

Cosmetology

Pre-Requisites:

Credits:

Estimated Completion Time:

Earliest Start Date: March 2014

Cosmetology: Cutting-Edge Styles

Students will explore career options in the field of cosmetology. Research into some of the common techniques used in caring for hair, nails, and skin in salons, spas, and other cosmetology-related businesses will also be presented.

Unit 1: Introduction to Cosmetology

Students are introduced to the cosmetology field in this unit, including the specialization within the profession and current global trends in the industry. They will also learn the required training, licensing, and certifications for the various specializations and where to acquire them, as well as the kinds of careers and employment opportunities available in the field.

Unit 2: Basic Biology for Cosmetologists

Cosmetology is all about the body, so it is time to learn basic anatomy. While providing an overview of the major systems of the human body, this unit details the parts of the body that cosmetologists spend the majority of their time grooming, including hair, skin, and nails. Understanding the components of tissue and cells helps cosmetologists tell the difference between healthy hair, skin, and nails and those that need further treatment or indicate health problems. There has always been a relationship between cosmetology and health, as will be explained in this unit. Finally, this unit will explore how some simple home beauty treatments have a noticeable effect on the body.

Unit 3: Standards and Safety

Now that you understand some basic biology, this unit will identify the steps that cosmetologists need to take to keep their clients safe and healthy. Not only is this important for the clients, it is also the law. Salons need to maintain excellent health and safety records to stay in business, and cosmetologists are the ones who define these records. Students will know and understand the governing policies and the proper procedures for maintaining a safe and sanitary environment as well as the different levels of cleaning and their uses. This unit prepares students for a career in cosmetology by providing background on the hazards of the industry for both clients and employees and cosmetologists' responsibilities when it comes to health and safety.

Unit 4: Legal and Ethical Standards

You have learned a lot about safety and how to keep yourself, clients, and coworkers healthy, and now it is time to consider ethical and legal responsibilities. Now it is time to explore professional standards and ethics, how they are defined in the workplace, and specific issues that are particularly relevant to those in the cosmetology field. This unit will also define the concept of legal liability and how that shapes job performance, especially when working with the public. Professionalism is an important part of success in this industry, and this unit defines what that looks like for those interested in a cosmetology career.

Unit 5: Providing Services

Now that you have an understanding of the professional responsibilities that cosmetologists have, it is time to explore what they actually do for clients. This unit will introduce some of the most common procedures performed by cosmetologists, including those involving hair, skin, nails, and hair removal. Through exploring these treatments and the chemical reactions that enable them, you will begin to have a sense of which of the subfields in cosmetology most appeals to you should you decide to pursue this career. In addition, this unit explores beauty culture and how it relates to the work of professional cosmetologists.

Unit 6: Tools of the Trade

This unit will identify some of the tools used in the various branches of cosmetology. Students will come to understand how various implements are used and be able to provide details about their proper care and maintenance. These implements can be quite expensive and are really important for doing well, so it is essential that cosmetologists take good care of them. You will also understand some of the differences between commercial-grade products and those available to consumers. In addition, the unit explores the hairstyles of past decades, how ideas of beauty reflect the times that produce them, and the beauty products available.

Unit 7: Business Basics

Providing the kind of service that clients expect and attracting clients are important parts of a cosmetologist's job. Students will learn about building and maintaining a client base. This includes not only providing clients with the services they require, but also ensuring that salons stay in touch with the clients

they represent. It will also explore how technology can be used to monitor client preferences and services as well as maintain an updated client base. By understanding what clients expect from cosmetologists and what they are looking for, you will be better prepared to develop the kind of clients that can be the foundation of your business. Students will also look at what makes a good customer experience and explore the history of nail salons in North America.

Unit 8: Creating a Thriving Cosmetology Business

Every business in cosmetology requires understanding customers. This unit will examine what brings customers into salons and what keeps them coming back so that cosmetologists can effectively create and manage a client base by defining what customers are looking for when building a relationship with a cosmetologist. It will also provide strategies for making the most out of a client base and explain the reasons clients choose to leave cosmetologists. Because not all interactions with customers will go well, strategies for dealing with difficult customers are discussed. The unit examines the ways technology can help cosmetologists anticipate client needs and identify trends in the beauty industry.

Unit 9: Skin Care

This unit will continue to explore the profession of cosmetology by detailing the ways in which cosmetologists are typically paid and the relationships they form with salons so that students can evaluate the positive and negative aspects of these arrangements. In addition, this unit focuses on the qualities of the skin, which include identifying the basic skin types, understanding skin color and tone, and making appropriate makeup choices. It also examines the basic elements of a healthy skin care routine.

Unit 10: Marketing Your Cosmetology Business

This unit will explore important elements of leaders in the cosmetology field and the qualities that not only develop leadership skills but also open the door to new professional opportunities. It will also examine elements of the business side of the cosmetology field, such as managing inventory and acquiring supplies. Marketing is another important element of cosmetology, and this unit covers the basics of a good marketing plan for a cosmetology business, including how to attract and retain clients using social media.