

SAVANNAH BEAUTY & BARBER COLLEGE 1.0

Subject: Orientation

Topic: History and Career Opportunities

Lesson Objectives:

- Describe the Origins of personal beautification
- Name the advancements made in cosmetology during the twentieth and early twenty-first centuries
- List the career opportunities available to a licensed cosmetologist

Prior Student Assignment: Read chapter 1

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

The world of cosmetology offers limitless opportunities and a wide variety of career avenues from which to choose. It may interest you to know that cosmetics is a rapidly growing field. You can enjoy a substantial chunk of that money if you're dependable, ambitious, and willing to work hard and develop the technical skills and personal characteristics necessary to achieve success. The positive behaviors necessary to achieve your desired level of success will not develop overnight. It is essential that you begin practicing success behaviors and patterns while you are in school so that you will be more competitive when you enter the workforce in a few short months.

Learning Reinforcement ideas and activities:

1. Have students' complete chapter one review questions and key terms
2. Make a poster depicting different eras in cosmetology

SAVANNAH BEAUTY & BARBER COLLEGE 2.0

Subject: Orientation

Topic: Life Skills

Lesson Objectives:

- List the principles that contribute to personal and professional success
- Create a mission statement
- Explain how to set short term and long-term goals
- Discuss the most effective ways to manage time
- Describe good student habits and define ethics
- List the characteristics of a healthy positive attitude

Prior Student Assignment: Read chapter 2

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

One of your most valuable resources in life is time, and it is the same for every human being. Your instructor, your supervisor when you get to that all important first job, your children, your significant other, your neighbors, the most successful people you know of in the industry, and you all have the same 365 days per year and the same 24 hours per day to manage your time and life skills. So, the key to managing our life skills and our time is event control. We have discussed several strategies, tips, and rules for better managing our time and our lives in today's lessons.

We can change our lives by changing our attitudes and possibly even perceptions, we become what we think about ourselves. Only careful, dedicated practice will make it perfect. Therefore, we must practice what we do correctly, whether it is a technical skill, an attitude, or a behavior.

Learning Reinforcement ideas and activities

1. Have students' complete chapter two review questions and key terms
2. List your goals in two columns: short term goals and long-term goals. Then divide each set of goals into workable segments.
3. Write a brief essay on endorphins and how the body produces it.
4. Complete Characteristics Chart
5. Complete the self-care test

SAVANNAH BEAUTY & BARBER COLLEGE 3.0

Subject: Orientation

Topic: Your Professional Image

Lesson Objectives:

- Understand personal hygiene
- Explain the concept of dressing for success
- Demonstrate an understanding of ergonomic principles and ergonomically correct postures and movements

Prior Student Assignment: Read chapter 3

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

Your professional image is yours to create and define. One you've identified the image you most want to project and have taken ownership of it; your professional life will grow and flourish. Through today's lesson we have established that our professional image consists of much more than just our outer appearance. If we work in an environment that has any physical discomfort built into it, we need to try to counter the problem by including regular stretching intervals to break up the repetitiveness of the motions we use. In addition, we must put our healthy first before any tasks at hand

Learning Reinforcement ideas and activities

1. Divide students into small groups and have them share meaningful stories about a person who really impressed and inspired them for the good someone who had a real impact on them. What qualities did all these people have in common?
2. Invite a nutritionist and/or professional image consultant to the school as a guest speaker to provide additional information on this important subject
3. Write an essay on the various topics such as nutrition, personality developments, developing communication skills, professional ethics

SAVANNAH BEAUTY & BARBER COLLEGE 4.0

Subject: Orientation

Topic: Communicating for Success

Lesson Objectives:

- List the golden rules of human relations
- Explain the definition of effective communication
- Conduct a successful client consultation/needs assessment
- Handle unhappy clients
- Build open lines of communication with coworkers

Prior Student Assignment: Read chapter 4

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

In a service industry such as the one that you have chosen, communication is key. You will be asked to interact with other human beings of all walks of life daily. It is essential that you can properly send messages so that they are satisfactorily understood by the receiver. You must learn how to effectively communicate with your clients, your co-workers, and your supervisors. Communication is 38% nonverbal 7 % verbal and 55% visual. So, our overall appearance, our facial expressions and our body language and our posture and gestures make up 55% of the message we are delivering. Each element is important, and all elements are critical if effective communication is to occur.

