

Chapter Three: Your Professional Image

Cosmetologists should study and have a thorough understanding of the importance of their professional image because *clients rely on beauty professionals to look good, well-cared for, and contemporary; finding a salon with a compatible idea of professional image is vitally important to working in your career; behaving professionally includes having an interest in your own day-to-day activities as well as being concerned about others; and understanding ergonomics can keep you healthy and gainfully employed.*

BEAUTY AND WELLNESS (p.37)

Personal Hygiene

- a term meaning **the daily practice of cleanliness through good healthful habits**
- You should create a hygiene pack to use at work
 - Toothbrush and toothpaste
 - Mouthwash
 - Deodorant
 - Dental floss
 - Sanitizing hand wipes or liquid

Wash your hands throughout the day as required, use deodorant or antiperspirant, brush and floss your teeth and use mouthwash or breath mints as needed, do self-checks to be sure you look and smell fresh, and do not smoke at work as the lingering smell may bother clients (if you smoke on break, brush your teeth, use mouthwash, and wash your hands)

APPEARANCES COUNT (p. 38-40)

Having well-groomed hair, skin, and nails advertises your commitment to professional beauty. Make sure you:

- Put thought into your appearance every day
- Keep your haircut and color fresh
- Take care of your skin and use a sunblock
- Determine the best length and grooming for your nails and maintain their appearance
- Change your style as frequently as you are comfortable with to keep up with trends

Personal Grooming

Many salon owners view appearance, personality, and poise as being just as important as technical knowledge and skills.

- Clothing must be free of dirt and stains
 - Wear a smock to protect clothes from chemicals that may stain; never lean on counters in work areas or the dispensary
 - Many salons have dress codes that are your first clue to the culture of a particular salon
- Dress for Success
 - Wardrobe selection for work should express a **professional image** that is consistent with the image of the salon
 - **Professional image**- the impression you project through both your outward appearance and your conduct in the workplace
 - Wear clothing that is clean, fresh, and in step with fashion
 - Accessorize (but be sure jewelry does not jingle and clank as it may annoy clients)
 - Wear comfortable shoes with low heels and good arch support
- Wearing Make-up in the Salon
 - Helps promote your professional image
 - Let your salon be your guide in appropriate make-up application

Behaving Professionally

- Positive attitude
- Politeness
- Positive communication



YOUR PHYSICAL PRESENTATION (p.40-41)

Physical presentation involves your posture as well as the way you walk and move.

Posture

Some guidelines for achieving and maintaining good work posture include the following:

- Keep your neck elongated and balanced directly above the shoulders
- Lift your upper body so that your chest is out and up
- Hold your shoulders level and relaxed, not scrunched up
- Sit with your back straight
- Pull your abdomen in so that it is flat

Ergonomics and Your Body

- **Ergonomics-** the science of designing the workplace as well as its equipment and tools to make specific body movements more comfortable, efficient, and safe
 - Example: a hydraulic chair can be raised or lowered allowing the stylist to serve each client without having to bend over or stretch too far
 - Tied to your personal presentation: when you sit or stand up straight, you look more professional
- Cosmetology professional often suffer from repetitive motion disorders and back injuries
 - Prevention is the key to avoiding problems:
 - Keep your wrists in a straight or neutral position as much as possible
 - When giving a manicure, do not reach across the table
 - Use ergonomically designed implements
 - Keep your back and neck straight
 - Stand on an anti-fatigue mat
 - When standing to cut hair, position your legs, hip-width apart, bend your knees slightly, and align your trunk with your abdomen