

Personality Development / Personal Grooming

Objectives: At the end of this lesson you shall be able to

- **define personality development**
- **explain desirable qualities to cultivate**
- **describe hygiene rules for good health and personality**
- **determine basics of good grooming.**

Personality Development

Personality is the key to a successful career in cosmetology. Personality can be defined as the outward reflection of inner feeling, habits, attitudes and values. It is the total effect you have on other people.

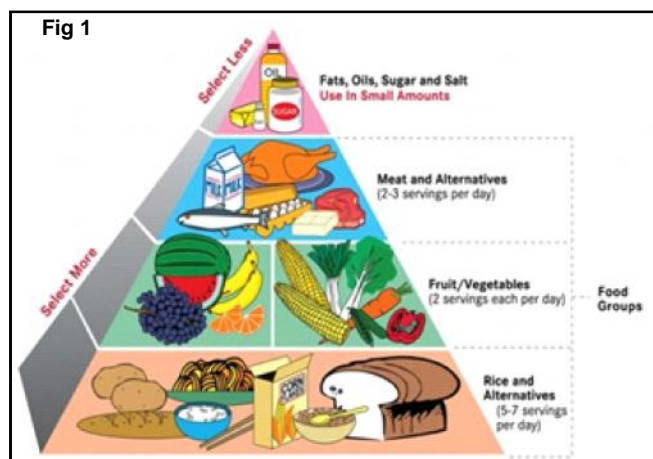
Desirable Qualities to Cultivate

- Attitude
- Behavior
- Thoughts
- Pleasant voice
- Emotional stability
- Be gracious
- Good manners
- Be well groomed
- Have a sense of humor

Hygiene Rules

To improve health and appearance, you must follow hygienic rules :-

- 1 **Balance Diet:** Eat well-balanced meals, drink sufficient amount of water every day, avoid over eating. (Fig 1)



- 2 **Cleanliness:** Keep the body and hair cleaned and odor free, wear clean clothes keep your hand and nail clean etc.
- 3 **Good Posture:** Stand, sit and walk with good posture.
- 4 **Sufficient Exercise:** Exercise and recreation, in the form of running, walking, dancing, sports and gym activities develop endurance and keep the body fit. (Fig 2)



- 5 **Adequate Sleep:** An adequate amount of sleep, not less than seven hours is necessary.
- 6 **Healthy Thoughts:** The mind and body operates as a unit. A healthy body and mind contributes to a good life and think positive.

Basic of good grooming

To keep your appearance at its best, you must give daily attention to all the important details that make for a clean, neat and charming personality.

- 1 **Daily Bath and Deodorant:** Keep the body clean by taking daily shower or bath.
- 2 **Oral Hygiene:** Clean and brush the teeth regularly.
- 3 **Hair Care:** Clean, healthy hair is an asset. Keep the hair clean and lustrous. Wear an attractive and practical hairstyle at all the times.(Fig 3)
- 4 **Care of your Clothes:** Wear neat and clean, properly fitted clothes. The clothing your wear should be suitable for your work.

Fig 3



- 5 Hand and Nail Care:** Keep your hands clean and smooth, and always have your nails well manicured. Keep the nail slightly rounded or straight across the top.(Fig 4)

Fig 4



- 6 Skin Care and Cosmetics:** Use the correct cosmetics to maintain your skin tone. Keep your make up fresh, eye brows and lips well-shaped. A daily routine of skin care is a must for everyone.
- 7 Footwear:** Wears well-fitted and sensibly styled shoes. Keep the shoes shined and in good condition.(Fig 5)

Fig 5



Communication Skills

Objectives: At the end of this lesson you shall be able to

- **define professional ethics**
- **define client consultation**
- **define telephone etiquettes**
- **explain purpose of telephone services**
- **state basic rules for telephone etiquettes**
- **explain importance of communication skill.**

Define professional etiquettes

Ethics deal with the proper conduct and business dealings of cosmetologists in relation to their employers, client, and co-workers.

Ethical conduct helps to build confidence and increase patronage. The individual cosmetologist should live up to the following rules of ethics.

