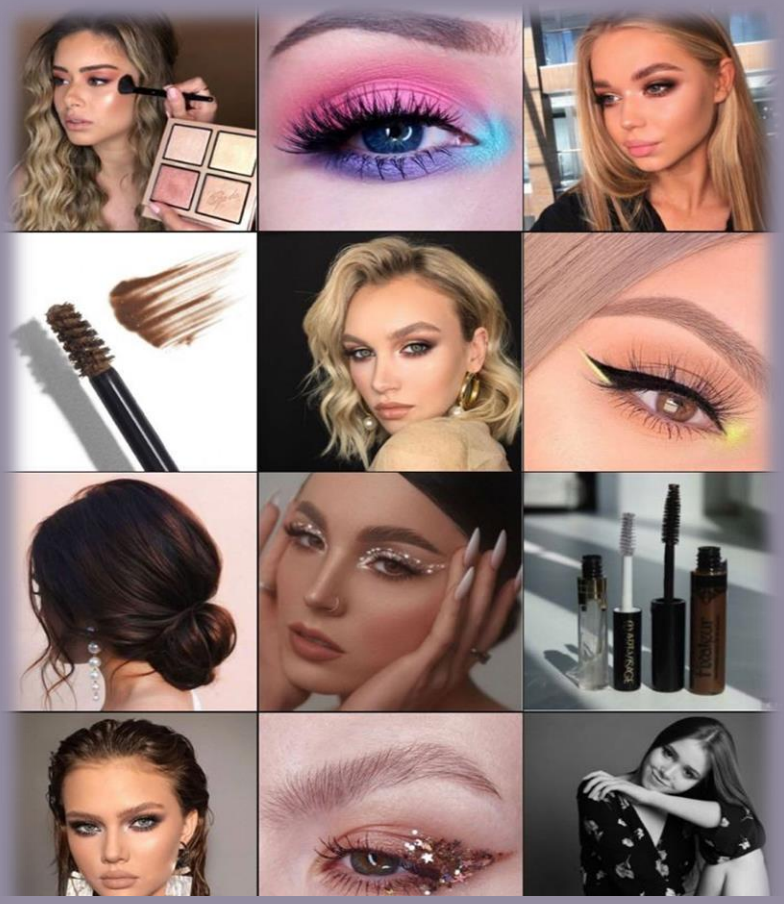

Personal Care: Beauty,Nail & Hairdressing

Grade 9

Learner Guide

Personal Care: Beauty, Nail & Hairdressing Grade 9

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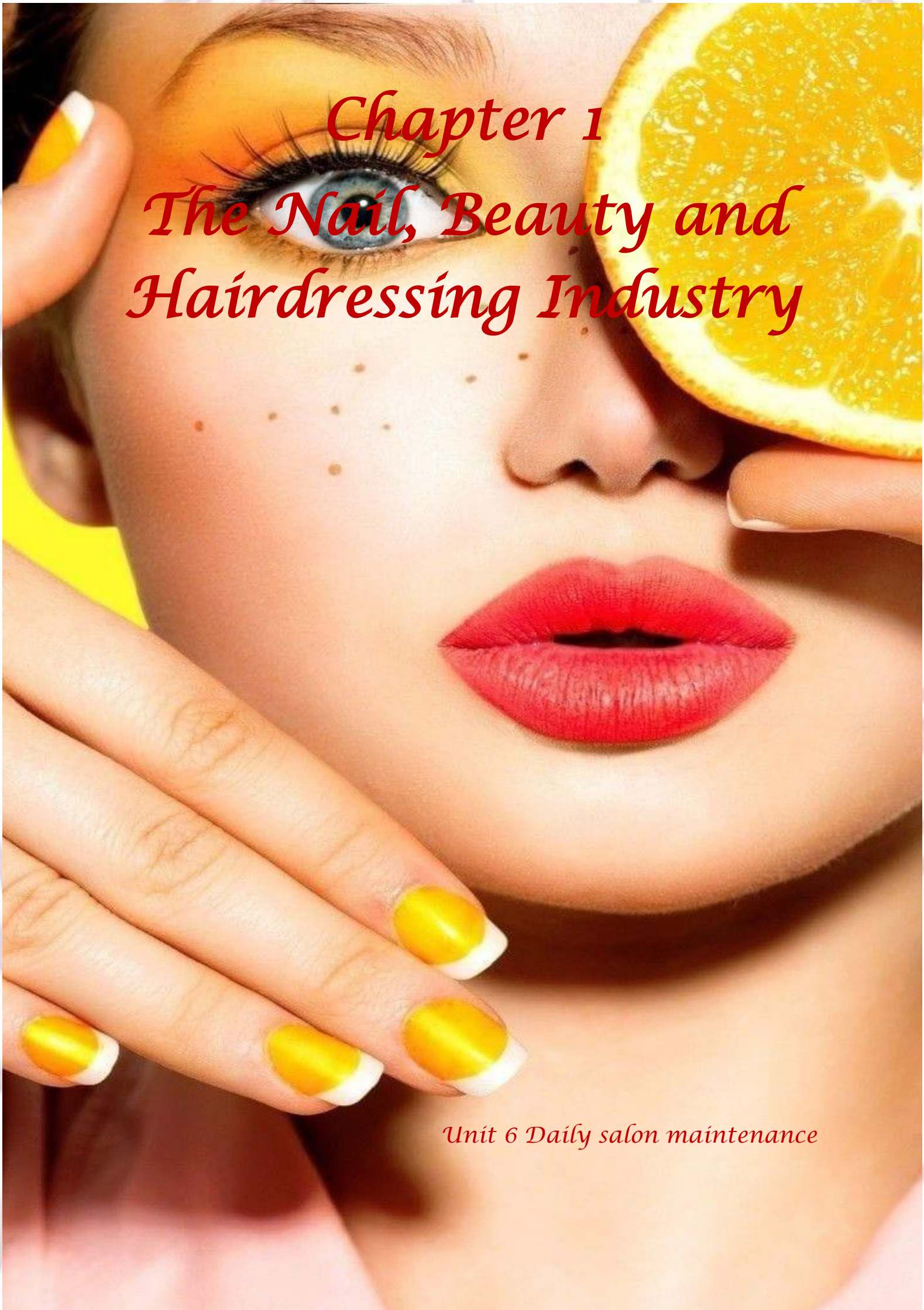


Chapter 1

The Nail, Beauty and Hairdressing Industry

Unit 6 Daily salon maintenance

Introduction to preparing for work

A visit to our favourite hair or beauty salon is something that we all look forward to, whether for a regular appointment or a special occasion making us look and feel fantastic, we take for granted that our hairdresser will adhere to the highest standards of health, safety and hygiene. That not only means maintaining their own personal hygiene, but also doing their part to keep their salon safe and hygienically clean, so clients leave with nothing more than a healthy glow**.**

Term 1 week 1

Unit 6: Daily salon maintenance

From styling hair and haircuts to permanent wave and colouring service, hair stylists of all types have a considerably 'hands-on' approach to their jobs. Which means that the potential for skin-to-skin cross-contamination, as well as infection from contaminated equipment or surfaces is high – unless of course, effective health, hygiene and cleanliness practices in hair salons are in place and followed by all staff.

Where are the health and safety risks in hairdressing and beauty salons?

From chemicals used within treatments, to bacteria from the skin or substances such as nail filings, skin particles and hair clippings, the potential risks to health and safety in hair and beauty salons are numerous. Areas that employees should be particularly aware of include:

- ***Skin-to-skin contact:***
  . Hairdressers should wash and dry their hands thoroughly before and after each client or treatment. Where possible, wear disposable gloves, to reduce the risk of contact dermatitis during wet working, such as hairdressing. Any obvious cuts or abrasions on the skin covered

- ***Tools and equipment:***
  To prevent-cross contamination, clean tools and equipment for every client, from fresh towels to hygienic scissors or sterile spatulas. Use appropriate cleaning products to clean and disinfect your equipment – such as surgical spirit with a minimum concentration of 70% alcohol, an autoclave, or a liquid or spray disinfectant used as directed.

- ***Work surfaces:***
  Viruses and common bacteria can live on surfaces for over 24 hours. Regular cleaning and disinfecting of salon surfaces, including couch beds and workstations, minimises the risk of infection. You can also use towels and disposable paper coverings to help contain any substances or prevent skin-to-skin contact with surfaces.

- ***Product containers:***

  Never use fingers to dispense products from jars or pots, as this can cause bacteria to form and cross-contamination to take place. Instead, a sterile spatula or tool used to dispense only the amount required for the treatment.

- ***Floors:***

  Floors regularly swept throughout the day and mopped with a commercial floor cleaner at closing. To prevent the spread of infection (such as verrucae or athlete's foot), at no time should clients be permitted to walk barefoot in the premises, except in showers, saunas and steam rooms, or when laying on the couch or laying/ standing in the sunbed.

Hair Salon Cleaning Checklist

Have you found yourself to look around it recently only to realize it is time some tidying up and cleaning around the salon? When it comes to cleaning any hair salon, the first thing you will need on hand is a quality hair salon-cleaning checklist that is ready to go and help get the job done right. To help ensure your salon cleaned from top to bottom without a single spot missed, we have put together this hair salon-cleaning checklist to help you!

Activity 1
Name three things you would do every day

Hair Salon Cleaning Checklist

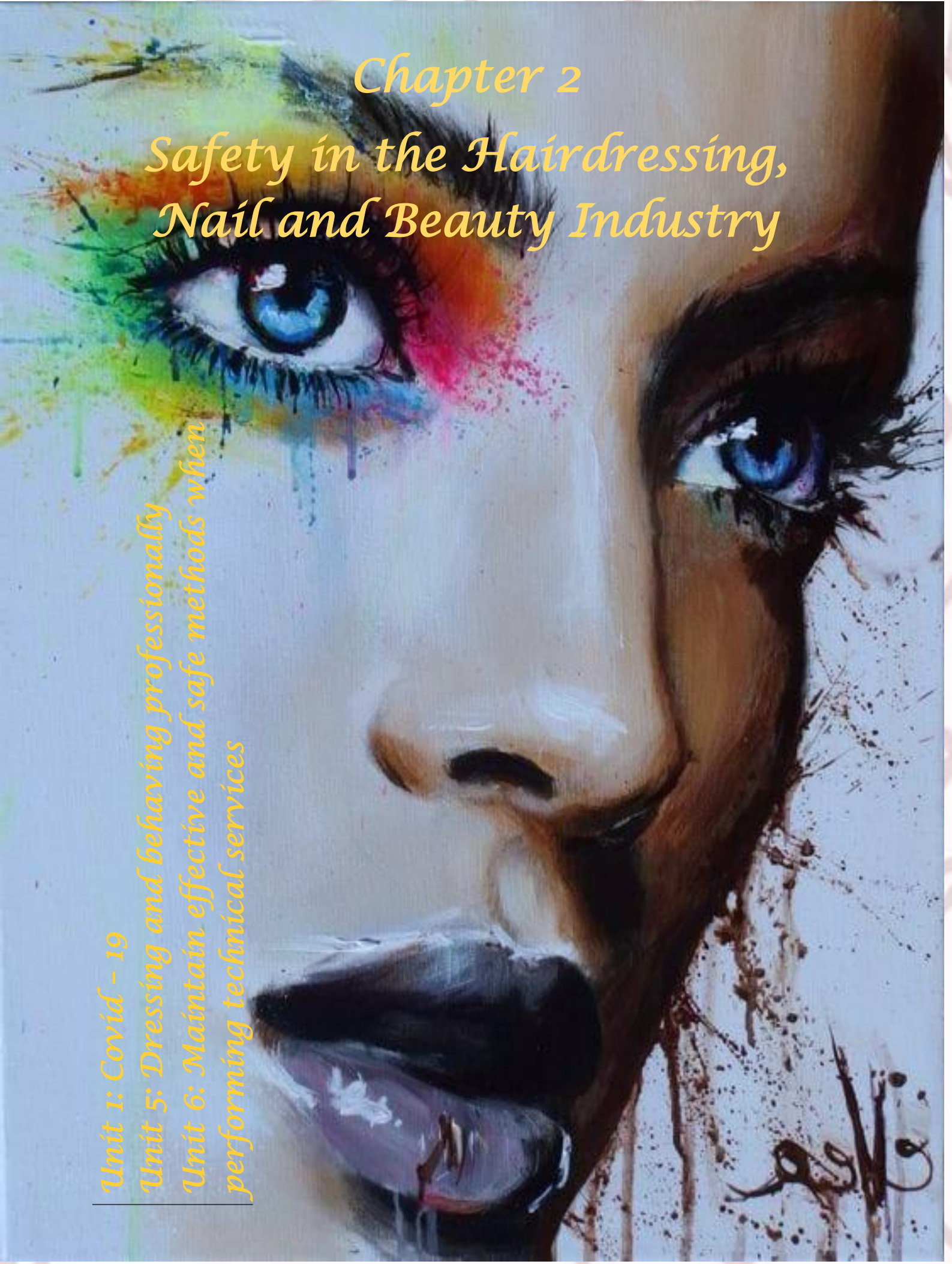
- ✓ Sweep all hair from underneath and around all salon hair stations.
- ✓ Sweep and mop all floors throughout the entire salon.
- ✓ Wipe down and sanitize all salon chairs.
- ✓ Windex all salon and hair station mirrors.
- ✓ Wipe down and tidy up the reception desk and entire reception area.
- ✓ Deep clean and sanitize all hair styling equipment and tools.
- ✓ Wipe down and sanitize all tables, counters, and surfaces.
- ✓ Windex the front salon shop windows.
- ✓ Throw out and empty all trash bins – done daily.
- ✓ Replace all paper products throughout the salon daily, this includes, but is not limited: toilet paper in restrooms, tissue, paper towels, etc.
- ✓ Deep clean all restrooms in the salon, this includes, but is not limited to:
  - Sweeping and mopping bathroom floors
  - Windex bathroom mirrors
  - Clean and sanitize all toilets
  - Replace all restroom paper products and toiletries: toilet paper, paper towels, soap, etc.
  - Wipe down and sanitize ALL bathroom surfaces:
  - Sinks, faucets, and faucet handles
  - Toilet paper and paper towel dispensers/holders
  - Door handles
  - Bathroom stalls
  - Bathroom counters Etc.

- ✓ Tidy up the hair salon customer waiting area, which includes, but is not limited to:
  - Sweeping and mopping all hard floors
  - Vacuuming and cleaning of any area rugs and/or carpet in the waiting area
  - Tidying up and stacking neatly all magazines, books, etc. you may have provided to guests while they wait
  - Wiping down and sanitizing all chairs, tables, and surfaces in the waiting area
- ✓ Dust all salon surfaces.

Although all items on a salon-cleaning checklist are going to vary from salon to salon, a general list of cleaning tasks to go by .a Hair salon that's not only looks nice, but that is kept clean on a consistent, daily basis, is essential to the success of any salon. This is not important for success only, but also considered more important and vital to the health and safety of your employees, as well as your customers than one would think.

Chapter 2

Safety in the Hairdressing, Nail and Beauty Industry



Unit 1: Covid – 19

Unit 5: Dressing and behaving professionally

Unit 6: Maintain effective and safe methods when performing technical services

Introduction to Health and safety

The ways in which you and your work colleagues go about daily duties have a direct effect upon the general health and safety of every one with in the workplace. poor hygiene or preparation not thinking for others or cleaning up properly and not noticing potential hazards an all have a disastrous impact on the safety and wellbeing of others
You should be able to both identify and reduce risks within the working environment and these two factors addressed in this chapter. It looks at the types of hazards that you might find in your work and the second looks at how you should go about eliminating them.

Term 1 week 2

Unit 1 Covid 19

"CO" stands foe corona, "VI" for virus, and "D" for disease. Formerly, this disease referred to as "2019 novel coronavirus" or "2019-nCoV".
The COVID-19 virus is a new virus linked to the same family of viruses as Severe Acute Respiratory Syndrome (SARS) and some types of common colds.

What is covid?

The 2019–20 corona virus pandemic is an ongoing pandemic of corona virus disease 2019 (COVID-19) caused by severe acute respiratory syndrome corona virus 2 (SARS-CoV-2).

What are the symptoms of the corona virus?

- Common symptoms:
- Fever
- Dry cough
- Tiredness
- Less common symptoms:
- Aches and pains
- Sore throat
- Diarrhoea
- Conjunctivitis
- Headache
- Loss of taste or smell
- A rash on skin, or discolouration of fingers or toes

Virus transmit ion

- Current evidence suggests that transmission of SARS-CoV-2 occurs primarily between people through direct, indirect, or close contact with infected people through infected secretions such as saliva and respiratory secretions, or through their respiratory droplets, expelled when an infected person coughs, sneezes, talks or sings.

Prevention

- Clean your hands often. Use soap and water, or an alcohol-based hand rub.
- Maintain a safe distance from anyone who is coughing or sneezing.
- Wear a mask when physical distancing is not possible.
- Don't touch your eyes, nose or mouth.
- Cover your nose and mouth with your bent elbow or a tissue when you cough or sneeze.
- Stay home if you feel unwell.
- If you have a fever, cough and difficulty breathing, seek medical attention.

Unit 5 Dressing and behaving professionally

Personal appearance

The effort we put in to get ready for work reflects our pride in our work and that we care about what we do. Sometimes we have to wear things that we would not wear if we had personal choice, but professional standards and salon image must come first.

Clothes Work wear should be practical and easy to maintain. Clothes should be easy to clean and iron if necessary and made of suitable fabrics. They should not be tight and restrictive which would make working harder and more tiring they may also make you perspire and increase body odour

Shoes Hairdressers and barbers should wear flat or low-heeled shoes that enclose the feet (cover the toes) we spend most of our feet so comfortable shoes will help prevent backache

Hair As hair professionals our hair is an advertisement for our skill in the salon if your hair is a mess think about how that will affect your client's confidence in you. Your hair should always look good and well styled to reflect the salon image your hair should always be clean tidy and representative of the place where you work

Make –up if you wear make up to work make sure that you check with your salon supervisor to see what is acceptable and appropriate

Nails You should have similar length short neatly manicured nails.

Jewellery Wear only a minimum of jewellery while you are working. It can harbour germs and tangle in their hair**.**

Personal health hygiene and behaviour

Hands and nails make sure your hands are very clean. Dirty hands are not only unattractive but also spread germs and could cross-infect your clients. Your hands are very important they are the way you earn a living so look after them. Keep your nails clean especially underneath and try to keep them neatly manicured and not too long. Check them regularly for any disorders.

Always wash your hands before work after using the toilet and coughing or sneezing. This will reduce the risk of spreading infection to others. Use moisturizing creams regularly to help replace the moisture lost by constant washing. When you shampoo for example, it may be helpful to apply moisturizing cream. If the skin on your hands dries out, it cracks and make sores. This may prevent you from working until it heals.

Some people may suffer from dermatitis from exposure to all the chemicals used in the profession. If your hands continue to be, sore and do not heal consult your doctor in some cases a person's sensitivity could mean that they have to give up their job

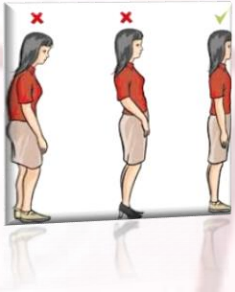
Body The body has sweat glands all over its surface that are used to help control the body temperature by secreting moisture out on to the surface of the skin when you are hot This provides a good breeding ground for bacteria which in turn causes body deodorants antiperspirants or similar.

Mouth Unpleasant breath can be offensive to others by all sorts of things we have eaten like onions or garlic which are usually temporary by smoking stomach upsets or other problems such as pieces of food that are stuck between teeth and then decay. As you will be working very close to the client, you easily not smoke at all when you are duty

Feet Like our hands our feet are important because we do most of our work standing, we have looked at the sort of shoes we wear and must make sure they fit properly. You should also wash your feet regularly some people sweat a lot and this can be cause foot odour. Keep your toenails short so that they do not become painful during long periods of standing during the day

Personal wellbeing to work successfully as a hairdresser or a barber you will need energy and stamina. Having a good health routine will give you that energy and stamina. The first aspect of that routine would be a well-balanced diet one that is healthy and nutritious You should take regular exercise perhaps try playing sport or dancing You should also get sufficient sleep and relaxation to help you recover from the stresses of the working day

Good posture is necessary as hair professionals we stand for long periods. Always stand with the back straight your feet apart and your weight evenly distributed on both legs. Never stand with all your weight on one leg and pelvis tilted, you will get backache and over a long period causes varicose veins.



The care and attention you pay to how you present yourself for work is very important to your success and progress. Whatever job you do make sure you look the part. Being thorough about your personal hygiene will ensure that you do not cause offence to anyone else either to your clients or your colleagues. It can be embarrassing to be told you have a hygiene problem the best way to avoid this is to make sure you do not have to be told

Personal behaviour the salon or barbershop is professional environment and you are on show. The way that you react to others and resect you, show will be apparent by not only what you say but also how you say it. Treat others with a mutual professional resect regardless of what you think or would like to say. Always conduct your work in a safe professional manner never fool around as his could put others at risk by your actions or negligence

Unit 6 Maintain effective and safe methods when performing technical services

Maintain effective and safe methods of working when cutting hair

Your salon will have a procedure of gowning and protecting client from spillage or hair clippings. Methods for preparing tools and equipment and the expectation for personal standards in relation to technical ability and hygiene.

Make sure that the gown is on properly and fastened around the neck. It should cover and protect their clothes and come up high enough to cover collars and necklines.
Don't make the fastening to tight but it should be close enough at least to protect the client's clothes and stop hair clipping from going down their neck which is both uncomfortable whilst they are in the salon and irritating if they are returning to work or doing these things for the rest of the day.

Make sure the hair is clean

You cannot cut hair well if it is loaded with hairspray or it has product build-up. If the client uses a lot of finishing products on their hair, make sure that this thoroughly washed out before you start. The quality of the finish that you can achieve upon the hair directly related to the freedom needed to complete the job without the hair locking together with grease and gum. The hair should comb easily and freely during sectioning so that you can achieve the correct holding angles and cutting angles without tangles and binding.

Adjust the working position and height

Client positioning has a lot to do with your safety too. If a client is slouched in the chair, they are a danger not only to themselves but to you too as they put unnecessary pressure on the spine and you will not be able to start up properly causing fatigue or risk of injury from poor posture.

Salon chairs designed with comfort and safety in mind your client should be seated with their back flat against the back of the chair their legs uncrossed and the chair at a height comfortable for you to work. You need to be able to get to all parts of the head. Do not be afraid of asking the client to sit up. It is in their best interest too!

Preparing the tools and equipment

Get you own scissors, clippers, combs and sectioning clips ready beforehand that it doesn't mean as the clients arrives in the chair from the basin! You must be repaired your tools and equipment must be hygienically clean sanitised and safe to use. Remove your combs from the Barbicide or steriliser rinsed, dried, and put neatly at to your workstation.

