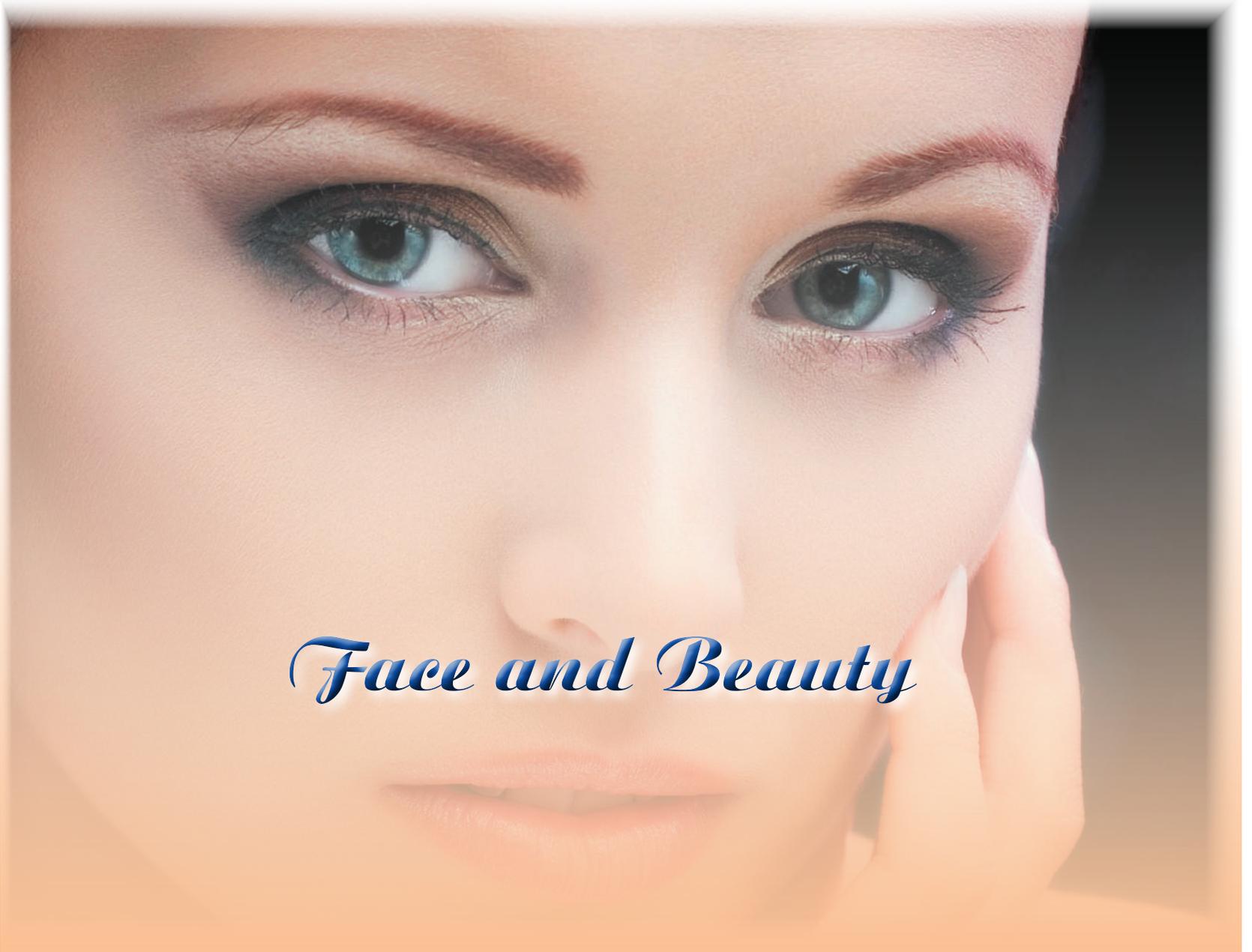


UNIT - 4



Face and Beauty

Contents

Unit Overview & Description

- Overview
 - Knowledge and Skill Outcomes
 - Resource Material
 - Learning Outcomes
 - Assessment Plan
- Session 1: Identify Skin Types
Session 2: Facial
Session 3: Bleaching
Session 4: Light Make up Application

Unit Overview & Description

This unit will provide the student information about the various aspects of Body Care and Wellness.

Knowledge and Skill Outcomes

The following knowledge must be assessed as part of this Unit:

- Types of Skin
- Trolley Setting
- Massage Manipulations
- Basic Facial
- Bleaching
- Light Make up

Resource Material

1. Beauty Therapy the foundation Level II, Lorraine Nordmann
2. Milady's Standard Nail Technology, 5th Edition
3. Milady's Standard Cosmetology, ISBN-978-15625-3880-2
4. Art and Science of Make up and Retailing I – CBSE publication



Learning Outcomes

| Session | Topic | Learning outcomes |
|---------|---------------------------|--|
| 1 | Identify Skin Types | <ul style="list-style-type: none"> Identify the types of skin like normal, dry, oily combination Identify the pH of skin |
| 2 | Facial | <ul style="list-style-type: none"> Trolley Setting Identify scientific massage manipulations Procedure and precaution of Basic facial |
| 3 | Bleaching | <ul style="list-style-type: none"> Identify the techniques used for disguise the facial hair |
| 4 | Light Make up Application | <ul style="list-style-type: none"> Contra-indications for make up Identify various products used for make up Cleansing procedure to be followed for make up Analysis of facial shapes Procedure for applying light makeup |

Assessment Plan: (For the Teachers)

| Session | Topic | Assessment Method | Remarks |
|---------|---------------------------|---|---------|
| 1 | Identify Skin Types | Exercise: Question & Answer | |
| 2 | Facial | Practical demonstration by the learner of various massage movements, trolley setting and basic facial | |
| 3 | Bleaching | Practical demonstration by the learner Exercise: Question & Answer | |
| 4 | Light Make up Application | Practical demonstration by the learner Exercise: Question & Answer | |



Session 1: Identify Skin Types

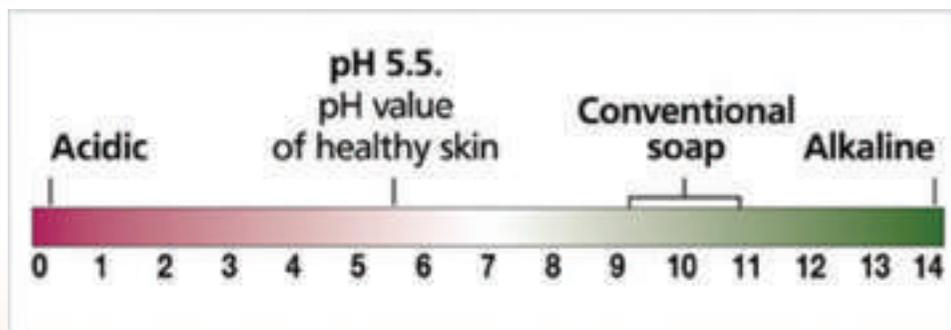
Skin is one of the largest organs in our body in surface area and weight. one of the main functions of a skin is to provide a barrier between inside body and exterior environment. Skin type changes from person to person. Determining you skin type is an important step in knowing how to treat skin, what products to use and how to have a perfect skin.

Skin pH

One of the most important roles of our skin is to protect our insides from the external environment, acting both as a barrier and a filter between outside and inside. In addition skin is involved in regulation our body's temperature. The pores of our skin are made up of a combination of oil and sweat glands helping to keep our skin healthy and elastic. When in balance, the combined excretion of oil and sweat from the skin's pores has a ph of about 5.5.

