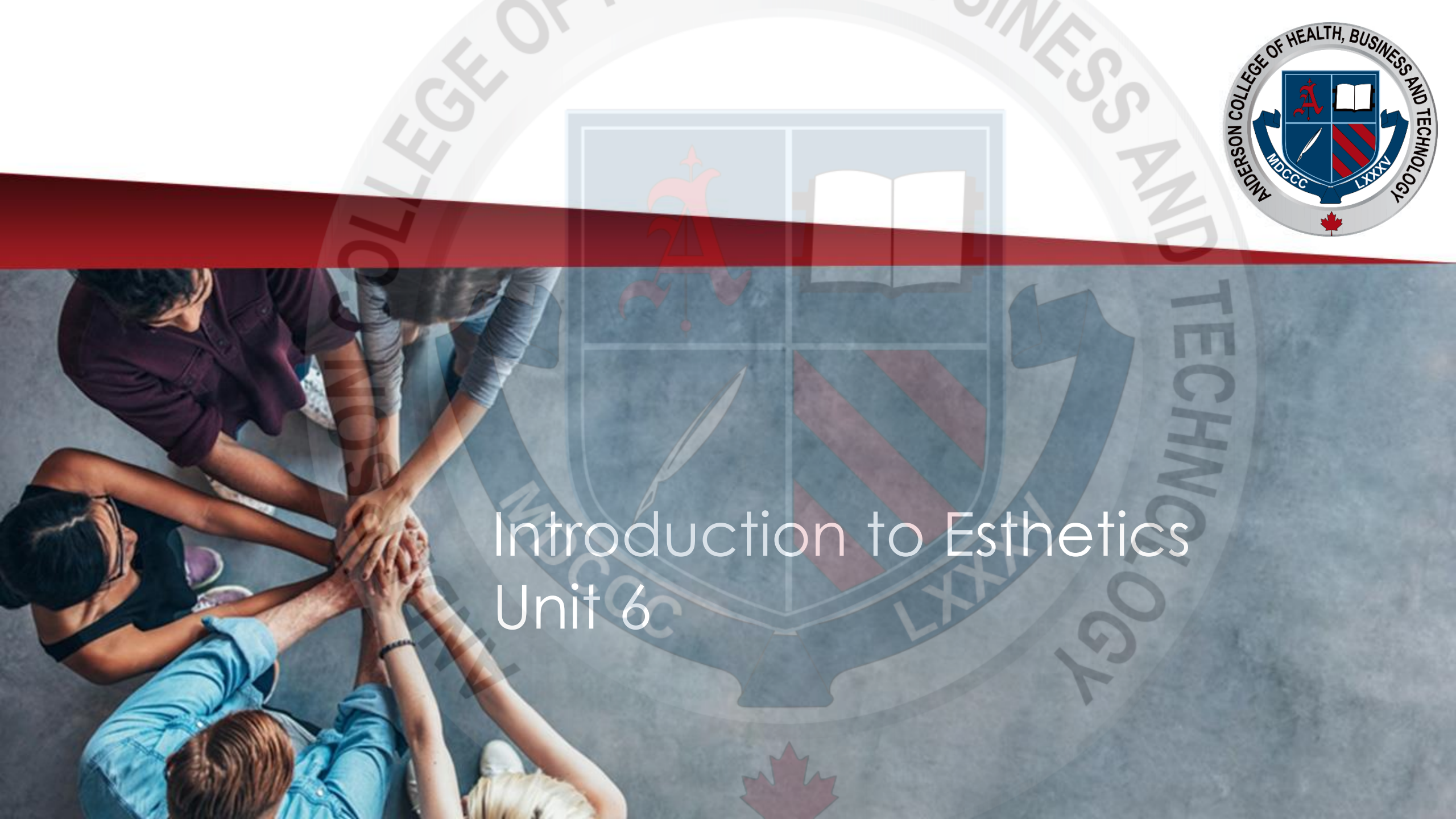


Introduction to Esthetics
Unit 6

Welcome to Week 2!



- Your Professional Image

According to you What is the definition of Professional Image ?

- Your knowledge, talent, and professional reputation define you as a professional and are your most valuable assets.

- Clients rely on beauty professionals to look good and be well groomed. Having a professional image helps build trust with clients and leads to repeat business.

- Finding a salon, spa, or barbershop whose culture complements your image standards and goals is important for career growth and achievements.

- The most successful professionals stay informed, educated, and up-to-date and are on the cutting edge of what is new and trending in their industry.

Your Professional Image





- Your professional image is ultimately how clients, colleagues, and employers perceive you. Nevertheless, there are universal qualities that all professionals can aspire to, from surfers and musicians, to doctors and politicians, and plenty of work you can do to enhance and control your brand's message.

Activity : Get Professional

Key Qualities	
• Specialized knowledge	• Professional appearance
• Expert in chosen field	• Prepared
• Confident	• Organized
• Communicates positively	• Creative
• Responsible	• Team player
• Accountable	• Works well under pressure
• Integrity	• Looks for solutions, not blame
• Respected	• Savvy business knowledge
• High standards	• Time management skills
• Ethical	• Current and up-to-date on trends, techniques, and products

- Chose the qualities that best defy you. This will help build your sense of professional image in the future

Employ Image-Building Basics

- Being well groomed advertises a professional's commitment to the industry. Consider yourself a walking billboard and make following personal grooming and hygiene habits the first step in constructing your professional image

Is the process of caring for parts of the body and maintaining an overall polished look. How a person dresses and takes care of their hair, skin, and nails reflects one's personal grooming habits.



