

PERSONALITY DEVELOPMENT



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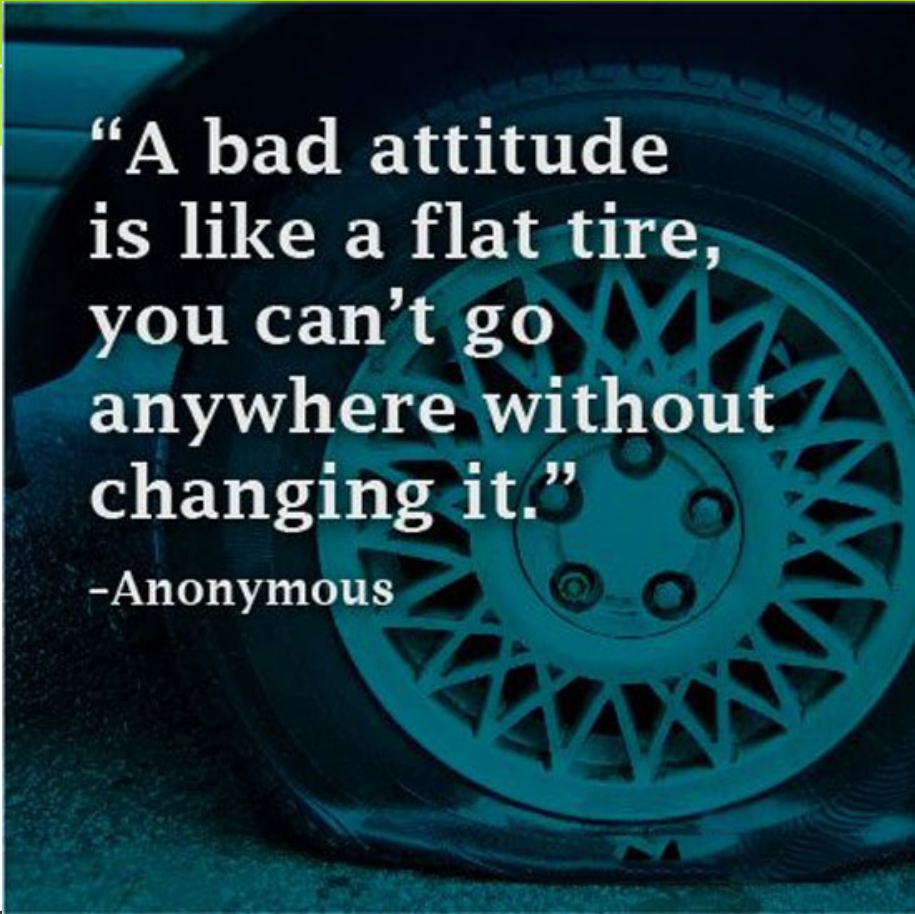
Personality Development

- * **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.**

Attractive personality is one of your greatest assets in life. People are not born with personalities; they are acquired according to the way individuals meet their everyday problems. By developing the ability to handle both the good and the bad experiences of life, you will develop a better personality.

Desirable Qualities to Cultivate

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



**“A bad attitude
is like a flat tire,
you can’t go
anywhere without
changing it.”**

-Anonymous

HYGIENE

hygiene is science that deals with healthful living. It includes both personal and public hygiene.

Personal hygiene concerns the intelligent are taken by the individual to preserve health.

Public hygiene refers to the steps taken by the government to promote public health, such as:-

- * **Pure air**
- * **Pure water**
- * **Control of disease**
- * **Adequate medical facilities etc.**

Hygienic Rules

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

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

The Food Pyramid



Drink 6 to 8 glasses of water or fluid daily

Source: Hong Kong Department of Health,
Central Health Education Unit website, December 2012 version

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Good Posture: Stand, sit and walk with good posture.



Cleanliness: Keep the body and hair cleaned and odor free, wear clean clothes, keep your hand and nail clean etc.



Healthy Thoughts: The mind and body operates as a unit. A healthy body and mind contributes to a good life and think positive.

Benefits of Positive Thinking on Body

- Makes body respond better.
- Keeps physically more relaxed.
- Makes you feel more active.
- More energetic.
- Leaves you in better control of your state of general health.



YOU BECOME WHAT YOU THINK.
SO THINK POSITIVE.



Brahma Kumaris World Spiritual University

- * **Sufficient Exercise:** Exercise and recreation, in the form of running, walking, dancing, sports and gym activities, develop endurance and keep the body fit.