Importance of the skin's pH

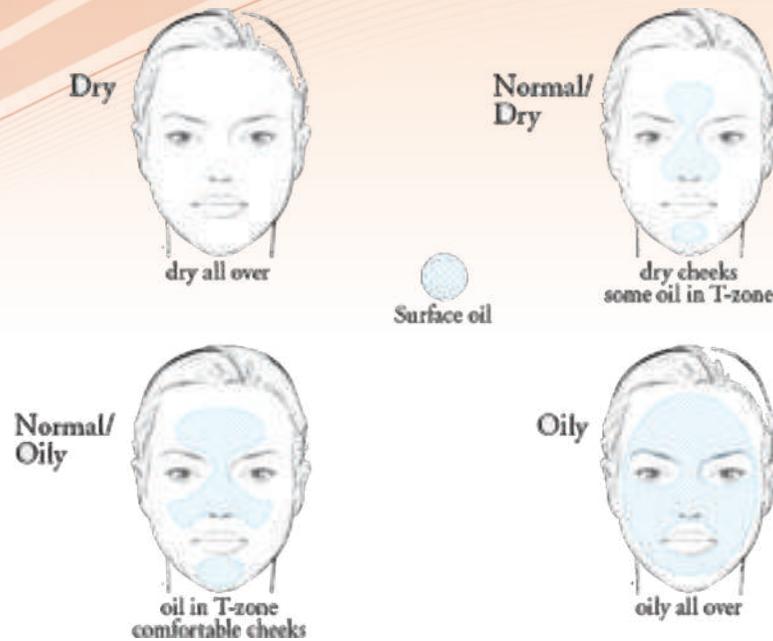
One of the major reasons that radically alter the pH of the skin is soap. Soaps available are highly alkaline (pH range 9-11) and raise the skin's pH to be much more alkaline. This can be adjusted by using products such as herbal toner or rose water, depending on the skin type. These toners restore normal pH of the skin and thus provide an environment not conducive to the growth of bacteria.



Types of Skin

- Normal
- Dry
- Oily
- Combination
- Sensitive





Normal Skin

Few clients will have normal skin, as this skin type is very rare indeed. Normal skin has a good oil and water balance. The best example of normal skin is in children from birth up until puberty. When questioned, the client will usually report that they have very few problems with their skin.

Dry Skin

A dry skin is so called because it is either lacking in sebum or moisture, or both. It develops as a result of under activity of the sebaceous glands. The skin's natural oil, sebum, lubricates the corneum layer and in the absence of this oily coating the dead cells start to curl up and flake. The sebum coating also helps to prevent moisture loss through evaporation, and for this reason dry skin has difficulty retaining inner moisture. Although dry skin is hereditary, it can also develop as a result of the ageing process. The client will usually report that their skin feels tight and dry. They may also complain of sensitivity and premature ageing.

Oily Skin

Oily skin is hereditary, and develops due to an overproduction of sebum from the sebaceous glands. There is always a tendency for clients to overtreat their skin if it is oily; however, this can compound the problem as excessive stimulation results in stripping and irritating the skin, making it become dry and unbalanced. The skin's natural



Class X: Beauty and Wellness

protection mechanism will then respond by producing more oil. The client will usually report that their skin develops a 'shine' during the course of a day, their skin often feels thick and dirty, due to the accumulation of the sebum and dead cells clogging the surface and suffer with blemishes.

Combination Skin

This is actually the most common skin type. As its name suggest, this skin is a bit of a mixture; typically the T-zone (central area of the face corresponding to the forehead, nose and chin) is oily and the cheeks and neck are dry/normal. Combination skin can therefore be both dry and oily at the same time.

Review Exercises

1. Fill in the blanks
 - a) pH value of healthy skin is _____ .
 - b) The skin lacking in sebum or moisture or both is known as _____ .
 - c) Over production of sebum from sebaceous glands leads to _____ .
 - d) T -zone area on face refers to _____ skin type
2. Label the pH scale as mentioned
 - a) Acidic
 - b) Alkaline
 - c) Healthy Skin



3. Match the following:

| | |
|--------------------------------------|-----------------------|
| a) Dry all over the face | oily skin type |
| b) Oil in T-zone area | Dry skin type |
| c) Dry cheeks and some oil on T-zone | Combination skin type |
| d) Oil all over the face | Normal |



4. Ms. Geeta is 20 years young girl, she has oily skin type. Explain her reason for her skin type and the problems; she may face due to this skin type.

Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for assessment activity.

PART A

- Explain the importance of skin pH.
- Explain the different types of skin.

PART B

Discussed in class the following: -

- Reason and factors responsible for having different skin types.
- Characteristics of different skin types.

PART C : Performance Standards

The performance standard may include, but not limited to :

| Performance standard | Yes | No |
|--|-----|----|
| Able to identify different skin types | | |
| Able to identify the pH factor of the skin. | | |
| Able to differentiate between skin types and their problems. | | |



Session 2: Facial

1. Trolley Setting

Materials

- Massage Creams (Contain emollient and active ingredients according to the types of skin).
- Eye creams/Eye Gels (To prevent formation of lines and wrinkles around the eyes).
- Antiseptic lotion
- Astringent
- Cleansers
- Oils
- Moisturizers
- Hand sanitizer
- Massage Gel
- Face Pack/Mask



Vapozone

| Equipment | Implements |
|---------------------|-------------------|
| Facial bed or chair | Sponge |
| Magnifying glass | Clean sheet |
| Vapozone | Cotton roll/Swabs |
| | Gauze |
| | Head band |
| | Towels |
| | Tissues |
| | Plastic Bowl |
| | Spatulas |

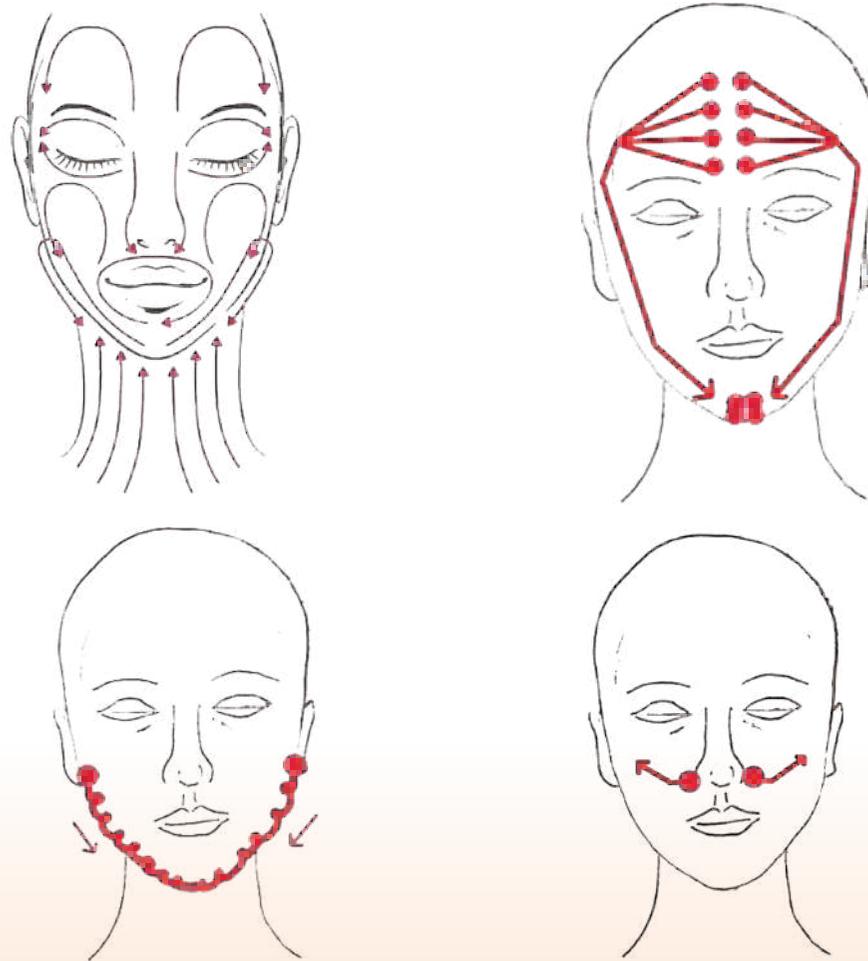


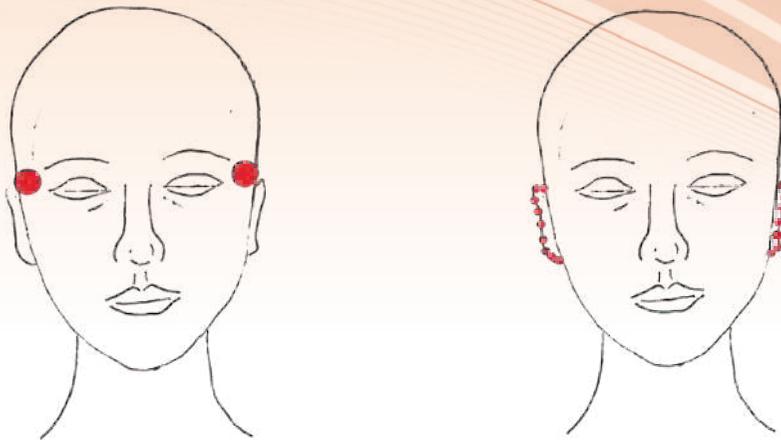
Comedone Extractor



2. Facial Massage Manipulations

Massage involves the application of external manipulations to the face or any other part of the body. This is accomplished by means of the hands or with the aid of electrical appliances, such as vibrator. The beneficial effects produced by massage depend upon the type, intensity and extent of the manipulations employed. Massaging must be performed systematically. It should never be a casual or irregular process. Consideration must be given to the condition of the skin and the general physical condition of the parton.





