

*Milady Standard
Esthetics: Fundamentals*

History and Career Opportunities in
Esthetics

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STANDARD ESTHETICS FUNDAMENTALS: INSTRUCTOR SUPPORT SLIDES



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Objectives

- Describe the cosmetics and skin care practices of earlier cultures.
- Discuss the changes in skin care and grooming in the twentieth and early twenty-first centuries.
- Name and describe the career options available to licensed estheticians.
- Explain the development of esthetics as a distinct, specialized profession.

Why Study History and Career Opportunities?

- Historical Perspective
- Knowledge of Materials
- Impact of Culture
- Career Opportunities

Brief History

- In early times, grooming and skin care were practiced more for self-preservation than for attractiveness.
- Adornment colors may have allowed the hunter to blend into the environment, for example.

Brief History

- Implements varied.
 - Sharpened flints and oyster shells
 - Bone, animal sinew, and strips of hide

Brief History

- Pigments used to color hair, skin, and nails.
 - Roots and berries
 - Tree bark and leaves
 - Herbs and nuts
 - Minerals and insects

Egyptians

- Used cosmetics for:
 - Personal beautification
 - Religious ceremonies
 - Preparing the deceased for burial
- Henna was used for:
 - Reddish hair dye
 - Tattooing
 - Fingernails

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Egyptians



Egyptians wore elaborate hairstyles and cosmetics.

Hebrews

- Primarily used cosmetics for cleansing and maintaining skin, hair, teeth, and bodily health.
- Used olive and grape seed oils to moisten and protect skin.
- Used myrrh powder to repel fleas.
- Pomegranate was used as an antiseptic.

Greeks

- *Cosmetics* and *cosmetology* come from the Greek word *kosmetikos*.
- Greeks bathed in olive oil and dusted their bodies with fine sand to regulate their body temperature and for sun protection.
- They used honey and olive oil for elemental protection.

Greeks



The Greeks were prominent in advancing grooming and skin care.

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Romans

- Famous for their baths, which were in magnificent buildings.
- Steam therapy, body scrubs, massage, and other physical therapies were available in bath houses.
- Rich oils were applied after bathing to keep skin healthy and attractive.

Romans



The Romans applied various preparations to the skin to maintain attractiveness.

Asians

- The Asians blended nature, animal, and self into a sophisticated and elaborate culture that adhered to a high standard of grooming and appearance.
- Chinese aristocrats rubbed a tinted mixture of gum arabic, gelatin, beeswax, and egg whites onto their nails to turn them crimson or ebony.

Asians

- Japanese geisha exemplified the ideal of beauty.
- They removed body hair by *threading*.
- Blackened teeth were considered beautiful and appealing.
- Teeth blackening was performed with a paste made from sake, tea, and iron scraps.

Asians



The geisha personified the Japanese ideal of beauty.

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Africans

- Traditional African medicine still comprises diverse healing systems estimated to be 4,000 years old.
- They created grooming materials from the natural environment.
- Twigs from the mignonette tree are used as toothpicks due to their antiseptic quality that helps prevent oral and tooth disease.

European Trends of the Middle Ages

- 476–1450 A.D.
- Healing with herbs was used in church.
- Beauty culture was practiced.
- Women wore towering headdresses and intricate hairstyles.
- They used cosmetics on skin and hair.
- Women also wore colored lips and cheeks, but not eyes.

European Trends of the Middle Ages



Tapestries, sculptures, and artifacts show towering headdresses, intricate hairstyles, and the use of makeup.

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Renaissance

- Western civilization made the transition from medieval to modern history.
- Eyebrows were tweezed and hairline shaved to show greater intelligence.
- Fragrance and cosmetics were used.



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Renaissance

- Lip, cheek, and eye coloring was discouraged.
- Hair was dressed with ornaments or headdresses.
- Women used bleach to make their hair blond, which was a sign of beauty.

Age of Extravagance

- Women of status used extravagant cosmetic preparations including orange and pink lip and cheek tints.
- Those who could afford them wore enormous powdered wigs and elaborate clothes.
- Small silk patches were used to decorate the face and conceal blemishes.

Age of Extravagance



Women of status used scented face powder made from pulverized starch.

Victorian Age

- The Victorian Age occurred between 1837 and 1901.
- It was an austere and restrictive period.
- Makeup and showy clothes were discouraged.
- Masks and packs were made of honey, eggs, milk, oatmeal, fruits, veggies, and other natural ingredients.
- Women pinched cheeks and bit lips for color.

Victorian Age



Makeup and showy clothing were discouraged during the Victorian Age.

The Twentieth Century

- Each decade had an inherently different look.



Beauty and fashion through the decades.

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More of the Twentieth Century

- In the 1920s, industrialization brought new prosperity to America.
- Women bobbed and marceled their hair and wore makeup.
- The 1930s brought significant media influence.
- The end of the century brought Tretinoin, Botox, and alpha hydroxy acids to skin care.

More of the Twentieth Century



Microdermabrasion is a common treatment offered in most skin care centers.

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The Twenty-First Century

- *Nanotechnology*, the art of manipulating materials on an atomic or molecular scale, became more prevalent.
- It makes tried-and-true ingredients new again.
- It creates new ingredients by changing the chemistry when substances are broken down into smaller units.

Today and Beyond

- The birth of the medical spa changed the skin care industry.
- Cosmetic surgery has become a multi-million dollar industry.
- Nonsurgical procedures such as injectibles, laser hair reduction, chemical peels, and microdermabrasion lead to cosmetic surgical procedures.

Today and Beyond

- Private Labeling and Branding
 - Private label lines allow small companies to create exclusive retail brands and help them brand the entire business.
- Compounding Pharmacies
 - Offer more advanced preparations that demonstrate better results than over-the-counter products.
 - Newer ingredients grow and will become less invasive.

An Esthetics Career

- Esthetics (also aesthetics) is from the Greek work *aesthetikos* meaning “perceptible to the senses.”
- Estheticians provide preventive care for the skin and offer treatments to keep the skin healthy and attractive.

Career Paths for Estheticians

- Salon or day spa esthetician
- Medical aesthetician
- Makeup artist
 - Commercial photography
 - Media
 - Camouflage therapy
 - Mortuary science

Career Paths for Estheticians

- Manufacturer's representative
- Salesperson or sales manager
- Cosmetics buyer
- Esthetics writer or editor

Career Paths for Estheticians

- Travel industry
- Educator
- Skin care company owner
- Product development

Career Paths for Estheticians

- Mobile practitioner
- State Licensing Inspector or Examiner

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A Bright Future

- Experts predict that skin care and medical industries will continue to work closely together to create products and treatments that promote younger-looking skin.
- Gene therapies and even skin transplants for wrinkled skin are also on the horizon.
- The U.S. Department of Labor predicts rapid growth of full-service day spas and the need for skilled practitioners.

Review

- Name some of the materials that ancient people used as color pigments in cosmetics.
- What did the ancient Hebrews use to keep their skin healthy and moist?
- The word *cosmetics* comes from what Greek word? What does it mean?

Review

- In ancient Rome, what body therapies were provided by bathhouses for patrons?
- Describe the facial masks women used during the Victorian Age.
- Which important cosmetic products were introduced in the late twentieth century?
- What career options are available to estheticians in salons and day spas?

Review

- What is medical aesthetics?
- Describe the different environments in which makeup artists can be employed.
- What are the duties of a manufacturer's representative? Of a cosmetics buyer?

Review

- Discuss the employment options open to an esthetics educator.
- Describe additional opportunities for estheticians and the subspecialties that they may pursue.

Congratulations!

You have completed one unit of study toward course completion.