Learning Reinforcement ideas and activities

1. Have students complete the effective listening quiz
2. Have student complete the Nonverbal communications checklist

SAVANNAH BEAUTY & BARBER COLLEGE 5.0

Subject: General Sciences

Topic: Infection Control: Principles and Practices

Lesson Objectives:

- Understand state laws and rules and the difference between them
- List the types and classification of bacteria
- Define hepatitis and HIV and explain how they are transmitted
- Explain the differences between cleaning, disinfecting, and sterilizing
- List the types of disinfectants and how they are used
- Discuss universal precautions
- List the responsibilities of salon professional
- Describe how to safely clean and disinfect salon tools and implements

Prior Student Assignment: Read chapter 5

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

The regulatory agency and local health board require that businesses serving the public follow certain infection control precautions. As we have learned, contagious diseases, skin infections, and blood poisoning are caused either by infectious bacteria being transmitted from one individual to another by the use of contaminated implements, the more you know and understand about bacteria, how they grow and reproduce and how they are destroyed, the more success you will attain in the salon in protecting both yourself and your clients from the unnecessary infections or disease. It is essential to practice universal precautions which include using gloves, safety glasses, disinfectants, and salon/school cleanliness. Don't take shortcuts when it comes to cleaning and disinfection. Following proper procedures will earn your clients trust and will work to improve the public's perception of cosmetology as a career

Learning Reinforcement ideas and activities

1. If a microscope is available have students view various items such as bread mold, souring milk and damp towels through a microscope and discuss the forms of bacteria and changes that result
2. Invite medical professionals or science teacher come in and speak about bacteriology
3. Complete a write up on the history and study of bacteriology
4. Complete a picture board of disinfectants using samples pictures or labels and a statement of how they are used

SAVANNAH BEAUTY & BARBER COLLEGE 6.0

Subject: General Sciences

Topic: General Anatomy and Physiology

Lesson Objectives:

- Define and explain why the study of anatomy, physiology, and histology is important to an esthetician
- Describe cells, their structure, and their reproduction
- Define tissue and identify types of tissues found in the body
- Name the 9 major body organs and the 11 main body systems and explain their basic functions

Prior Student Assignment: Read chapter 6

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

You should be able to see how the study of anatomy and physiology of the body will be of importance to you in the salon daily. As you study all the various subjects, you will need to understand the applicable anatomy to apply your skills most effectively. When cutting and styling hair, knowledge of the bone structure of the head will aid you in correctly sectioning for accuracy. When giving massage services, you will need to massage from the insertion to the origin of the muscles, so you strengthen rather than stretch them. Your understanding and application of proper nutrition and health will aid you in your professional work by reducing strain and fatigue

Good personal health is a result of all the body's systems working together. Early signs of illness, disease, or poor health can often be observed through the hair and nails since they are appendages of the skin. You will want to watch for dull, lifeless hair or nails that peel, become thin or change color. Clearly, an understanding of the human body is important to both you and your clients' well-being and health

Learning Reinforcement ideas and activities

1. Using mannequins with removable caps so the skull can be seen, have students mark the location of each bone, muscle, nerve, on the head and face
2. Use a diagram and have students mark the location of each bone, muscle, nerve on the hand and wrist
3. Prepare a poster or bulletin board on each of the organs and systems within the body
4. Prepare a presentation on each of the organs and systems within the body
5. Have students play jeopardy to reinforce vocabulary

SAVANNAH BEAUTY & BARBER COLLEGE 7.0

Subject: General Sciences

Topic: Basics of Chemistry

Lesson Objectives:

- Explain the difference between organic and inorganic chemistry
- Explain oxidation-reduction (redox reactions)
- Discuss the different forms of matter: elements, compounds, and mixtures
- Explain the difference between solutions, suspension, and emulsions
- Explain pH and pH scale