Massage manipulation

Basic Massage Manipulations

The primary rule in the application of massage manipulations is: “When massaging any part of the head, face or neck, all pressure should be applied in an upward direction.” This rule should be followed in all massaging services, whether they are intended to stimulate, relax or soothe the skin. When applying rotary manipulations, the same rule applies because the pressure should be applied on the upward swing of the movement.

The basic manipulations used in massage are as follows:

1. **Effleurage:** This is a light, continuous movement applied in a slow and rhythmic manner over the skin. No pressure is employed. Over large surfaces, the palm is used; while over small surfaces, the fingertips are employed. Effleurage is frequently applied to the forehead, face and scalp for its soothing and relaxing effects.
2. **Petrissage:** In this movement, the skin and flesh are grasped between the thumb and fingers. As the tissues are lifted from their underlying structures, they are squeezed. Rolled or pinched with a light, firm pressure. This movement exerts an invigorating effect on the part being treated.
3. **Friction:** This movement requires pressure on the skin while it is being moved over the underlying structures. The fingers or palms are employed in this movement. Friction has a marked influence on the circulation and glandular activity of the skin.
4. **Percussion or tapotement:** This form of massage is the most stimulating. It should be applied with care and discretion. Tapping movements are gentler than slapping movements. Percussion movements tone the muscles and impart a healthy glow



to the part being massaged. In tapping, the fingertips are brought down against the skin in rapid succession, whereas in slapping, the whole palm is used to strike the skin. Hacking movement employs the outer ulnar borders of the hands which are struck against the skin in alternate succession. In facial massage, only light digital tapping is used.

5. **Vibrations:** The fingertips or vibrator are used to transmit a trembling movement to the skin and its underlying structures. To prevent over-stimulation, this movement should be used sparingly and should never exceed a few seconds duration on any one spot.

There are many different massage sequences which are to be followed for facial massage.

1. Spreading the cream on the shoulders.
2. Thumb kneading to the shoulders.
3. Finger kneading to the shoulders.
4. Vibration to the shoulders.
5. Circular massage on the neck.
6. Hand cupped on the neck.
7. Knuckling on the neck.
8. Circular on the mandible.
9. Flick-ups
10. Lifting the eyebrows.
11. Inner and outer eye circles.
12. Circling on the chin, nose and temple.
13. Lifting the mandible.
14. Knuckling along the jawline
15. Upward tapping.
16. The scissor movement.

Benefits of Massage

- Dead cells are loosened and shed, improves the appearance of the skin.
- The muscles receive an improved supply of oxygenated blood, essential for cell growth. Muscle are toned up and improved.
- The increased blood circulation in the area warms the tissues.



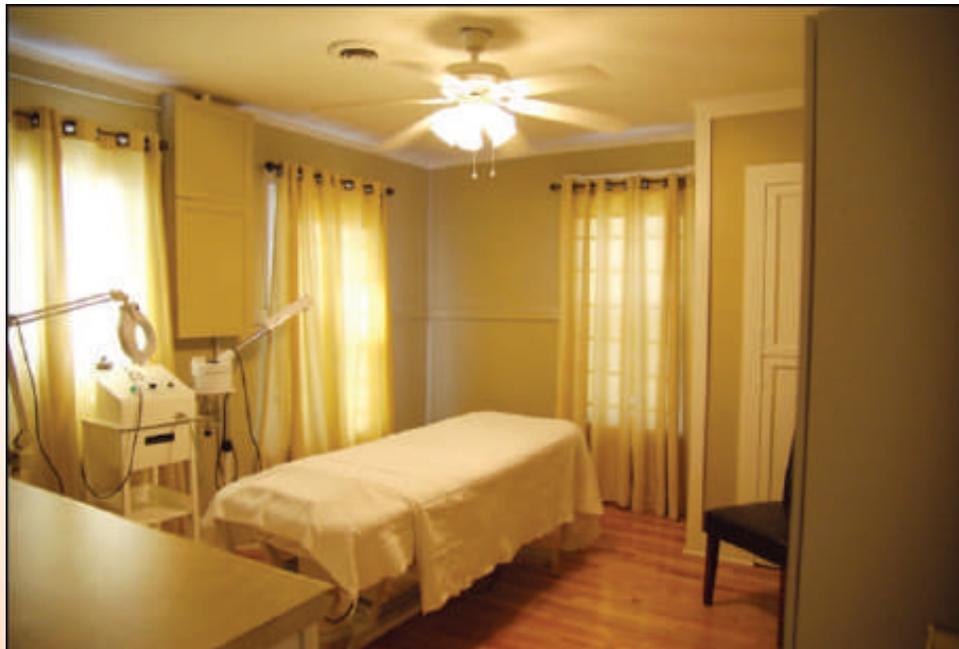
Class X: Beauty and Wellness

- Blood capillaries are dilated and bring blood to the skin surface, this improves skin color.
- The increased temperature of the skin relaxes the pores and follicles; this helps absorption of the massage cream.
- Sensory nerves can be soothed or stimulated, this helps to maintain the skin natural oil and moisture balance (sebaceous glands increase the production of sebum and sweat).
- The skin and all its structures are nourished and soften lines and wrinkles.
- The skin is rendered soft and pliable.
- The lymphatic circulation and the venous blood circulation increases, helps to remove waste products and toxins.

3. Basic Facial

Preparation of Client

Before the preparation of the client the preparation of treatment area is integral part of the facial services to provide a professional image and service, the environment should be clean, comfortable, well equipped and relaxing.



Facial room



Following factors are important:

- The room should be warm and comfortable, with blankets provided for additional warmth and comfort.
- Lighting should ideally be subdued to create a feeling of relaxation.
- The room should be free of noise with peaceful atmosphere may be added by relaxing music.

After greeting a client warmly make her comfortable when lying on the facial bed or chair, jewellery should be removed and placed safely with the client's belongings. If the client is wearing contact lenses should be advised to remove them prior to treatment to avoid any discomfort. Clothing of the upper body should be removed and large towel or toweling wrap, secured under the arms and around the front of the chest. After these preparations, settle the client on the bed wrapping her in a blanket, secure client's here away from the face with the help of head band or wrap.

Procedure of Basic Facial

- **Facial cleansing procedure:**-Cleansing is designed to remove all traces of make-up, surface secretions, dirt and other pollutants, and dead skin cells from the surface of the skin so the therapist can accurately assess the client's skin prior to devising the treatment plan. If permitted to build up, these materials could lead to the formation of comedones, pustules and other skin blemishes.
- **Apply a cleansing product** to your hand and warm before applying to the skin.



Starting at the neck with a sweeping movement, use both hands to spread the cleanser upward on the chin, jaws, cheeks, and the base of the nose to the temples and along the sides and the bridge of the nose. Make small circular movements with your fingertips around the nostrils and sides of the nose. Continue the upward sweeping movements between the brow and across the forehead to the temples.