- * **Adequate Sleep:** An adequate amount of sleep, not less than seven hours is necessary.



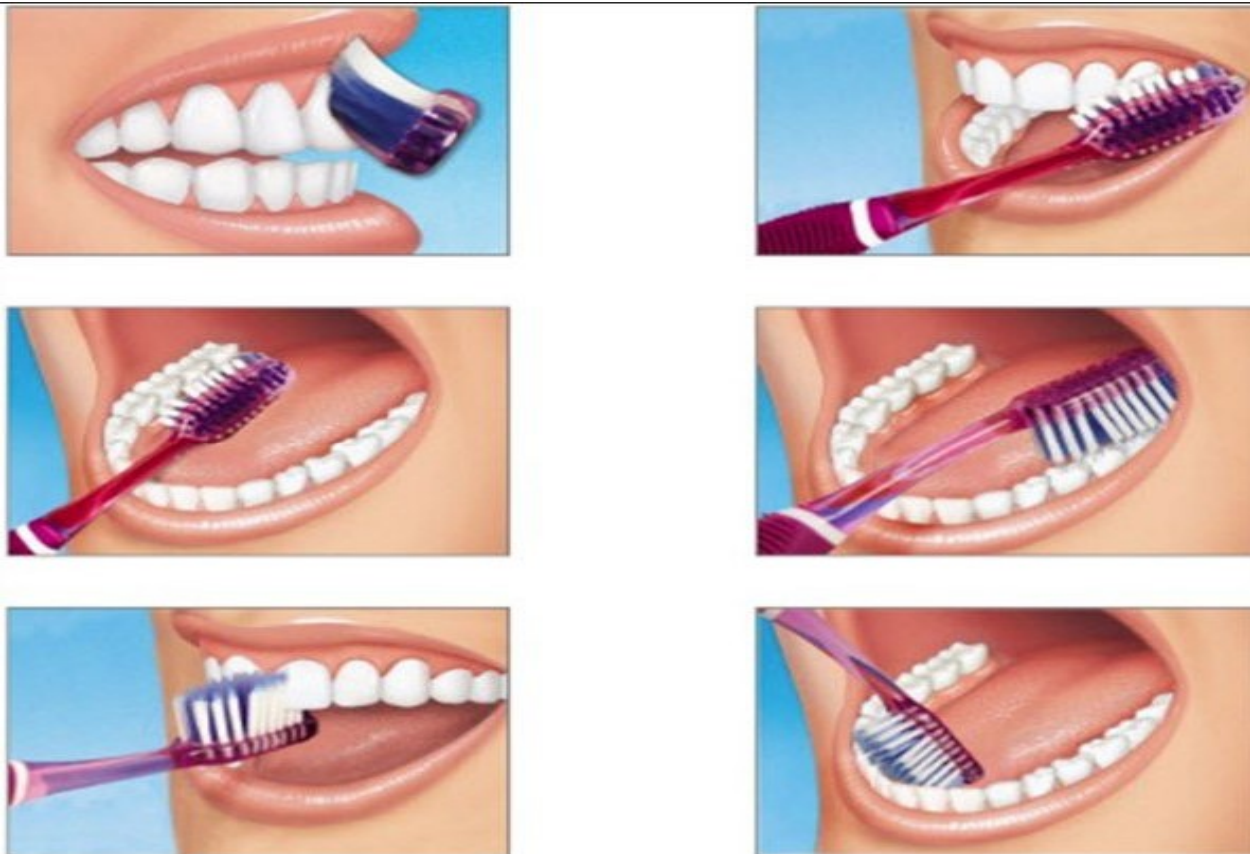
Basic of good grooming

- * 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.

- * **Daily Bath and Deodorant:** Keep the body clean by taking daily shower or bath.



* **Oral Hygiene:** Clean and brush the teeth regularly.



- * **Hair Care:** Clean, healthy hair is an asset. Keep the hair clean and lustrous. Wear an attractive and practical hairstyle at all the times.



- * **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.



Skin Care and Cosmetics:

Use the correct cosmetics to maintain your skin tone. Keep your make up fresh, eye brows and lips will-shaped. A daily routine of skin care is a must for everyone.

No stress 5 step morning skincare routine

1 CLEANSE

The first part of any skincare routine is to cleanse. This removes any dirt and dead skin, thereby leaving your skin clean and refresh.