Prior Student Assignment: Read chapter 7

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

The science that deals with the composition, structure, and properties of matter and how matter changes under different chemical conditions is called chemistry. Organic chemistry deals with all substances in which carbon is present, while inorganic chemistry deals with substances that do not contain carbon. Matter is anything that occupies space, has physical and chemical properties, and exists as either a solid, a liquid, or a gas. Matter exists in the form of elements, compounds, and mixtures. Atoms are the smallest particle of an element (which shows the properties of that element), while a molecule is two or more atoms joined together chemically. Matter can be changed either physically or chemically. There are many benefits for the clients who take advantage of the various salon services that use chemical products. While the use of chemical products has great benefits, we must always remember they create a potential for damage or injury as well. As a professional cosmetologist, your ability to stay informed about new developments and products and how to use them effectively and safely will greatly impact your success

Learning Reinforcement ideas and activities:

1. Have students gather a wide variety of products used by the school and test their pH with litmus paper. Have students analyze the ingredients of the products and estimate their effects on hair. Students may then make a poster listing the ingredients, their pH, and an estimate of the products' effects on the hair.
2. Have students make a list of all the products they can find at home and identify them as either acids or alkalis
3. Invite a chemistry teacher to talk about chemistry in cosmetology
4. Have students mix powdered lemon drink mix with appropriate amounts of water. Observe the powder as it dissolves; lemonade has been created. Have students identify which ingredient is the solute (drink mix), which ingredient is the solvent (the water) and what the resulting solution is called lemonade

SAVANNAH BEAUTY & BARBER COLLEGE 8.0

Subject: General Sciences

Topic: Basics of Electricity

Lesson Objectives:

- Define the nature of electricity and the 2 types of electrical current
- Define electrical measurements
- Understand the principles of electrical equipment safety
- Define the main electric modalities used in cosmetology
- Describe other types of electrical equipment that cosmetologists use and information about their use
- Explain the electromagnetic spectrum of light, and invisible light
- Describe the types of light therapy and their benefits

Prior Student Assignment: Read chapter 8

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

Electricity plays a huge role in the everyday operation of a cosmetology salon. Having a general understanding of the basics of electricity and the various currents is very important because many of the devices and pieces of equipment we use in beauty services are electrical. We cannot perform various skin care services safely and effectively without understanding which form of electrical current will give the best results for the desired service

Learning Reinforcement ideas and activities:

1. Assign students a 250-word research paper on the history of electricity. Allow the author of the best essay to read to a later class
2. Have students view the fuse box or breaker box in your school and, if it is not already labeled, label each fuse or breaker with the equipment or area it controls
3. Have students identify the electrical load that a particular breaker or fuse can handle in the school. Have them determine what equipment is running on it and the load that it creates on the breaker or fuse
4. Have students research and describe a situation in your school which could cause an overloaded circuit. Have them explain how that problem can be avoided and what is needed to correct it.
5. Have students develop a procedure sheet on the safe handling of each piece of electrical equipment used in the school. Retain them for use with future classes
6. Have students do a brief research paper on what to do in the event of an electrical fire
7. Invite a science teacher or electrician to do a class experiment with electrical currents

SAVANNAH BEAUTY & BARBER COLLEGE 9.0

Subject: General Sciences

Topic: Basics of Nutrition

Lesson Objectives:

- Identify macro- micronutrients
- Describe the dietary guidelines for foods
- Understand vitamins and minerals and their beliefs
- Explain how nutrition relates to a healthy one
- Discuss the benefits of proper nutrition

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Prior Student Assignment: Read chapter 9

Summary and Review:

As estheticians we need to have a strong, healthy body as it is vitally important to the health of your practice, and your practice is related to nutrition and wellness in many ways. Understanding nutrition is necessary to maintain optimum energy levels throughout the day and is beneficial for all practitioners and their clients. Clients will directly benefit from the information and referral that we can make based on having a basic understanding of nutrition

Learning Reinforcement ideas and activities:

1. Keep a log of your day's food intake by reading labels and recording calories and nutrition values. Compare these values to the RDAs. How close did you come to eating the recommended portions? A daily food log can help you be more aware of what you are eating and inspire healthy eating habits

SAVANNAH BEAUTY & BARBER COLLEGE 10.0

Subject: Skin Sciences

Topic: Physiology & Histology of the Skin

Lesson Objectives:

- Describe the structure and composition of the skin
- List the functions of the skin
- List the classes of nutrients essential for good health
- List the food groups and dietary guidelines by the U.S department of Agriculture (USDA)
- List and describe the vitamins that can help the skin

Prior Student Assignment: Read chapter 10

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

The skin is the largest organ of the body and protects us from the environment, regulates body temperature and provides sensation. The skin can be affected quite easily by most salon services.