- **Remove the cleanser** with facial sponges, tissues, moist cotton pads, or warm, moist towels. Start at the forehead and follow the contours of the face. Remove all the cleanser from one area of the face before proceeding to the next. Finish with the neck, chest, and back.
- **Steam the face** mildly with warm, moist towels or with a facial steamer to open the pores so they can be cleansed of oil and comedones. Cover the client's eyes with cotton pads moistened with distilled water. Steam helps to soften superficial lines and increases blood circulation to the surface of the skin. Use comedone extractor, if required.
- **Massage with cream/gel** using the same procedure as for the cleanser. Massage the face, using the facial manipulations.
- Remove massage cream with tissues, warm, moist towels, moist cleansing pads, or sponges. Follow the same procedure as for removing cleanser.
- Apply a **mask/pack** formulated for the client's skin condition with the help of natural bristle brush, starting at the neck. Use long slow strokes from the center outward and proceed to the jawline and apply the mask on a face from the center outward on one-half of the face, then the other.



- Allow it to remain on the face for five to ten minutes. Remove the mask with a wet cotton pledgets or sponges.
- Apply toner/astringent and finally moisturizer or sunscreen.

Cleanup and Sanitation

- Remove the head covering and show the client to the dressing room, offering assistance if needed.
- Discard all disposable supplies and materials.
- Close product containers tightly, clean them, and put them away in their proper places. Return unused cosmetics and other items to the dispensary.
- Place used towels, coverlets, head covers, and other linens in hamper.
- Sanitize your workstation, including the facial bed.
- Wash your hands with soap and warm water.

Precautions & Reminders

- There are numbers of special problems that must be considered when you are performing a facial. These include dry skin, oily skin, and blackheads, and acne.
- Wash hand before and after treatment.
- Using clean towels and linen for each client.
- Checking that the client has no infectious conditions.
- Using a spatula to remove products from jars.
- Replacing tops on bottles and jars immediately after use to avoid contamination.
- Sterilizing all implements before use.
- Keep checking the client's skin reaction during treatment.
- While using vapor zone use distilled water to prevent calcium and mineral deposits building up in the machine.
- Keep the steam outlet directed away from the client and any other equipment/ materials while the water is heating.
- Turn the steam outlet away from the client before turning the machine off and move it to a safe place immediately after treatment.



- Always follow the manufacturer's instructions regarding preparation, application and removal.
- It is important to ensure that the mask is set before removal.
- Apply soothing eye pads once the mask application is complete.
- Remove masks with damp warm sponges or cotton pads using an upward motion. Repeat until all traces of the mask have been removed and finally apply a light application of toner before proceeding to the last stages of the facial.
- Review with the client any concerns they had at the initial consultation stage; this will provide a basis for discussing your own findings.
- Make suggestions about future courses of treatment and the results that can be expected.

Masks & Packs

Face masks contain a variety of different ingredients to have a deep cleansing, toning or nourishing effect on the skin.

Masks & Packs are special cosmetic preparations applied to the face to benefit and beautify the skin.



Clay mask

A **mask** is usually a setting product, which means that it dries after application and provides a complete closure to the environment on top of the skin.

- **Clay masks** are clay preparations used to stimulate circulation and temporarily contract the pores of the skin. They contain clay, kaolin, or silica and absorb sebum good for oily skin and combination skin. Clay masks are applied with a mask brush and are allowed to set for about 10 minutes.



Rose water and orange-flower water for mixing the pack and/masks are very popular have stimulating and toning effect. **Witchhazel** has a soothing effect on blemishes and suitable for greasy skin. Masks should be kept on the skin for 10 to 15 minutes.

Applying The Masks

The mask is usually applied as the final facial treatment, because of its cleansing, refining and soothing effects upon the skin. The methods of preparation, application and removal are different for the various face-mask types.

- Prepare the mask for application.
- Using the sterilized mask brush or spatula, begin to apply the mask. The usual sequence of mask application is neck, chin, cheeks, nose, and forehead.
- Apply the mask quickly and evenly so that it has maximum effect on the whole face. Don't apply it too thickly; as well as making mask removal difficult, this is wasteful as only the part that is in contact with the skin has any effect. Keep the mask clear of the nostrils, the lips, the eyebrows and the hairline.
- To relax the client, apply cottonwool eye pads dampened with rose water.
- Leave the mask for the recommended time or according to the effect required. Take account also of the sensitivity of the skin and your client's comfort.
- Remove the mask and eye pads, apply the appropriate toning lotion using dampened cottonwool. Blot the skin dry with a facial tissue.
- Remove the handband, and tidy the client's hair.
- Record the results on her record card.

Review Exercises

1. Fill in the blanks
 - a) Massage involves the application of external _____ to the face or any other part of the body.
 - b) Massaging must be performed _____.
 - c) When massaging any part of the head, face or neck, all pressure should be applied in an _____ direction
 - d) Facial room should be clean, _____ & _____.
 - e) _____ should be used for removing of comedon.
 - f) Steam is used to open the _____ so they can be cleansed.



- g) Clay mask contains clay and _____.
- h) _____ is used for mixing of face pack and mask.

2. Write down the equipments, implements and materials required for facial

| Equipment | Implements | Materials |
|-----------|------------|-----------|
| | | |
| | | |
| | | |
| | | |

3. Write the basic manipulations used in massage

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

4. Mark the direction of facial massage movements on the face given below



Class X: Beauty and Wellness

8. Benefits of facial

- a) _____
 b) _____
 c) _____
 d) _____
 e) _____

Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for assessment activity.

PART A

- Explain the benefits of doing basic facial as treatment.
- Explain the material and supplies used in giving facial treatment.
- Explain the different massage manipulations.
- Explain the complete procedure of giving facial to the client.

PART B

Discussed in class the following: -

- Explain the benefits of facial massage manipulations.
- Benefits of using mask and packs on face.
- Precautions and reminders to be taken care during facial treatment.
- Cleanup and sanitation process during and after facial treatment.

PART C : Performance Standards

The performance standard may include, but not limited to :

| Performance standard | Yes | No |
|---|-----|----|
| Able to identify different skin types | | |
| Able to select material and supplies as per the requirement . | | |
| Able to perform complete basic facial treatment. | | |
| Able to differentiate between face pack and mask. | | |



Session 3: Bleaching

Bleaching is a temporary solution to facial hair which will disguise rather than remove hair. Facial hair bleach usually comes as a powder and cream, which should be mixed together before applying. Skin Whitening, skin lightening and skin bleaching refers to the practice of using chemical substances in an attempt to lighten skin tone or provide an even skin complexion by lessening the concentration of melanin. Bleach refers to a number of chemicals that remove color, lighten via oxidation.

Types of Bleaches

Powdered bleach: This is done by adding bleaching powder with liquid hydrogen peroxide and ammonia. If powder bleach is used for eliminating dark spot and freckles then bleaches should be applied only to that area of dark spots and freckles.



Cream bleach: This is available at any drugstore or at chemist shops and used in most of the beauty parlors. It is used for Skin brightening.

Protein Bleach: It is mild bleach, in which butter pack is used to ensure a soft supple skin. Ammonia is used to lighten the hair and remove tanning. Protein Bleach is a blessing for those who have a sensitive/oily skin.



Gold Bleach: In gold bleach Aqua activator is used along with the Gold cream bleach, which helps in activating the bleaching action to give you a fairer and glowing skin.

Oxy bleach: It's a special type of bleach which is especially good for the tanned and sensitive skin. It helps oxygen to penetrate the skin. It is a healthy way to bleach.

Benefits of bleaching

It's fast and easy method. Bleaching cream can be found at any drug store fairly cheap, and you can bleach right in your own home. Large areas of hair can be bleached at the same time, with the entire process only taking minutes from start to finish.



The Cons of bleaching

- Bleaching facial and body hair doesn't give you a smooth and hairless surface.
- Not all hair or skin types can benefit. Don't count on bleaching disguising long or thick hair-only finer ones, like on the face or arms. Bleached hair on dark or tan skin, can still stand out because of the color contrast (light hair against dark skin).
- It can temporarily lighten dark skin tones. The lighter skin tone can last for up to 3 days.