2 TONER

This is super important and an essential part of any skincare routine. Toner balances the pH in your skin.

3 SERUM

Adding a serum to your skincare routine has it's benefits. Production of collagen, reduces discoloration, speeds up healing.



4 MOISTURIZER

Moisturizers is is like adding life back to your face, unless you have dry skin don't go too oily.

5 SUNSCREEN

The sun can damage and age your skin. It's a smart decision to add a sunscreen.



Care of your Clothes: Wear neat and clean, properly fitted clothes. The clothing you wear should be suitable for your work.



Footwear: Wear well-fitted and sensibly styled shoes. Keep the shoes shined and in good condition.

WEARING THE RIGHT SHOE



1

Only wear cloth shoes for leisure activities



2

Keep a pair of regular sneakers around



3

Wear heels with broad base for support

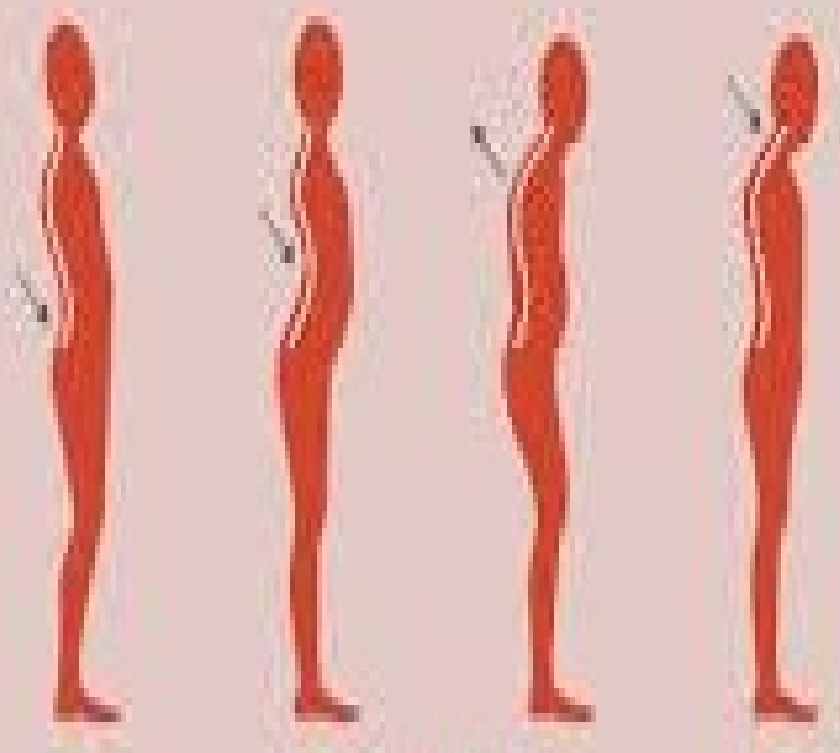
Posture

- * Correct posture, therefore, 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.