- Give courteous and friendly service to all clients.
- Treat all clients honestly and fairly; do not show favoritism.
- Be fair, courteous, and show respect for the feelings and rights of others.
- Practice only the highest standard of sanitation at all times
- Pay attention to the minor details that will make clients like you.
- Be cordial when greeting clients in person or over the telephone.
- Be cordial when greeting patrons in person or over the telephone.
- Listen attentively when others speak.
- Address clients by their names.
- Train yourself to be capable and efficient in your work.
- Be punctual in arriving at work and keeping appointments.
- Plan each day's schedule. Avoid long waiting periods.
- Learn to talk intelligently about your work
- Avoid criticizing, condemning, or complaining.

Define client consultation

Client consultation is very essential before giving any cosmetology service. Once you know what client wants and expects, determine what can actually be done what the service. Compromise, if necessary so that both of you will be happy with the finished service.

For example if a client comes for permanent waving listen carefully to what he or she expects. Ask about the client's life style and commitment to maintaining the hair. Work with photographs if necessary but point out how the curl will look on her. Use other clients or co-workers as examples. Ask your client to sign a consent form. This guarantees the client is aware of the procedures and risks associated with the perm service and agrees to them.

Define telephone etiquettes

An important part of the salon business is handling over the telephone good telephone habits and techniques make it possible for the salon owner and cosmetologist to increase business and win friends with each call, you have a chance to build up the salon's reputation by rendering high caliber service. (Fig 1)



Explain purpose of telephone services

The telephone services may useful purposes in the salon, such as

- Make or change appointments.
- Go after new business.
- Remind patrons of needed services.
- Answer questions and ender friendly service.
- Answer questions and render friendly services
- Adjust complaints and satisfy patrons.
- Receive messages.
- Order equipment and supplies.

Explain importance of communication skill

- A good communication skill contributes to success. A pleasant voice, interesting conversation and the use of good English will serve you well as a professional.
- Conversation involves the use of voice, words, intelligence, charm and personality.
- The correct use of words is vital to the art of

conversation. The most serious violation of good speech is the use of slang, vulgarisms, and poor grammar.

Your voice should be used to present you in the most favourable light possible. It should be clear and understandable. If the spoken words cannot be understood, a good voice tone is useless.

Describe basic rules for telephone etiquettes

- Display an interested, helpful attitude, as revealed by the tone of your voice and what you have to say.
- Be prompt. Answer all calls as quickly as possible. Nothing irritates the caller more than waiting for you to answer.
- Practice giving all necessary information to the caller.
- Be tactful. Avoid saying or doing anything that may offend or irritate the caller.
- Clear speech
- Correct speech
- Pleasing tone of voice

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Working on grooming poise

Objectives: At the end of this lesson you shall be able to

- **define body posture**
- **explain correct standing ,walking and sitting poise**
- **explain how to hold accessories**
- **define wardrobe planning**
- **determine importance of colour, illusion and fashion in wardrobe planning.**
- **explain beauty as a career.**

Define body posture

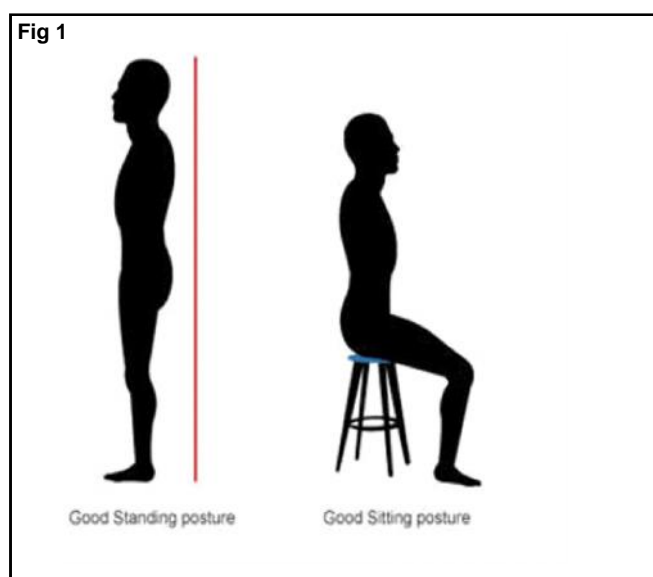
Correct posture, is very important as it helps to prevent fatigue, improves personal appearance and grace in relation to everyday work.

Good posture is an important part of personal care. The way you carry out simple activities- sitting, walking, standing and so forth -is important in presenting the best you.