Preventing infection

A warm humid salon can offer a perfect home for disease- caring bacteria. If they can find food in the form of dust and dirt, they reproduce rapidly. Good ventilation however provides a circulation air current that will help to prevent their growth.
Therefore, it is important to keep the salon clean dry and well aired at all times

Sterilisation means to destroy all living organisms. Different devices use different sterilisation methods based on the use of *heat, radiation or chemicals*.

- ***Ultraviolet radiation*** - Is a cabinet that has ultraviolet light in and sterilise with the heat it produces
- ***Chemical sterilisation / disinfectants*** - This is the most effective form of salon disinfectant is achieved by a total immersion of the contaminated implements into a jar of fluid such as Barbicide or Savlon
- ***Autoclave*** **–** The autoclave provides a very efficient way of sterilising using heat.

Any used materials should be disposed of and not left out the side failure to do so is unprofessional and present a health hazard to others. You need to work in an orderly environment you need to have the materials that you need at hand and the equipment that you want to use in position and ready for action.
Keep an eye on the clock you must remember that you need to be working to time and that means providing the service in a commercially acceptable time.

Maintain effective and safe methods of working when relaxing

Salon procedures for preparing the workstation and client

- Assemble all material before starting the relaxing process
- After seating the client ask her to remove her earrings and necklace
- Look for any scalp problems or sicknesses
- Place a clean towel over her shoulders, then the cape
- Fold the towel in the collar

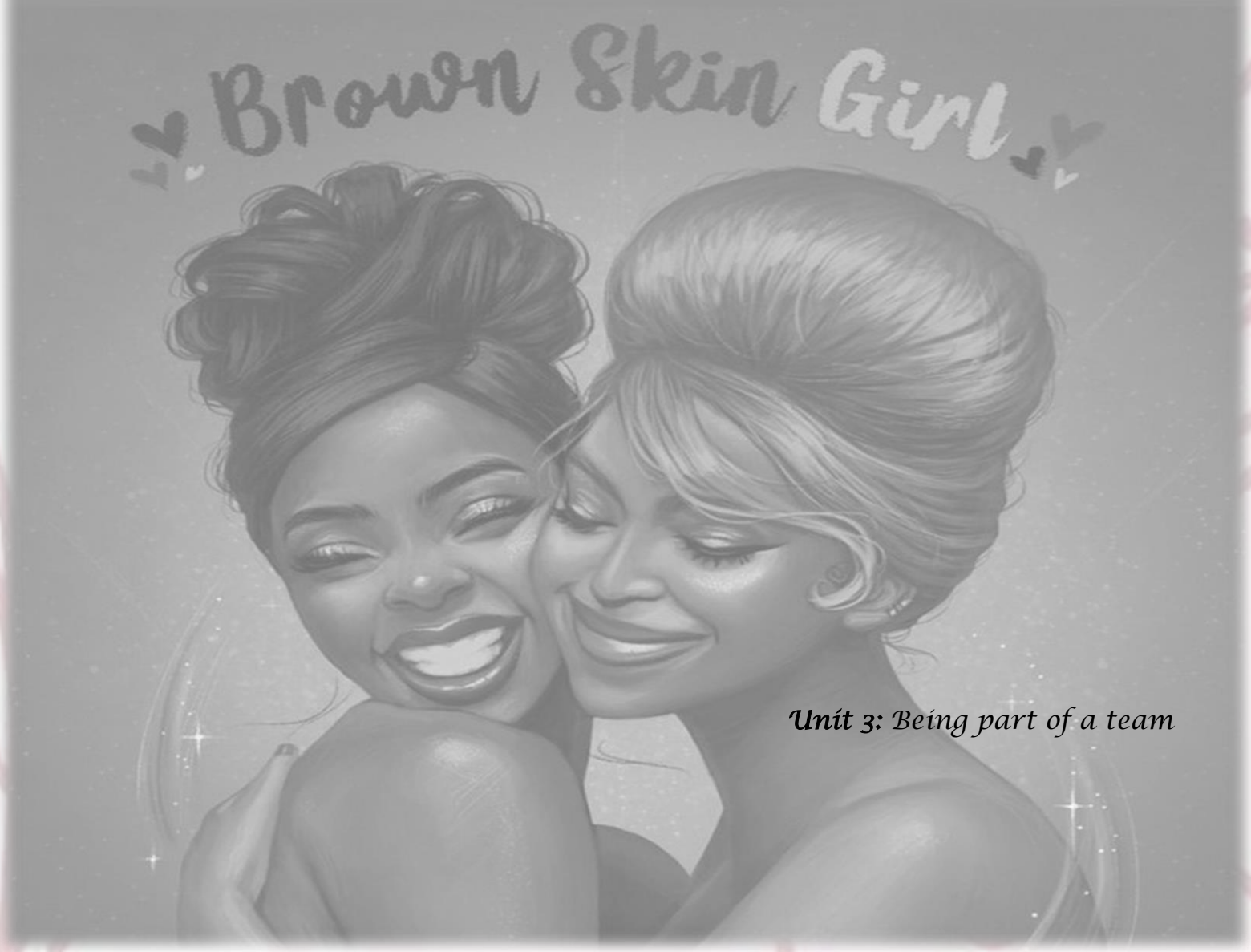
Adhere to safety precautions for a relaxing service

- Use a pair of gloves
- Select relaxer strength according to the hair texture, results of hair and scalp analysis Apply barrier cream according to manufacturer's instructions
- Do not use heat it will open pores of the hair and cause scalp irritation
- Use a protective base e.g. (barrier cream)
- Apply relaxer away from the base of the hair (near scalp) the natural heat speeds up the process
- Apply last to the ends of the hair as it is porous

Health and safety

In all relaxing processes, you must take great care to prevent damage to your client's hair or skin. You must ensure that the client adequately protected

Chapter 3
Working together in a team



Unit 3: *Being part of a team*

Unit 3: Being part of a team

Creating and maintaining good working relationships with your fellow staff members is essential. Only a harmonious working team can be productive and effective. Hairdressing rely solely upon providing and repeat services to its customers at a price that is profitable for the firm and that's its clients are happy to pay

Be an effective team member

When you are working in a salon regardless of whether it is a large company or a small independent salon, you will be an important part of their team.
As a team member, you will need to know:

- The other members of the team.
- Who is responsible of different things?
- To you need to go to if you need any help.

Teamwork is about making an active contribution seeking to assist others even if it is only holding brushes whilst the stylist is blow-drying. Think ahead and see if you can anticipate what others will need.

Respond to requests willingly

Cooperate with your colleagues. Make a positive contribution to your team. When a colleague asks you for help, you should respond willingly and politely to the request. Remember working in a public place is like being on show all the time. Clients will see hear and fell any tension within the salon. Maintain harmony and always try to minimise conflicts. Most good working relationships develop easily other however will need more effort. People at work are different so for you to work as a team player you must develop a mutual respect for others even if they would never be a friend.

Activity 6

Show how you are an effective team member

Complete the table below by filling in the empty column with actions that demonstrate being an effective team member.

Work aspect:	**I do this by:**
Being an effective team member	
Making good use of your time at work	
Responding to others request for help	

Make effective use of your working day

Always make good use of your time.

- Keep a list of the different tasks you have been asked to do
- Find out which one take priority
- If you don't understand what has been asked of you ask someone before it is to late
- If you do have to leave something half way through make sure you get back to complete it at the earliest convenient moment.

Resolving problems with other members of the team

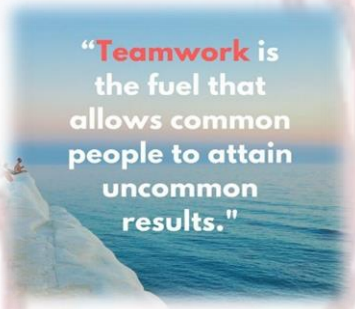
If you do have problem with a member of the team. You need to approach them privately about it first. You should think carefully about what you are going to say and make sure you time and place is suitable. It is highly unprofessional to air your grievances in the public salon area any backchat or arguing in front of clients is unprofessional. So, save it count to ten and choose a more appropriate time to tackle the situation.
If you cannot sort it out yourselves, you should report it to your manager who will want to resolve the situation quickly and fairly.

Grievance and disciplinary producers

There are times when disputes cannot be sorted easily in the situations a formal salon procedure comes into play. The disciplinary action is where you invite to an induction and the case discussed there are one of three outcomes:

- Verbal warning
- Written warning
- Dismissal

Acts of misconduct/ incompetence



The following list provides examples of acts of misconduct:

- Carrying or using drugs on work premises
- Thieving from salon or other staff members
- Drinking alcohol on the premises
- Wilfully damaging company property
- Endangering yourself other staff members or clients
- Disclosing private company information and data

Chapter 4
Anatomy of the hair and skin

Unit 1 Physical properties of the skin
Unit 2 Basics of chemistry of the hair
Unit 3 Physical properties of the hair

Introduction Anatomy of the hair and skin

In this chapter we are going to investigate the anatomy of the hair and skin this means that we going to look at the structure and the functions of the elements of the hair and skin.

Term 1 week 4-5

Unit 5 Physical properties of the skin

The medical branch of science that deals with the study of skin— its nature, structure, functions, diseases, and treatment—is called dermatology

A dermatologist is a doctor who specializes in diseases and disorders of the skin, hair, and nails.

Because some skin symptoms may be a sign of internal disease, many dermatologists have additional training in internal medicine.

Cosmetologists may clean skin, preserve the health of skin, and beautify the skin, depending on the laws and regulations of their state.

Cosmetologists may not diagnose, prescribe, or provide any type of treatment for abnormal conditions, illnesses, or diseases. Cosmetologists refer clients with medical issues to dermatologists more than to any other type of physician.

The skin is the largest organ of the body. Skin of an average adult stretched out, it would cover 5m and weigh about 2.7 to 4.9 Kg.

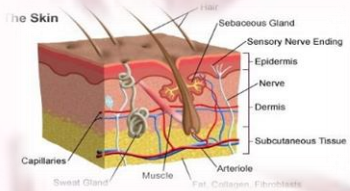
Our skin protects the network of muscles, bones, nerves, blood vessels, and everything else inside our bodies. It is the only natural barrier between our bodies and the environment. Healthy skin should be free of any visible signs of disease, infection, or injury.

The scalp constructed similarly to the skin elsewhere on the human body, but the scalp has larger and deeper hair follicles to accommodate the longer hair of the head.

The skin is composed of two main divisions: the **epidermis** and the **dermis**

The epidermis is the outermost and thinnest layer of the skin. It contains no blood vessels, but has many small nerve endings.

The dermis also known as the true skin is the underlying or inner layer of the skin.
The dermis extends to form the subcutaneous tissue. The highly sensitive dermis layer of connective tissue is about 25 times thicker than the epidermis. Within its structure, there are numerous blood vessels, lymph vessels, nerves, sudoriferous (sweat) glands, sebaceous (oil) glands, and hair follicles, as well as arrector pili muscles.
Arrector pili muscles are the small, involuntary muscles in the base of the hair that cause goose flesh—or goose bumps.



Subcutaneous tissue is the fatty tissue found below the dermis. It gives smoothness and contour to the body, contains fats for use as energy, and acts as a protective cushion for the skin. Subcutaneous tissue varies in thickness according to the age, gender, and general health of the individual

Skin Nourishment

Blood supplies nutrients and oxygen to the skin. Nutrients are molecules from food, such as protein, carbohydrates, and fats. These nutrients are necessary for cell life, repair, and growth.

Functions of the Skin

The six principal functions of the skin are

- Protection,
- Sensation,
- Heat regulation,
- Excretion,
- Secretion,
- Absorption.

Protection The skin protects the body from injury and bacterial invasion.

This outermost layer is resistant to wide variations in temperature, minor injuries, chemically active substances, and many forms of bacteria. •

Sensation By stimulating different sensory nerve endings, the skin responds to heat, cold, touch, pressure, and pain

Heat regulation the skin protects the body from the environment. A healthy body maintains a constant internal temperature of about 37 degrees Celsius. As changes occur in the outside temperature, the skin makes necessary adjustments to allow the body to cool off by the evaporation of sweat. •

Excretion Perspiration from the sweat glands excreted through the skin. Water lost through perspiration takes salt and other chemicals with it.

Secretion Sebum secreted by the sebaceous glands. This oil lubricates the skin, keeping it soft Emotional stress and hormone imbalances can increase the flow of sebum.

Absorption the outer layers of the skin can absorb ingredients but very few can penetrate the epidermis. Small amounts of fatty materials, such as those used in skin care products may be absorbed

Unit 6 Basics of chemistry of the hair

Chemistry is the science that deals with the composition, structures, and properties of matter and how matter changes undr different conditions.

Organic chemistry is the study of substances that contain the element carbon. All living things or things that were once alive, whether they are plants or animals, contain carbon. Organic substances that contain both carbon and hydrogen can burn. Although the term *organic* is often used to mean safe or natural because of its association with living things, such as foods or food ingredients, not all organic substances are natural, healthy, or safe.

You may be surprised to learn that poison ivy, gasoline, motor oil; plastics, synthetic fabrics, pesticides, and fertilizers are all organic substances.
All hair color products, chemical texturizers, shampoos, conditioners, styling aids, nail enhancements, and skin care products are organic chemicals. So, remember, the word *organic*, as applied to chemistry, does not mean natural or healthy; it means that the material contains both carbon and hydrogen from either natural or synthetic sources.

Inorganic chemistry is the study of substances that do not contain the element carbon, but may contain the element hydrogen. Most inorganic substances do not burn because they do not contain carbon. Inorganic substances are not, and never were, alive. Metals, minerals, glass, water, and air are inorganic substances. Pure water and oxygen are inorganic, yet they are essential to life. Hydrogen peroxide, hydroxide hair relaxers, and titanium dioxide (a white pigment used to make white enhancement polymer powders and nail polish) are examples of inorganic substances.

There are no exceptions to this rule.

Matter is any substance that occupies space and has mass (weight). All matter has physical and chemical properties and exists in the form of a solid, liquid, or gas. Since matter is chemicals, everything made out of matter is a chemical.

Matter has physical properties that we can touch, taste, smell, or see. In fact, everything you can touch and everything you can see—with the exception of light and electricity—is matter.
You can see visible light and light that electrical sparks create, but these are not made of matter. Light and electricity are forms of energy, and energy is not matter. Everything known to exist in the universe is made of either matter or energy.

Elements

An **element** is the simplest form of chemical matter and cannot broken down into a simpler substance without a loss of identity. There are 90 naturally occurring elements, each with its own distinct physical and chemical properties. All matter in the universe is made of these 90 different chemical elements. Elements is identified by a letter symbol, such as *O* for oxygen, *C* for carbon, *H* for hydrogen, *N* for nitrogen, and *S* for sulfur. Symbols for all elements found in the Periodic Table of Elements in chemistry textbooks or by searching the Internet.

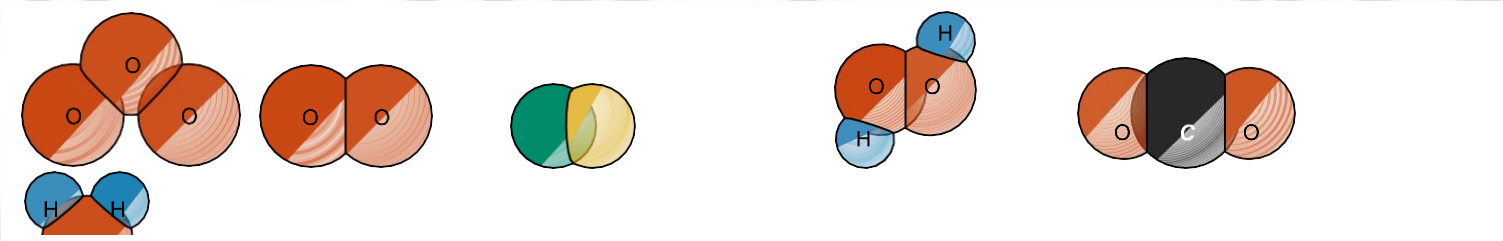
Atoms are the smallest chemical components (particles) of an element. They are the structures that make an element and have the same properties of the element. Elements are different from one another because the structure of their atoms is different. Atoms divided into simpler substances by ordinary chemical means.

Molecules

Combining letters forms a word molecules made by combining atoms.
A **molecule** is a chemical combination of two or more atoms in definite (fixed) proportions. For e.g. Water made from hydrogen atoms and oxygen atoms.
Carbon dioxide made from carbon atoms and oxygen atoms.

Atmospheric oxygen and other chemical substances, such as nitrogen and water vapor, make the air you breathe. This type of oxygen is called an **elemental molecule** a molecule containing two or more atoms of the same element (in this case, oxygen) in definite (fixed) proportions. Known as O^2. Ozone is another elemental molecule made of oxygen. Ozone is a major component of smog and can be very dangerous. It contains three atoms of the element oxygen and is written as O

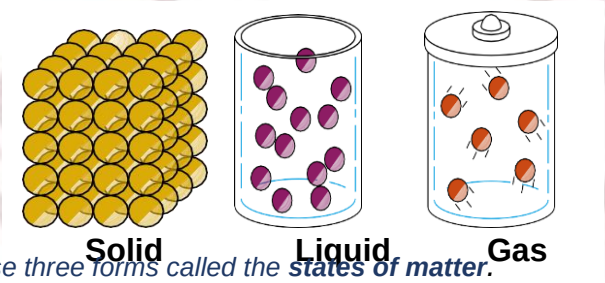
Compound molecules also known as **compounds**, are a chemical combination of two or more atoms of different elements in definite (fixed) proportions Sodium chloride (NaCl), common table salt, is an example of compound molecules. Each sodium chloride molecule contains one atom of the element sodium (Na) and one atom of the element chlorine (Cl).



States of Matter

All matter exists in one of three different physical forms:

- Solid
- Liquid
- Gas



*These three forms called the **states of matter**.*

Matter becomes one of these states, depending on its temperature

Like many other substances, water (H^2O) can exist in all three states of matter, depending on its temperature.

For example:

- Water changes according to how the temperature changes, but it is still water.
- When water freezes, it turns to ice.
- When ice melts, it turns back into water.
- When water boils, it turns to steam.
- When the steam cools, it turns back into water.

The water stays the same chemical, but it becomes a different physical form. When one chemical change its state of matter, the change known as a physical change,

Steam is an example of a vapor. Vapors are not a unique state of matter; they are liquids that have undergone a physical change.

- Vapor is a liquid that has evaporated into a gas-like state.
- Vapors return to being a liquid when they cool to room temperatures, unlike a gas.

Physical and Chemical Properties of Matter

Every substance has unique properties that allow us to identify it.

The two types of properties are **physical** and **chemical**.

Physical properties are characteristics that can be determined without a chemical reaction and that do not involve a chemical change in the substance. Physical properties include color, size, weight, hardness, and glossiness. (As described above, the state of matter that a substance becomes is an example of a physical property.)

Chemical properties are characteristics that can only be determined by a chemical reaction and a chemical change in the substance.

Examples of chemical properties:

- The ability of iron to rust
- ,Wood to burn,
- Hair to change color using hair color and hydrogen peroxide.

Physical and Chemical Changes

Matter changed in two different ways.

- Physical forces cause physical changes
- Chemical reactions cause chemical changes.

A ***physical change*** is a change in the form or physical properties

A ***chemical change*** is a change in the chemical composition of a substance. This change caused by chemical reactions that create new chemical substances, usually by combining or subtracting certain elements. Those new substances have different chemical and physical properties.

An example of a chemical change:

- ***Oxidation*** of hair color. The term *oxidation* refers to a chemical reaction that combines a substance with oxygen to produce an oxide.Wood turning into charcoal after it has burned is a form of oxidation

Oxidation-reduction, also known as **redox** is a chemical reaction in which the oxidizing agent reduced (by losing oxygen) and the reducing agent is oxidized (by gaining oxygen).

Redox reactions can take place without oxygen because oxidation also can occur when hydrogen subtracted from a substance**.** Redox reactions are also responsible for the chemical changes created by hair colors hair lighteners, permanent wave solutions, and thioglycolic acid neutralizers. These chemical services would not be possible without oxidation– reduction (redox) reactions

An ***oxidizing agent*** is a substance that releases oxygen.

- Hydrogen peroxide (H^2O^2), water with an extra atom of oxygen,

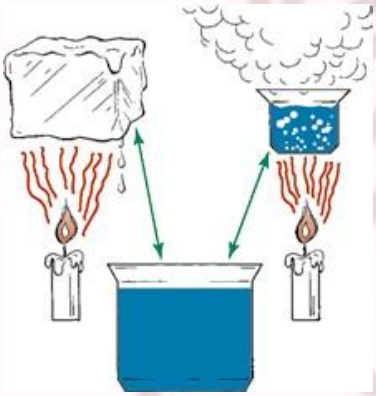
A ***reduction*** process where oxygen subtracted from hydrogen and added to a substance through a chemical reaction.

In fact, all oxidation reactions are exothermic reactions. An example of an exothermic reaction is a nail product that hardens

A ***reducing agent*** is a substance that adds hydrogen to a chemical compound or subtracts oxygen from the compound. When hydrogen peroxide mixed with an oxidation hair colour, oxygen subtracted from the hydrogen peroxide and the hydrogen peroxide reduced. At the same time, oxygen added to the hair colour and the hair colour oxidized.

- In this example, hair color is the reducing agent.

Combustion is the rapid oxidation of a substance, accompanied by the production of heat and light. Lighting a match is an example of rapid oxidation. Oxidation requires the presence of oxygen; this is the reason that there cannot be a fire without air. Under certain circumstances, chemical reactions can release a significant amount of heat.



Pure Substances and Physical Mixtures

All matter is either a pure substance or a physical mixture (blend).

A ***pure substance*** is a chemical combination of matter in definite (fixed) proportions. Pure substances have unique properties. All atoms, elements, elemental molecules, and compound molecules are pure substances. Distilled water is a pure substance that results from the combination of two atoms of the element hydrogen and one atom of the element oxygen in fixed proportions. Water that comes out of a faucet is not pure water.

Most substances do not exist in a pure state. Air contains many substances including nitrogen, carbon dioxide, and water vapor. This is an example of a physical mixture.

A ***physical mixture*** is a physical combination of matter in any proportions. The properties of a physical mixture are the combined properties of the substances in the mixture. Salt water is a physical mixture of salt and water in any proportion. The properties of salt water are the properties contained in salt and in water: salt water is salty and wet. Most of the products cosmetologists and nail technicians use are physical mixtures

Other Physical Mixtures

Ointments, pastes, pomades, and styling waxes are semisolid mixtures made with any combination of petroleum jelly, oil, and wax.

