair Brushing 345 | 17-12 | French Pleat or Twist 516 |
| 15-4 | Draping for a Basic Shampooing and Conditioning 346 | 17-13 | Half Updo 519 |
| 15-5 | Draping for a Chemical Service 347 | 18-1 | Preparing Textured Hair for Braiding 544 |
| 15-6 | Basic Shampooing and Conditioning 348 | 18-2 | Halo Braids 546 |
| 15-7 | Scalp Massage 352 | 18-3 | Single Braids with Extensions 549 |
| 16-1 | Blunt Haircut
RIGHT-HANDED 404
LEFT-HANDED 407 | 18-4 | Basic Cornrows 552 |
| 16-2 | Graduated Haircut
RIGHT-HANDED 410
LEFT-HANDED 414 | 18-5 | Nubian Coils: Coil Comb Technique 555 |
| 16-3 | Uniform-Layered Haircut
RIGHT-HANDED 418
LEFT-HANDED 422 | 18-6 | Twist 558 |
| 16-4 | Long-Layered Haircut
RIGHT-HANDED 426
LEFT-HANDED 430 | 18-7 | Starting Locks with Nubian Coils 563 |
| 16-5 | Men's Basic Clipper Cut 434 | 18-8 | Cultivating and Grooming Locks 565 |
| 17-1 | Preparing Hair for Wet Styling 475 | 20-1 | Preliminary Test Curl for a Permanent Wave 629 |
| 17-2 | Horizontal Finger Waving
RIGHT-HANDED 477
LEFT-HANDED 481 | 20-2 | Permanent Wave and Processing Using a Basic Permanent Wrap 631 |
| 17-3 | Wet Set with Rollers 485 | 20-3 | Permanent Wave and Processing Using a Curvature Permanent Wrap 635 |
| 17-4 | Hair Wrapping 487 | | |

- | | |
|--|--|
| 20-4 Permanent Wave and Processing Using a Bricklay Permanent Wrap 638 | 24-2 False Eyelash Application 840 |
| 20-5 Permanent Wave and Processing Using a Weave Technique 640 | 25-1 Pre-Service Procedure 880 |
| 20-6 Permanent Wave and Processing Using a Weave Double-Rod or Piggyback Technique 642 | 25-2 Post-Service Procedure 884 |
| 20-7 Permanent Wave and Processing Using a Spiral Wrap Technique 644 | 25-3 Performing a Basic Manicure 886 |
| 20-8 Applying Thio Relaxer to Virgin Hair 647 | 25-4 Hand and Arm Massage 890 |
| 20-9 Thio Relaxer Retouch 650 | 25-5 Polishing the Nails 893 |
| 20-10 Applying Hydroxide Relaxer to Virgin Hair 653 | 26-1 Performing the Basic Pedicure 918 |
| 20-11 Hydroxide Relaxer Retouch 656 | 26-2 Foot and Leg Massage 921 |
| 20-12 Curl Re-Forming (Soft Curl Perm) 659 | 27-1 Nail Tip Application 935 |
| 21-1 Performing a Patch Test 710 | 27-2 Nail Wrap Application 937 |
| 21-2 Preliminary Strand Test 712 | 27-3 Two-Week Fabric Wrap Maintenance 940 |
| 21-3 Temporary Haircolor Application 714 | 27-4 Four-Week Fabric Wrap Maintenance 943 |
| 21-4 Demipermanent Haircolor Application 716 | 27-5 Nail Tip and Fabric Wrap Removal 946 |
| 21-5 Single-Process Color on Virgin Hair 718 | 28-1 One-Color Monomer Liquid and Polymer Powder Nail Enhancements Over Nail Tips or Natural Nails 968 |
| 21-6 Permanent Single-Process Retouch with a Glaze 720 | 28-2 Two-Color Monomer Liquid and Polymer Powder Nail Enhancements Using Forms 972 |
| 21-7 Lightening Virgin Hair 722 | 28-3 One-Color Monomer Liquid and Polymer Powder Maintenance 977 |
| 21-8 Toner Application 724 | 28-4 Crack Repair for Monomer Liquid and Polymer Powder Nail Enhancements 980 |
| 21-9 Special Effects Haircoloring with Foil (Full Head) 726 | 28-5 Monomer Liquid and Polymer Powder Nail Enhancement Removal 982 |
| 22-1 Pre-Service Procedure 748 | 29-1 One-Color Method UV or LED Gel on Tips or Natural Nails Finishing With UV or LED Gel Polish 1002 |
| 22-2 Post-Service Procedure 751 | 29-2 Two-Color Method UV or LED Gel on Tips or Natural Nails 1006 |
| 22-3 Eyebrow Tweezing 753 | 29-3 Sculpting Light Cured Gel Using Forms 1009 |
| 22-4 Eyebrow Waxing Using Soft Wax 755 | 29-4 Light Cured Gel Maintenance 1012 |
| 22-5 Lip Waxing Using Hard Wax 757 | 29-5 Monomer Liquid and Polymer Powder Nail Enhancements Finished with UV or LED Gel Polish 1015 |
| 22-6 Body Waxing Using Soft Wax 759 | 29-6 Light Cured Gel Removal—Hard Gel 1017 |
| 23-1 Basic Facial 796 | 29-7 Light Cured Gel Removal—Soft or Soakable Gel Polishes 1018 |
| 23-2 Facial for Dry Skin 801 | |
| 23-3 Facial for Oily Skin with Open Comedones (Blackheads) 803 | |
| 23-4 Facial for Acne-Prone and Problem Skin 805 | |
| 24-1 Basic Professional Makeup Application 837 | |

Preface

Milady Standard Cosmetology



Mr. Nicholas F. Cimiglia, 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. 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 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