Dress for Success



- Your clothes must be pressed and clean free of the dirt that you can see, but stain free
- There may have a specific dress code for the Spa or clinic.
- Wear clothing that is clean, fresh, and current with fashion.
- Choose clothing that is functional, comfortable, and stylish.
- Wear shoes that are supportive, polished, and in good repair.

Hair Maintenance

- Medical Estheticians should always have a polished hair look that is clean and tidy.
- Facial grooming also is very important
- Skin and makeup should be simple
- Nails for the medical esthetician should be short as we deal with skin. Nails should be always clean and polished



Personal Hygiene

- As a beauty professional, it is imperative to always be clean, neat, and have a pleasant scent
- You should always have a pack with :
- Toothbrush and toothpaste
- Mouthwash
- Sanitizing hand wipes or liquid to clean your hands between clients (when soap and water are not available)
- Dental floss
- Deodorant or antiperspirant and body wipe



Wash	Wash your hands throughout the day as required, including at the beginning of each service.
Perform	Perform self-checks and wash or freshen under the arms as needed.
Brush and floss	Brush and floss your teeth and use mouthwash or breath mints throughout the day.
Do not smoke	If you smoke cigarettes, do not smoke during work hours. Many clients find the lingering smell of smoke offensive. If you smoke during your lunch break, brush your teeth, use mouthwash, and wash your hands afterward!

Demonstrate a Professional Attitude

- As a beauty professional, it is your artistic talent, technical skills, and professional image that will generate referrals and return clients; however, it is a positive attitude that keeps the referrals flowing and clients returning.



Communication skills or people skills, are personal attributes that enhance an individual's interactions, job performance, and career prospects. Communication is absolutely a key component of soft skills—your ability to effectively communicate will dramatically contribute to your level of success. In fact, 85 percent of success comes from your ability to communicate, while only 15 percent of your success is attributed to your technical skills

Did you know ?

Seven percent of communication is verbal (involves actual words), 55 percent is visual (body language, eye contact), and 38 percent is tonal (pitch, speed, volume, tone of voice)ii. To communicate effectively as a professional, project strong body language imbued with confidence, competence, and charisma.



Is the communication expressed by body language, eye contact, facial expressions, and gestures. Look around wherever you are and observe the unconscious communication of those around you. Take notice of anything you see—from rolling eyes to sighs, fidgets, quizzical looks, smiles, frowns, or nods. The more you work with people, the more adept you will become at reading body language: Actions often do speak louder than words. Tone of voice, facial expression, posture, and even eye movement and expression become invaluable tools in indicating whether you are on track with your clients and meeting their needs.

Type of non-verbal communication that speaks badly of yourself :

Smiling	Not smiling
Tapping	Tapping your foot
Crossing	Crossing your arms
Standing	Standing with shoulders slouched
Chewing	Chewing your lip
Furrowing	Furrowing your brows

Your posture, tone of voice, facial expressions, and, most importantly, your confidence will indicate the level of your professionalism to clients and coworkers.



Image Enhancer #2: Customer Service

- Think of customer service as providing a memorable experience that the person receiving your services wants to experience over and over again. Good customer service meets the client's expectations; great customer service exceeds your client's expectations.

- A solid work ethic incorporates doing what is right and being honest by staying motivated, displaying integrity, practicing good communication skills, and being enthusiastic in all of your endeavors.

- Motivation is having the drive to take the necessary actions to achieve a short- or long-term goal.
- Integrity is staying committed to a strong code of moral and artistic values. Integrity is the compass that keeps you on course over the length of your career.



- Good technical and communication skills.. Being able to employ good communication skills will always ensure that expectations are clear and correct results are delivered.

- Enthusiasm and passion are the flame that lights the fire! Never lose your eagerness to learn

Image Enhancer #4: Time Management

- Whether you are hired as an independent contractor or an employee, you are expected to show up on time at a given location to deliver a service. Being on time is a critical component of being a professional.
- Time management practice starts at college. You instructor will always monitor your time of arrival and departure
- At college you will be trained real life skills for time management success



- Poor time management can though off your entire team

- This visual picture shows a lot of what an example of what poor time management would be between team members,
- In group discussion , what do you all interpret from this visual description? Let's discuss….



Image Enhancer #5: Continuing Education



Conferences and trade shows are exciting events at which to network and learn.

A powerful online or printed portfolio includes the following elements:

Diplomas, including high school and beauty school

Student awards and achievements

Current resume, focusing on accomplishments

Letters of reference from former employers

Summary of continuing education and/or copies of training certificates

Statement of membership in industry and other professional organizations

Statement of relevant civic affiliations and/or community activities

Before-and-after photographs of services you have performed on clients or models

Release forms for photographs

Brief statement about why you have chosen a career in your discipline

Any other information that you regard as relevant

When you write the statement about why you chose a career in your field, you might include the following elements:

A statement that explains what you love about your new career

A description about the importance of teamwork and how you see yourself as a contributing team member

A description of methods and ideas you would use to increase service and retail revenue.

- Following the directions of your books
- Start creating your portfolio
- Your portfolio will be shared on Friday
- Your portfolio does not have to be related to ME but you can apply any examples or hobbies