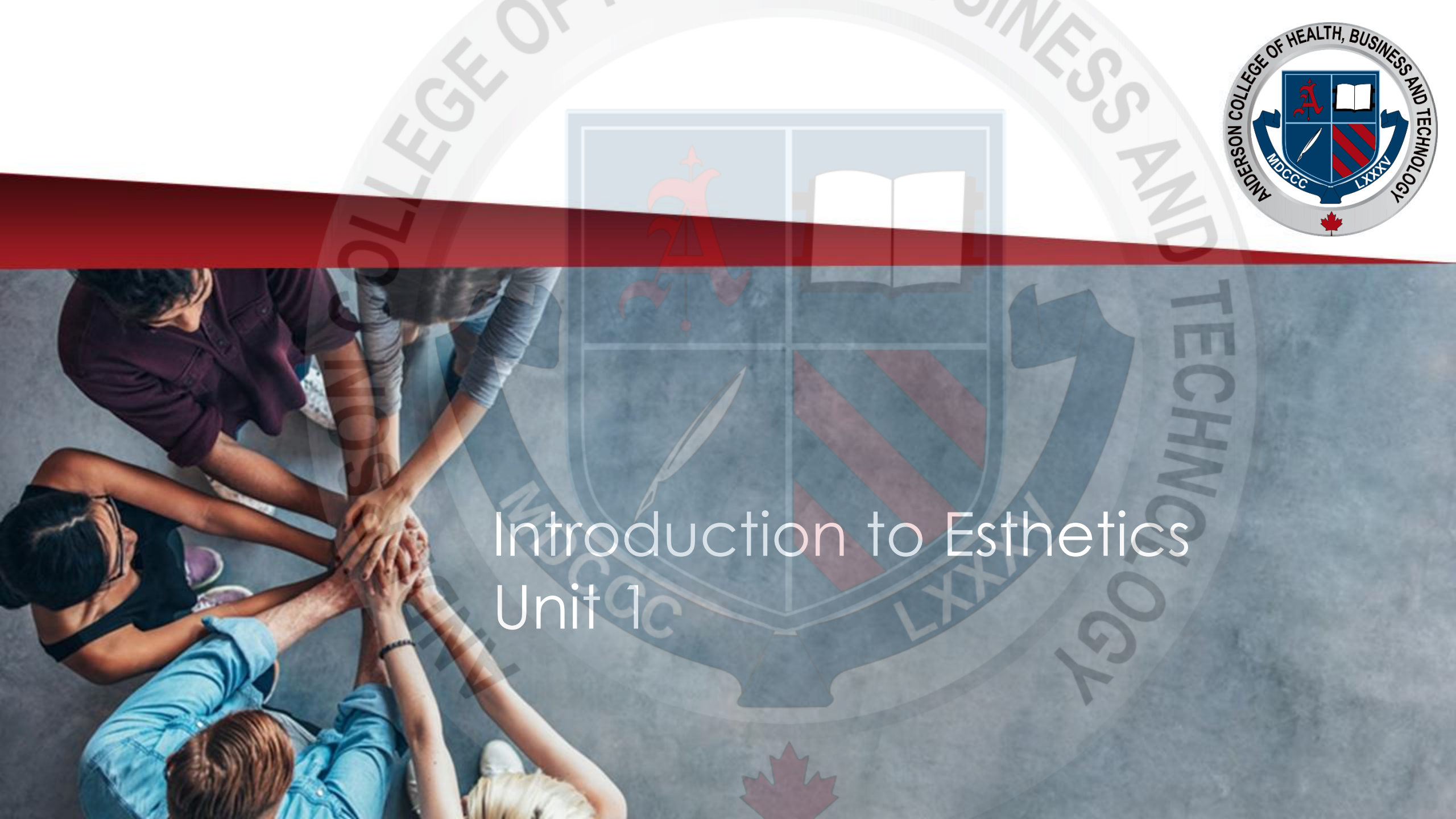


Introduction to Esthetics
Unit 1

Learning Objectives

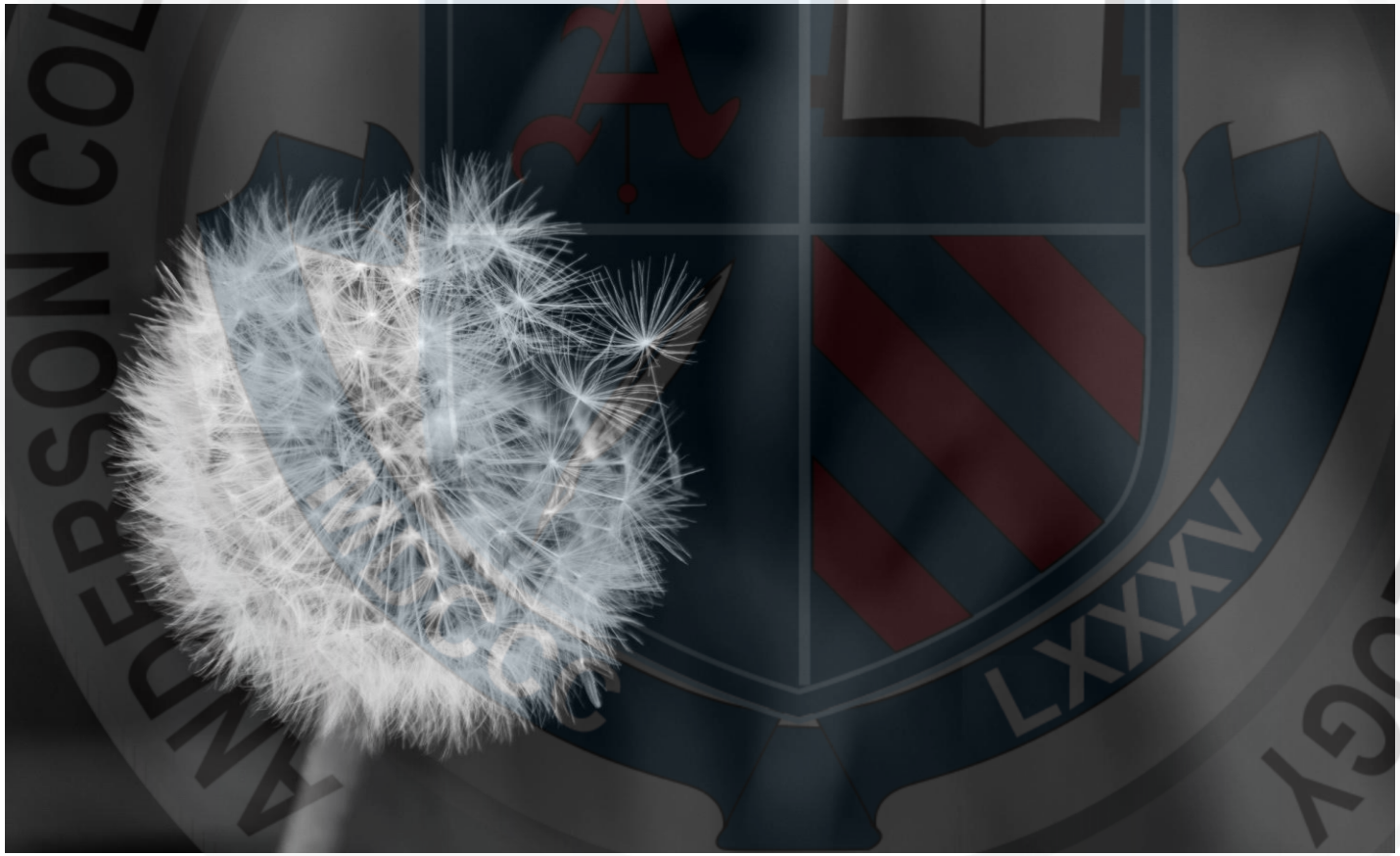
After completing this chapter, you will be able to
1. Explain how career opportunities and the history of the profession are critical to esthetics.
2. Describe the career options available to estheticians.
3. List types of existing esthetics practices to help chart your career path.
4. Outline skin care practices from early cultures.
5. Summarize the current and future states of the esthetics industry as described in this chapter you will be able to:
1. Explain how career opportunities and the history of the profession are critical to esthetics.
2. Describe the career options available to estheticians.



Career Opportunities and the History of the Profession

- You can learn about the many and diverse career opportunities to begin planning for your career.
- It is good to have a historical perspective on where we have been to know how far we have come.
- Materials used in early beauty preparations may have been instrumental in determining how materials are used today, such as in color formulations and cosmetics.
- ·You will have a better understanding of how culture can shape product development and how it can bring about the necessity for change.

What is an Ae/ Esthetician?