Therefore, it is important that you know what products can penetrate the skin and what effects they will have on your clients

Learning Reinforcement ideas and activities:

1. The upside-down drawing activity
2. Have students make a columnar chart analyzing the structure of the skin. The first layer will describe the structure of each layer; the second column will explain what quality this structure adds to the skin; the third column will describe how a salon service could affect it; the last column will list any products or ingredients that might affect each layer
3. Flash cards to practice terminology

SAVANNAH BEAUTY & BARBER COLLEGE 11.0

Subject: Skin Sciences

Topic: Skin disorders and Diseases

Lesson Objectives:

- Recognize common skin lesions
- Describe the disorders of the sebaceous glands
- Name and describe changes in skin pigment
- Identify the forms of skin cancer
- Understand the two major causes of acne and how to treat them
- List the factors that contribute to the aging of the skin
- Explain the effects of overexposure to the sun on the skin
- Understand what contact dermatitis is and how it can be prevented

Prior Student Assignment: Read chapter 11

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

The skin is the largest organ of the body and protects us from the environment, regulates body temperature, and provides sensation. The skin can be affected quite easily by most salons. Therefore, it is important that cosmetologists know what products can penetrate the skin and what effects they will have on your clients. By learning to identify the various diseases and disorders of the skin, you will be able to provide more effective and safe services for your clients

Learning Reinforcement ideas and activities:

1. Have student give an oral report on the various skin disorder and diseases
2. Interview a local dermatologist and determine what skin disorder or diseases he/she most frequently treats. Have them include in their report the cause of the disorder or disease and describe the physicians most effective treatment

SAVANNAH BEAUTY & BARBER COLLEGE 12.0

Subject: Skin Sciences

Topic: Skin Analysis

Lesson Objectives:

- To identify skin types and conditions
- Explain the causes of skin conditions and how UV radiation affects the skin
- Explain healthy habits for the skin and determine treatment contraindications
- How to conduct client consultations
- Filling out skin analysis and perform a skin analysis

Prior Student Assignment: Read chapter 12

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review: In order to give the best facials and help your clients achieve the desired results of healthy glowing skin, an esthetician has to know how to properly analyze your skin. It is good to know how skin types are determined, how to use the fitzpatrick scale and the difference between skin types and skin conditions. It is useful to educate your clients on things that will affect the skin both good and bad, and how to perform their own analysis.

Learning Reinforcement ideas and activities:

1. Write down any medications, contagious diseases, skin disorders, medical conditions and skin irritations you can think of that would contraindicate a facial service
2. Conduct your own skin analysis and write it down. Have another student conduct their own skin analysis of you and compare the results of the two. Did you learn anything new about your skin?
3. Analyze the faces of your friends and family to determine their skin type and conditions. Ask questions, not the contraindications and fill out their client charts. Consult with them about healthy habits and taking care of their skin.

SAVANNAH BEAUTY & BARBER COLLEGE 13.0

Subject: Skin Sciences

Topic: Skin Care Products: Chemistry, Ingredients, and Selection

Lesson Objectives:

- Understand product components used in formulating products
- Understand FDA regulations regarding cosmetic claims and product safety
- Recognize the most common cosmetic ingredients and their benefits
- List and describe the main categories of professional skin care products
- Explain the basic products used in facials
- Understand product formulations for different skin types
- Explain the benefits of numerous skin care products
- Safely use a variety of salon products while providing client services
- Recommended home care for different skin types and conditions

Prior Student Assignment: Read chapter 13

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review: Estheticians should study and have a thorough understanding of skin care products in order to provide clients with the appropriate treatment and products for maintaining healthy beautiful skin. You will need to know the ingredients and products and how they work and react. In addition to understanding basic chemistry and cosmetic ingredients, you will need to stay current with new developments in cosmetic chemistry and advanced ingredients. Products used in treatments and for home-care have many benefits and can make a significant difference in the skin's health and appearance. Being aware of a clients allergies and the ingredients being used in products is very important to avoid problem or reactions to products