CHECK YOUR POSTURE



BAD

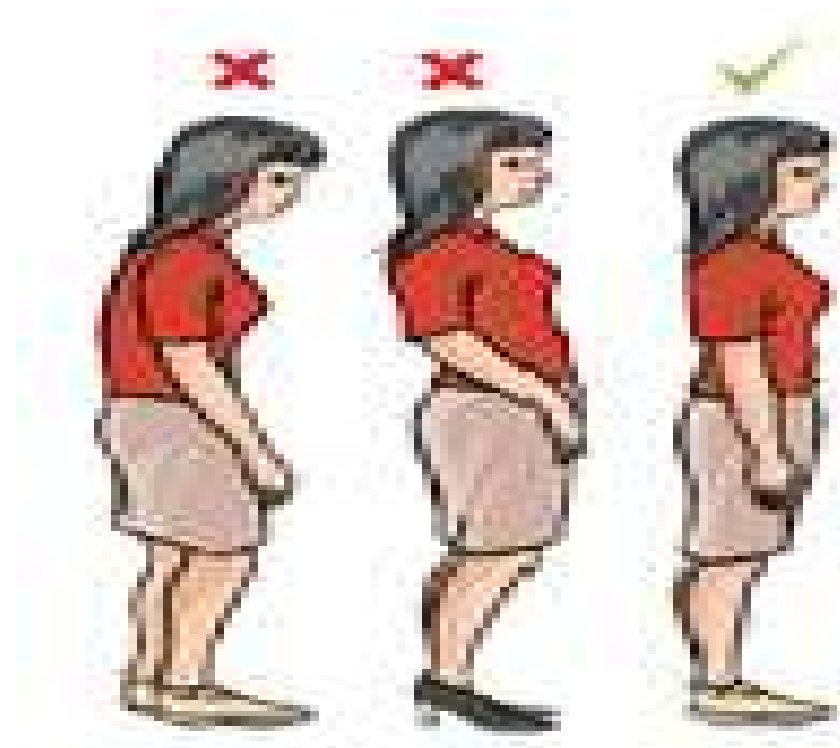


GOOD

- * **Standing**- when standing, turn your body slightly ,to make the front view look slim and tall.

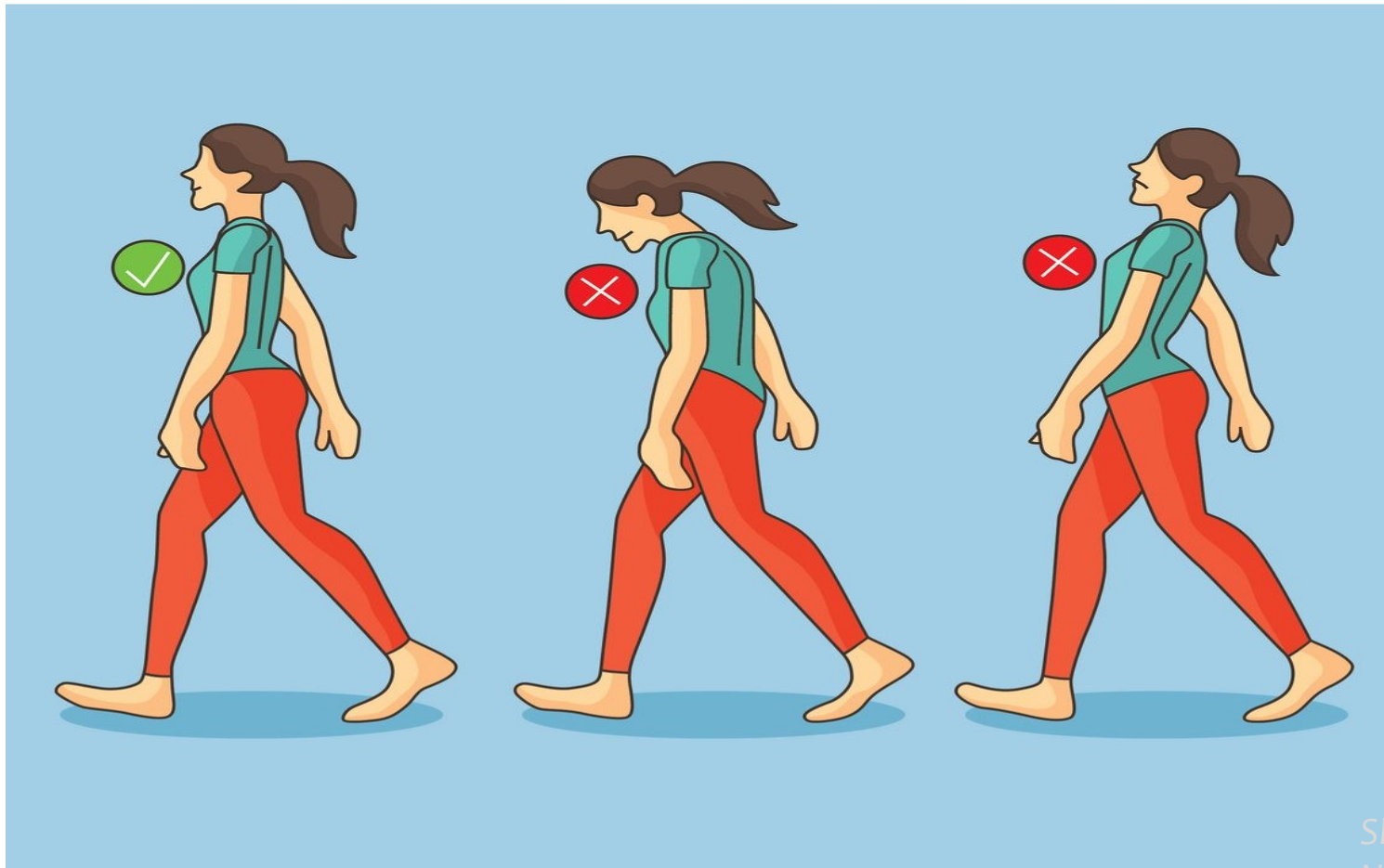
Good standing posture:

