

BEAUTY CULTURE: JUNIORS

YOUR PROFESSIONAL IMAGE:

WHY STUDY THE IMPORTANCE OF YOUR PROFESSIONAL IMAGE:

Cosmetologist should have a thorough understanding of the importance of their professional image because:

Clients rely on beauty professional to look good and be well groomed .Having a professional beauty image helps to build trust with the clients and leads to repeat business.

Finding a salon whose culture compliments your image standards and goals is important for career growth and achievements.

There are consequences to not maintaining a professional image including loss of clients, a poor reputation, and loss of income

Understanding ergonomics can help prevent health issues associated with poor working habits and help stay gainfully employed

Being well groomed starts with looking and smelling fresh .These Hygienic characteristics are especially important in the beauty business where practitioners are frequently only inches away from their clients during services.

PERSONAL HYGIENE

Basic hygienic practices such as showering or bathing should never be omitted from daily personal care practices .Personal hygiene is the daily maintenance of cleanliness by practicing good healthful habits. When working as a stylist ,makeup artist ,nail technician ,or aesthetician , you will be in close proximity to clients. One weak moment of drinking coffee right before performing a service ,or wearing something that smell fresh and clean is to create a hygiene pack to use at work .This ensures that you always smell fresh and clean.

A hygiene pack should include.

A Toothbrush
Toothpaste.

Mouthwash

Sanitizing Hand wipes or liquid to clean your hands between clients. {When soap and water is not available}.

Dental Floss

Deodorant or Antiperspirant and body wipes.

Your hygiene pack will be useful in maintaining the following good personal hygiene habits. Wash your hand throughout the day as required, including at the beginning of each service.

Perform self check, and wash or freshen up the arms as needed.

Brush and floss your teeth and use mouthwash or breath mints throughout the day.

HOME WORK

1. What is a Mission Statement?
2. Write a Mission Statement for your life
3. What are goals?
4. Set five achievable goals for yourself.

PERSONAL GROOMING : Many salon owners and managers view appearance and personality as being just as important as technical knowledge and skills .Personal grooming is the process of caring for parts of the body and maintaining an overall polished look .How a person dresses and takes care of his or her hair ,skin, and nails reflect one's personal grooming habits.

Dress for Success.

1 Wear clothing that is clean, fresh and current with fashion

2Choose clothing that is functional, comfortable and stylish.

3 Invest in supportive and properly fitting undergarments.

4Wear shoes that are comfortable, have a low heel and good arch support .Ill fitting shoes or up to date hairstyle high heels are not the best choices to wear when a lot of standing is required.

5 Compliment your professional wardrobe with an up to date hairstyle

Employ Proper Ergonomics To Protect Your Body.

Your physical presentation :Involves your posture and the way you walk and move .Good posture conveys an image of confidence ,and can prevent fatigue and many other physical problems .Sitting or standing improperly can put a great deal of stress on your neck shoulders ,back and legs. Having good posture allows you to get through your day feeling good and doing your best work.

POSTURE

Some guidelines for achieving and maintaining good posture include the following

Keep your neck elongated and balanced directly above the shoulder

Life your upper body so that your chest is out and up {do not slouch}.

Hold your shoulders level and relaxed, not scrunched.

Sit with your back straight.