Trolley Setting

Materials Required:

| | | |
|-------------------------|------------------|--------------------------------|
| Bowl (Glass or Plastic) | Neck cape | Applicator Brush |
| Cotton wool | Head Band | Hydrogen Peroxide (20 Volumes) |
| Sponge | Gloves (Rubber) | Liquid Ammonia |
| Towels | Bleaching Powder | Dropper and Rose Water |

Patch Test: A Patch Test is necessary before proceeding with the bleach. This should be performed at least 24 hours prior to bleaching process. If reaction occurs, do not bleach.

Procedure for Powder Bleach

1. Remove the jewellery and make up
2. Cleanse the face and neck thoroughly
3. Prepare the client using head band and wrap the towel or neck cape
4. Prepare the bleach pack by mixing two tea spoons of bleaching powder, 5-6 drops of liquid ammonia and hydrogen peroxide (20 volumes) as per requirement to make a smooth paste
5. Cover the client's eyes with cotton dipped in Rose water
6. Apply bleach pack in upward and outward movements. Leave for 10- 15 minutes and clean the face with tap water.
7. Apply moisturizer

Note: Use oil bleach/cream bleach as per manufacturer's direction



Precautions of bleaching

There are several things to keep in mind before using bleach for lightening your facial or body hair

- Use bleach meant for facial or body hair.
- Do patch test.
- Don't use near eyes, inside nose, ears, scar tissue, warts, moles. Bleach shouldn't be used over sunburned, irritated, inflamed or chapped skin, or an area that is freshly tweezed or shaved.
- Don't use on extremely exfoliated skin.
- Keep packaged product away from heat and sun. Store bleaching products in a cool, dry place
- Don't use a metal dish to mix bleach or apply bleach using anything metal
- Keep bleached area out of direct sunlight for at least 24 hours
- Ventilation: Always make sure the area you are using bleach in is well-ventilated- open the windows.

Review Questions

1. Fill in the blanks:

- _____ type of bleach is good for sensitive skin.
- _____ volumes of hydrogen peroxide should be used for bleaching the facial hair.
- Bleaching should be done only after doing _____.
- _____ should always be done before doing bleaching on the face.
- One should never use _____ dish to mix bleach or to apply bleach

2. True and false

- Bleaching can remove the facial hair by its root.
- After bleach avoid direct sunlight for at least 24 hours
- Bleach should not be used near eyes , nose, ear and nostril area



Class X: Beauty and Wellness

- d. Bleaching is permanent form of disguising facial and body hair
- e. Bleaching product should be kept in dry and cool place away from heat and sun.

3. Write down step by step procedure for using powder bleach

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Step 5: _____

Step 6: _____

Step 7: _____

4. Write different type of bleaches:-

a) _____

b) _____

c) _____

d) _____

e) _____

Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for assessment activity.

PART A

- Explain the term bleaching.
- Explain the types of bleaches available in the market.
- Explain the material and supplies used for doing bleaching.
- Explain the procedure of performing bleaching on client.

PART B

Discussed in class the following: -

- Pros and cons of bleaching.



- Importance of patch test.
- How to choose right type of bleach for a client.

PART C : Performance Standards

The performance standard may include, but not limited to :

| Performance standard | Yes | No |
|---|-----|----|
| Able to identify different skin bleaches | | |
| Able to select material and supplies as per the requirement . | | |
| Able to perform complete bleaching treatment. | | |
| Able to differentiate between different types of bleach. | | |

Session 4: Light Make up Application

The main objective of applying make-up is to enhance the natural beauty of the face by emphasizing on good features while minimizing less attractive features. Make-up is an art and as a make-up artist one must have the fundamental knowledge of –

- 1) Structure of face.
- 2) Colors and their relationship to one another.
- 3) Principles of optical illusion.



Class X: Beauty and Wellness

There is no fixed pattern for applying make-up; application may vary from client to client based on her individual needs; the make-up artist must take following points in consideration while planning a make-up for her client:

- 1) Type of face make-up.
- 2) Hairstyle.
- 3) Harmony of color in the clothing. Eye, hair and skin.
- 4) Individuality of facial features.
- 5) Personality of the client.
- 6) Age.
- 7) Profession.
- 8) Occasion.

Contra-indications

Part of the skin analysis procedure also involves identifying any contra-indications before you begin the demonstration. These are existing skin conditions or problems. Sometimes you won't be able to do any demonstration on the client. But this happens rarely. More likely will be the situation where you need to alter the demonstration or product recommendations.

Contra-indications or untreatable conditions are conditions which prevent a treatment being performed. For example if the client has scabies, an infectious disease of the skin, you cannot do any treatments on this highly contagious condition until it has cleared. Treatments must not be conducted where contagious diseases are present or there is evidence of infection (redness, pus, tenderness and swelling). Refer your client to a medical practitioner.

General contra-indications to lash and brow treatments include:

- Bacterial, viral or fungal infections such as:
 - Herpes, warts – viral infections
 - Impetigo (also known as 'school sores')
 - fungal infection





Injury/Surgery scar

- Micro – organism infections such as scabies and pediculosis (Lice)
- Boils and carbuncles
- bruising or swelling in the treatment area
- cuts and abrasions in the treatment area
- recent scars in the treatment area



Bacterial infection



Fungal infection

Prepare the client for make-up

Any service begins with a warm greeting. You should introduce yourself to the client. Whilst you are doing that you should make some initial assessments about the client's style and requirements.

The make-up station should be an area that is specifically lit for make-up applications. Lighting as close as possible to natural light is the first choice for a make-up service.



You will also need to ensure that the area is cool so that the make-up does not become too warm and change colour or 'run'. The make-up station should have a large mirror so that the client can see you working and can ask questions about the different stages of the make-up process.

Before you apply any make-up to your client you need to ensure that your client feels at ease and is protected at all times. It is important the client is seated comfortably at your eye level. The whole face should be clearly visible to allow the work to proceed efficiently. Adjust the chair before beginning the make-up service. Ensure the client does not have to stretch their neck to see you. And ensure that you are standing in a comfortable position so that you can apply the make-up without continuously bending your back.

Cover the client's clothes with a protective covering, such as a cape. The salon will be liable for any damage done to clothing or jewellery from make-up spills. Use a headband or clips to pull back the hair. If the client is having their hair done as well, then the make-up needs to be applied last. If the client wants a brow shape this is best performed a few days before the make-up service as the skin will be red and prone to possible infection.



Consult with the client

Your client will come to you with specific needs and expectations. Clarify these needs by questioning the client to confirm your understanding of their expectations, negotiate the various aspects of the service and answer any questions they may have. Encourage the client to raise any concerns so that you can discuss it with them and offer solutions. When questioning the client, listen carefully to their main concerns about their skin and make-up requirements.

Identify the image that the client is trying to create. For example, does the client want the make-up service to be suitable for:

- business
- pleasure
- social occasions
- a certain time of the day
- special occasion such as a ball or wedding.

Identify skin type and condition

In order to design a suitable make-up plan for your client, you need to consider the following:

- skin type
- skin condition
- contra-indications.

Cleanse face

Skin cleansing is the first essential requirement for a make-up service because it prepares the skin for the make-up service by removing dirt, make-up, excess sweat and oil. However, you need to select a cleanser that is suitable for your client's skin type and condition. The cleansing process is completed by applying a toner and moisturizer to the skin.



Cleansers

The choice of cleanser should be made to suit the client's skin type. The age of the client must also be considered as well as any skin problems they may have.



| Type of Cleanser | Description and action |
|---------------------|---|
| Cleansing Milks | These come in various consistencies and are formulated for the skin type nominated by the manufacturer. Depending on the ingredients these cleansers can be lightweight (sensitive or dry skin) and thicker emulsions (suitable for removing heavy make-up from an oily skin or for use on an oily/combo skin). |
| Foaming cleansers | Foaming cleansers are suitable for clients who have been in the habit of using soap and like a foaming action. If formulated correctly then the client's skin will feel fresh and clean but not tight. |
| Cleansing bars | They are usually pH balanced soaps that allow the skin to be cleansed without irritating. |
| Medicated cleansers | These are for mild to moderate acne and very oily skins that are prone to breakouts. |
| Cleansing granules | These softly textured creams contain smooth spherical granules, which remove the surface of the skin and the top of blocked pores, giving the skin a clean, fresh look. They tend to have a drying effect. They are usually worked in with gentle circular frictions and then rinsed off. |
| Eye make-up remover | These specialized products are designed to remove eye make-up without irritating. They are usually in a cream or a liquid form. Liquid removers are most suited to non-water proof eye make-up, whilst cream removers are more suitable for waterproof eye make-up. Both should be wiped clean from the eye area after use. |



Cleansing procedure

1. Eyelids and lashes

Ensure the client's eyes are closed, then place an oblong piece of dampened cotton wool beneath the lashes of the left eye.