- An esthetician is a specialist in the cleansing, beautification, and preservation of the health of skin on the entire body, including the face and neck. Some establishments may also call this specialist an aesthetician, which is more common in medical settings.
- Estheticians provide preventive care for the skin and offer treatments to keep the skin healthy and attractive. They may also manufacture, sell, or apply cosmetics. They are trained to detect skin problems that may require medical attention. However, unless an esthetician is also a li-censed dermatologist, physician, or physician's assistant, they cannot make a diagnosis, prescribe medication, or

An Esthetician can work at:

- Salon or Day Spa
- Cosmetic and Esthetic clinics
- Waxing , Nail, Cosmetic, Skin, Lashes specialists among others
- Cosmetic Buyer
- Cosmetic Representative
- Sales
- Educator, and many other opportunities like beauty editors !

Let's imagine

20 minute activity



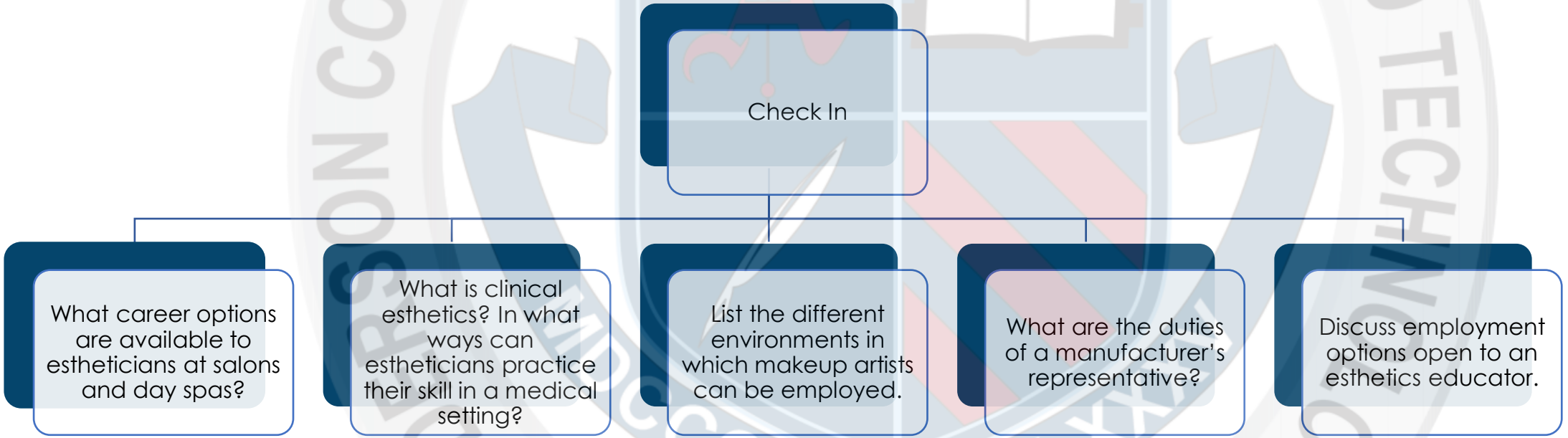
What would best define your line of work within the esthetics industry



What would your dream job be



List at least 3 dream goals that motivate you to become an esthetician


Check In
What career options are available to estheticians at salons and day spas?
What is clinical esthetics? In what ways can estheticians practice their skill in a medical setting?
List the different environments in which makeup artists can be employed.
What are the duties of a manufacturer's representative?
Discuss employment options open to an esthetics educator.

Let's share with each other



- What are my career goals ?

Did you know more opportunities lie in….?

Franchised salon or spa	• Owned by individuals who pay a certain fee to use the company name • Part of a larger organization or chain of salons • Operates according to a specified business plan and set protocols • Offer certain corporate advantages, such as national marketing campaigns and employee benefits packages • Important decisions such as the size, location, décor, and menu of services are dictated by the parent company.
Independently owned skin care clinics and day spas	• Owner has greater freedom and control in decision making • Benefits may be fewer; however, this does not necessarily mean that income is inadequate. • A good fit for practitioners who prefer a more intimate setting and like to work closely with a smaller group of practitioners • Greater opportunity to build long-lasting relationships with clientele
Full-service salon or day spa	• Fast-paced hub of activity • Appealing to those who appreciate the full spectrum of beauty • Opportunity to become part of a larger team or network
Resort or destination spa	• Associated with a hotel facility • Just the right fit for the esthetician who likes to work with a constantly changing clientele • May include more corporate-style benefits and educational opportunities
Medical spa or wellness center	• For those estheticians who are more focused on the health benefits or age-management aspect of skin care

Getting Started as an Esthetician

- If you can dream of your ideal career, you can make it happen. This is a time of revolutionary changes in what we know about skin and the ways we care for it.