Powders are a physical mixture of one or more types of solids.

Powdered hair lighteners are physical mixtures. These mixtures may separate during shipping and storage and be thoroughly mixed before each use.

Common Chemical Product Ingredients Cosmetologists use many chemical products when performing client services. Following are some of the most common chemical ingredients used in salon products.

Volatile alcohols evaporate easily, such as isopropyl alcohol (rubbing alcohol) and ethyl alcohol (hairspray and alcoholic beverages). These chemicals are familiar to most people, but there are many other types of alcohols, from free-flowing liquids to hard, waxy solids. Fatty alcohols, such as acetyl alcohol and centenary alcohol, are nonvolatile alcohol waxes used as skin conditioners.

Ammonia is a colorless gas with a pungent odor that is composed of hydrogen and nitrogen. Used to raise the pH in hair products to allow the solution to penetrate the hair shaft.
Ammonium hydroxide and ammonium thioglycolate are compounds of ammonia used to perform chemical services in a salon.

Glycerin is a sweet, colorless, oily substance used as a solvent and as a moisturizer in skin and body creams.

Silicones are a special type of oil used in hair conditioners, water-resistant lubricants for the skin, and nail polish dryers. Silicones are less greasy than other oils and are breathable

Potential Hydrogen (pH)

Although **pH**, the abbreviation used for *potential hydrogen*.
The term *pH* represents the quantity of hydrogen ions.
Notice that *pH* written with a small *p* (which represents a quantity) and a capital *H* (which represents the hydrogen ion).

Water and pH

Before you can understand pH, you need to learn about ions. An **ion** is an atom or molecule that carries an electrical charge. **Ionization** is the separation of an atom or molecule into positive and negative ions.
An ion with a negative electrical charge is an **anion**
An ion with a positive electrical charge is a **cation**

In water, some of the water (H^20) molecules naturally ionize into hydrogen ions and hydroxide ions. The pH scale measures these ions. The hydrogen ion (H+) is acidic. The more hydrogen ions there are in a substance, the more acidic it will be.
The hydroxide ion (OH-) alkaline. The more hydroxide ions there are in a substance, the more alkaline it will be. pH is only possible because of this ionization of water.
Only products that contain water can have a pH.
In pure (distilled) water, each water molecule that ionizes produces one hydrogen ion and one hydroxide ion. Pure water has a neutral pH because it contains the same number of hydrogen ions as hydroxide ions. It is an equal balance of 50 percent acidic and 50 percent alkaline. The pH of any substance is always a balance of both acidity and alkalinity. As acidity increases, alkalinity decreases. The opposite is also true; as alkalinity increases, acidity decreases. Even the strongest acid also contains some alkalinity.

The pH Scale

A **pH scale** is a measure of the acidity and alkalinity of a substance. It has a range of 0 to 14. A pH of 7 is a neutral solution, a pH below 7 indicates an **acidic solution**, and a pH above 7 indicates an **alkaline solution**
The term **logarithm** (LOG-ah-rhythm) means multiples of 10. Since the pH scale is a logarithmic scale, a change of one whole number represents a tenfold change in pH.
This means, for example, that a pH of 8 is 10 times more alkaline than a pH of 7.
A change of two whole numbers represents a change of 10 times 10, or a 100-fold change. a pH of 9 is 100 times more alkaline than a pH of 7. Even a small change on the pH scale represents a large change in the pH.

pH is always a balance of both acidity and alkalinity. Pure water has a pH of 7, which is an equal balance of acid and alkaline. Although a pH of 7 is neutral on the pH scale, it is not neutral compared to the hair and skin, which have an average pH of 5. Pure (distilled) water, with a pH of 7, is 100 times more alkaline than a pH of 5, so pure water is 100 times more alkaline than your hair and skin. This difference in pH is the reason pure water can cause the hair to swell as much as 20 percent and the reason that water is drying to the skin.

Acids and Alkalis

All acids owe their chemical reactivity to the hydrogen ion. Acids have a pH below 7.0.

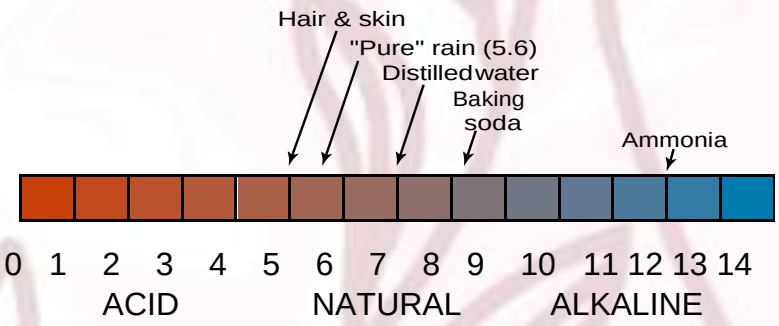
Alpha hydroxyl acids (AHAs) derived from plants (mostly fruit), are examples of acids often used in salons to exfoliate the skin and to help adjust the pH of a lotion or cream.
Acid's contract and harden hair. One such acid is **thioglycolic acid** a colorless liquid or white crystals with a strong unpleasant odor that is used in permanent waving solutions.
All **alkalis** also known as **bases**, owe their chemical reactivity to the hydroxide ion. Alkalis are compounds that react with acids to form salts. Alkalis have a pH above 7.0. They feel slippery and soapy on the skin. Alkalis soften and swell hair, skin, the cuticle on the nail plate, and calloused skin.

. Sodium hydroxide, commonly known as lye, is a very strong alkali used in chemical hair relaxers, callous softeners, and drain cleaners. These products according to manufacturer's instructions, and it is very important that you do not let the products touch or sit on the skin as they may cause injury to or a burning sensation on the skin.

Sodium hydroxide products may be especially dangerous if they get into the eyes, so always wear safety glasses to avoid eye contact. Consult the product's MSDS for more specific information on safe use.

Acid-Alkali Neutralization Reactions

The same reaction that naturally ionizes water into hydrogen ions and hydroxide ions also runs in reverse. When acids and alkalis mix in equal proportions, they neutralize each other to form water Neutralizing shampoos and normalizing lotions used to neutralize hair relaxers work by creating an acid- alkali neutralization reaction. Liquid soaps are usually slightly acidic and can neutralize alkaline callous softener residues left on the skin after rinsing.



ACTIVITY 1

For a product to have a pH, it must contain water. Shampoos, conditioners, hair color, permanent waves, relaxers, lotions, and creams have a pH. Divide into groups and research these products online to find their pH. If the information is not available online, contact the manufacturers. Make a chart and compare your findings with what your classmates found. How will the pH of these products affect the hair?

Unit 7 Physical properties of the hair

Structure of the Hair

The scientific study of hair and its diseases known as trichology that comes from the Greek words trichos (hair) and ology (the study of).
The hair, skin, nails, and glands are part of the integumentary system.
Although we no longer need hair for warmth and protection, hair still has an enormous impact on our psychology.

Human hair divided into two parts:

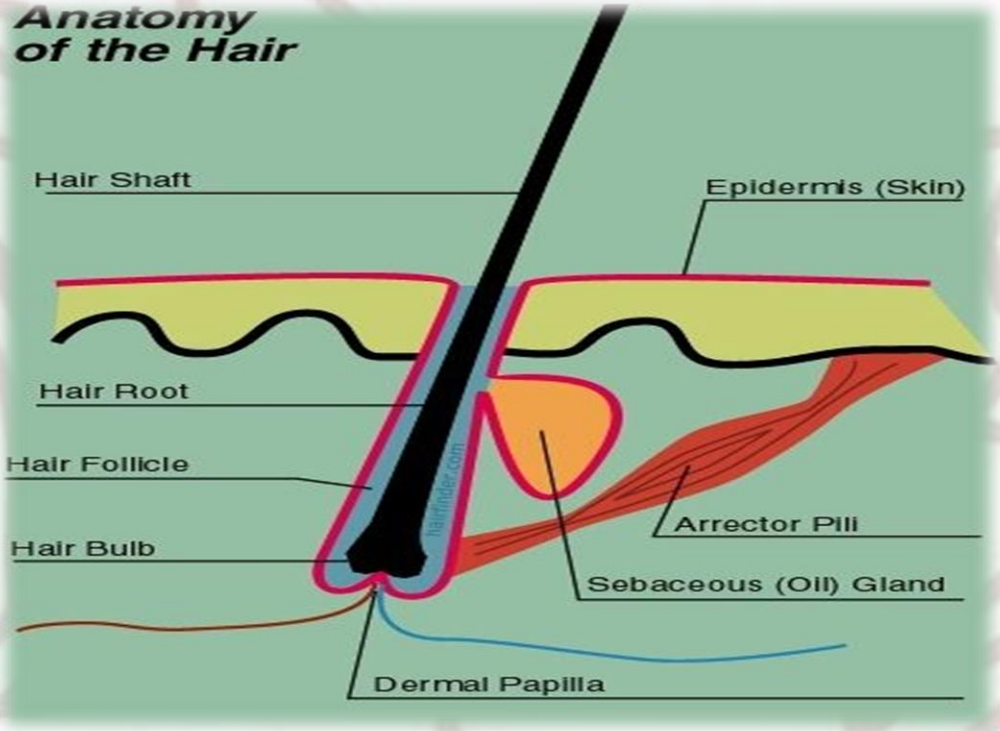
- The hair root and
- The hair shaft.

The hair root is the part of the hair located below the surface of the epidermis (outer layer of the skin). The hair shaft is the portion of the hair that projects above the epidermis

Structures of the Hair Root

The five main structures of the hair root include:

- The hair follicle,
- Hair bulb,
- Dermal papilla,
- arrector pili muscle, and
- Sebaceous (oil) glands



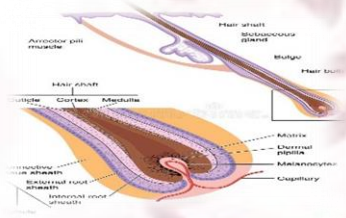
Activity 2

Complete a worksheet on the structure of the skin and hair

The hair follicle is the tube-like pocket in the skin or scalp that contains the hair root.
Hair follicles distributed all over the body, with the exception of the palms of the hands and the soles of the feet.
The follicle extends downward from the epidermis into the dermis (the inner layer of skin), where it surrounds the dermal papilla. Sometimes more than one hair will grow from a single follicle.

The hair bulb is the lowest part of a hair strand. It is the thickened, club-shaped structure that forms the lower part of the hair root. The lower part of the hair bulb fits over and covers the dermal papilla.

The dermal papilla is a small, cone-shaped elevation located at the base of the hair follicle that fits into the hair bulb. The dermal papilla contains the blood and nerve supply that provides the nutrients needed for hair growth.
Some people refer to the dermal papilla as the mother of the hair because it contains the blood and nerve supply that provides the nutrients needed for hair growth. •



The arrector pili muscle is the small, involuntary muscle in the base of the hair follicle.

Strong emotions or a cold sensation cause it to contract, which makes the hair stand up straight and results in what we call goose bumps.

Sebaceous glands are the oil glands in the skin that connect to the hair follicles.
The sebaceous glands secrete a fatty or an oily substance called sebum.
Sebum lubricates the skin.

Structures of the Hair Shaft

The three main layers of the hair shaft are the hair cuticle, cortex, and medulla
The hair cuticle is the outermost layer of the hair. It consists of a single overlapping layer of transparent, scale-like cells that look like shingles on a roof.
The cuticle layer provides a barrier that protects the inner structure of the hair as it lies tightly against the cortex. It is responsible for creating the shine and the smooth, silky feel of healthy hair.

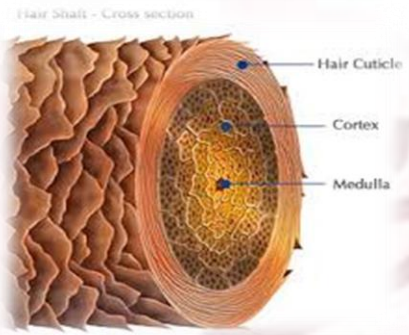
To feel the cuticle, pinch a single healthy strand of hair between your thumb and forefinger. Starting near the scalp, pull upward on the strand. The strand should feel sleek and smooth. *Next*, hold the end of the hair strand with one hand, and then pinch the strand with the thumb and forefingers of your other hand. Move your fingers down the hair shaft. In this direction, the hair feels rougher because you are going against the natural growth of the cuticle layer.
A healthy, compact cuticle layer is the hair's primary defence against damage. A lengthwise cross-section of hair shows that although the hair cuticle scales overlap, each individual cuticle scale attached to the cortex Overlapping scales make up the cuticle layer.

Swelling the hair by applying substances such as hair colour raises the cuticle layer and opens the space between the scales, which allows liquids to penetrate into the cortex.

A healthy hair cuticle layer protects the hair from penetration and prevents damage to hair fibres.
Oxidation hair colours, permanent waving solutions, and chemical hair relaxers must have an alkaline pH to penetrate the cuticle layer, because a high pH swells the cuticle and causes it to lift and expose the cortex.

The cortex is the middle layer of the hair. It is a fibrous protein core formed by elongated cells containing melanin pigment. About 90 percent of the total weight of hair comes from the cortex. The elasticity of the hair and its natural colour are the result of the unique protein structures located within the cortex. The changes involved in oxidation hair colouring, wet setting, thermal styling, permanent waving, and chemical hair relaxing take place within the cortex

The medulla is the innermost layer of the hair and is composed of round cells. It is quite common for very fine and naturally, blond hair entirely lack a medulla. Generally, only thick, coarse hair contains a medulla.
All male beard hair contains a medulla. The medulla is not involved in salon services.



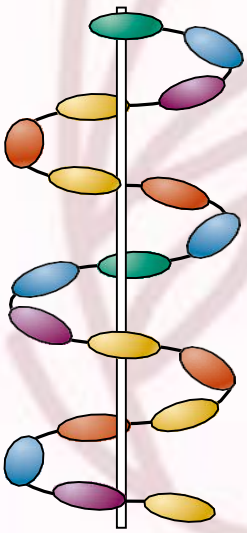
Hair is composed of protein that grows from cells originating within the hair follicle. This is where the hair begins. As soon as these living cells form, they begin their journey upward through the hair follicle. They mature in a process called ***keratinization*.**
As these newly formed cells mature, they fill up with a fibrous protein called keratin. After they have filled with keratin, the cells move upward, lose their nucleus, and die.
By the time the hair shaft emerges from the scalp, the cells of the hair completely ***keratinized*** and are no longer living. The hair shaft that emerges is a non-living fibre composed of *keratinized* protein.

Hair is approximately 90 percent protein. The protein is long chains of amino acids,
The major elements of human hair are carbon, oxygen, hydrogen, nitrogen, and sulphur.
Known as **COHNS** elements and are found in skin and nails.

The *C H O N S* elements.	
Elements	Percentage in normal hair
Carbon	51%
Oxygen	21%
Hydrogen	6%
Nitrogen	17%
Sulphur	5%

Proteins are made of long chains of amino acids units that joins end to end like pop beads. The strong, chemical bond that joins amino acids is a ***peptide bond*.**

A long chain of amino acids linked by peptide bonds known as a ***polypeptide chain***
Proteins are long, coiled complex polypeptides made of amino acids.
The spiral shape of a coiled protein known as a helix created when the polypeptide chains intertwine with each other



Activity 3
Name and explain the layers of the hair
Activity 4
Name and explain the growth cycle of the hair

Side Bonds of the Cortex

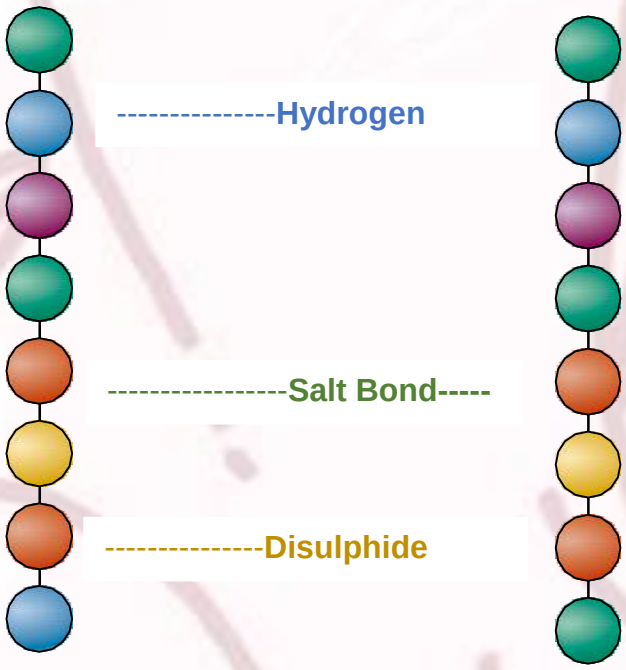
The cortex made of millions of polypeptide chains. Polypeptide chains cross-linked like the rungs on a ladder by three different types of side bonds that link the polypeptide chains together and are responsible for the extreme strength and elasticity of human hair.
They are essential to services such as wet setting, thermal styling, permanent waving, and chemical hair relaxing
The three types of side bonds are hydrogen, salt, and disulphide bonds

A hydrogen bond is a weak, bond that breaks easily by *water or heat*.
Although individual hydrogen bonds are very weak, there are so many of them that they account for about one-third of the hair's overall strength.

Hydrogen bonds break by wetting the hair that allows the hair to stretch and wrapped around rollers. The hydrogen bonds reform when the hair dries.

A salt bond is also a weak, bond between polypeptide chains.
Salt bonds depend on pH, so they are easily broken by strong alkaline or acidic solutions Even though they are weak bonds, there are so many of them that they account for about one-third of the hair's overall strength

A disulphide bond is a strong, chemical, bond that is very different from the hydrogen bond or salt bond.
Although there are far fewer disulphide bonds than hydrogen or salt bonds, disulphide bonds are so much stronger that they also account for about one-third of the hair's overall strength.
They break by permanent waves and chemical hair relaxers that alter the shape of hair.
Additionally, normal amounts of heat, such as the heat used in thermal styling, do not break disulphide bonds.
The bonds break by extreme heat produced by boiling water and some high temperature thermal styling tools such as straightening or flat irons.
Permanent waves break disulphide bonds and reform the bonds with neutralizers.
The disulphide bonds that break with hydroxide relaxers are broken permanently.



Hair Pigment

All-natural hair colour is the result of the pigment located within the cortex. Melanin are the tiny grains of pigment in the cortex that give natural colour to the hair.

The two types of melanin are ***eumelanin*** and ***pheomelanin***.

- ***Eumelanin*** provides natural dark brown to black colour to hair.
- ***Pheomelanin*** provides natural colours ranging from red and ginger to yellow and blond tones.

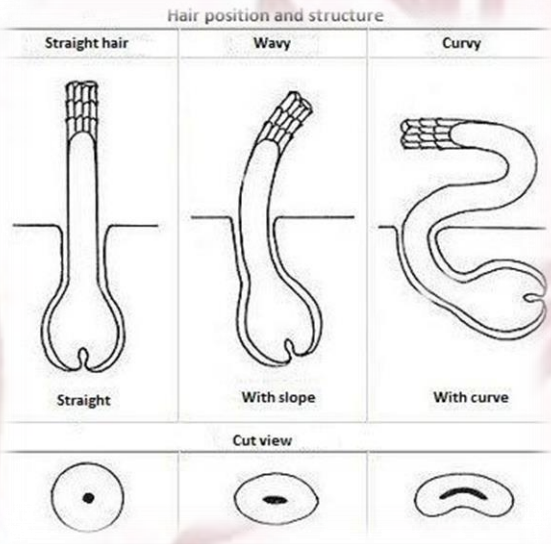
All-natural hair colour is the result of the ratio of eumelanin to pheomelanin, along with the total number and size of pigment granules.
Grey hair absence of melanin. Grey hair grows from the hair bulb in exactly the same way that pigmented hair grows. It has the same structure, but without the melanin pigment.

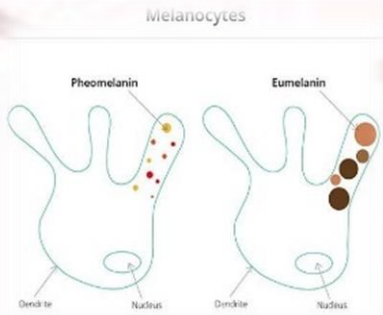
Wave Pattern

The wave pattern of hair refers to the shape of the hair strand.

- straight,
- wavy,
- curly
- extremely curly

Natural wave patterns are the result of genetics. Although there are many exceptions, generally. Asians tend to have extremely straight hair. Caucasians tend to have straight, wavy, or curly hair, and African hair tends to be extremely curly.
Straight, wavy, curly, and extremely curly hair occur in all races—anyone of any race, or mixed race, can have hair with varying degrees of curl from straight to extremely curly.
The wave pattern may also vary from strand to strand on the same person's head.





Type of Hair

The two main types of hair found on the body are **vellus** hair and **terminal** hair

Vellus hair is short, fine, unpigmented, and downy hair that appears on the body.
Vellus hair almost never has a medulla. It is commonly found on infants and can be present on children until puberty. On adults, vellus hair is usually found in places that are normally considered hairless (forehead, eyelids, and bald scalp), as well as nearly all other areas of the body, except the palms of the hands and the soles of the feet.
Women normally have 55 percent more vellus hair than men. Vellus hair helps with the evaporation of perspiration.

Terminal hair is the long, coarse, pigmented hair found on the scalp, legs, arms, and bodies of males and females. Terminal hair is coarser than vellus hair. It usually has a medulla
Hormonal changes during puberty because some areas of fine vellus hair replaced with thicker terminal hair.
All hair follicles are capable of producing either vellus or terminal hair, depending on genetics, age, and hormones.

Growth Cycles of Hair

On average, the entire growth cycle repeats itself once every four to five years.

Hair growth occurs in cycles. Each complete cycle has three phases that are repeatedly throughout life.

The three phases are anagen, catagen, and telogen

- ***The anagen phase*** also known as growth phase, hair cells produced faster than any other normal cell in the human body. The average growth of healthy scalp hair is about ½ (0.5) inch (1.25 centimetres) per month. Scalp hair grows faster on women than on men. Scalp hair grows rapidly between the ages of 15 and 30, but slows down sharply after the age of 50 Vellus hair and terminal hair generally, lasts from three to five years, but in some cases, it can last as long as 10 years. The longer the anagen cycle is, the longer the hair is able to grow. This is why some people can only grow their hair down to their shoulders, while others can grow it down to the floor
    - About 90 percent of scalp hair is growing in the anagen phase at any time

- ***The catagen phase*** is the brief transition period between the growth and resting phases of a hair follicle. It signals the end of the anagen phase.
  During the catagen phase, the follicle channel shrinks and detaches from the dermal papilla. The hair bulb disappears and the shrunken root end forms a rounded club.
  Less than one percent of scalp hair is in the catagen phase at any time.
  The catagen phase is very short, lasting from one to two weeks.