1. Eye make-up remover, either on a cotton bud or small squares of damp cotton wool, should be wiped down and outwards over the top lid. This should be repeated until all eye make-up is removed from the top lid.
2. Ask the client to open their eyes and gently wipe away any remaining colour or mascara.
3. Ask the client to close their eyes and wipe over the area with a dampened cotton square to remove any remaining make-up remover.
4. Dispose of soiled cotton wool.
5. Repeat the procedure on the right eye.

Note: Do not re-use any cotton buds or wool on the second eye as this can cause cross-infection.

2. The lips

The following procedure is recommended for lip cleansing:

1. Using two folded squares of dampened cotton wool with a small amount of cleanser applied to them, support the left side of the mouth and gently wipe towards the right. Repeat this movement three times.
2. Fold the soiled tissue in on itself and use it to support the right side of the mouth and wipe towards the left. Repeat this movement three times.
3. Check the lips for remaining lipstick.
4. Dispose of soiled cotton wool.

3. The Face

With damp hands, wet the client's face.

1. Place an amount of cleanser about the size of a ten-cent piece into the palm of the hand and add a little water. Rub hands together gently to mix and warm.
2. Mould hands to the mandible (jaw) and stroke alternatively four times.
3. Circle with fingers on cheeks, inward towards the nose.
4. Alternate circles on flare of the nose, slide up the bridge of the nose.
5. Stroke the forehead alternatively, touching the nose.
6. Make small circles on forehead, down to the temples.



7. Make figure eights on the temples, down the hairline, inwards towards the flare of the nose and slide fingers up the bridge of the nose.
8. Slide fingers gently over the eyelids from inside to outside, under eyes, through the eyebrows and under the eyes three times.
9. Using the middle finger, slide it over the top lip six times and through the mandible depression six times.
10. Slide hands down the neck, interlock fingers and pull upwards along the mandible six times.
11. Slide down to the left shoulder and stroke one hand after the other around the décolletage and up the throat to the right side.
12. Mould the mandible with the right and left hands.
13. Slide to the temples with light pressure and lift hands off.
14. Remove cleansing product.

4. Cleanser removal

1. With two damp sponges, clean the neckline and throat first, one hand after the other from the left to right.
2. Slide through the mandible right then left.
3. Slide up the forehead, gently stroking all over.
4. Clean the sponges in water.
5. Placing on the forehead with the left hand, slide gently over the left eyelid, left cheek, left side of the mouth to the outside of the face. Place the left hand on the forehead.
6. Repeat step 4 on the right side.
7. Clean the sponges in water.
8. Hold the left side of the mouth and wipe through with the right hand, fold the sponge and repeat with the opposite hand.
9. Slide to the temple, pause with slight pressure and lift off.
10. Place a tissue over the face and blot.

Apply toner and moisturizer suitable to the client's skin type. Refer to product manual for suggestions.

On completion of the cleansing sequence the client should be free from tension, relaxed and starting to unwind.



Analyze client's facial shape and features for a make-up

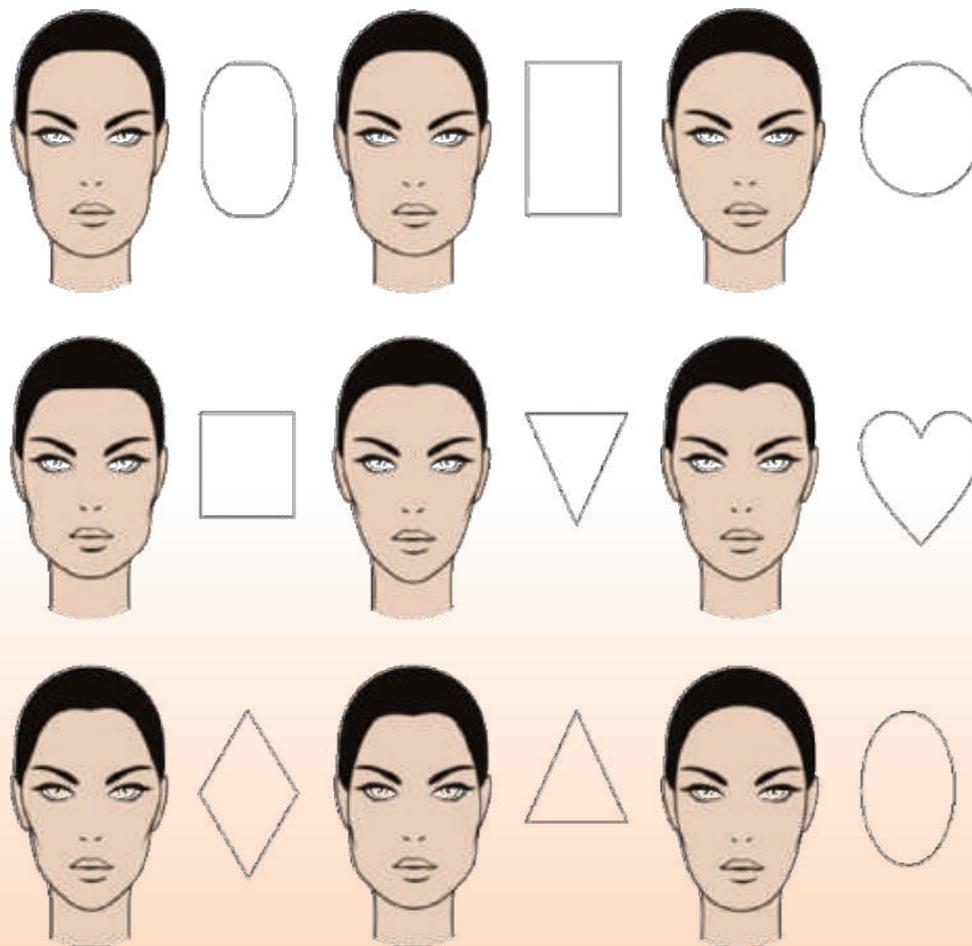
The first step in designing the make-up is to know the 'canvas' that you are going to work on. Doing this accurately will mean that you achieve the best result. There are four things you need to consider:

- The client's facial shape
- The image the client wants to create

Facial shapes

Facial shapes are influenced by the structure of facial bones. There are six basic facial shapes although most people will have a combination of these shapes. The oval is considered the ideal facial shape. The following is a list of the dominant face shapes:

Oval – length of this face is about 1.5 times longer than its width. The jaw line is softly curved and the features are even and regular.



Triangular – like a pyramid the jaw appears wider and the forehead and cheekbones are narrow.

Diamond – the face appears widest at the cheekbones and has a narrow forehead and chin. Round – a full open face where length and breadth are similar, with a softly rounded chin.

Long – a face that is long and narrow with a thin overall appearance and a long more pointed chin.

Square – a broad forehead and jaw, this face is angular.

Select suitable products

Most products come in different forms to suit different skins and design factors. You will find products in powders, creams, liquids and gels and in all types of packaging. The variety of products available for make-up application includes the following:

- foundations
- powders
- concealers
- eye cosmetics
- lip cosmetics

Foundation

Foundation is used to give the skin a more youthful, smooth appearance. It also enhances the skin's appearance, evens out imperfections and provides a base for the make-up procedure.



