

Chapter One: History and Career Opportunities

Cosmetologists should have a thorough understanding of the history of cosmetology and the career opportunities available because *many very old methods evolved into techniques used today, knowing the history of your profession can help you predict and understand upcoming trends, and by learning about many possible career paths, you'll see the wide range of opportunities open to cosmetologists.*

COSMETOLOGY:

- a term used to encompass a broad range of specialty areas, including hairstyling, nail technology, and esthetics (dealing with beauty)
- defined as the art and science of beautifying and improving the skin, nails, and hair and includes the study of cosmetics and their application

BRIEF HISTORY OF COSMETOLOGY (p. 4-9)

The Egyptians

- first to cultivate beauty in an extravagant fashion
- used cosmetics for personal beauty, in religious ceremonies, to prepare the dead for burial
- infused essential oils from leaves, bark, and blossoms of plants to create perfumes
- as early as 3000BC, used minerals, insects, and berries to create makeup
 - henna used to stain hair and nails a rich, warm red
 - credited with creating kohl makeup-originally made from ground galena, sulfur, and animal fat- to heavily line the eyes, alleviate eye inflammation, and protect eyes from the glare of the sun
- Queen Cleopatra was so dedicated to beauty, she erected a perfume factory next to the Dead Sea around 50BC

The Chinese

- around 1600BC there is evidence that Chinese aristocrats used a tinted mixture to stain nails crimson or ebony
 - nail tinting was tied to social status and commoners caught wearing royal nail color faced a punishment of death

The Greeks

- in Greece around 500BC, hairstyling became a highly developed art
- perfumes and cosmetics were used in religious rites
- built elaborate baths, developed methods for dressing the hair and caring for skin and nails, applied cosmetics in much the same way we do today

The Romans

- used fragrances and cosmetics
- made and used facials
- used hair color to indicate their class in society
 - noble women- red tint
 - middle-class women- blonde tint
 - poor women- black tint

The Middle Ages

- beauty culture is evidenced in tapestries, sculptures, and other artifacts by towering headdresses, intricate hairstyles, and the use of cosmetics on skin and hair
- women wore colored makeup on their cheeks and lips but *not* on their eyes
- around 1000AD, steam distillation (process used to purify liquids) was refined; ushered in the modern era of steam-distilled essential oils that we use today

The Renaissance

- Western civilization made the transition from medieval to modern history
- shaving of the eyebrows and the hairline to show a greater expanse of forehead was popular and thought to give women a look of greater intelligence
- both men and women took pride in their physical appearance and wore elaborate clothing; cosmetics and fragrances were used but highly colored preparations were discouraged

The Victorian Age

- the years between 1837 and 1901 are known as the Victorian Age (Queen Victoria was Queen of England during this time)
- dress and personal grooming were austere (plain and simple) and restrictive
- women used beauty masks made from honey, eggs, milk, oatmeal, fruits, and vegetables
- Victorian women pinched their cheeks and bit their lips to infuse color rather than using cosmetics

The Twentieth Century

- The early 20th century signaled the spread of industrialization which brought prosperity; beauty applications began to follow trends set by celebrities and society figures

1901-1910

- Max Factor came to America from Poland and began making and selling makeup; it was very popular with movie stars because it did not crack or cake even under hot lights

1906

- **Charles Nessler** invented a heavily wired machine that supplied electrical current to metal rods around which hair strands were wound



- Long hair was wound from scalp to ends in a technique called spiral wrapping; when women cut their hair shorter into the bobbed style, hair was wrapped from ends to scalp in the croquignole (KROH-ken-yohl) technique
- **Sarah Breedlove** devised sophisticated sales and marketing strategies and traveled extensively to give product demonstrations of her scalp conditioning and healing treatment; by the time of her death, she had established herself as a pioneer in the modern African-American hair care and cosmetics industry

1923

- **Marcel Grateau** (Francois Marcel) invented an electric version of the curling iron he invented in 1872 (it had been heated by a gas burner); he also went on to develop a permanent wave machine, barber clippers, a safety razor, and other devices

1920s

- Cosmetics industry grew rapidly
- Many women's magazines originally deemed cosmetics inappropriate, but by the end of the 1920s, cosmetics advertising provided their biggest revenue source

1930s

- **1931-** pre-heat perm method (hair was wrapped with the croquignole method then preheated clamps were placed over the wound curls)
- **1932-** two chemists created a method that used chemical heat; a small, flexible pad was wound around the hair strand; when pads were moistened with water, a chemical heat was released creating long-lasting curls
- **1932- Charles Revson** of Revlon marketed the first nail polish using formulas borrowed from the automotive paint industry
- **1932- Lawrence Gelb** introduced the first permanent haircolor product and founded Clairol
- **1935- Max Factor** invented pancake makeup to make actors' skin look natural on film
- **1938- Arnold Willatt** invented the cold wave that used no machines or heat; precursor to modern perm

1940s

- **1941-** scientists developed a permanent wave that used waving lotion; did not use heat so it was also called a cold wave; replaced all predecessors and competitors

1951-2000

- 1950s-introduction of mascara; improved hair and nail products; boom and then death of weekly salon appointment
- 1960s- **Vidal Sassoon** introduced revolutionary geometric cuts
- 1970s- era of highlighting created by French hairdressers who used foil to weave hair
- 1980s- went from barely there to heavily made-up cat eyes and heavy eye shadow
- 1990s- haircolor became gentler
- 1998- **Creative Nail Design** introduced the first spa pedicure system

The Twenty-First Century

- Gentler, no fade haircolor
- Beauty industry entered the age of specialization
- Since the late 1980s, the salon industry has evolved to include day spas

CAREER PATHS FOR COSMETOLOGISTS (p. 9-14)

Within the industry, there are numerous specialties, such as the following:

- **Haircolor Specialist-** after receiving additional training in haircolor, you may be responsible for training others in your salon or working for a manufacturer to train other professionals on how best to perform color services according to company guidelines
- **Texture Specialist-** after receiving additional training in texture services, you may be responsible for training others in your salon or working for a manufacturer to train other professionals how best to perform texture services; curly hair specialist is a subset of texture specialization

- **Cutting Specialist-** requires dedicated interest in learning various cutting styles and techniques
- **Salon Trainer-** may work with small salons, as well as large organizations and trade associations, to help develop the industry's most valuable resource- salon staff and personnel
- **Distributor Sales Consultant-** provide information about new products, new trends, and new techniques
- **Manufacturer Educator-** train stylists and salon staff to understand and use the company's hair care, haircolor, and chemical service products
- **Cosmetology Instructor-** responsible for educating new cosmetologists
- **Film or Theatrical Hairstylist and Editorial Stylist-** working behind the scenes at photoshoots or backstage on movies or TV; requires constant continuing education in working with wigs, hairpieces, and makeup.
- **Salon Manager-** requires a different skill set; must have an aptitude for math and accounting, should understand marketing (including advertising, public relations, and promotions), need to be good at managing people