- ***The telogen phase*** also known as resting phase, is the final phase in the hair cycle and lasts until the fully-grown hair is shed. The hair either shed during the telogen phase or remains in place until the next anagen phase, when the new hair growing in pushes it out. About 10 percent of scalp hair is in the telogen phase at any one time.
  The telogen phase lasts for approximately three to six months. As soon as the telogen phase ends, the hair returns to the anagen phase and begins the entire cycle again.

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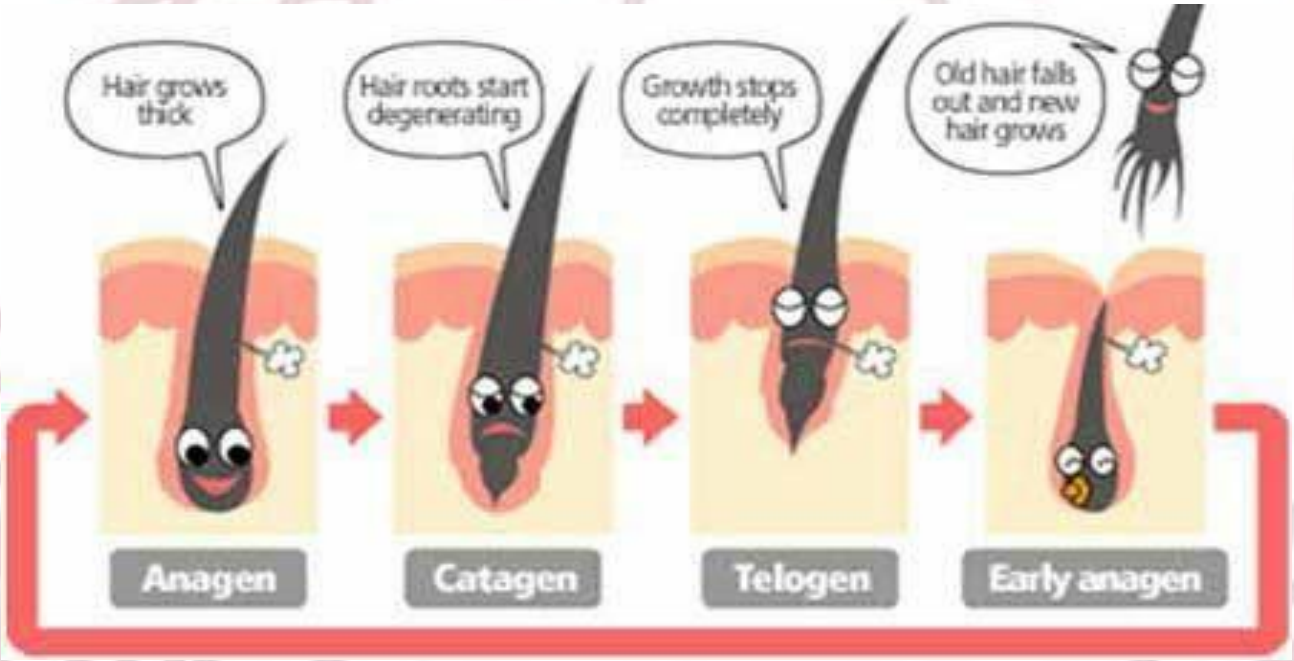
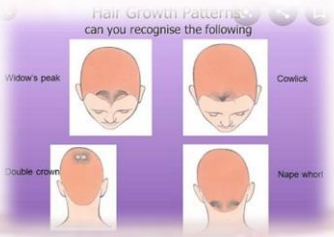


Hair Growth Patterns

It is important when shaping and styling hair to consider the hair's growth patterns.
Hair follicles usually do not grow out of the head at a perpendicular, 90-degree angle or in a straight direction out from the head.



When they do, these growth patterns result in:

- Hair Streams,
- Whorls,
- Cowlicks.

The Truth about Hair Growth
As a stylist, you may hear opinions about hair growth from your clients or from other stylists.
Here are some myths and facts about hair growth:

Myth. Shaving, clipping, and cutting the hair on the head makes it grow back faster, darker, and coarser.
Fact. Shaving or cutting the hair on the head has no effect on hair growth. When hair is blunt cut to the same length, it grows back more evenly. Although it may seem to grow back faster, darker, and coarser, shaving or cutting hair on the head has no effect on hair growth.

Myth. Grey hair is coarser and more resistant than pigmented hair.
Fact. Other than the lack of pigment, grey hair is the same as pigmented hair. Although grey hair may be resistant, it is not resistant simply because it is grey.
Pigmented hair on the same person's head is just as resistant as the grey hair.
Grey hair is simply more noticeable than pigmented hair.

Chapter 5
Reception

Unit 3 Make appointments and Handle payments from clients
Term 2 Week 2

Unit 3 Make appointments and Handle payments from clients

Without an appointment system, the business will stop so it is essential that appointments made accurately and promptly every time whether a client makes an appointment over the telephone or in person. Before you can schedule an appointment, you must know the services available their timing and relevant cost. Making appointment need not be difficult it is about matching client request with the available time. Make the booking bearing in mind time and who will provide the service. This friendly and positive approach will immediately give a provisional image of both the salon and you.

Answer the telephone using basic etiquette

- Answer the telephone promptly
- Have a pleasant tone (the client can sense the mood over the phone)
- Greet the client in a professional manner
- Mention the name of the salon
- Avoid slangs language
- Speak audibly
- Avoid eating or drinking while on the phone
- Avoid screaming to call for a staff rather putting the receiver down then proceeding to the staff member
- Keep conversations to the minimum to avoid the phone being engaged
- Repeat the appointment and service
- End the call with a “thank you”

Make sure, a booking that you record the information accurately and clearly and that you consider all factors:

- Date and time
- Services required
- Stylist required
- The client names
- Client contact details

Record the client’s name clearly in the appointment system alongside the service and check that the schedule for the day and time with the appropriate stylist as a matter of customer service it is also useful to give the client an approximate idea of service cost and length of appointment time.

Service name	*Abbreviation for appointments*
Consultation	Cons
Shampooing	S/S
Conditioning	Cond Or Treat
Blow-drying	B/D
Setting	Set/s
Cutting	D/C Or W/C
Colouring	Col
Highlights	H/L
Colour correction	Col Cor
Perming	PW
Relaxing	Relax
Hair up	H/U
Hair extensions	Ext
Beard/moustache trimming	Bard / Trm
Shaving	Shave

Activity 3

Make the following appointments: Mrs. Magana 8: 00 Tuesday blow wave

Ms. Morake 9:30 Wednesday Roller set

Mr. Fourie 11:00 Monday Cut

Mrs. Oosthuizen 9:00 Perm Thursday

Mrs. Mokondo 10:30 Relaxer Tuesday

Ms. Mini 8:30 Braiding Saturday

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Time
							8:00
							8:30
							9:00
							9:30
							10:00
							10:30
							11:00

Handle payments from clients

Different types of payments

When the hairdressing services completed and the client is, satisfied the payment made and kept in either an electronic or computerized cash register.
A Cash register programmed to perform a number of functions. Staff member given a department key code that identifies their takings to calculate commission payments. Automated cash register a turnkey system can display x and z totals. These readings when printed and balanced with cash in register.

The computerized cash register has advantages over the electronic till as it has the ability to provide a better breakdown of salon sales. As well as keeping a central point of access to all the client's records and treatment history it will also monitor individual client sales client repeat patterns products sold or used within the salon marketing information and provides a wide range of management reports.

Sales related equipment

- ***Calculator*** always a useful and necessary on the desk for totalling large bills or during end of day summaries.
- ***Cash register rolls*** and spare rolls for card processing machines these provide records of sales and provide the client with a receipt for payment.
- ***Credit card equipment*** the electronic terminal processes payments automatically using "chip or pin ". The machine is loaded with receipt roll and the details of her sale are automatically printed onto the receipt
- ***Cash float*** a small sum of money in notes and coins.

Methods of payment

- ***Cash*** When taking cash from clients make sure that you these simple steps

1. Ring up all services and products provided to the client
2. Inform the client of the amount to be paid
3. Look carefully but not suspiciously to make sure the money is legal and the correct amount
4. Place the money on top of the till so you and the client can see money
5. Key in amount received. Press the total button. The till will automatically show the amount of change to be given and the till drawer will open
6. Take out and count back this amount into the client's hand
7. Tear of the till receipt and do not forget to thank them as well as asking, "Would you like to make your next appointment now?"
8. Place the money in cash register drawer and close drawer.

- ***Cheques*** are no longer in use but were a popular method of payment.
- ***Payment by card*** Payment by card is the most popular form of payment and there are a number of reasons why clients prefer to use this type of payment:
- *Cash availability* easier to draw these funds by debit card than queue at an ATM to get cash out.

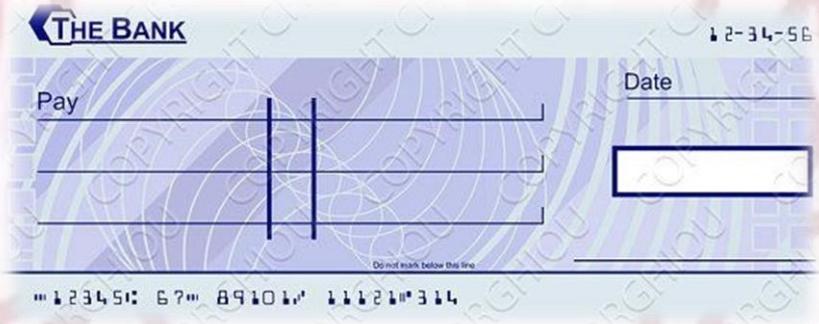
Cost of drawing cash: Banks are competitive so try to avoid drawing cash from another bank, as you will be charge additional fees.

Card types

- ***Debit card*** VISA debit is the most popular way of drawing funds directly from your bank account. The card processing company will apply a small nominal fee for each card transaction made.
- ***Credit card.*** The card processing company for the use of this facility charges when a card is accepted as a method of payment a fixed percentage of the total bill. A list of acceptable cards clearly displayed on the door or front window as well as reception desk.

Activity 4

Make a list of all the different card types that used for payment in your salon and the differences between them.



Chapter 6
Consultation and advice

Unit 1 Factors influencing services
Unit 2 Identify what the client wants
Unit 3 Analyse the hair and scalp

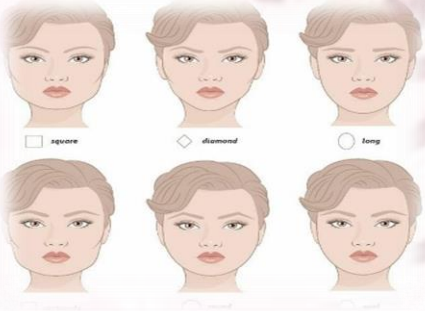
Introduction Consultation and advice

Consultation is arguably the most important service provided in hairdressing salon
This where you sit down with your client and discuss what will be done and your result will be the plan to follow for the services that is provided

Term 3 Week 1

Unit 1 Factors influencing services

The client's physical features and their lifestyle have important impact on their choice of styling. Their face and head shape may not be suitable for what they have in mind. Similar if their job or leisure activities constrain the option available to them then you will need to point these aspects out



The basic rule for styling and face shapes suitable are:

- Face shape
- Lifestyle personality and age
- Hair growth patterns

Face shapes

- An oval shaped face suits any hairstyle
- Round shaped face needs height to compensate for the width
- Long shaped face needs width to compensate for the extra length
- Square shaped face need rounder styled edges to soften jawlines
- Triangular shaped face needs height to compensate for the width and soft lines at the jawline

Lifestyle personality and age

Life style is a considering factor as client type of lifestyle have a big role in choosing the right style. For instants if a client has a sporty life style you would guide her to a short upbeat style easy to maintain as if the client is in a professional position, you will guide her in a more conservative style

Hair growth patterns

Hair growth patterns refers to the direction in which it protrudes from the scalp
Natural hair fall seen on wet or dry hair and strong direction growth will have major impact on the lie of the hair when it is styled. It is essential that it taken into account during consultation.

- Double grown
- Nape whole
- Cowlick
- Widow's peak

Activity 1 Identify the face shapes

Activity 2 Draw the suitable style for the face shape

Unit 2 Identify what the client wants

Hairdressing is about professional relationships build over time and through good communications. So, in consultation use your communication skills to find out what the client wants in a clear and mutually understood way. It is not that client's wants to mislead us it is more to do with the fact that most people find explaining an idea very difficult.
Most people have no self-visualization. This means that they have not an ability to imagine what a style would look like on them and be a huge problem for those trying to give advice. Seeing what the clients are seeing is everything so you have to find a way of seeing through their eyes.

Asking questions to find out what the client wants

The main types of questions styles are:

***Open questions* –** These are good to use if you want to gain more in-depth information from the client they start with 'who" "what" "when" "why"

- What products do you use on your hair?
- When did you last wash your hair?
- How often do you use the straitening irons on your hair?

***Close questions* –** These are useful for a quick "Yes "or a "No"

- Have you coloured your hair before?
- Would you like me to help you in your lunch hour?
- Are you against moving your parting to the other side?

***Feeling questions* –** These questions focus upon the client

- How do you feel about cutting your hair short?
- How do you feel about a total colour change?

Choice questions – Leading questions

- Would you prefer a leave in conditioner of one to rinse out?
- Shall we see if there is time to day to do all services or split them up?
- Where do you like to wear your parting?

Activity 3 For discussion

Discuss with your class how different client personalities will affect the style and method of consultation. Discuss also how you can vary the consultation delivery to ensure that a mutually outcome is derived

Whatever pattern of questioning you choose to use you must make sure:

- You identify influencing factors
- The client understands what you are saying
- You allow the client to consider the options provided
- You urge the client to give you as much information possible
- You listen here and understand the client request
- You confirm what you hear before moving on to the next step of styling.

Using visual aids in consultation

Visual aids are important role as

Pictures they can speak a thousand words the term is an old overworked cliché but very true. Pictures convey aspects of hairstyles or effects that are very difficult to put into words. They cut straight through technical jargon and establish a basis for things that you and the client can see and confirm. Picture are immensely important visual aid and another form of language that hairdressers understand very well. One reason for this is hairdressers understanding of *shape proportion and balance.* Stylist, are trained in looking into pictures to see more than just an overall image. You see things like volume distribution where hair needs shaping in certain way and how colour can influence an overall effect.

This is a good philosophy but there are times when our expectation of others is a little over-optimistic

Colour charts colour charts are extremely useful for hairdressers. However, they are not always a very helpful visual aid for the client. We treat others, as we would want to be treated. Clients have very little ability for self –visualization but that is why they are asking you for your opinions and advice.

Colour charts tend to have very small samples of coloured wefts. Unless you can help the client visualize the

- Amount and placement of colour
- Colour intensity
- Density and saturation of colour

Activity 4 Body talk

What would be the visible signs of someone who?

1. Is defensive
2. Show no interest?
3. Seems confused
4. Want to know more about in salon promotions

Unit 3 Analyse the hair, skin and scalp

All successful salon services must begin with a thorough analysis of the condition of the client's scalp and client's hair type.
Knowing the client's scalp condition and the client's hair type allows you to prepare and make decisions.
Because different types of hair react differently to the same service, it is essential that a thorough analysis performed before all salon services.
Hair analysis is an observation using the senses of sight, touch, hearing, and smell. You need to brush and separate the hair in several directions in different areas over the head so that you can look for any signs that will either limit or change the options available for the client.
The four most important factors to consider in hair analysis are texture, density, porosity, and elasticity. Other factors that you should also be aware of are growth pattern and dryness versus oiliness.

You are looking for anything that could affect your decisions and this could relate;

- ***Hair texture*** is the *thickness* or diameter of the individual hair strand. Hair texture is c*oarse, medium, or fine* and can vary from strand to strand on the same person's head. Hair from different areas of the head to have different textures.
  Hair in the nape (back of the neck), crown, temples, and front hairline of the same person may have different textures.

  Coarse hair texture has the largest diameter. It is stronger than fine hair, for the same reason that a thick rope is stronger than a thin rope. It is often more resistant to processing than medium or fine hair, so it usually requires more processing when you are applying products such as hair lighteners, hair colours, permanent waving solutions, and chemical hair relaxers.

  Medium hair texture is the most common texture. Medium hair does not pose any special problems or concerns.

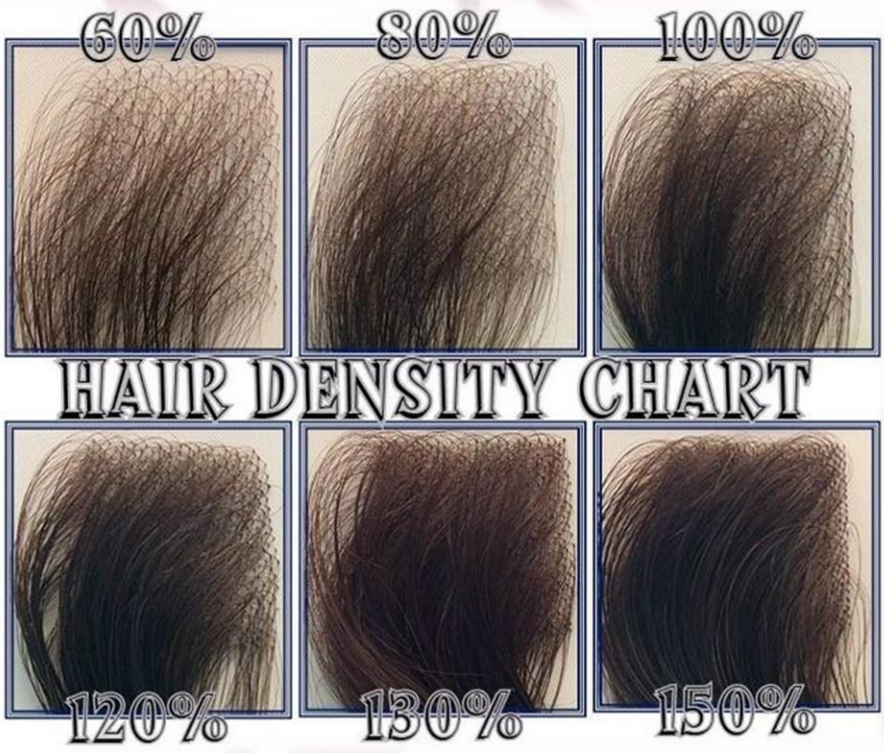
  Fine hair has the smallest diameter and is more fragile, easier to process, and more susceptible to damage from chemical services than coarse or medium hair as with hair cuticle analysis, hair texture can be determined by feeling a single dry strand between the fingers. Take an individual strand from four different areas of the head—front hairline, temple, crown, and nape—and hold each strand securely with one hand while feeling it with the thumb and forefinger of the other hand. With a little practice, you will be able to feel the difference between coarse, medium, and fine hair diameters.

- ***Hair density*** measures the number of individual hair strands on 1square inch (2.5 square centimetres) of scalp. It indicates how many hairs there are on a person's head.

  Hair density described as low, medium, or high (also known as thin, medium, or thick/dense).

  Hair density is different from hair texture—individuals with the same hair texture can have different densities. Some individuals may have coarse hair texture (each hair has a large diameter), but low hair density (a low number of hairs on the head).

  Others may have fine hair texture (each hair has a small diameter), but high hair density (a high number of hairs on the head). The average hair density is about 2,200 hairs per 1 square inch. Hair with high density (thick or dense hair) has more hairs per 1 square inch, and hair with low density (thin hair) has fewer hairs per 1 square inch.
  The average head of hair contains about 100,000 individual hair strands.
  The number of hairs on the head generally varies with the colour of the hair.
  Blond hair usually have the highest density, and people with red hair end to have the lowest.

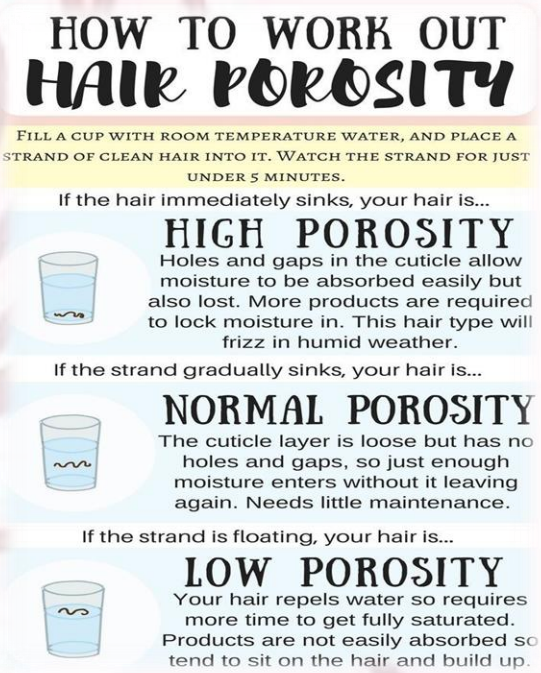


- ***Hair porosity*** is the ability of the hair to absorb moisture.
  The degree of porosity related to the condition of the cuticle layer.