- * Head up
- * Chin level with floor
- * Chest up
- * Shoulder relaxed
- * Lower abdomen flat



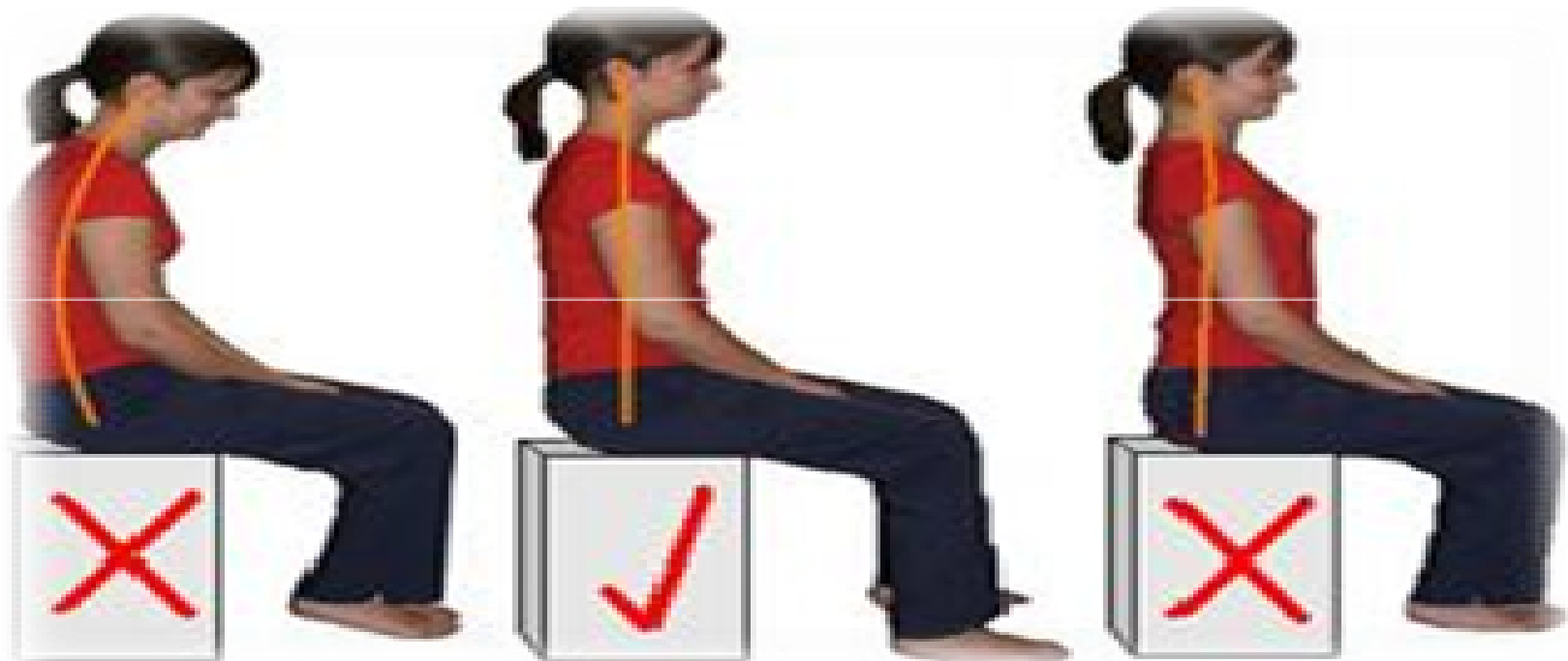
* Walking:

- * 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.



* 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.



* Rules for a good sitting position:

- * Keep the feet close together.
- * Keep the knees together.
- * Place the feet out slightly farther than the knees.
- * Never push your feet under the chair.
- * Keep the soles of your shoes on the floor.