Learning Reinforcement ideas and activities:

1. You will need: pH test papers, several small open containers, bottled drinking water, stirring stick, and some white towels. Use these tools to test the pH of products you would like to use. Place the product into small containers and dip the test paper into the product. Compare colors and results
2. Go to a drugstore and compare its product prices and ingredients to those of a professional line. Comparing ingredients often reveals the answer to this question. Use a cosmetic ingredients dictionary to look up ingredients and learn more about the benefits or potential side effects.
3. Using the client home-care instruction sheet, practice recommending products to someone you know. Pull out the retail products, explain each one, the benefits, a few of the main ingredients, and how to use them.

SAVANNAH BEAUTY & BARBER COLLEGE 14.0

Subject: Esthetics

Topic: The Treatment Room

Lesson Objectives:

- Understand the component of creating a professional atmosphere
- Describe what equipment and supplies are needed for facials
- Prepare and set up the treatment room for services
- Explain why the room setup should be comfortable for the esthetician
- Properly clean and disinfect the treatment room

Prior Student Assignment: Read chapter 14

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review: Estheticians should study and have a thorough understanding of the treatment room topics in order to provide a comfortable and clean environment for both the client and technician so that the clients experience is enjoyable and relaxing. Planning and preparing a well stocked and organized room is necessary to function efficiently and provide good service. Creating a clean, comfortable and relaxing atmosphere is part of your service that clients expect. Estheticians are responsible for the cleanliness of the treatment rooms, and a clean environment is necessary for client safety and to comply with the laws of your state board regulations. Your success depends on many factors. Including your appearance and professionalism, and you will feel confident if you are organized and prepared

Learning Reinforcement ideas and activities:

1. On your own make a list of suppliers that carry the tools and supplies you need. Check out beauty supply houses, internet sites, trade journals, and trade shows to get an idea of what is available. Research the supplies and equipment costs to determine what you would need to spend on your own room. SEE HANDOUT
2. Time yourself to see how fast you can set up the workstation for a facial. See if you can set up from memory after practicing for a while

SAVANNAH BEAUTY & BARBER COLLEGE 15.0

Subject: Esthetics

Topic: Facial Treatments

Lesson Objectives:

- Describe the benefits of a facial treatment
- Perform the facial set up procedures
- Explain the key elements of a basic facial treatment
- Understand the treatment needs for dry, dehydrated, mature, sensitive and oily skin
- Describe acne facials and home care
- Discuss men's skin care and treatments
- Perform the step-by-step facial treatment
- Understand extraction methods

Prior Student Assignment: Read chapter 15

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

Estheticians should study and have a thorough understanding of facial treatments because this is a foundational skill for all skin care services, and you must be able to provide services that are safe, healthy and beneficial for your clients. Well trained estheticians that understand various treatment protocols will be the most successful. Facials help maintain the health of the skin and correct certain skin conditions through deep cleansing, massage, the use of masks and other products, and various treatment methods. Understanding key elements and benefits of facials gives you confidence that you are making a difference in treating the clients skin, and this also helps you communicate those benefits to your clients

Learning Reinforcement ideas and activities:

1. Explore other interesting cultures and their beauty secrets. Do some research on different facial techniques and procedures. Check out books, the internet, etc to learn more about a variety of services offered in the industry. Share an article with you fellow classmates
2. Have students time each other on how long it takes to perform the facial setup procedure
3. Have students perform a step-by-step facial to each other giving opportunity to ask questions
4. Have students perform a paraffin facial on each other and give notes on what could be improved
5. Walk students on how to do a paraffin hand dip and show different techniques

SAVANNAH BEAUTY & BARBER COLLEGE 16.0

Subject: Esthetics

Topic: Facial Massage

Lesson Objectives:

- Describe the benefits of massage and understand the contraindications of massage
- Explain the different types of massage movements
- Describe alternative massage techniques
- Perform a facial massage