  Healthy hair with a compact cuticle layer is naturally resistant to being penetrated by moisture and is referred to as **hydrophobic**
  Porous hair has a raised cuticle layer that easily absorbs moisture (hydrophilic**)**

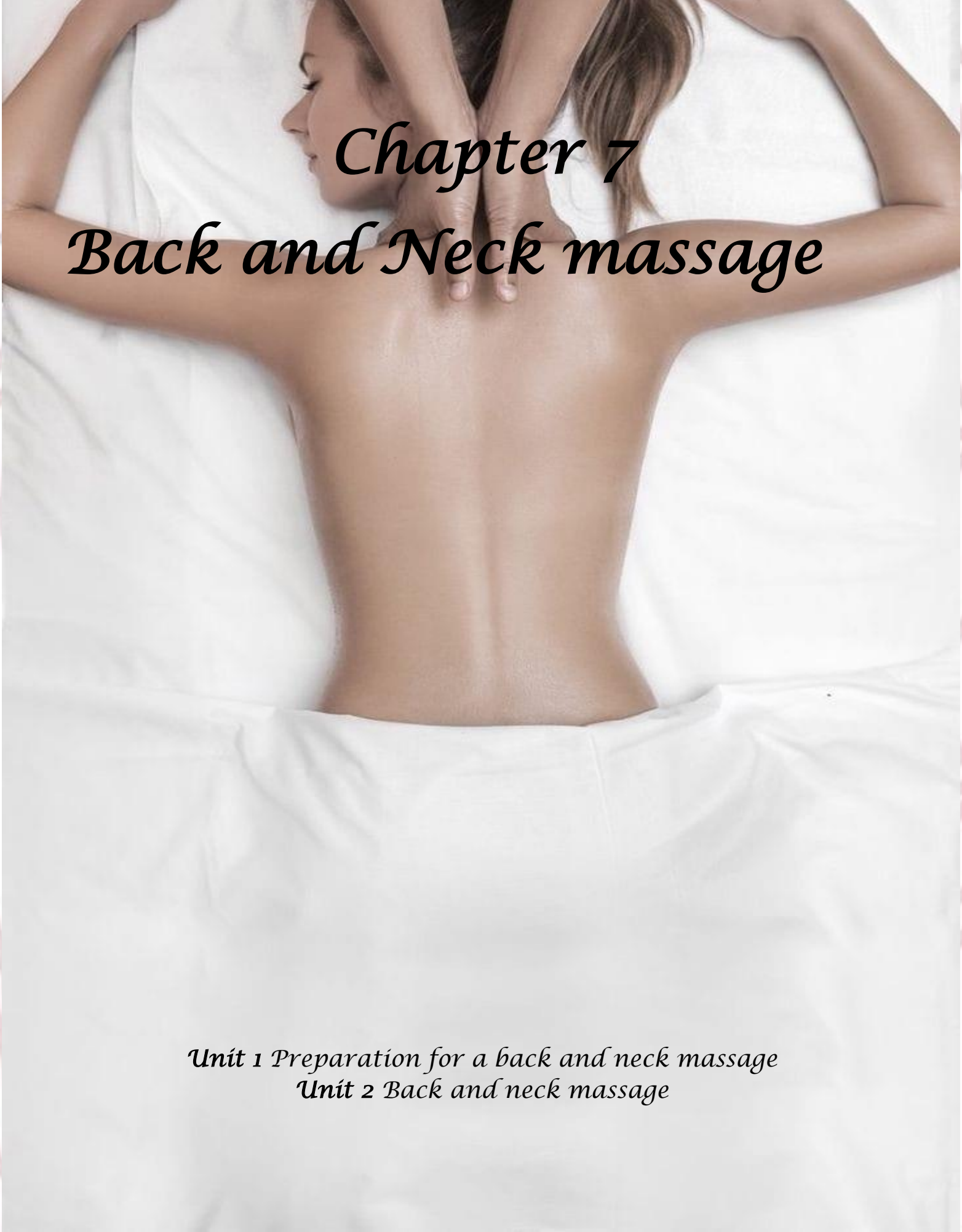
  Hair with *low* porosity is resistant. Chemical services performed on hair with low porosity require a more alkaline solution than those on hair with high porosity.
  Alkaline solutions raise the cuticle and permit uniform saturation and processing on resistant hair. Hair with average porosity is normal.
  Chemical services performed on this type of hair will usually process as expected, according to the texture.
  Hair with *high* porosity is considered overly porous hair and is often the result of previous over processing
  Overly porous hair is damaged, dry, fragile, and brittle. Chemical services performed on overly porous hair require less alkaline solutions with a lower pH, which help prevent additional over processing and damage.
  The texture of the hair can be an indication of its porosity.

  Although coarse hair normally has a low porosity and is resistant to chemical services, in some cases coarse hair will have high porosity, perhaps as the result of previous chemical services. You can check porosity on dry hair by taking a strand of several hairs from four different areas of the head (front hairline, temple, crown, and nape). Hold the strand securely with one hand while sliding the thumb and forefinger of the other hand from the end to the scalp. If the hair feels smooth and the cuticle is compact, dense, and hard, it is resistant. If you can feel a slight roughness, it is porous. If the hair feels very rough, dry, or breaks, it is highly porous and may have been over processed



- ***Hair elasticity*** is the ability of the hair to stretch and return to its original length without breaking.
  Hair elasticity is an indication of the strength of the side bonds that hold the hair's individual fibres in place.
  Wet hair with normal elasticity will stretch up to 50 percent of its original length and return to that same length without breaking. Dry hair stretches about 20 percent of its length.
  Hair with low elasticity is brittle and breaks easily. It may not be able to hold the curl from wet setting, thermal styling, or permanent waving.
  Hair with low elasticity is the result of weak side bonds that usually are a result of over processing.
  Chemical services performed on hair with low elasticity require a milder solution with a lower pH to minimize further damage and prevent additional over processing.

  Check elasticity on wet hair by taking an individual strand from four different areas of the head (front hairline, temple, crown, and nape). Hold a single strand of wet hair securely and try to pull it apart If the hair stretches and returns to its original length without breaking, it has normal elasticity. If the hair breaks easily or fails to return to its original length, it has low elasticity.



Chapter 7
Back and Neck massage

Unit 1 Preparation for a back and neck massage
Unit 2 Back and neck massage

Introduction

If you are a new massage therapist, you will be able to give a relaxing treatment at end of your new career. The comfort of your clients should be the ultimate goal, to find success and loyal clientele. In addition to physical relaxation, the relaxing feeling of a massage often makes us feel good in mind and soul.

Unit 1 Preparation for a back and neck massage

Safety and Hygiene

1. Wash hands and forearms thoroughly after each massage.
2. Keep nails clean, short and neatly trimmed: long nails hide bacteria, to avoid scratching or pinching the client, professionalism is important
3. Use only clean linens & equipment
4. Begin each day with a clean uniform or set of clothes
5. Avoid perfumes, colognes, perfumed hair products, or scented lotions. Respect client's sensitivities and allergies
6. Wear gloves, bandage or finger cot when you have an open lesion, fungal or scabies infection on your hands
7. Never treat the face right after the feet

Massage Products

Oils	*Purposes of different oils*
Almond	Nourishes dry, itchy skin, anti-inflammatory, light and Contains Vitamins A, B1, B2, B6, and E.
Apricot	All-purpose oil for all skin types. Absorbs into skin slowly .Great alternative to nut oils and is high in Vitamins A and E
Arnica	This is olive oil with arnica extract. Anti-inflammatory, nice scent, great for pain, stiffness, bruises and sore muscles
Coconut	Heavy, thick oil often used on rough and dry skin. Usually has to be warmed before using, unless mixed with other high-quality massage oils
Emu	Great for sensitive skin, anti-inflammatory, anti-aging, speeds healing, great for clients who have eczema, burns, abrasions, and chronic skin conditions such as Psoriasis
Grapeseed	All natural and light with a smooth glide. Absorbs into skin easily and contains many vitamins and minerals
Jojoba	Cold-press, pure and smooth with a silky glide. Rich in Vitamin E and resembles the body's own natural oil
Olive	Cold-press, pure with a silky glide. Warms easily and is great for soreness and stiffness
Sesame	Most often 100% pure and made of high-quality sesame seed. Rich in vitamins and minerals. Good for psoriasis, eczema, arthritis and as a skin softener

Massage Equipment:

	EQUIPMENT	FUNCTION
	MASSAGE BE / PLINTH	Portable or stationary beds are used for massages
	HOT STONES WARM KLIPPE	Smooth, heated and flat stones placed on the major points of the body to draw out muscular aches and pains.
	STONE HEATER	Stone Heater that is filled with water, which is heated to 50-53 degrees Celsius.
	MASSAGE OIL'S	Oils made from various parts of plants with specific purposes. Applied to the skin during a massage for specific body conditions, friction, releasing tension, unclogging body energies, soothing and moisturizing skin.

Activity 1 Complete the worksheet on massage oils

Provide the Most Restful Environment Possible

- Lighting should be soft and relatively dim since many clients like to doze during their massage.
- The space should look as "homey" as possible
- When looking at massage plinths (beds) make sure that the furniture is comfortable.
- Keep the massage plinth and the room absolutely clean and hygienic at all times, and at a comfortable temperature.
- The massage table should be fresh with crisp clean sheets, or warm towels.

Talk To Your Client Up Front About His or Her Preferences

Many of the clients might be new to the massage experience so they will need a bit of guidance. Make sure to cover the following topics right away:

- Do they like the music that is playing or would they prefer something else?
- Would they like to have a candle burn for an aromatherapy experience?
- Emphasize that this is a time to relax and they needn't be obligated to carry on a conversation with you as the therapist
- Ask them to tell you if they experience pain or if they want you to continue to work on a specific area

The Little Things Make a Big Difference

When clients are lying still on massage plinth, they are in a position of noticing little details such as your body odor, your bad breath, or other subtle factors that risk ruining their relaxation as well as their entire positive massage experience.

By all means, use mouthwash or pop some breath mints before treating a client, and manage your hygiene as a professional who works in close proximity with her clients. It will make a huge difference!

Always remember that the comfort, ease and total relaxation of the clients is what your career is all about.

A cup of green tea while waiting, hooks to hang clothes, an ever-ready smile and eye contact – are all little touches that combine to make it an enjoyable experience.

Think about everything you would like to see when getting a massage, and be sure to offer this and more to the clients.

Asking questions

Talk to the clients about pressure/technique/pain etc. and you as a therapist will know what to do. Some clients are too shy to ask for a harder or softer approach, and by asking, you can ensure them exactly what they want, when they want it.

Sensitivity

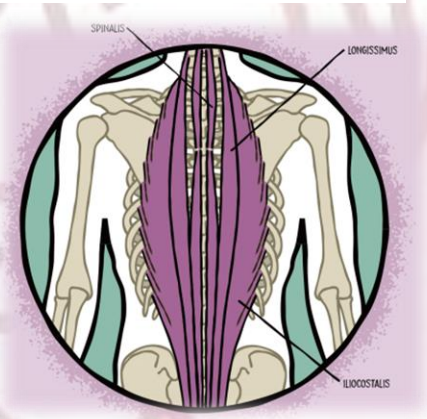
- A massage therapist should commit to respecting the client's privacy, modesty and dignity.
- Professional boundaries resected and any personal information kept confidential.
- Clients come in all shapes and sizes and not every client feels comfortable taking their clothes off.
- Supporting them and being sensitive to their worries and needs will go a long way in making them feel more comfortable.

Contra-indications	
Common contra-indications:	*Serious contra indications*
Cuts or open wounds	Blood Clots
Bruises	Pregnancy
Varicose veins	Kidney Conditions or Liver Conditions
Broken bones	Cancer
Burns	Inflammation
Some skin condition	Uncontrolled Hypertension
	Fever
	Contagious Diseases

Massage aftercare advice	
Water is your post-massage best friend	Book another massage
Stay relaxed	Listen to your massage therapist
Avoid alcohol or caffeine	Correct your posture
But don't stay too still	How to relieve pain after massage

Unit 2 Massage for the Back and Neck:

The image illustrates the back muscles

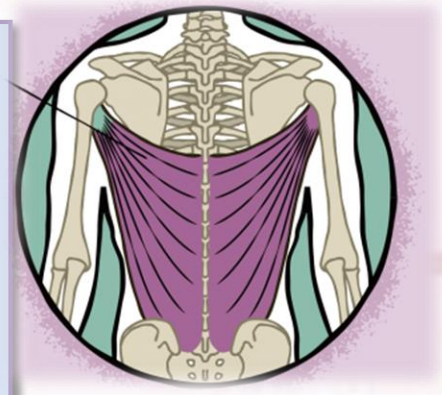


The erector spine is a set of three muscles that runs up and down the spine.

This muscle helps us to stand upright and irritated by everyday life, like sitting long hours

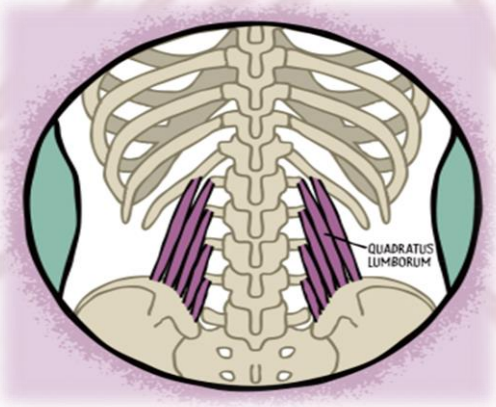
Latissimus dorsa is the largest muscle in the back and controls movement in the shoulders.

When the muscle is tense, pain felt in the lower back as well as the shoulders



The quadratus lumbered attaches the lower back to the hips

The pain feels like a deep ache in the lower back and/or sacrum

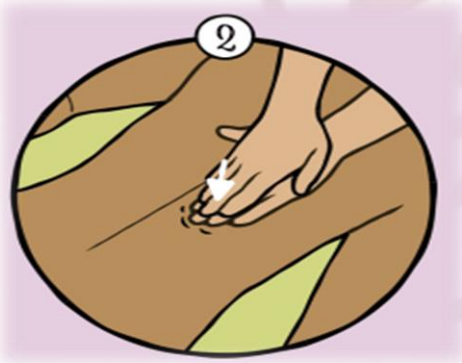


Massage method for the back

The kneading stroke of **petrissage** is to help stimulate circulation by picking up the layers of muscle and kneading them between your hands

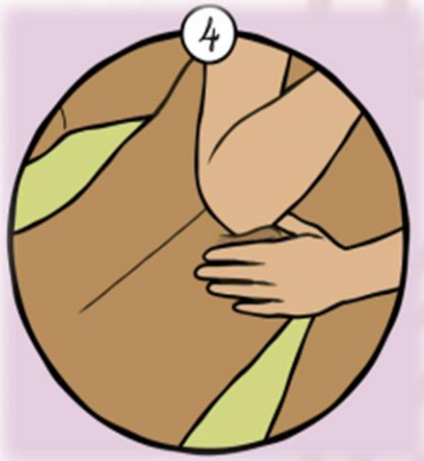
Use a stripping stroke followed by friction along the length of the muscle

Place one hand on top of each other for greater depth, applying pressure with your fingertips while gliding deeply alongside the



Circular-friction strokes – making small deep circles along the length of the spine with the thumbs.

If the stoke is sensitive in areas of pain, apply slow gentle compressions.

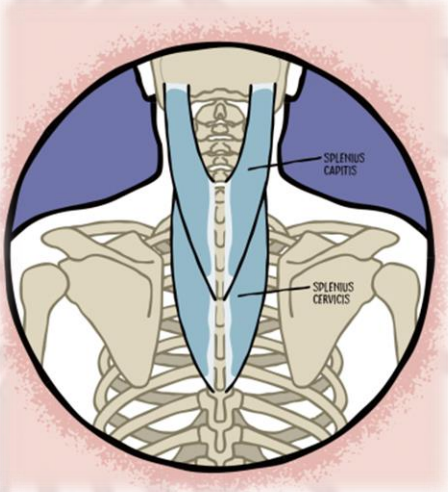


Use a **guided elbow** on the **erector spinal** by surrounding the elbow with the thumb and fingers to help with movement.

Movement should be slow on the **trigger points**

End of with effleurage

The image illustrates the neck muscles

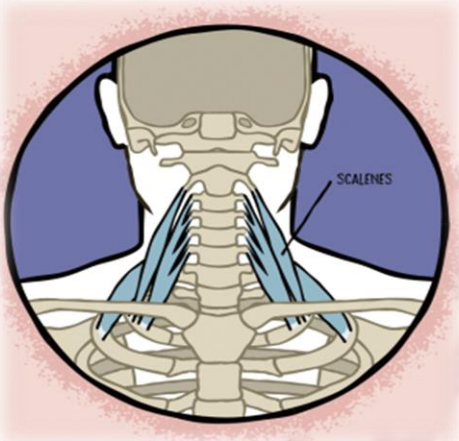


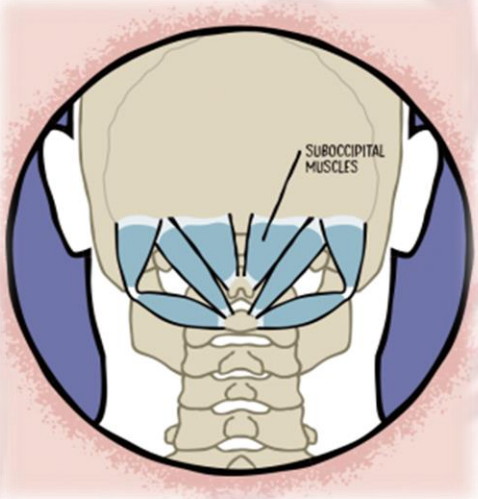
Splenius and splenius cervicis connects the upper back and neck to the base of the head and help the head to stay in an upright position.

Pain and tension in these muscles felt in the neck and head.

Scalenes attaches the neck to the ribs and shoulders making it possible to bend your neck from side to side.

Spasms from this muscle can be felt in the neck going down in to the arm and cause extreme headaches.





The sub occipital attaches to the base of the skull to the top of the spine linked to vision.

Spasms in the muscle cause headaches that felt in the head and temples. Trigger points from this muscle cause migraines

Massage method for the neck

These images illustrates the massage method

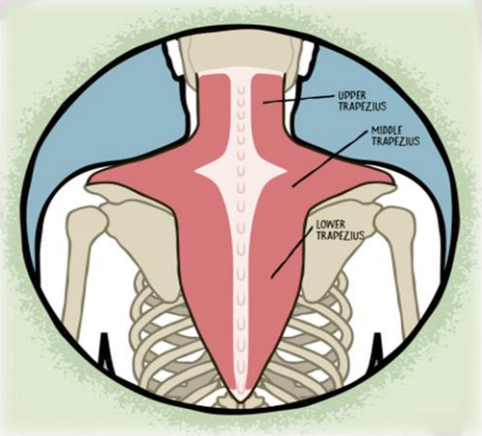
The kneading stroke of **petrissage** along the fleshy part of the neck, paying attention to tense areas.

Work along the length of the **splenius** muscle using a stroke movement to address areas of tension. The therapist may use hand over hand for greater depth applying pressure with your fingertips.

To more deeply address the muscles turn the client around and do petrissage, and circular movements. Communicate with the client about the pressure and adjust accordingly.

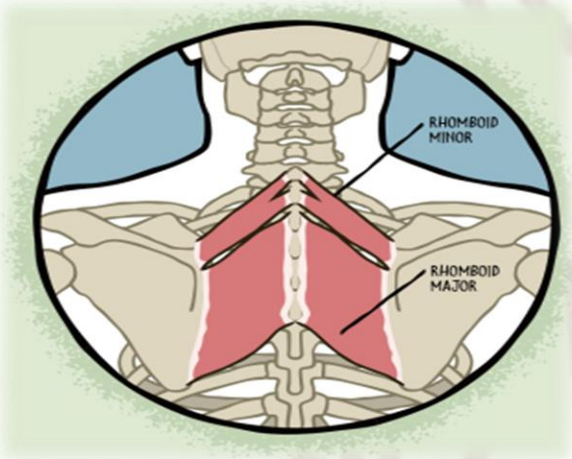
To release the **sub occipital** muscles, use a scooping movement in the client's neck bringing your fingers towards the base of the skull. Apply pressure on the base of the skull for a few seconds. The muscle will start to relax.

The image illustrates the shoulder muscles



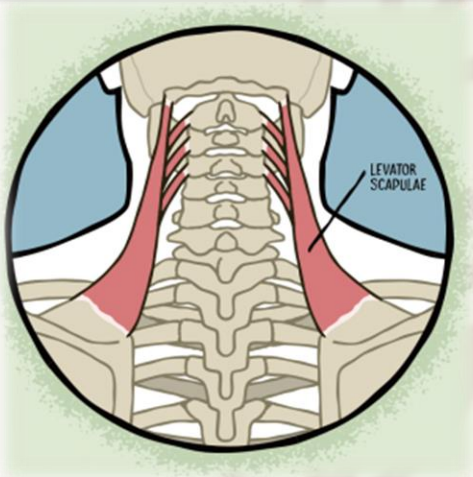
The largest muscle of the back called the trapezius, which form part of the upper, middle and lower back.

The muscles fibres connected in many different directions making it a prime area for tension.



The rhomboid muscle attaches the spine to the shoulder blade. The tension felt in the shoulders.

It pulls the shoulders back towards the spine.



The levator scapula attaches the top of the shoulder blade to the neck.

It is a deep pain and a specific ache that travels from the shoulder into the neck.

Massage method for the shoulder

These images illustrates the massage method

Use **kneading petrissage** strokes to warm up the shoulders slowly working the **upper trapezius** between your hands by picking up the muscle in a repetitive motion.

Use moderate amount of pressure while squeezing gently.

Address the middle of the **trapezius and rhomboids** by tracing the length of the muscle with a **stripping** movement.

Use a **circular friction** stroke from the shoulders to the shoulder blade being careful to avoid the bones of the spine.

When you notice tension slow down using a deeper pressure on a specific muscle point.

Use your thumb and fingertips along the length of the levator **scapulae** (from the shoulder blade to the neck) use a **stripping stroke** to feel for tension and use a compression stroke for knots.

Chapter 8
Gel system

Unit 1 Preparation for Gel application
Unit 2 Gel procedure
Unit 3 Natural nail repair
Unit 4 After care advice

Introduction

The first artificial nails originated as a spin-off of dental industry in the form of Acrylic nails. However, the need arose for a system that a primer, nor the mixing of chemicals, was easy to apply with a minimum of filing. Once again, the dental industry was quick to oblige. The result a polymer coating that required a minimal amount of filing, applied like a cured under a safe soft ultra violet light

The result of this entire advanced polymer coating technology has been a System that produces a natural looking, flexible, strong artificial nail covering with minimum (if any) amount filling. These polymer coatings quickly harden in UV lamp and produce a covering that has a beautiful shine as well as a protective coat that lasts for weeks at a time without buffing or polishing. The advantage of this system on the market is the fact that if correctly applied, lifting of the product is almost non-existent
during the past few years ,there has been a tremendous growth in the popularity of Gel nails .As a result ,the manufacturers have increased the options available to the nail technician should be. The technician familiar with all the options available in order chose the option that best suits he needs. In so doing, she will ensure though total control option and result in complete client satisfaction. It is very important that the technician makes sure that her gel products have the following features:

- A Simple Effective Process-Must Brush Easily
- Non-Toxic
- Non-Irritating
- Free Of Acid Or Formaldehyde Formulations
- Durable
- Odourless
- Good Self-Levelling Properties –No Need To Push Or Pat
- Contain A UV Inhibitor
- Good Adhesive Qualities
- Good Flexibility In Order To Produce Nails That Resist Chipping, Cracking And Lifting

The technician must be fully informed and knowledgeable about not only the Gel Range she is using but also any other range on the market. In this way, she will be able to use a particular product, /procedure/technique that will be tailor-made for her client. So too must she have a sound knowledge of the proper handling and storage of the gel products that she has chosen to use in her salon

Unit 1 Preparation for Gel

UV Gels

There are two types of UV gel –

❶ Soft UV gel and
❷ Hard UV gel

Soft UV gel refers to the gel products that are too soft to create a nail extension. This includes gel polishes and thicker gels meant for gel overlay services on natural nails and on artificial nails (Tips)

Hard UV gel gets its name because, once cured is tough enough to be made into a nail extension.
Nail extensions are artificial nails created by using a nail product to extend the natural nail past the edge of the natural nail free edge

Soft UV gel (gel polish)

The most common product people are looking for when they ask for gel is gel polish (coloured gel), which is considered a “soft gel. “However, it is important to note that gel polish does not protect our nails from bending and breaking

Gel polish application has its own prescribed nail preparation and each brand and manufacturer will have a recommended preparation procedure for the product to work as intended, and that is what followed.
Typically, a “dry manicure” recommended before applying gel polish on the natural nails

take note

This consists of trimming and shaping the nails, pushing
Back the cuticle, buffing the shine off the nail, and nipping
Away any dead or loose hanging skin.
Now the nails are ready for a gel polish.