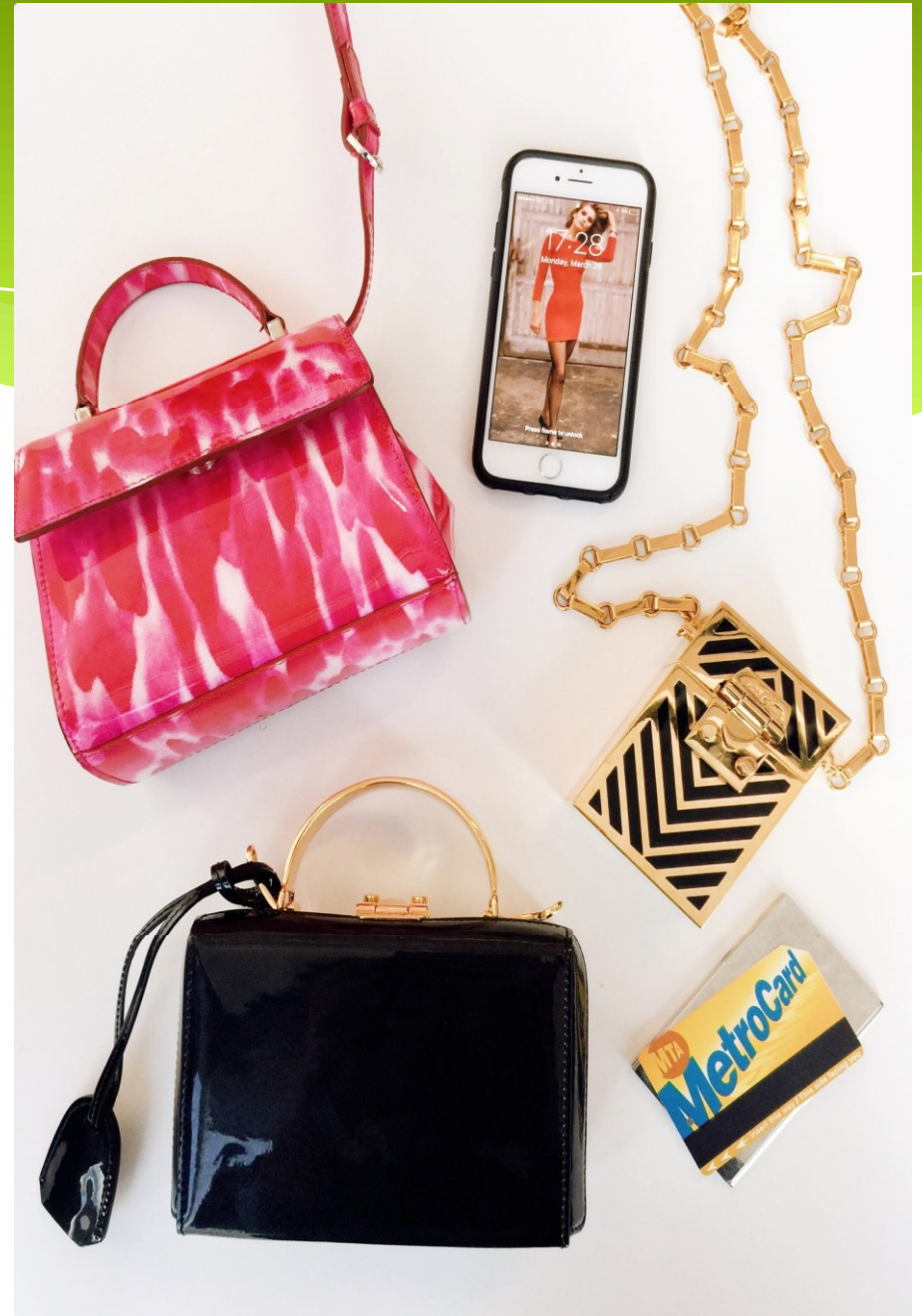
* How to picking things up:

If you bend or stoop improperly, you will display some of your most conspicuous features in the least flattering manner. The same technique should be used both for removing something from a drawer and for picking up something from the floor.



* 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



Have a confident look

- * Study your body in a mirror, from head to toes and try to correct your posture. When you walk have a confident look, keep your knees closed, straight spine and relaxed, smiling face.



*** NOTE:**

- * 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.