Different formulations perform different roles and it is important that you choose the right one for the client.

| Foundation type | Formulation | Skin Type | Comment |
|-----------------|----------------------|--|---|
| Liquid | Oil based | Dry Normal Mature Combination | These give a light to medium coverage. |
| Liquid | Water based | Oily Normal Combination skin (oily areas) | The water evaporates quickly so they need to be applied promptly. They give a light to medium coverage. |
| Cream | Oil based | Dry Normal Mature | Blends easily. Gives a heavy coverage. |
| Gel | Water based | Black, unblemished skin Tanned skin Where a client wants a very natural look | Sheer and non greasy coverage |
| Compact or cake | Oil, wax or powder | Dry Normal Blemished | Heavy coverage. Effective in covering scars and pigmentation. |
| Mousse | Oil | Normal Combination. | Light to medium coverage depending on your application technique. |
| Mineral | Micronize-d minerals | All Skin types | Non-comedogenic and natural. Gives a good, light coverage. |

Concealers

Concealers are used to hide any blemishes or unwanted colour in the skin. They are normally cream based and are available in light, medium and dark. They can be found in:



Class X: Beauty and Wellness

- stick form – creamy long lasting formulation
- tube – lightweight long lasting formulation
- wand – lightweight long lasting formulation.

Some concealers are available in light colours for use under and around the eyes. Concealers are usually applied before the foundation.

Powders

Powders set the foundation, reduce shine by absorbing oil and give a smooth, matte finish. Pressed powder are compacted and held together with binders.



They include:

- loose powders based on talc that are lightweight and translucent and allow the colour to show through.
- compact or pressed translucent colour range more suitable for touching up during the day.

Blushers

Blushers help to define facial contour. They are available in the following forms:

- powder compact
- powder loose
- cream
- liquid
- gel





Blushers

Eye cosmetics

These cosmetics add definition and colour to the eye area. Eye cosmetics include eye shadows, eyeliners, eyebrow pencils and mascaras.

Eye shadows are used to emphasize the eyes and are available in:

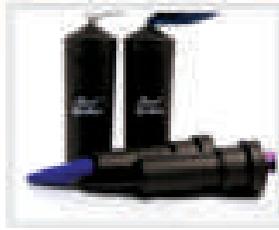
- creams
- powders - pressed or dry
- crayon



Eyeliners

Eyeliners add definition by outlining and emphasizing the eyes. These are available in:

- pencil
- liquid
- powder compressed



Eyebrow colour

These are used to fill in sparse patches, darken the eyebrows and correct the shape. These are available in:

- pencil
- powder
- mascara

Mascaras

Mascara darkens, thickens, lengthens and so defines the eyelashes. These are available in:

- liquid
- block
- cream



Mascaras



Lip cosmetics

Lip cosmetics include lip liners, lipstick, lip gloss and lip balms.

Lip cosmetics are used to define the mouth and enhance the shape of the lips.

Lip liners are used to outline or correct the shape of the lips. They also help keep the lipstick from 'bleeding' or spreading from the lips to the surrounding skin.

Lipsticks

Some lipsticks are designed to last longer than the standard lipstick. Lipsticks are available in different forms such as matt, frosted, translucent and cream.



Lip gloss

Lip gloss can be added to the lipstick or used on its own. It adds shine and translucent but is short lived.

Lip Balm

These are colorless products that are designed to enhance and protect the quality of the skin on the lips.



Select tools and equipment

Make-up tools and equipment include the following:

| Make-up tools | Comment |
|----------------------------|--|
| Sponges | Good for blending foundation, concealer and powder. Often in a wedge shape which makes them easier to use. Thicker end is used on the face and the thinner end for blending around the eye. |
| Brushes | Good quality brushes are essential to a professional make-up. You will need a variety of sizes and shapes. You will also need about three sets so that you can clean and disinfect them between clients. |
| Lash curler | For use before or after mascara. |
| Disposable mascara wands | These ensure that the mascara does not become infected. Do not double-dip wand into the mascara as you will transfer bacteria from the client to the mascara. |
| Hair clips or headband | To hold back the client's hair. |
| Cape | To protect the client's clothing |
| Tissues | To blot make-up and lipstick and to protect client's hair and clothes. |
| Spatulas and orange sticks | Disposable items that allow you to hygienically remove a little of the product from the container for use on the client, Do not double-dip. |
| Cotton Buds | Great for fixing mistakes. |
| Make-up palettes | Allow you to mix and prepare products prior to application. |
| Tweezers | To remove hair or to use when applying false eyelashes |
| Make-up Equipment | |
| Make-up chair or couch | If it is a beauty couch it will need to have an adjustable head. |
| Trolley or shelf | To put all your tools and products on. |
| Bright lighting | This is essential so that the client can clearly see the make-up and you can easily apply the products. |
| Magnifying lamp | To check the skin for contraindications and areas requiring special attention |
| Hand held mirror | For client use so that they can see their make-up from different |



makeup brushes

Liner/brow



For applying liner, or shading your eyebrows

Crease



For apply shadow right in your crease

Medium Shadow



For apply basic powder shadow

Eye Smudge



Mostly to smudge powder along your lower lash line

Creme Shadow



For apply creme shadows

Large Shadow



For apply basic powder shadow.

Small Shaadow



Basic Powder shadow brush

Beauty Blender



Used for blending foundation or concealer

Bronzer brush



Used for pressed powders

Kabuki Brush



Mostly used for blush



Application Techniques of Make-up Products

| | | |
|---------------------------|--|---|
| <p>Concealer</p> | <p>Match the colour to nearby skin. If used under eyes to conceal dark circles use lightly and make sure you blend the concealer into the surrounding areas. If covering a blemish colour selection is important as a concealer that is lighter than the surrounding skin colour will highlight the blemish rather than conceal it. Concealer is removed from the container with a spatula and applied with a clean concealer brush, fingertips or sponge.</p> |  |
| <p>Foundation</p> | <p>Match the colour selection to the client skin tone and colour. Foundation should blend smoothly and there should be no demarcation line visible between the skin and where the make-up stops. Pay particular attention to the jawline. Foundation is applied with fingertips or a sponge.</p> |  |
| <p>Face Powder</p> | <p>Match the colour to the skin. Use a brush or powder puff. Blend with the brush and remove any excess.</p> |  |
| <p>Eye shadow</p> | <p>To bring out the eyes choose colours contrasting or complementary colours. Your client may also want the eye shadow to match the colour of the clothing. You can also look at the flecks of colour in the iris and match the eye shadow. Blending is important. Eye shadows can be listed under three headings:</p> <ol style="list-style-type: none"> 1. Highlighters – lighter than the client's skin colour. Used to highlight specific areas e.g. under the brow bone. |  |



| | | |
|---------------------------------|---|---|
| | <p>2. Base colour – close to the client’s skin colour and is often used to even out the skin colour on the lid. It is applied all over the lid and other colours are added.</p> <p>3. Contour colour – used to camouflage a particular area. To apply, remove the eye shadow from the container with a clean spatula and use a clean brush to apply to the area. Blend.</p> |  |
| <p>Eyebrow cosmetics</p> | <p>Eyebrow cosmetics should not be an obvious contrast to the client’s natural colour. Sharpen the pencil and wipe with a clean tissue before and after use.</p> |  |
| <p>Eyeliner</p> | <p>This can be applied before or after eye shadow. Most client prefer the colour to match the eyelashes, but you can use contrasting colours if they prefer. You must be very careful when applying eyeliner and you must ask the client to stay very still. Use gentle short strokes and use the pencil at a parallel angle to the eye. You may need to pull the skin taut to ensure a straight application. Sharpen the pencil and wipe with a clean tissue before and after use.</p> |  |



| | | |
|--------------------------|--|---|
| <p>Mascara</p> | <p>Ask the client to keep very still and to apply from the base of the eyelashes to the tips. You may need to ask the client to look up when doing the bottom lashes and to look down when doing the top lashes. Use a disposable wand and never double dip. You can comb with a lash separator if there are clumps.</p> |  |
| <p>Blusher</p> | <p>If using a powder blusher then apply after the face powder. If using a cream blusher then apply after the foundation. The direction of application is always towards the hairline. With powder blusher stroke the contour brush over the blusher and then tap lightly to remove any excess. With all blushers build up colour slowly.</p> |  |
| <p>Lip Liner</p> | <p>Choose a lip liner that closely matches the lipstick colour you have chosen. Sharpen the lip liner pencil and wipe with a clean tissue before and after use.</p> |  |
| <p>Lip colour</p> | <p>Lip colour selection depends on the client's preferences, eye colour, skin colour and lip shape. Remove a small amount of the lipstick with a spatula. Use a lip brush to dip into the lipstick on the spatula and apply to the lips. Outline the lips using the brush tip and then fill in. You aim is for the lips to look symmetrical.</p> |  |