Explain correct standing, sitting and walking

Standing

When standing, turn your body slightly ,to make the front view look slim and tall. (Fig 1)



Walking

Walking should be smooth, gliding, rhythmic action, that conveys an air of ease and confidence. Feet should be parallel to each other. Shoulder should be relaxed so that arms will swing easily, head should be up. Do not take too long or too short steps and walk with as little noise as possible.

- **High heels are often responsible for poor posture, malformed feet, and aching backs. The weight of the body is thrown forward, putting a strain on the feet and back**
- **Low, broad heels give the body support and balance which help to maintain good posture. Low-heeled shoes are more comfortable and tend to offset fatigue resulting from prolonged standing.**

Sitting

Never fall into a chair. Glide gracefully into a sitting position. When sliding to the back of the chair, place both hands on the front edge of the chair, at the sides of the hips raise the body slightly and slide back. Do not wiggle back.

Explain how to hold accessories

If you are right handed, you probably carry your briefcase, backpack, handbag, umbrella, gloves, and other accessories with your left hand so that your right hand will be free. The points that follow refer to right handed person switch hands if you are left handed.

Define wardrobe planning

A good wardrobe plan is one that fits in your individuals needs. You can gather ideas from book, magazines and classes but you alone can put together a plan that fits your need. You need a wardrobe tailored to fit your personal needs with clothing suitable for all occasions. Your clothes should suit your lifestyle and body type as well as occasion. Selection of clothes should be - (Fig 2).

- According to age
- According to body structure
- According to occasion
- According to profession
- According to season

Fig 2



Determine importance of colour, illusion and fashion in wardrobe planning

Illusion : Lines can be used to create illusion or impressions. Your eyes tend to follow a line, and repeating the line gives it more emphasis.

Vertical lines create height and make you look slimmer. Horizontal lines make you shorter and heavier.

Color: Color is the magic word when planning your wardrobe. Determine your correct color from color selection and then decide on a basic color for your wardrobe in the past, basic colour has been black, brown or navy blue. We have more freedom today in selecting a basic color.

Fashion: Clothing fashions change, just as hair fashions change. They change from the simple to the complex and back to the simple. Skirt lengths and waistlines go up and down. Read the newspaper and fashion magazines. They will tell you what is in fashion and what the fads are. They will give u an idea of what the fashion trends will be.

Motivation

Cosmetology (beauty culture) offers the opportunity for a lifetime career in one of our largest and most respected industries after completing a comparatively short training period, you will be prepared to embark upon a career that can offer you a good income for your entire working life. One aspect that sets cosmetology apart from other career areas is the opportunity to develop a one on one relationship with each client this fusion of interpersonal and artistic skills is what makes cosmetology unique and so much fun.

The future outlook: The future for the cosmetology industry appears to be most promising. New techniques, new products, and new opportunities appear every day. The number of patrons who visit beauty salons and the amount of money they spend for services are constantly increasing.

Beauty as a career

Many career opportunities are available to the well trained cosmetologist. Acquiring a license to practice cosmetology opens doors to a great variety of lucrative careers. The following tables list many of the income are available to cosmetologists. (Fig 3)

Fig 3



Beauty Salon Opportunities

A. General cosmetologist

B. Specialties

- Permanent wave technician
- Hairstylist.
- Wig stylist
- Hair straightening technician
- Hair colorist
- Hair and scalp specialist
- Skin care specialist (esthetician)
- Manicurist
- Makeup artist
- Mahanadi artist
- SPA therapist

C. Management

- Salon owner
- Salon manager or supervisor

Educational opportunities

A. Technical School management

- Owner
- Department head
- Supervisor

B. Teaching guidance

- Teacher of cosmetology
- Teacher of related subjects
- Teacher of specialties
- Trainer of teachers

C. Government

- Training Officer
- Vocational Instructor
- Guest lecturer
- Examiner (AITT)

Industry and writing opportunities

A. Merchandising

- Buyer and assistant buyer
- Salesperson - direct seller

B. Scientific and manufacturing

- Demonstrator or manufacturer's representative
- Researcher - assistant
- Trade technician

C. Writing

- Beauty editor - assistant
- Promotional writer
- Free lance writer

Note: Cosmetology is as exciting as it is profitable. It represents to many men and women a profession that will bring much happiness and financial independence