Prior Student Assignment: Read chapter 16

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

Estheticians should have a thorough understanding of facial massage as it is another foundational service that enhances product effectiveness, has both mental and physical benefits, and provides relaxation. It helps keep clients coming back. Knowing the proper techniques, physiological, psychological benefits and contraindications is important for the clients safety. There are several basic manipulations used in massage. Each is equally important and is applied in a definite way for a particular purpose. As a reminder, never provide massage to a client with high blood pressure, a heart condition, or who has had a stroke. Massages should not be performed on disease, broken, bruised, or scraped skin or on skin that is extremely inflamed with acne. As always, practicing all applicable sanitary precautions and standards is essential when applying massage techniques

Learning Reinforcement ideas and activities:

1. Briefly outline the massage steps on index cards to use when practicing and learning the massage. This will help you to remember the steps and to feel comfortable while practicing the massage.
2. Have students practice message movements on a mannequin head that is anchored to a holder. This should be done in front of a mirror so that students can study the movements by looking at the reflection in the mirror
3. Have student create a chart detailing the 5 basic manipulations and list all possible areas of the body where service might be performed and beneficial
4. Have students practice performing a facial massage on eachother or a model they bring in. have them evaluate each others technique, touch, and effectiveness

SAVANNAH BEAUTY & BARBER COLLEGE 17.0

Subject: Esthetics

Topic: Facial Machines

Lesson Objectives:

- Identify the basic concepts of electrotherapy
- Describe the contraindications for machine use in facials
- Understand how to maintain and use a hot-towel cabinet, magnifying lamp, and steamer
- Describe the purpose of the woods lamp
- Be familiar with the brush machine and high frequency machine
- Explain how the vacuum machine, and spray machine is used
- Understand how galvanic machines are used
- Make informed decisions when purchasing equipment

Prior Student Assignment: Read chapter 17

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

Estheticians should study and have a thorough understanding of facial machines so that they can operate the machines safely, provide the best results for their clients, and enhance their service menu. It is vital to understand how to safely use each machine and the potential contraindication in using machines. There are a variety of useful machines and new high-performance tools that will enhance the esthetician's services and it is important to be able to explain the benefits of each machine. To maintain professional credibility, estheticians must continue to be educated about the latest methods in skin care as new machines and technology emerge each year. Investing in high quality machines will increase both your credibility and potential business revenue

Learning Reinforcement ideas and activities:

1. Have students choose two machines that interest them. And create a poster of their findings. Think about what would be important in purchasing these machines. What should you look for in purchasing a machine? Compare at least 3 different manufacturers. The selling points of each machine, the prices, and the quality. Which machine would you purchase and why?
2. Have each student pick a different machine and perform a procedure to each other and fill out assessments on the service provided

SAVANNAH BEAUTY & BARBER COLLEGE 18.0

Subject: Esthetics

Topic: Hair Removal

Lesson Objectives:

- Understand the morphology of hair
- Explain the hair growth cycle
- Describe the methods of permanent and temporary hair removal
- Identify different hair removal equipment, tools and accessories
- Name the contraindications for hair removal
- Safely perform basic face and body waxing techniques

Prior Student Assignment: Read chapter 18

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

Estheticians should study and have a thorough understanding of hair removal because this is an essential service that estheticians must be able to perform effectively and safely. You learned how to safely perform face and body waxing techniques is vital to an esthetician's success as hair removal makes up a large part of a salon's business. Conducting services in a safe environment and taking measures to prevent the spread of infectious and contagious diseases protects clients and technicians. Providing thorough client consultations and reviewing hair removal contraindications is necessary before providing any hair removal service. Removing unwanted hair is a primary concern for many clients, and being able to advise them on the various types of hair removal services will enhance your professionalism.

