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 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.

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The Greeks were prominent in advancing grooming and skin care.
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.
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.

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European Trends of the Middle Ages

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

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More of the Twentieth Century

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

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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
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?

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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.