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 –**

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

According to age

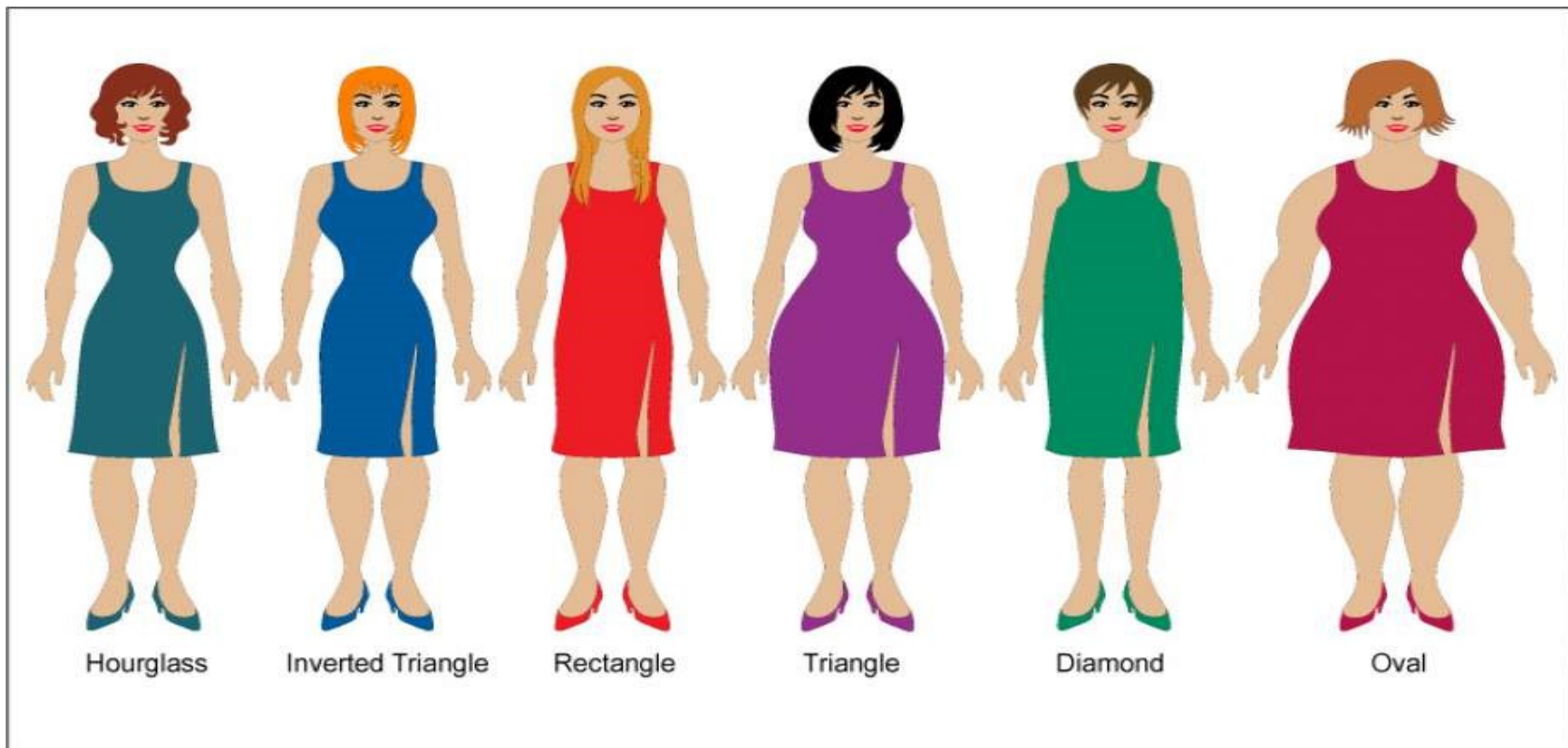


According to occasion



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According to body structure



According to profession



According to season



Analyzing your wardrobe

As you look at what you have, you may find you have too many of something. The purpose of this 'Guide to a basic wardrobe' exercise is to know what you have.

- * **Career/Work Wardrobe**
- * **Daytime Wardrobe**
- * **Evening Cocktails, Elegant Gowns**
- * **Sportswear**
- * **Housedress (what you wear at home)**
- * **Nightwear (what you wear to bed)**



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.**



Clothing Inventory

* Lay your garments out on a bed and sort them into 3 groups:

1. The clothes you will wear.
2. The clothes you will wear if they are altered or repaired.
3. The clothes you know you will not wear.

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.**

Opportunities for Men and Women:

- * The opportunities available are far greater in the field of cosmetology than in any other field comparable in preparation time and expense. Cosmetology offers a lucrative, exciting and growth filled future for the alert and ambitious individual.
- * To a young woman, cosmetology presents a vocation that can be tailored to fit into the pattern of her private life. When she is ready to raise a family, she can leave, and then return at a later date to continue her career. She can maintain a normal married family life and work at her own convenience.