Learning Reinforcement ideas and activities:

1. Before attempting the actual wax application, practice a mock application. Using a mannequin head or other body part, pretend you are applying and pulling off wax for an actual client. Use a pencil or practice applicator to mimic applying the wax, and then apply scotch or masking tape as a practice strip to pull off of the area. "Hold taught, pull fast, keep it parallel and follow through on the motion"
2. Have students work in groups of four or six. As a team, have the group analyze the facial features of each person in the group. Their goal should be to determine if any hair removal is needed and, if so, which product and procedure is recommended
3. Obtain procedure videos from various hair removal product manufacturers. Have students view the videos and report on what they learned.
4. Have students determine the natural growth pattern of excess hair on at least 3 models (clients, students, other) and demonstrate the direction in which they would apply wax and how they would remove the epilating strips
5. Rent the movie What women want and cue it up to the scene where mel gibson is waxing his legs and use it as a way to segway into today's level

SAVANNAH BEAUTY & BARBER COLLEGE 19.0

Subject: Esthetics

Topic: Advanced Topics and Treatments

Lesson Objectives:

- Recognize the contraindications of chemical exfoliation procedures
- Explain chemical peels and spa body treatments and services
- Describe the benefits of AHA peels and microdermabrasion
- Understand light therapy and lasers
- Be familiar with microcurrent, ultrasound technology, medical aesthetics and injectables
- Be familiar with various surgical procedures

Prior Student Assignment: Read chapter 19

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

Estheticians should study and have a thorough understanding of advanced topics and treatments so they can better serve their clients while increasing their service revenues and menus. Advanced treatments have expanded the esthetician's repertoire to include more results-driven services such as chemical exfoliation and microdermabrasion. Chemical exfoliators, microdermabrasion, light therapy, clinical skin care, and spa body treatments are just some of the specialized services estheticians are expected to be knowledgeable about including the benefits and contraindications of the treatments. The public's growing interest in maintain the health of the body, coupled with tremendous scientific advances, has generated a trend toward integrating beauty, health, and therapeutic services

Learning Reinforcement ideas and activities:

1. Research microdermabrasion machines and chemical exfoliation products. See what is offered in salons. Which product or manufacturer do you like? Why do you think one is better than the others? What services would you choose to offer? How much would you charge per treatment
2. To learn more about spa treatments, here is a research idea: check out the spa menus and brochures in your area or on internet sites. Professional trade journals and spa suppliers offer excellent information on a variety of treatment procedures. Many spa magazines are also good resources to gain insight into the industry. What body treatment services are you most interested in learning about? A nice way to learn is to experience the treatment yourself. Book an appointment to have a spa research day

SAVANNAH BEAUTY & BARBER COLLEGE 20.0

Subject: Esthetics

Topic: The World of Makeup

Lesson Objectives:

- Demonstrate an understanding of cosmetic color theory
- Describe warm and cool colors
- Describe the different types of cosmetics and their uses
- Prepare the makeup station and supplies for clients
- Perform a makeup consultation, determine a clients needs and fill out a client chart
- Demonstrate how to choose products and colors and then apply them using appropriate techniques
- Identify different facial features, and the ideal brow shape measurements
- Demonstrate procedures for basic corrective makeup
- Perform a basic makeup procedure for any occasion along with decontamination and clean up
- Demonstrate the application and removal of artificial lashes
- Complete a lash and brow tinting procedure

Prior Student Assignment: Read chapter 20

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

Estheticians should have a thorough understanding of makeup because makeup skills and knowledge add another element of expertise to enhance your reputation, grow your clientele, and increase menu services and revenues. Knowledge of products, color theory, analyzing facial features, and corrective makeup techniques are all a part of being successful. You should be confident when providing consultations, product recommendations, makeup applications, and lash procedures. Clients will rely on you to advise them on tips and techniques that will help them look their best.

Learning Reinforcement ideas and activities:

1. Have students perform basic makeup looks on eachother
2. Have students perform a lash and brow tinting procedure on a model or eachother
3. Have students practice applying and removing artificial lashes
4. Try placing colors next to each other by using pencils, magic markers, or different sheets of colored paper to compare how they look together. An artist's color wheel is a good reference tool for color theory. Swatches of cloth are also good to experiment with
5. Apply makeup to a partner using color theory to choose and coordinate makeup colors. Have fun and experiment. Fill out a client chart and questionnaire. Use the color selections and write down which colors enhance her appearance and coordinate with her wardrobe, and which ones do not.
6. Draw several kinds of incorrect brows and different face shapes on a piece of paper. Next sketch in some line and your makeup ideas showing how you would correct and reshape them
7. Make your own portfolio and try more dramatic highlighting and contouring. Take before and after pictures. Look at some makeup books to see how professional artists have created dramatic looks
8. Using a model and 2 different color applications, divide the face in half. Try various foundations, colors, and intensity on each side. This will give you a visual example of how different makeup will look on the same face