Hard UV gel

Remember we said that Soft UV gel (gel polish) won’t protect your nails from bending and breaking but a Hard UV gel will!
Hard gel is a nail enhancement that is applied to the natural nails to give them strength and structure.
Hard UV Gel is also described as: builder gel, structure gel and sculpting gel.
These are all hard gel, just by different names.

Tools, equipment and products

Remember

As with any professional service, it's important to have your working area, the products, implements and equipment that you will be using in proper order prior to your client's arrival

UV Gel service PRODUCTS needed:

Products	Function
Antiseptic hand spray	Aids in preventing the growth of bacteria on the skin
Adhesive	Applied with a nozzle extender tip to secure artificial tip on natural nail
Nail Prep/Dehydrator	Used to gently dehydrate the natural nail surface
UV Bonding gel	Creates a sticky surface on natural nail to increase adhesion of gel to the natural nail plate
UV Building gel	• Creates thickness on the natural nail • Used to create an arch and curve to the fingernail
Pigmented UV gels	• Building and self-levelling gel • Includes pigmentation-creates colour
UV Gloss gel	• Also known as a sealing gel or finishing gel • Creates a high shine
Gel finishing wipe	Applied after gloss gel was cured to remove the sticky inhibition layer

UV Gel service IMPLEMENTS/TOOLS needed:

Implements/Tools	Function
UV Gel brush	• Small, flat or oval brush with synthetic bristles • Holds and spreads gel
Artificial natural tips	• They are adhered to the natural nail to add extra length and to serve as a support for nail enhancement products • Come in a number of sizes – Size 0-9 • Tips are combined with an overlay, a layer of any kind of nail enhancements that are applied over the natural nail and tip application for added strength
Tip cutter	Used to cut down the length of nail tips without bending splitting or breaking
Nozzle extender tip	Reusable tapered plastic tip that is placed on resin bottle to better and control product flow
Metal cuticle pusher	Push back cuticles
Cuticle nipper	Trims cuticles
Ruby stone	Removes stubborn cuticle debris
Emery boards	• Shortens and shapes nails • Smooth free edge of nail **NOTE:** ➢ **The higher the number, the softer the grit** ➢ **The lower the number, the coarser the grit** ➢ **If two numbers are used on a file, it means different sides of the file are different grits**
Buffer block	Smoothens surfaces on the nail plate
Nail brush	Removes product dust in-between application steps
Lint-free pad	• Unlike cotton pads they have no fuzzy bits of lint that can get stuck on your nails • Used to cleanse the nail by wiping over the nail bed
Disposable paper towel	• Used to remove any excess liquid • Used to wipe acrylic brush clean on during application

UV Gel service EQUIPMENT needed:

Equipment	Function
UV Gel light-unit	Produces the correct amount of UV light needed to cure the UV Gel enhancement
Nail service table	On which service is performed **NOTE:** Must be big enough for products, materials and client's hands to rest on
Nail service stool	A chair for the client and technician
Nail service cushion	Rest client's arm during service **NOTE:** Towels may be used in the absence of a cushion
Lamp	For clear vision
Waste bin	To hold discarded and used materials

Term 2 Week 4-5

Unit 2 Gel Procedure

Natural nail preparation

important!

Natural nail preparation is the most important part when doing nails before applying any nail system whether it is fibre/silk gel or acrylic

Unfortunately, this most important step often neglected. It is about not only proper product application, but also proper preparation that is the key for the longevity of the product application.

take note

Improper nail preparation causes nail damage, for example; over excessive buffing of the nail bed. Proper nail prep is very important. Preparation is the removal of cuticle on the nail bed and the proper cleaning of the nail plate from oil. Buffing only means to remove the shine from the nail plate, not causing nail damage by over buffing.

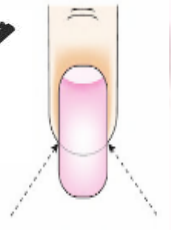
Do not use a coarse grid file on the nail bed, because you will remove too much of the nail plate leaving nails thin and fragile. This can cause great damage to the natural nails!

TOP TIP

- ♥ Do not file into the
- ♥ Always remembe
  nail plate its supp
  give the nail a na
  lost, and the nail is weakened

Let's go!

Do not file into the sides of the nail

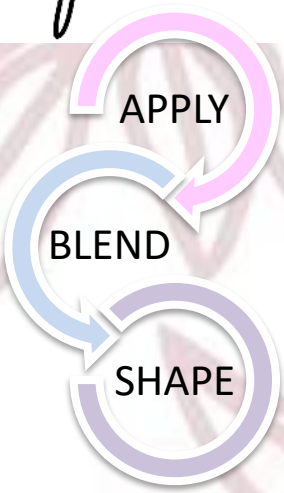


STEP 1 **SANITIZING**	Wash and sanitize your own and your client's hands
STEP 2 **SHAPING**	Start by shaping the natural nails with a 240-grid (soft) file
STEP 3 **CUTICLE CARE**	Push back the cuticles with a cuticle pusher Remove stubborn cuticle debris with a ruby stone ➢ Moving in small circular motions around the cuticle area on the nail bed, gently remove any remaining cuticle ➢ Take care removing debris in the corners and sidewalls - cuticle debris left on the nail bed will cause product lifting Gently remove any loose and hanging cuticles with a cuticle cutter
STEP 4 **NAIL PLATE CARE**	Gently buff over the nail plate by stroking (bevelling) the buffing block to remove the shine caused by natural oil and contaminants on the surface of the nail plate Do not use a coarse abrasive, the goal is to remove only shine and as little nail plate thickness as possible Remove filling dust and any remaining oil from the nail bed with Sani spray and cotton wool ➢ Properly wipe nails clean and allow the nail bed to dry completely before product application

Applying, blending and shaping of Tips

Most nail tips manufactured out of plastic, a durable but flexible material that shaped into a smooth surface.

important!



- ♥ A good fit and a solid bond are critical to long-lasting and natural-looking enhancements using tips
- ♥ The most important thing to remember when sizing your tips are to always **oversize**, not **undersize**.
- ♥ The width of the tip should fit from sidewall to sidewall for proper strength and structure.
- ♥ If you're in between sizes, always go up a size and customise the tip to fit by filing or cutting the tip
- ♥ Take time to ensure that you are choosing properly sized tips for your client's nail plate before beginning to adhere them to the natural nail
- ♥ The tips should cover the nail plate from sidewall to sidewall

After preparation of the nail is completed, you are ready to apply tips

let's go!

STEP 1	Put all of the pre-tailored and pre-sized tips on a towel, in the order of finger position
STEP 2	Apply adhesive (nail glue) to the well of the tip where it will meet the natural nail bed **Do not apply too much: Less is more when it comes to nail tip adhesives!** Be careful not to let the adhesive run onto the skin
STEP 3	Slide the tip onto client's natural nail at a 45-degree angle and press down Hold the tip firmly for about 10 seconds or until you can feel the tip is secured and adhesive has dried
STEP 4	Using a tip cutter cut the nail tip to the desired length
STEP 5	By using a medium-to fine-grit file (180 grit or higher)

	start blending to match the tip with the surface of the natural nail plate until it's perfectly flushed with the natural nail plate leaving no ridges Take great care - this step can cause damage to the natural nail plate if done improperly The only tip you do not need to blend is a colored or white French tip but for a natural tip you want to get rid of that line
STEP 6	Shape with an abrasive to create desired nail shape – **Square; Squoval; Oval; Stiletto; Coffin and Almond** See additional notes on how to shape different nail shapes

NOTES on shaping different nail shapes

1. *Square-*

   Strong sidewalls and a deeper C-curve make square-shape enhancements a structurally sound choice

   To create a square nail:

   - File side walls straight
   - Side walls must be perpendicular to free edge

2. *Squoval-*

   Squoval nails have strength in structure, but with the added benefit of no sharp corners, which tend to crack or chip. It is also a great shape for clients who normally wear square nails and want to slowly transition to oval.

   To create a squoval shape:

   - Begin with a square shape, straight side walls
   - File the corners until free edge is round

3. *Oval-*

   This is the most universally flattering nail shape; an oval nail gives fingers the illusion of thinness and length.
   To create an oval shape:

- Begin by filing the sidewalls from corner to centre, gradually curving the file to round the tip
- Alternate between sides as you refine the shape to ensure that the rounded shape remains balanced and is not too narrow
- If working on enhancements, continue shaping the nail by holding the file at a 45-degree angle to the free edge to achieve the right profile

4. *Stiletto-*

Stiletto nails make a statement, but they come at a price. They take some time to adjust to and are very high maintenance and prone to breakage.
Form placement and good product application is key to achieving this look

To create a stiletto shape:

- After building the nail, support the length of the enhancement with your other hand and file the sidewalls straight out from the nail
- File the nail up and over from the sidewall to the centre on both sides to perfect the shape
- It's important to note that shortening a stiletto nail will cause it to lose structure and shape

5. *Ballerina/Coffin-*

This nail shape gets its name from the fact that they resemble both a coffin and a ballerina slipper Ballerina nails also referred to as coffin nails. They have a similar shape to stiletto nails but what makes them different is that they have a squarer tip as opposed to a pointy one.
To create a coffin shape:

- A true coffin nail starts as a stiletto
- Begin by filing straight out from the sidewalls
- File the tip straight across into a blunt edge, just as you would a square nail

6. *Almond-*

The almond nail voted as today's most on-trend look. It makes fingers look long and slender.

To create an almond shape:

- The most important aspect of creating an almond shape is making sure that the narrowest part of the tip lines up with the centre of the nail, both from above and when looking down the barrel of the nail.

  Tip: Mark the centre of the tip to you file evenly

- Holding the file at a 45-degree angle, taper the sides of the free edge from corner to centre until it comes to a point using caution not to file into the sidewalls
- Gently file the nail to curve the sides and soften the tip

Let's go!

STEP 1

Remove all traces of filling dust with a nail brush

STEP 2

- Insert the brush into the bonding gel, wipe off any excess product from the brush and apply bonding gel by using long, soft vertical strokes
  - Apply a thin layer of bonding gel to the surface of each nail on both hands by using your applicator brush
  - Be sure to extend the bonding gel right up to and around the free edge of each nail, covering the nail plate completely but do not contact the surrounding skin and cuticle area
  - Leaving a 5mm gap around the cuticle and sidewall area of the fingernail
- Properly position client's hands in the UV lamp and cure the nails under the UV lamp for **1 minute**

NOTE:
Avoid using too much product to prevent product running into the sides of the nail wall

STEP 3

- Insert the brush into the UV gel, wipe off any excess product from the brush and apply gel by using **long** and **soft vertical strokes**

NOTE:
Do not pat the gel when applying-gently brush or float the gel material onto the fingernails

- Brush on the layer of UV gel to the surface of the nail plate and cure under the UV lamp for **2 minutes**

NOTE:
Start application on the right hands little finger and only after curing for **2 minutes**, move on to the next finger working towards the index finger, leaving the thumb finger for a separate application

take note

- Be sure to extend the UV gel right up to and around the free edge of each nail to create a seal, covering the nail plate completely but do not contact the surrounding skin and cuticle area
- Leaving a 5mm gap around the cuticle and side wall area of the fingernail

NOTE:

	Avoid using too much product to prevent product running into the sides of the nail wall
STEP 4	**Repeat Step 3** on your client's **left** hand- ♥ Applying UV gel from the little finger working towards the index finger, leaving the thumb finger for a separate application ♥ Separately curing each of the fingers under the UV lamp for **2 minutes**
STEP 5	**Repeat Step 3** on your client's **right** and **left** hand building a **second layer** of UV gel to add required thickness- ♥ Applying UV gel from the little finger working towards the index finger, leaving the two thumb fingers for a separate application ♥ Separately curing each of the fingers under the UV lamp for **2 minutes**
STEP 6	**Repeat Step 3** on your client's **right** thumb- ♥ Insert the brush into the UV gel, wipe off any excess product from the brush and apply gel by using **long** and **soft vertical strokes** **NOTE:** Do not pat the gel when applying-gently brush or float the gel material onto the fingernails ♥ Brush on the layer of UV gel to the surface of the nail plate and cure under the UV lamp for **2 minutes** **NOTE:** Start application on the right hand and only after curing the thumb for **2 minutes**, move on to the left hand's thumb ➳ Be sure to extend the UV gel right up to and around the free edge of the thumb nail to create a seal, covering the nail plate completely but do not contact the surrounding skin and cuticle area ➳ Leaving a 5mm gap around the cuticle and sidewall area of the fingernail **NOTE:** Avoid using too much product to prevent product running into the sides of the nail wall

STEP 7	**Repeat Step 3** on your client's **left** thumb- ♥ Insert the brush into the UV gel, wipe off any excess product from the brush and apply gel by using **long** and **soft vertical strokes** **NOTE:** Do not pat the gel when applying-gently brush or float the gel material onto the fingernail ♥ Brush on the layer of UV gel to the surface of the nail plate and cure under the UV lamp for **2 minutes** ➰ Be sure to extend the UV gel right up to and around the free edge of the thumb nail to create a seal, covering the nail plate completely but do not contact the surrounding skin and cuticle area ➰ Leaving a 5mm gap around the cuticle and sidewall area of the fingernail **NOTE:** Avoid using too much product to prevent product running into the sides of the nail wall
STEP 8	**Repeat Step 3** on your client's **right** and **left** hand's thumb nails, building a **second layer** of UV gel to add required thickness - ♥ Applying a layer of UV gel to the nail surface of the thumb **NOTE:** Again starting with the right hand's thumb and only after curing moving to the left hand ♥ Separately curing each of the thumbs under the UV lamp for **2 minutes**
STEP 9	By making use of a gel finishing wipe and a lint free cotton pad, remove the inhibition layer **(sticky layer)** by wiping over the surface of all the nails
STEP 10	♥ Using a medium or fine abrasive **(180 or 240 grit)**, refine the surface of each nail by carefully filing along the sidewalls and around the cuticle area ♥ Bevel down, stroking the file at a 45° angle, starting at the top area (Lunula) working downwards to the free edge ♥ Check the free edge thickness and even out imperfections with gentle, soft strokes ➰ Making sure that you avoid excessive filing on-top of the enhancement and along the sides of the nail wall ➰ Excessive filling will result in your enhancement being too thin and fragile
STEP 11	Remove all dust and filings with a clean and disinfected nail brush
STEP 12	

- Remove any oils that you may have deposited onto your client's enhancements during filing by wiping the nails with a lint free cotton pad and disinfected
  - This will decrease potential problems that may cause product lifting

STEP 13

- Apply thin layer of gloss gel to the surface of the right hands little finger and only after curing for **3 minutes**, move on to the next finger working towards the index finger, leaving the thumb finger for separate application
  - Be sure to extend the gloss gel right up to and around the free edge of each nail, covering the nail plate completely but do not contact the surrounding skin and cuticle area
  - Leaving a 5mm gap around the cuticle and sidewall area of the fingernails
- Properly position client's hands in the UV lamp and cure the nails under the UV lamp for **3 minutes**

NOTE:
Avoid using too much product to prevent product running into the sides of the nail wall

STEP 14

Repeat Step 13 on your client's **left** hand-

- Applying Gloss gel from the little finger working towards the index finger, leaving the thumb finger for a separate application
- Separately curing each of the fingers under the UV lamp for **3 minutes**

STEP 15

Repeat Step 13 on your client's **right** and **left** thumb-

- Apply thin layer of gloss gel to the surface of the **right** and **left** hands thumbs
  - Be sure to extend the gloss gel right up to and around the free edge of each nail, covering the nail plate completely but do not contact the surrounding skin and cuticle area
  - Leaving a 5mm gap around the cuticle and sidewall area of the fingernails
- Properly position client's hands in the UV lamp and cure the nails under the UV lamp for **3 minutes**

STEP 16

By making use of a gel finishing wipe and a lint free cotton pad, remove the inhibition layer **(sticky layer)** by wiping over the surface of all the nails

STEP 17

Apply cuticle oil to the cuticle area and surrounding skin

Term 2 Week 6

Unit 3 Natural nail repair

Natural nail preparation is the most important part when doing nails before applying any nail system, whether it is fibre/silk, gel or acrylic.

Unfortunately, this most important step neglected. It is about not only proper product application, but also proper preparation that is the key for the longevity of the product application.

Improper nail preparation causes nail damage, for example; over excessive buffing of the nail bed. Proper nail prep is very important. Preparation is the removal of cuticle on the nail bed and the proper cleaning of the nail plate from oil. Buffing only means to remove the shine from the nail plate, not causing nail damage by over buffing.

Do not use a coarse grid file on the nail bed, because you will remove too much of the nail plate leaving nails thin and fragile. This can cause great damage to the natural nails

important!

SERVIVE TIPS

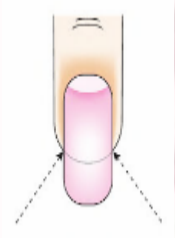
To ensure you create a set of professional enhancements that your client is expecting, here are some helpful hints and tips:

- During the procedure, keep the brush and UV gel away from any direct sunlight, UV Gel lamps, and full spectrum table lamps to prevent the gel from hardening
- When the service is completed, store your application brush away from all sources of UV light
- Do not leave your container of gel open and near a window or UV light unit
- If the gel is exposed to these sources of UV light, it will cure and become polymerized in the container

TOP TIP

- Do not file into the sides of the nail wall
- Always remember that the sides of the nail give the nail plate its support. If these sides are filled away to give the nail a narrower appearance, the support is lost, and the nail is weakened

Do not file into the sides of the nail



Let's go!

STEP 1 **SANITIZING**	Wash and sanitize your own and your client's hands
STEP 2 **SHAPING**	Start by shaping the natural nails with a 240-grid (soft) file
STEP 3 **CUTICLE CARE**	Push back the cuticles with a cuticle pusher Remove stubborn cuticle debris with a ruby stone ➢ Moving in small circular motions around the cuticle area on the nail bed, gently remove any remaining cuticle ➢ Take care removing debris in the corners and sidewalls - cuticle debris left on the nail bed will cause product lifting Gently remove any loose and hanging cuticles with a cuticle cutter
STEP 4 **NAIL PLATE CARE**	Gently buff over the nail plate by stroking (bevelling) the buffing block to remove the shine caused by natural oil and contaminants on the surface of the nail plate Do not use a coarse abrasive, the goal is to remove only shine and as little nail plate thickness as possible Remove filling dust and any remaining oil from the nail bed with Sani spray and cotton wool ➢ Properly wipe nails clean and allow the nail bed to dry completely before product application

Fibre/Silk nail repair

Cabinet drawers, car doors and other beauty booby traps are everywhere. However, these manicure landmines are not always the cause of a chipped tip/nail. The most common cause of a broken nail is daily use. Using oil and lotion regularly to keep nails healthy and flexible is the first line of defence against breaks. Pay close attention to the way you perform daily tasks –

Nails Are Jewels, Not Tools! ♡

Use gloves whenever doing jobs that can be rough on hands, like cleaning or garden work.

Long nails are beautiful but they are not always the best choice for active clients. Choosing a length and shape that fits a client's activity level, coupled with proper at-home care, will go a long way to prevent future nail emergencies. Yet even with perfect care, occasional breaks are inevitable.

Let's go!

STEP 1	Wash and sanitize your own and your client's hands and nails
STEP 2	Remove nail liquid varnish and perform a nail preparation as explained and discussed earlier
STEP 3	Apply a thin layer of resin to the surface of each nail. Be sure to extend the resin right up to and around the free edge. Cover the nail plate completely but do not contact the surrounding skin and cuticle area
STEP 4	A spray of activator is applied at this point to accelerate the drying of the resin
STEP 5	Cut and apply a strip of fibre or silk to cover the tear in the natural nail, trimming the sides of the mesh. Try not to touch the surface of the mesh with your fingers as the deposited oils from the skin can cause lifting
STEP 6	Using an extender nozzle, spread the resin over the mesh making sure to cover all edges and completely saturate the mesh with resin. If at this point the fabric curls-up or "floats", use a wooden cuticle pusher to press down the mesh into the resin. Try to avoid touching the surface of the wrap with your fingers. Once the fabric is firmly secured to the nail surface, mist with a spray of activator to accelerate the drying process
STEP 7	Check the nail surface for bumps or irregularities from the previous step. If levelling is required, (after making sure the resin is dry) lightly buff (with a buffing block) to produce a smooth and even surface.