Review Questions

1. Ms Sushma is the make-up artist and she must have the fundamental knowledge of the following:-

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

2. Explain the action of following cleansers

| | Types of cleanser | Action of cleanser |
|----|---------------------|--------------------|
| a) | Cleansing Milk | |
| b) | Cleansing bars | |
| c) | Eye make up remover | |
| d) | Foaming cleanser | |

3. Write down the cleansing procedures for the following:-

a) Cleansing of Eye make up

b) Cleansing of lip make up



4. Identify the skin type as per the foundation type given as under

| | Foundation type | Skin type |
|----|--------------------|-----------|
| a) | Liquid water based | |
| b) | Cream oil based | |
| c) | Gel water based | |
| d) | Compact or cake | |
| e) | Mousse | |
| f) | Mineral | |

5. Write down the use of following make up tools/equipments/brushes

| | Make up tools/equipments/brushes | Comments |
|----|----------------------------------|----------|
| a) | Sponges | |
| b) | Cake | |
| c) | Tweezers | |
| d) | Lash curler | |
| e) | Magnifying lamp | |
| f) | Make up Palettes | |
| g) | Hand held mirror | |
| h) | Make up brushes | |
| i) | Trolley or shelf | |
| j) | Tissue | |



Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for assessment activity.

PART A

- Explain the objectives of doing make up.
- Explain the contra indications of make up.
- Explain the process of analyzing facial shapes for make up.
- Explain the procedure of cleansing .
- Explain as how to select different make up products as per skin type.
- Explain the procedure and application technique of using different make up products.

PART B

Discussed in class the following: -

- Points to be considered before starting makeup.
- How to give consultation to the client before starting make up.
- Benefits and importance of proper cleansing.

PART C : Performance Standards

The performance standard may include, but not limited to :

| Performance standard | Yes | No |
|--|-----|----|
| Able to identify different facial shapes. | | |
| Able to select material and supplies and make up product as per the type of make up. | | |
| Able to perform complete light make up. | | |
| Able to differentiate between different types ofmake up products as per the need. | | |
| Able to select and apply makeup as per skin type. | | |

Learning Activities

- Pair up with a fellow student or a work colleague and fill out the following consultation card. Fill in the lights haded portion only–you will complete the card as you work through section A, B and C.



Sample make-up consultation card

Client details

Name: _____ Date of birth: _____

Address: _____

Business Ph.: _____ Home Ph.: _____

Occupation: _____

Client needs and occasions: _____

Special comments and requests: _____

Contraindications

- contagious diseases
- any abnormality (eg sun burn)
- any trauma in the area eg bruising
- client needs and occasions:

Precautions

- allergies
- skin sensitivity
- any abnormal skin areas
- contact lenses

Medical information

Doctor's name: _____

List any medications which cause skin sensitivity or dry eyes

Skin type

- oily
- dry
- combination

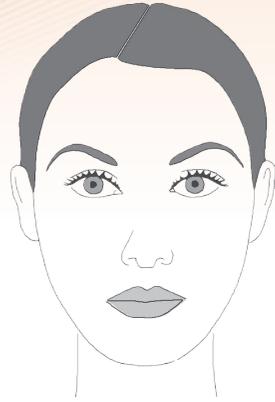


Areas requiring highlighting or camouflaging

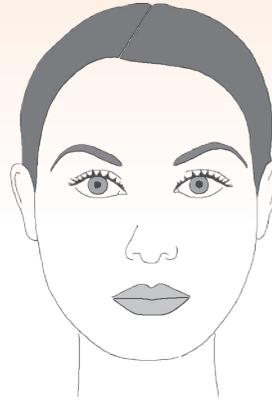


b) Learning activity

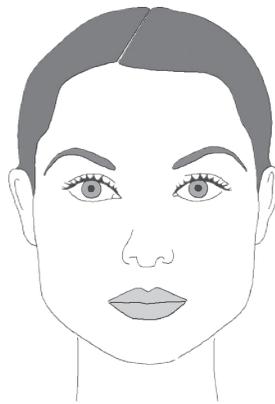
Use the information above to label each of the facial shapes below.



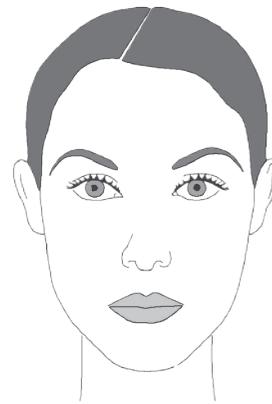
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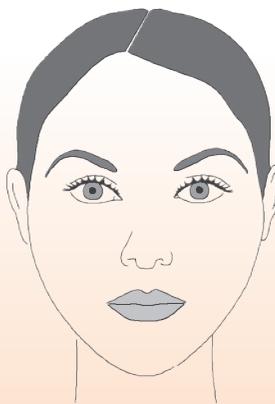
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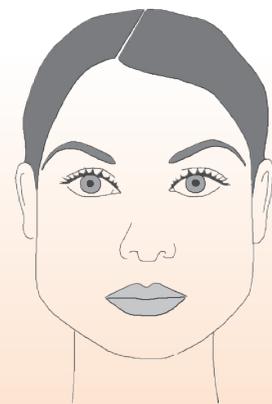
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4.....



5.....

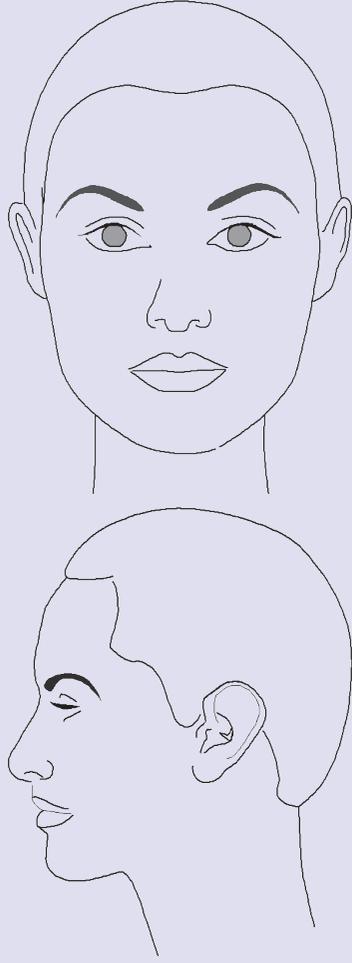


6.....

Refer to the Suggested answers section at the end.



c) Sample make-up plan

|  | Make-up products | Application techniques |
|--|------------------|------------------------|
| | foundation | |
| | concealer | |
| | Face powder | |
| | blusher | |
| | Eyebrow make-up | |
| | Eyeshadow | |
| | eyeliner | |
| | mascara | |
| | lipstick | |
| | Lipliner | |
| | other | |

Exercise Question Unit-4

Theory Questions

1. Write different types of Skin
2. How would you analyze the skin for facial treatment
3. What causes the dryness of the facial skin
4. What kind of preparation should be made before giving a basic facial?
5. Briefly outline the procedure of basic facial.



6. Sterilization is important before starting a basic facial. Justify.
7. What are the benefits of basic facial?
8. Explain functions of pack.
9. Write down the different types of bleaches.
10. Write down the precaution of bleaches.
11. Write down procedure of bleaching and its precaution.
12. Write down procedure of light make up.

Practical Questions

1. Demonstrate the use of clay mask.
2. Demonstrate the plain facial on the client.
3. Demonstrate the bleaching on face and neck.
4. Demonstrate the light make-up on the model.



Class X: Beauty and Wellness

UNIT - 4



194