SAVANNAH BEAUTY & BARBER COLLEGE 21.0

Subject: Business Skills

Topic: Career Planning

Lesson Objectives:

- Explain the steps involved in preparing for and passing the licensing exam
- Discuss the essentials of becoming test wise and the methods for exploring the job market, and researching potential employers
- Describe those qualities that are needed to be successful in a service profession, and the different methods of compensation that are utilized in esthetics
- List and describe the various types of esthetics practices and determine your employment options
- Demonstrate effective techniques for writing a good resume and list several ways you can benefit from good role models
- Be prepared to complete a successful job interview
- List the habits of a good salon player
- Explain the importance of meeting financial responsibilities and managing money well

Prior Student Assignment: Read chapter 21

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

There are many employment options available to estheticians today. Careful preparations for your licensing exam and a good understanding of the job requirements will give you the confidence you need to excel at interviews and become gainfully employed. A successful employment search is a job in itself, and there are many tools that can give you the edge. You must pass the state board exam to be licensed and you must be licensed to be hired. You should proactively prepare the right materials that will give you the confidence that is needed to secure a job in a salon or spa that you love

Learning Reinforcement ideas and activities:

1. Have students focus on defining the reasoning behind becoming an esthetician, plan their career and goals. Have them write an essay that includes the following: 3 reasons why aesthetics appeals to you, the 3 services you most like to perform and why, name 2 tasks that you find rewarding and what does a dream job look like upon graduation
2. Have students go through their budget worksheets and fill in the amounts that apply to you, how does other expenses compare to your income, what is the balance after all your expenses are paid, were there any surprises for you
3. Have students create their own resumes to be graded and corrected

SAVANNAH BEAUTY & BARBER COLLEGE 22.0

Subject: Business Skills

Topic: The Skin Care Business

Lesson Objectives:

- Describe the qualities necessary to be successful in a service profession
- Name and describe the types of ownership under which a skin care salon or spa may operate
- Evaluate options for going into business for yourself
- List the most important factors to consider when opening a salon
- Understand the importance of a business plan
- Explain why it necessary to keep accurate business record
- Discuss the importance of the front desk and receptionist to a salons success
- Demonstrate the best practices for telephone use
- Describe methods for managing personnel

Prior Student Assignment: Read chapter 22

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

Skincare is an ever-revolving industry with new and more sophisticated products and procedures continually entering the market. To be competitive you must have knowledge of all facets of operations and business management. Starting your own skin care business has its risks and rewards. The successful entrepreneur weighs both carefully before going into business on their own. Planning is critical to establishing and growing your business. When you begin with a detailed business plan, you have a better chance of staying on track and reaching your goals. The front desk is the center of business operations. What happens here will impact two of the most important factors in establishing a profitable salon or spa: customer satisfactions

Learning Reinforcement ideas and activities:

1. Have students develop a sample business plan and review it
2. Create a physical plan for your own salon, designating the equipment that you will need to conduct facial and body services. Then estimate the cost of equipment be sure to include the cost of any special design or construction considerations

SAVANNAH BEAUTY & BARBER COLLEGE 23.0

Subject: Business Skills

Topic: Selling Products and Services

Lesson Objectives:

- List the basic principles of selling products and services in the salon
- Explain the purpose of marketing and promotions
- Name several methods of advertising to promote sales in the salon
- Explain the importance of understanding client value in selling products and services
- List the most effective ways to build clientele
- Discuss the importance of closing the sale

Prior Student Assignment: Read chapter 23

Notes to Educator:

- Review chapter, lesson plan prior to lesson
- Gather all materials and supplies needed for demonstration purposes

Summary and Review:

The right skin care products and correct treatment protocols increase client satisfaction and support salon productivity. Estheticians who accept selling as a professional responsibility play a critical role in fostering goals. An educated esthetician committed to selling with integrity increases a clients trust. Excellent consultation skills are crucial in educating clients and recommending products and services

Learning Reinforcement ideas and activities:

1. Have students create business cards
2. Have students create a booking site