	Be careful not to buff too vigorously or you will break through the thin resin coating and tear the fabric underneath. To build the remainder of the nail you can use resin to produce the required thickness-three to four applications are required
STEP 8	Once the nail surface is completely dry, use a medium file (180 to 240 grit) to smooth imperfections. Shiny spots that appear after this surface filing indicate low spots that will need to be built up with additional coats of resin. When surface filing, be very careful not to file down through the resin into the fabric mesh. If this occurs, you will need to wipe the nail surface (using a lint-free pad moistened with Sani Spray) and reapply the resin to cover the spot where the fabric mesh is showing through
STEP 9	Buff the nails to eliminate any scratches and to produce a smooth even finish
STEP 10	Remove all traces of product dust created by filling and buffing with a lint-free wipe and cleanser UV Gel enhancement will follow

Term2 Week 7

Unit 4 Aftercare advice

Homecare advice

♥ **Always wear gloves-**
When doing tasks such as housekeeping and gardening to protect your hands and nail enhancements from harsh chemicals

♥ **Never use your nails as tools!**

♥ **Ensure you always have your gel enhancement and/or overlay professionally removed-**
If you try to peel and pick them off yourself you will damage your natural nails

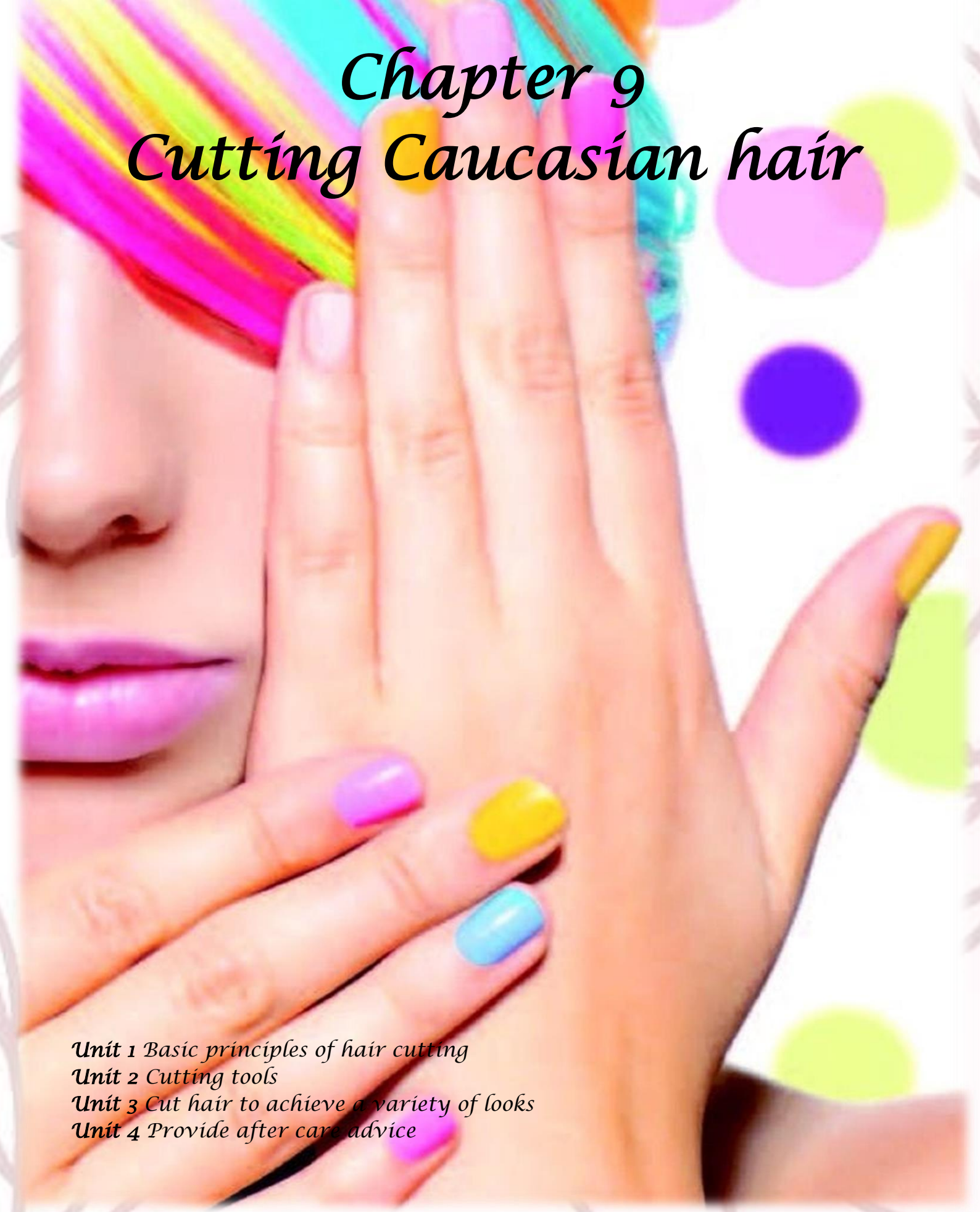
♥ Make sure that you dry your hands thoroughly after washing them

♥ Please use the correct salon recommended cuticle oil as some can cause premature lifting

♥ If any lifting does occur, please do not pick at it or attempt to fix it yourself

♥ Always wash your hands thoroughly after applying sun cream, self-tanning, body lotions and hair colouring products as these can cause lifting and distort the colour

Chapter 9
Cutting Caucasian hair



Unit 1 Basic principles of hair cutting
Unit 2 Cutting tools
Unit 3 Cut hair to achieve a variety of looks
Unit 4 Provide after care advice

Introduction Cutting

Cutting is the most important aspect of hairdressing even if it's not considered number one by hairdresser and professionals in the craft.

Term 3 Week 3

Note that the bang area, when combed into a natural falling position, falls no farther than the outer corners of the eyes.

Unit 1 Basic Principles of Haircutting

Good haircuts begin with an understanding of the shape of the head, referred to as the head form, also known as head shape.

Hair responds differently on various areas of the head, depending on the length and the cutting technique used.

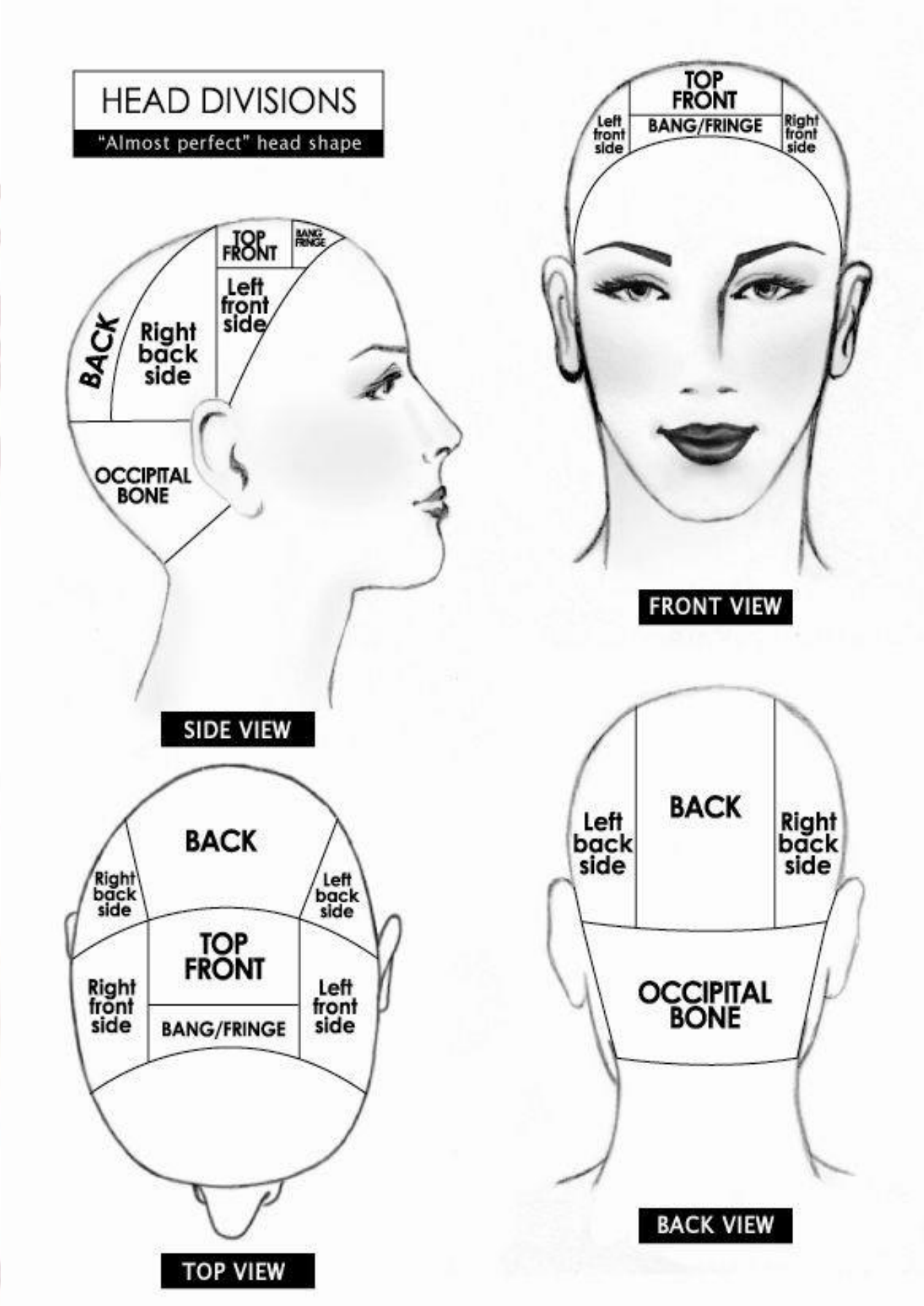
Being aware of where the head form curves, turns, and changes will help you achieve the look that you and your client are seeking.

Reference Points

Reference points on the head mark where the surface of the head changes, such as the ears, jawline, occipital bone, or apex.

An understanding of head shape and reference points will help you in the following ways:

- ***Finding balance*** within the design, so that both sides of the haircut turn out the same
- ***Developing*** the ability to create the same haircut consistently showing where and when it is necessary to change technique to make up for irregularities (such as a flat crown) in the head form
- ***Parietal ridge.*** This is the widest area of the head, starting at the temples and ending at the bottom of the crown. This area found by placing a comb flat on the side of the head: the parietal ridge found where the head starts to curve away from the comb. The parietal ridge is also referred to as the crest area
- ***Occipital bone.*** The bone that protrudes at the base of the skull is the occipital bone. To find the occipital bone, simply feel the back of the skull or place a comb flat against the nape and find where the comb leaves the head
- ***Apex.*** This is the highest point on the top of the head. This area is easily located by placing a comb flat on the top of the head. The comb will rest on that highest point
- ***Four corners.*** These may be located in one of two ways. One is by placing two combs flat against the side and back, and then locating the back corner at the point where the two combs meet
- ***Front***. By making a parting, or drawing a line from the apex to the back of the ear, you can separate the hair that naturally falls in front of the ear from the hair behind the ear.
- ***Sides.*** The sides are easy to locate. They include all hair from the back of the ear forward, below the parietal ridge.
- ***Crown***. The crown is the area between the apex and the back of the parietal ridge. On many people, the crown is flat and the site of cowlicks or whorls. Because of this, it is extremely important to pay special attention to this area when haircutting.
- **Nape.** The nape is the area at the back part of the neck and consists of the hair below the occipital bone. The nape can be located by taking a horizontal parting, or by making a horizontal line across the back of the head at the occipital bone.
- **Back.** By making a parting or drawing a line from the apex to the back of the ear, you can locate the back of the head, which consists of all the hair that falls naturally behind the ear. When you have identified the front, you have also identified the back.
- ***Bang area***, also known as fringe area. The bang area is a triangular section that begins at the apex and ends at the front corners this area can be located by placing a comb on top of the head so that the middle of the comb is balance on the apex. The spot where the comb leaves the head in front of the apex is where the bang area begins.



Lines and Angles

Every haircut is made of lines and angles.

A line is a thin continuous mark used as a guide.

- **Symmetrical** – The base line for evenly balanced hair
- **Asymmetrical** – The baseline to be used where the hair is unevenly balanced
- **Concave** – The baseline may be cut curving inwards or down wards
- **Convex** - The baseline may be cut curving upwards and outwards
- **Straight** – The baseline may be cut straight

Activity 1 Find pictures of people with deferent face profiles

Concave

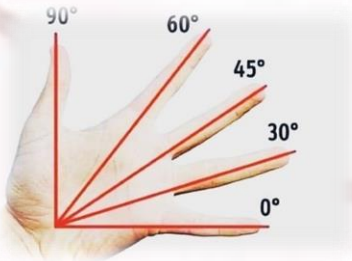
Convex

Straight

Cutting lines into the hair makes the hair fall into a shape

There are three types of straight lines and degree of holding hair in haircutting:

- Horizontal - 180˚
- Vertical - 90˚
  - Diagonal - 45˚

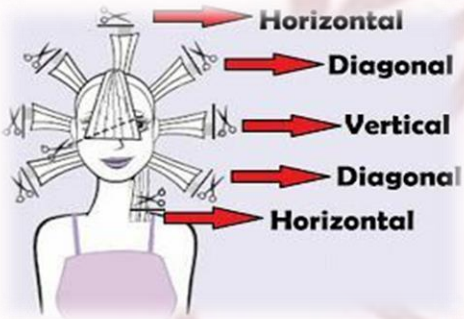


Horizontal lines. These are parallel to the horizon or the floor. Horizontal lines direct the eye from one side to the other. Horizontal lines build weight. These create one-length and low-elevation haircuts and to add weight

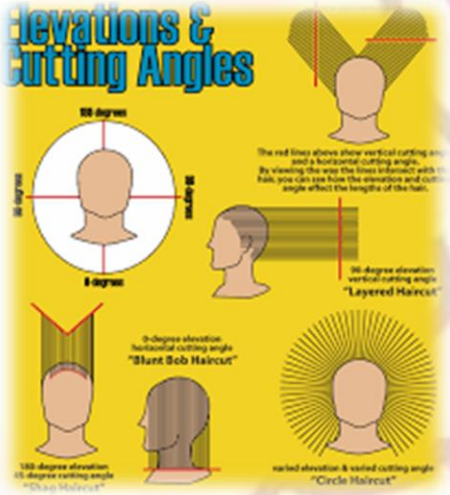
Vertical lines. Described in terms of up and down and are perpendicular to the floor; they are the opposite of horizontal. Vertical lines remove weight to create graduated or layered haircuts with higher elevations

Diagonal lines. These are between horizontal and vertical. They have a slanting or sloping direction. Diagonal lines create fullness and blend long layers into short layers.

An angle is the space between two lines or surfaces that intersect at a given point.



The two basic lines used in haircutting are **straight** and **curved**.
The head itself is curved and straight lines.
There are three aspects of cutting



- The holding angel – the angel in which the hair is held out from the head
- The cutting angel – the angel at which the scissors razor etc. cuts the hair
- The holding tension – the even pressure applied to section of the hair when held ready for cutting.

Angles are important elements in creating a strong foundation and consistency in haircutting

Sectioning For control during haircutting, hair sectioned into uniform working areas each section divided into smaller partings called subsections.

Parting is the line dividing the hair at the scalp, separating one section of hair from another, creating subsections.

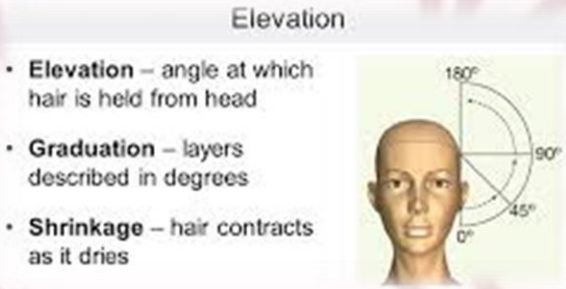
Elevation, also known as projection or lifting, is the angle or degree at which a subsection of hair held, from the head when cutting. Elevation creates graduation and layers, and is usually described in degrees

In a blunt or one-length haircut, there is no elevation (0 degrees). Elevation occurs when you lift any section of hair above 0 degrees

Once you understand the effects of elevation, you can create any shape you desire. The most commonly used elevations are 45 and 90 degrees. The more you elevate the hair, the more graduation you create.

When the hair is elevated below 90 degrees, you are building weight. When you elevate the hair at 90 degrees or higher, you are removing weight, or layering the hair.

Guidelines also known as guide, is a section of hair that determines the length of the haircut. Guidelines are located at either the perimeter, (the outer line, or the interior, inner or internal line, of the cut.)The guideline is usually the first section cut when creating a shape.



Posture and Body

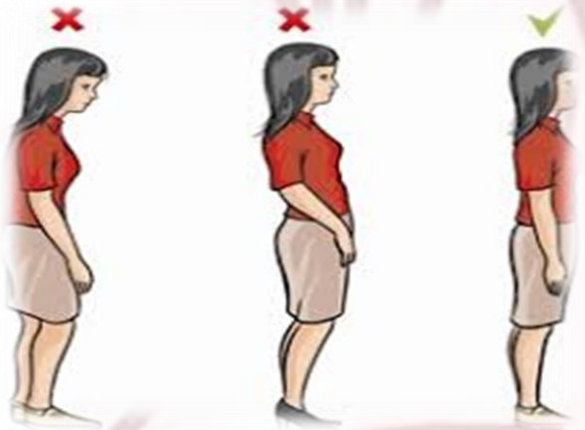
Position It is important to be aware of your habits of posture (how you stand and sit) and body position (how you hold your body when cutting hair).

As a hairdresser, you will be spending many hours on your feet, and you may want to consider using a cutting stool and wearing proper footwear as preventive measures. Good posture and body position will help you avoid future back problems and ensure better haircutting results.

Position the client. Not only is your body position important, but so is your client's. Make sure that your client is sitting up straight and that her legs are not crossed. Gentle reminders as the haircut progresses may be necessary.
Remember, you can move the client by turning the chair or raising/lowering of the chair, whichever gives you the option of keeping your body in the same place,

Centre your weight. When working, keep your body weight cantered and firm. When standing, keep your knees slightly bent rather than locked. Instead of bending at the waist, try bending one knee if you need to lean slightly one way or the other.
When sitting, keep both feet on the floor. •

Work in front of your section. When cutting hair, a general rule of thumb is to stand or sit directly in front of the area you are cutting. By doing this, you keep your body weight cantered, and you will automatically find yourself moving around the head during a haircut.



Unit: 2 Cutting tools

How do you choose and use the right tools for the job? To find the answer, you will need to understand the function and characteristics of tools. How to use them in a way that is safe for both you and your client,

There are several tools that you will need for haircutting. Understanding these implements, and the results you can achieve with them, is necessary for creating a great haircut. To do your best work, buy and use only high-quality professional implements from a reliable manufacturer, use them properly, and take good care of them. Follow these simple suggestions, and your tools can last a lifetime. •

Haircutting scissors.

Scissors are the most important piece of hairdressing equipment that you will ever own! When the scissor held, the pivotal point should just extend beyond the first finger. This allows the blades to open easily and means that the thumb is in an ideal position.

Scissors, also known as shears to cut blunt or straight lines in hair. They may also be used

- To slide cut,
- Point cut,
- Texturizing

Parts of a Scissors

You are going to be working with a pair or pairs of haircutting shears every day and will rely on them to enable you to create great haircuts that satisfy your clients and keep them coming into the salon for your services.
Therefore, you should know and understand all of the parts of a typical haircutting scissors

- **The finger tang** also allows you to have more control over the shear.
- **The ring finger-hole** is where you place your ring finger. Do not use your middle finger when cutting
- **The thumb hole** the bottom hole and, should only go to, or slightly over, the cuticle.
- **The pivot** and the adjustment area are the parts that make your shears cut
- **The cutting edge** is the part of the blade that actually does the cutting.

Palming the shears. Remove your thumb from the thumb grip, leaving your ring and little fingers in the grip and finger rest. Curl your fingers in to palm the shears, which keeps them closed while you comb or part the hair

Texturizing shears.

Texturizing shears used to remove bulk from the hair. Referred to as thinning shears, tapering shears, or notching shears. The more teeth in the shear, the less hair removed per cut.

Straight razors or feather blades used when a softer effect on the ends. Razors create an entire haircut, to thin hair, or texturize in certain areas.

Clippers.

Used when creating short haircuts, short tapers, fades, and flat tops. Clippers without a guard to shave hair right to the scalp, with cutting guards of various lengths, and for the clipper-over-comb technique.

Trimmers.
These are a smaller version of clippers, and known as edgers. They remove excess or unwanted hair at the neckline and around the ears.

Sectioning clips. These come in a variety of shapes, styles, and sizes and can be made of plastic or metal.

Wide-tooth comb. This comb used to detangle hair.

Tail comb. Used to section and subsection the hair.

Barber comb. This comb used for close tapers on the nape and sides when using the scissor. The narrow end of the comb allows the shears to get very close to the head.

Cutting comb. Used for most haircutting procedures. It has fine teeth at one end and wider teeth at the other.

Activity 2

Complete a worksheet on cutting equipment

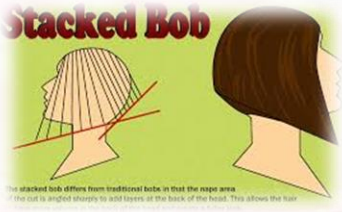
Unit 3 Cut hair to achieve a variety of looks

Cutting techniques

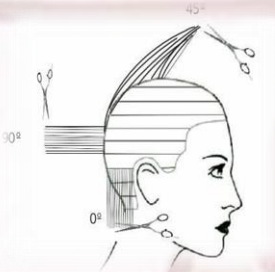
The art of haircutting is made of variations on four basic haircuts:

- Blunt, (Line)
- Graduated,
- Layered

In a **blunt** haircut, also known as a *one-length* haircut, all the hair comes to a single hanging level, forming a weight line. The weight line is a visual line in the haircut, where the ends of the hair hang together.
Blunt haircuts are excellent for finer and thinner hair types, because all the hair is one length, therefore making it appear thicker.



A **graduated** haircut is wedged shaped. Cutting the hair with tension, low to medium elevation, or over direction. The most common elevation is 45 degrees. In a graduated haircut, there is a visual build-up of weight in a given area. The ends of the hair appear to be stacked. Many variations can be create with graduation simply by adjusting the degree of elevation, the amount of over direction, or your cutting line.



A **layered** haircut is a graduated effect achieved by cutting the hair with elevation or over direction.
Hair cut at higher elevations, usually 90 degrees and above.
Layered haircuts generally have less weight than graduated haircuts.
Layers create movement and volume in the hair by releasing weight.

Razor Cutting
A razor cut gives a very different result than other haircutting techniques. For instance, a razor cut gives a softer appearance than a scissor cut.

Slide Cutting
Slide cutting is a method of cutting or thinning the hair in which the fingers and scissors glide along the edge of the hair to remove length. It is useful for removing length, blending shorter lengths to longer lengths, and texturizing. Slide cutting is a perfect way to layer very long hair and keep weight at the perimeter.
Rather than opening and closing the shears, you keep them partially open as you slide along the edge of the section.
This technique performed on wet hair with very sharp scissors

Scissor over comb

This technique has been traditionally a barbering technique but now days used in hairdressing for cutting short styles on both men and woman. This technique used on either wet or dry hair and used the comb as guide to hold the hair and maintain an even lift or tension away from the head whilst you cut.
Scissors over comb is ideal for hair too short to hold between fingers start at the lower nape lift away from the head and the comb mirrors the contour of the back of the head

Thinning

Thinning is a technique done with scissors or a razor and can be used for reducing or tapering bulk from thick hair without reducing the overall length.

Activity 3

Create a poster under the following headings.

One length cut

Layered cut

Graduation cut

Unit 4 Provide after care advice

Style durability

Make a point of outlining the benefits of having a regular cut give your client an idea of how long the style will last and ideally because you know how long that will be get them to rebook before they leave the salon. People that do not make an appointment before they leave the salon often tend to drift beyond the normal interval times. Then when they do realise that their hair needs doing, they find that they cannot get an appointment at a time that suites them so by that time you get to work on it again the hair really needs attention

Talk though the style as you work.