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.



Beauty Salon Opportunities

A. **General cosmetologist**



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* B-Specialties

- Permanent wave technician
- Hairstylist
- Wig stylist
- Hair straightening technician



- Hair and scalp specialist

- Skin care specialist
(esthetician)

- Manicurist



- * • **Makeup artist**
- * • **Mahanadi artist**
- * • **SPA therapist**



* **C. Management**

- * Salon owner
- * Salon manager or supervisor
- * Concessionaire (beauty salon, department store, chain of salons)



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**

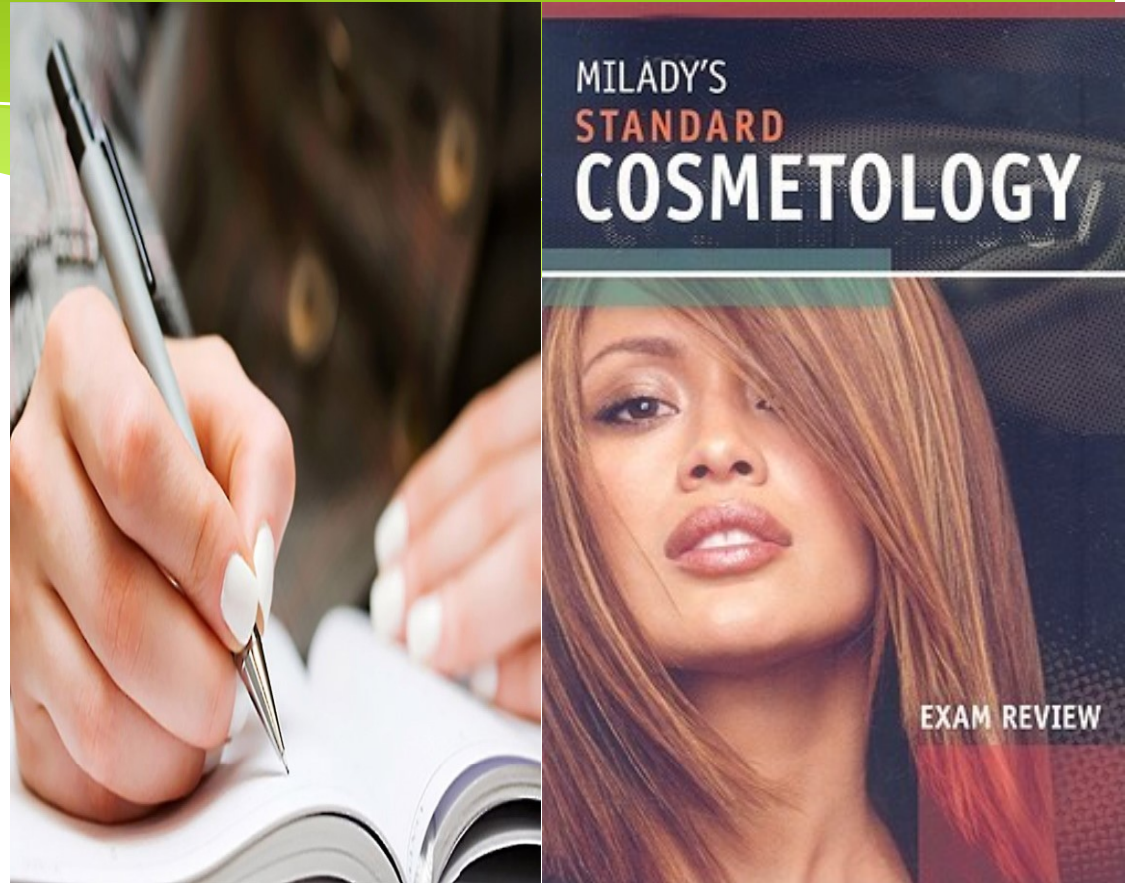
- * • Buyer and assistant buyer
- * • Salesperson - direct seller

- * **B. Scientific and manufacturing**

- * • Demonstrator or manufacturer's representative
- * • 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.

COMMUNICATION SKILLS

professional ethics:

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.
- * • 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.**

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.



Telephone Etiquettes

- * An important part of the salon business is handled 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.



* **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.**

* **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

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.



Thank
you