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New to this Edition

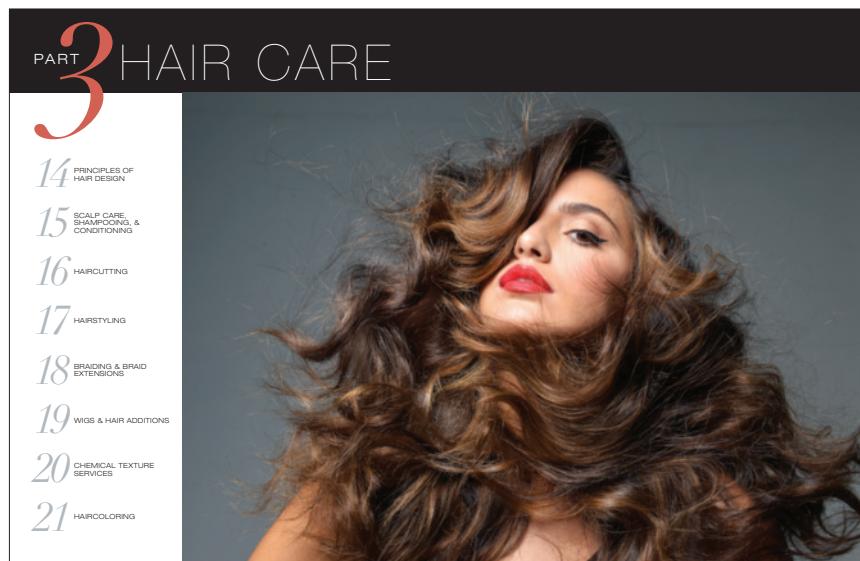
In response to the suggestions of the cosmetology educators and professionals who reviewed the *Milady Standard Cosmetology* and to those submitted by students who use this text, this edition includes many new features and learning tools.

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

P 15-1

PRE-SERVICE PROCEDURE

A. CLEANING AND DISINFECTING

- ➊ Put on a fresh pair of gloves while performing this pre-service to prevent possible contamination of the implements by your hands and to protect your hands from the powerful chemicals in the disinfectant solution.
- ➋ Clean all tools and implements such as combs, brushes, rollers, clips, scissors, and any other reusable, nonelectrical items by first rinsing them in warm running water and then thoroughly washing them with soap, a small metal brush, and a cloth. Scrub grittier items, if necessary, and open hinged tools to scrub the revealled area.
- ➌ Rinse away all traces of soap with warm running water. The presence of soap in most disinfectants can cause them to become inactive. Dry the items thoroughly with a clean fabric or disposable towel or allow them to air dry on a clean towel. Your implements are now properly cleaned and ready to be disinfected.
- ➍ Immerse cleaned implements in an appropriate disinfection container holding an EPA-registered disinfectant for the required time (usually 10 minutes). Remember to open hinged implements before immersing them in disinfectant solution. If the disinfectant solution is visibly dirty, the solution has been contaminated and must be replaced.
- ➎ Remove implements, avoiding skin contact, and rinse and dry tools thoroughly.
- ➏ Store disinfected implements in a clean, dry, sterile container until needed.

340 PART 3 | HAIR CARE

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.

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

- LO1**
Execute finger waving, pin curling, roller setting, and hair wrapping.
- LO2**
Perform various blowdry styling techniques and learn the proper use of blowdrying tools.
- LO3**
Demonstrate the proper use of thermal irons.
- LO4**
Demonstrate the proper use of a flat iron and show an understanding of heat settings.
- LO5**
Demonstrate various thermal iron manipulations and explain how they are used.
- LO6**
Perform the four basic curl patterns and explain the end result.
- LO7**
Describe the three types of hair pressing.
- LO8**
Understand the importance of preparation, sectioning, pinning, and balance with regard to updos.
- LO9**
Create the two foundational updos for styling long hair.

OUTLINE

WHY STUDY HAIRSTYLING? 444
START WITH A CLIENT CONSULTATION 444
LEARN THE BASICS OF HAIRSTYLING 445
PERFORM FINGER WAVING 445
FORM PIN CURLS 446
CREATE ROLLER CURLS 446
MASTER COMB-OUT TECHNIQUES 453
UNDERSTAND HAIR WRAPPING 455
PERFORM HAIR STYLING BASIC BLOWDRY STYLING 456
Maintain Safety in Thermal Hair Styling 460
Thermal Hair Styling: Brightening Hair Pressing 467
Creatively Style Long Hair 472
Perform Formal Styling 474
Express the Artistry of Hair Styling 476
Perform Procedures 476

HAIRSTYLING

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.

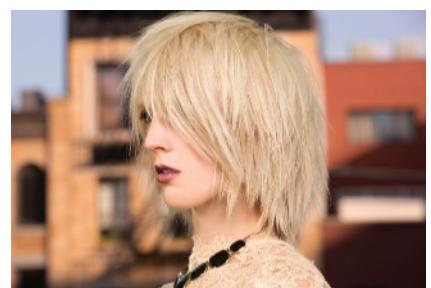
PART 1 ORIENTATION

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.





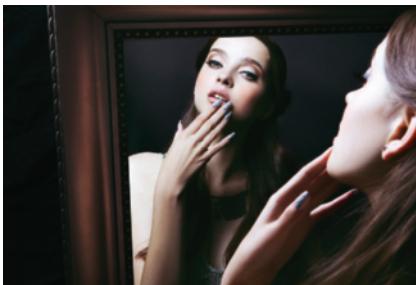
PART 3 HAIR CARE

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 or the Library of Congress' website at loc.gov and enter the search words *electricity* or *energy*.

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'Oréal Professionnel and was one of the first colorists to adopt their revolutionary ammonia-free INOA hair color. He is