Make a point talking though your styling techniques as you go as:

- Eliminates long periods of silent whilst you are working and more importantly
- It is useful to the client as they get useful advice on how to recreate a similar effect at home.

Recommend products / equipment that you use

As you work talk about how hair is styled what products used this way, they will be able to see a direct linked between the effects that you have achieved on their hair with added benefits of buying those products that will help them recreate a similar effect

Activity 4

Good after care advice is about giving the client the correct advice on looking after their hair.

1. What advice should you give regarding products?

2. What advice do you need to provide regarding tools and equipment

3. What advise could you provide regarding future salon services or treatments.

Salon Practice
Cutting Caucasian hair

Points to remember

- Section and sub-section the hair before and during cutting and shaping
- Take in account critical influencing factors such as facial shapes, features, body form, hair type, hair texture and hair growth patterns
- Hold the scissors and comb in the proper cutting hold
- Section, grip, comb and cut the hair while NOT leaving the scissor and comb on the table
- Maintain good posture, tension and direction while cutting the hair
- Do a complete club cut on long hair
- Apply the same principal to cut a short or shoulder length Bob haircut.
- Section hair from the nape area and extend hair at different angles away from the scalp to feather cut the hair (layering)
- Section the hair and proceed towards the crown area to complete the feather cut
- Apply the same feather cut principle to cut short hair in layers
- Apply the same principle and technique using a thinning scissor
- Apply the same technique using a feather cut razor blade
- Apply the same feather cut principle to cut the bottom of a Bob haircut in a graduation cut
- Maintain design line throughout the cut
- Prepare the workstation for the cut

Cutting Procedure:

Step by step cutting a one length with a fringe

1 Drape your client for a shampoo.	2 Shampoo and condition the hair as necessary	3 Take the client back to the styling chair. Secure a neck strip around the client's neck. Place a cape over the neck strip and fasten in the back. Fold the neck strip down over the cape so that no part of the cape touches the client's skin.
4 Detangle the hair with the wide-tooth comb	 5 To find the natural part, comb the hair back from the hairline and push the hair gently forward with the palm of the hand. Use the comb and other hand to separate the hair where it parts, or, if the natural part doesn't work for your finished style, part it the way the client will be wearing it.	 6a This haircut will use a four- section parting. Take a center part that runs from the front hairline to the nape, dividing the head in two.
 6b Find the apex of the head. Take a parting that runs from the apex to the back of the ear on both sides and clip. You have now divided the head into four sections.	7 Beginning at the nape, on the left side, take a horizontal parting ¼ to ½ inch (0.6 to 1.25 centimetres) from the hairline, depending on the density of the hair. This creates the first subsection	 8 With the client's head upright, comb the subsection in a natural fall from scalp to ends. With your dominant hand, comb the subsection again, stopping just above the cutting line. Make sure the comb is horizontal and just above the cutting line (desired length). Cut the subsection straight across against the comb, remembering to keep your shears horizontal and

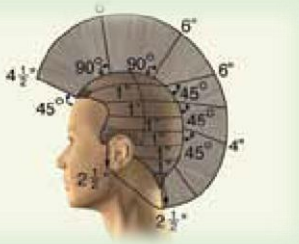
		parallel to the floor. Repeat on the right side, using the length of your first subsection as a guide. Check to make sure your cutting line is straight before moving on. You have now created your guideline for the entire haircut
 9 If the hairline lies down nicely, an alternate way of cutting a blunt line in the nape is to comb down the subsection and hold the hair against the skin with the edge of your nondominant hand. Cut the guideline below your hand, making sure that your shears are horizontal and parallel to The floor.	 10 Take another horizontal parting, creating a subsection the same size as your previous subsection. As a rule, you should be able to see the guideline through the new subsection. If you cannot see the guide, take a smaller subsection. Comb the hair down in a natural fall, and cut the length to match the guide. Repeat on the right side.	11 Continue working up the back of the head, alternating from the left section to the right section, using ½-inch subsections.
 12a When you reach the crown area (danger zone), pay close attention to the natural fall of the hair. Comb the hair into its natural falling position, and cut with little or no tension to match the guide.	 12b You have now completed the back of the haircut.	 13a Now move to the sides of the haircut. Beginning on the left side, take a horizontal parting and part off a portion from the back area, and use it to cut the side guideline to match in length. This will help you maintain consistency with the blunt line when connecting the back to the sides. Be sure to take a subsection that is large enough to give you an even amount of hair at the cutting

		line, allowing for the ears sticking out. Comb the hair from scalp to ends, release the subsection, and allow the hair to hang in a natural fall. Using the wide teeth, place the comb back into the subsection just below the ear. Slide the comb down to just above the cutting line
 13b Holding the comb parallel to the floor, cut the hair straight across just below the comb, connecting the line to the back. Repeat on the right side.	14 When working on the left side, your shears will be pointing toward the back. To maintain consistency in your line, take smaller subsections, connecting at the ear first, and gradually moving forward with the line until you reach the face.	 15 An alternative approach for cutting the left side is to turn your wrist so that your palm is facing upward and your shears are pointed toward the back of the head. This requires that you position your body slightly behind the section you are working on, with your elbow straight down. Either method gives a consistent result in your line.
 16 Before moving on, check that both sides of the haircut are even. Stand behind the client and check the lengths on both sides while looking in the mirror. Make any needed adjustments.	17 Continue working up the left side with horizontal partings, until all the hair has been cut to match the guide. When cutting the hair that falls along the face, make sure to comb the hair so it lies on the side, not the front, Of the face. Repeat on the right side	 18a Now, move directly in front of your client to cut the bangs (fringe) area. Begin by parting the hair down the middle and, using your cutting comb, find the apex of the front of the head

18b Make a triangular parting from the apex to the centre of each eye. Leave a ½-inch subsection at the forehead and clip the rest of the hair back.	18c Now, ask your client to close her eyes and using your cutting comb, comb the section to the bridge of the nose and cut the bang (fringe) guideline.	19 Next, part off ½-inch subsections and, without tension, cut to match the guideline length. Continue in this manner until the bangs are completely cut
20 Sweep up cut hair from the floor and dispose of properly.	21 In order to get a true reading of the haircut, it is best to perform a smooth blow-dry, with very little lift at the scalp.	22 Once the haircut is dry, have the client stand. Check the line in the mirror. You should see an even, horizontal line all the way around the head. This is the time to clean up any hair at the neckline and check Where the hair falls when dry. Use the wide teeth of the comb to connect the crown area. If this section was left longer during the haircut, now is the time to connect it into the line
23 Finished looks		

Step by step cutting graduation cut

 1 **Drape your client for a shampoo**	**2.**Shampoo and condition the hair as necessary.	**3** Escort the client back to the styling chair. Secure a neck strip around the client's neck. place a cape over the neck strip and fasten in the back. Fold the neck strip down over the cape so that no part of the cape touches the client's skin
4 **Detangle the hair with the wide-tooth comb**	 **5a** This haircut will use a six- section parting. Begin with a part from the front hairline just above the middle of each eyebrow back to the crown area, and clip the hair in place.	 5b Establish another part from the crown area where section one ends to the back of each ear, forming side-sections two and three. Clip these sections in place.
 5c Part the hair down the centre of the back to form sections four and five	 5d Take a horizontal part from one ear to the other across the nape area about 1 inch (2.5 centimeters) above the hairline. this section (six) is your horizontal guide section	 **6** Establish your guideline by the right side of the guide to the desired length. use a horizontal cutting line parallel to the fingers. Cut the left side of the nape section the same length as the right guideline.
 7 **Working upward in the left back section, measure and part off the first horizontal section**	 **8** Beginning at the center part, establish a vertical subsection approximately ½-inch (1.25 centimeters)	 **9** Proceed to cut the entire horizontal section by parting off vertical subsections and cutting in the same manner.

approximately 1-inch wide	wide. extend the subsection down to include the nape guideline. Comb the subsection smooth at a 45-degree angle to the scalp. hold your fingers at a 90-degree angle to the strand and cut	Check each section vertically and horizontally throughout the haircut. each completed section will serve as a guideline for the next section
10a **Beginning at the center, create another vertical subsection that extends down and includes the previously cut strands. Comb the hair smoothly at a 45-degree elevation to the head**	**10b H**old the fingers and shears at a 90-degree angle to the subsection and cut. Cut the entire horizontal section this way. Make sure the second section blends evenly with the previously cut section	 **11** Continue taking horizontal sections throughout the right and left back sections, and follow the same cutting procedure. the hair will gradually become longer as it reaches the apex. For example, if your nape guide was 2½-inches (6.25 centimeters) long, your upper crown section will be approximately 6-inches (15 centimeters) long
12 **Cut the crown. Maintain the length in the upper crown by holding each vertical subsection throughout the crown area at a90-degree angle while cutting. after checking the back and crown for even blending, proceed to the left side section**	**13a** Establish a narrow guide section on the right side at the hairline approximately ½-inch wide. Cut side guideline to match the length in the nape. Move to the left side of the head and establish a matching guideline there.	**13b** This will help you to be sure that both side sections will be the same length when the right-side section is cut later

 14 **To cut the next section, establish a ½-inch parting that curves and follows the hairline above the ear back to the nape section. Smoothly comb the section, including the side guideline and part of the nape section.**	**15** Holding the hair with little or no tension, cut the hair from the nape guide to the side guide. Note that the fingers are held at a slight angle to connect the two guides.	 16 Establish a horizontal section on the side, taking hair from the side and the crown area. the width of this section will vary because of the irregular hairline around the ear. this is how you will blend the side and back sections of the cut.
17 To begin cutting the side section, start at the ear, part a ½-inch vertical subsection (include the underlying guideline and a small portion of the nape section), and cut section.	**18 Continue following the same cutting procedure. take vertical subsections, comb smooth, elevate at a 45-degree angle from the head, holding the fingers at a 90-degree angle to the hair. Cut the section even with the side guideline and nape section. Be sure to hold the vertical subsections straight out from the head at 45 degrees, not pulled to the right or left.**	 **19 When the left side section is complete, the hair in the uppermost part of the section should be the same length as that in the upper crown area. In the final 1-inch section, comb the vertical subsections and hold them at a 90-degree angle to the head. position your fingers at 90 degrees to the head and cut parallel to your fingers. Check the completed section horizontally to make sure the ends are even**
20 Move to the right side of the head and cut the hair in the same manner as you did on the left side, using the previously established guide. Once the back and both sides are complete, move to the bang and top areas.	 21a You can create a variety of bang (fringe) designs by cutting the bang length close to that of the side guideline. Create a bang guide section along	 21b Starting at the centre part and working on the left side of the forehead, cut to the desired length.

	the hairline about ½-inch wide.	
 22 Bring down another ½-inch section and cut this subsection of the bang section at a low elevation, to the guideline 	 23 Now take a vertical parting along the hairline that connects the guideline from the bang and the guideline from in front of the ear. Slide your hand slowly, keeping both guidelines in your grasp, and stop when you have only about a ¼ inch of both guidelines in your hand. Connecting the two guidelines will determine the angle of the cut. Complete the guideline on both sides of the head.	 24 Using the guideline you established in step 23, take ½-inch subsections and cut the top section at a 45-degree angle, blending with the sides.
25 Finish the top section by taking ½-inch vertical subsections parallel to the centre part. hold the hair up from the head at a 90-degree angle. Include hair from the crown and bang area, and cut to blend the section with the two pre-cut sections. Continue cutting in this manner until the remainder of the top section is cut. hold the hair up from the head at a 90-degree angle and check the completed cut. trim any uneven ends. the bang guide gradually increases in length to the pre-established length in the top and crown areas	 26 Once the cut is completed, use your hands to put the hair into place. Blow-dry the haircut and view the design, movement, and ends to be sure they are evenly blended.	 27 Finished look

Step by step cutting a Layered cut

 1 Drape your client for a shampoo	2 Shampoo and condition the hair as necessary	3 Escort the client back to the styling chair. Secure a neck strip around the client's neck. place a cape over the neck strip and fasten in the back. Fold the neck strip down over the cape so that no part of the cape touches the client's skin
4 Detangle the hair with the wide-tooth comb	 5 This haircut will use a five-section parting. Begin with a part from the front hairline just above the middle of each eyebrow back to the crown area, and clip the hair in place. establish another part from the crown area where section one ends to the back of each ear, forming side sections two and three. Clip these sections in place. part the hair down the center of the back to form sections four and five.	 6 To create the guideline, take two partings ½ inch (1.25 centimeters) apart, creating a section that runs from the front hairline to the bottom of the nape. Comb all other hair out of the way
7 **Beginning at the crown, comb the section straight out from the head, keeping your fingers parallel to the head form, and cut to the desire length. Continue working forward to the front hairline, making sure to stand to the side of the client**	8 Continue cutting the guideline from the crown to the nape, rounding off any corners as you go along and making sure that your fingers are parallel to the head form	9 To maintain control and consistency while working through the haircut, separate the sides from the back by parting the hair from the apex to the back of the ear. Work through the back areas first. the parting pattern will be wedge shaped, where each section begins at the same point in the crown and is slightly wider at the bottom of the nape

10 Work through the client's right side first. take a vertical parting that begins at the crown and connects with the guideline, creating a vertical section that ends at the hairline. Keep the sections small to maintain control. Beginning at the crown and using the previously cut guideline, comb the new section to the guide, and elevate the hair straight out from the head, with no over direction. Cut the line by keeping your fingers parallel to the head and matching the guideline.	11 Continue working with a traveling guideline to the back of the ear. repeat on the left side. When working on the left side of the back, shift your hand position so that you are now holding the section with the tips of your fingers pointing upwards and the tips of your shears pointing downwards. part from the front of the ear to the front of the other ear, including the top and side areas.	12 Now move to the side and top section. take a section at the front hairline above the ear and begin to blend the top with the side section
13 Continue cutting until the top and side sections are blended	14 Cut the top area using vertical partings. using the previously cut centre section as a guideline, connect to the crown, holding each section straight up at 90 degrees from the head, making sure not to over direct the hair	15 Cross-check the top, using horizontal partings and elevating the hair 90 degrees from the head
16 Now move to the right side. Work from the back of the ear toward the face, using vertical sections, and connect to the previous section at the back of the ear and the top. Comb the hair straight out from the head at 90 degrees, removing any corners as you go. repeat on the left side. Cross-check the side sections	17 Cross-check the side sections, using horizontal partings and combing the hair straight out at 90 degrees	18 Comb the hair down. Note the soft perimeter and rounded head shape.

19 Blow-dry and style the haircut using a vent brush to encourage movement.	20 Finished looks.	

Salon Practice
Cutting Afro hair

Points to remember

- Section and sub-section the hair before and during cutting and shaping
- Take in account critical influencing factors such as facial shapes, features, body form, hair type, hair texture and hair growth patterns
- Hold the scissors and comb in the proper cutting hold
- Section, grip, comb and cut the hair while NOT leaving the scissor and comb on the table
- Maintain good posture, tension and direction while cutting the hair
- Do a complete club cut on long hair
- Apply the same principal to cut a short or shoulder length Bob haircut.
- Section hair from the nape area and extend hair at different angles away from the scalp to feather cut the hair (layering)
- Section the hair and proceed towards the crown area to complete the feather cut
- Apply the same feather cut principle to cut short hair in layers
- Apply the same principle and technique using a thinning scissor
- Apply the same technique using a feather cut razor blade
- Apply the same feather cut principle to cut the bottom of a Bob haircut in a graduation cut
- Maintain design line throughout the cut
- Prepare the workstation for the cut

Cutting Procedure:

Step by step cutting a one length

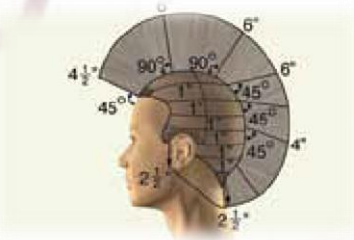
1. Drape your client for a shampoo.	2. Shampoo and condition the hair as necessary	3. Take the client back to the styling chair. Secure a neck strip around the client's neck. Place a cape over the neck strip and fasten in the back. Fold the neck strip down over the cape so that no part of the cape touches the client's skin.
4. Detangle the hair with the wide-tooth comb	5. To find the natural part, comb the hair back from the hairline and push the hair gently forward with the palm of the hand. Use the comb and other hand to separate the hair where it parts, or, if the natural part does not work for your finished style, part it the way the client will be wearing it.	6a This haircut will use a four-section parting. Take a center part that runs from the front hairline to the nape, dividing the head in two.
6b Find the apex of the head. Take a parting that runs from the apex to the back of the ear on both sides and clip. You have now divided the head into four sections.	7. Beginning at the nape, on the left side, take a horizontal parting ¼ to ½ inch (0.6 to 1.25 centimetres) from the hairline, depending on the density of the hair. This creates the first subsection	8. With the client's head upright, comb the subsection in a natural fall from scalp to ends. With your dominant hand, comb the subsection again, stopping just above the cutting line. Make sure the comb is horizontal and just above the cutting line (desired length). Cut the subsection straight across against the comb, remembering to keep your shears horizontal and parallel to the floor. Repeat on the right side, using the length of your first subsection as a guide. Check to make sure your cutting line is straight before moving on. You have now created your guideline for the entire haircut

 9. If the hairline lies down nicely, an alternate way of cutting a blunt line in the nape is to comb down the subsection and hold the hair against the skin with the edge of your no dominant hand. Cut the guideline below your hand, making sure that your shears are horizontal and parallel to The floor.	 10. Take another horizontal parting, creating a subsection the same size as your previous subsection. As a rule, you should be able to see the guideline through the new subsection. If you cannot see the guide, take a smaller subsection. Comb the hair down in a natural fall, and cut the length to match the guide. Repeat on the right side.	 11. Continue working up the back of the head, alternating from the left section to the right section, using ½-inch subsections.
 12a When you reach the crown area (danger zone), pay close attention to the natural fall of the hair. Comb the hair into its natural falling position, and cut with little or no tension to match the guide.	12b You have now completed the back of the haircut.	 13a Now move to the sides of the haircut. Beginning on the left side, take a horizontal parting and part off a portion from the back area, and use it to cut the side guideline to match in length. This will help you maintain consistency with the blunt line when connecting the back to the sides. Be sure to take a subsection that is large enough to give you an even amount of hair at the cutting line, allowing for the

		ears sticking out. Comb the hair from scalp to ends, release the subsection, and allow the hair to hang in a natural fall. Using the wide teeth, place the comb back into the subsection just below the ear. Slide the comb down to just above the cutting line
 13b Holding the comb parallel to the floor, cut the hair straight across just below the comb, connecting the line to the back. Repeat on the right side.	14. When working on the left side, your shears will be pointing toward the back. To maintain consistency in your line, take smaller subsections, connecting at the ear first, and gradually moving forward with the line until you reach the face.	15. An alternative approach for cutting the left side is to turn your wrist so that your palm is facing upward and your shears are pointed toward the back of the head. This requires that you position your body slightly behind the section you are working on, with your elbow straight down. Either method gives a consistent result in your line.
 16. Before moving on, check that both sides of the haircut are even. Stand behind the client and check the lengths on both sides while looking in the mirror. Make any needed adjustments.	17. Continue working up the left side with horizontal partings, until all the hair has been cut to match the guide. When cutting the hair that falls along the face, make sure to comb the hair so it lies on the side, not the front, Of the face. Repeat on the right side	18. Sweep up cut hair from the floor and dispose of properly.

19. In order to get a true reading of the haircut, it is best to perform a smooth blow-dry, with very little lift at the scalp.	20. Once the haircut is dry, have the client stand. Check the line in the mirror. You should see an even, horizontal line all the way around the head. This is the time to clean up any hair at the neckline and check Where the hair falls when dry. Use the wide teeth of the comb to connect the crown area. If this section was left longer during the haircut, now is the time to connect it into the line	21. Finished looks
Step by step cutting graduation cut		
1. **Drape your client for a shampoo**	**2.** Shampoo and condition the hair as necessary.	**3.** Escort the client back to the styling chair. Secure a neck strip around the client's neck. place a cape over the neck strip and fasten in the back. Fold the neck strip down over the cape so that no part of the cape touches the client's skin
4. **Detangle the hair with the wide-tooth comb**	 **5a** This haircut will use a six- section parting. Begin with a part from the front hairline just above the middle of each eyebrow back to the crown area, and clip the hair in place.	5b Establish another part from the crown area where section one ends to the back of each ear, forming side-sections two and three. Clip these sections in place.

5c Part the hair down the centre of the back to form sections four and five	 5d Take a horizontal part from one ear to the other across the nape area about 1 inch (2.5 centimeters) above the hairline. this section (six) is your horizontal guide section	 **6.** Establish your guideline by the right side of the guide to the desired length. Use a horizontal cutting line parallel to the fingers. Cut the left side of the nape section the same length as the right guideline.
 Working upward in the left back section, measure and part off the first horizontal section approximately 1-inch wide	 **8.** Beginning at the center part, establish a vertical subsection approximately ½-inch (1.25 centimeters) wide. Extend the subsection down to include the nape guideline. Comb the subsection smooth at a 45-degree angle to the scalp. hold your fingers at a 90-degree angle to the strand and cut	**9.** Proceed to cut the entire horizontal section by parting off vertical subsections and cutting in the same manner. Check each section vertically and horizontally throughout the haircut. each completed section will serve as a guideline for the next section

10a **Beginning at the center, create another vertical subsection that extends down and includes the previously cut strands. Comb the hair smoothly at a 45-degree elevation to the head**	**10b H**old the fingers and shears at a 90-degree angle to the subsection and cut. Cut the entire horizontal section this way. Make sure the second section blends evenly with the previously cut section	 **11.** Continue taking horizontal sections throughout the right and left back sections, and follow the same cutting procedure. The hair will gradually become longer as it reaches the apex. For example, if your nape guide was 2½-inches (6.25 centimeters) long, your upper crown section will be approximately 6-inches (15 centimeters) long
 12.**Cut the crown. Maintain the length in the upper crown by holding each vertical subsection throughout the crown area at a90-degree angle while cutting. after checking the back and crown for even blending, proceed to the left side section**	 **13a** Establish a narrow guide section on the right side at the hairline approximately ½-inch wide. Cut side guideline to match the length in the nape. Move to the left side of the head and establish a matching guideline there.	**13b** This will help you to be sure that both side sections will be the same length when the right-side section is cut later
 14. **To cut the next section, establish a ½-inch parting that curves and follows the**	**15.** Holding the hair with little or no tension, cut the hair from the nape guide to the side guide. Note that the fingers are held at a slight angle to connect the two guides.	 16. Establish a horizontal section on the side, taking hair from the side and the crown area. The width

hairline above the ear back to the nape section. Smoothly comb the section, including the side guideline and part of the nape section.		of this section will vary because of the irregular hairline around the ear. This is how you will blend the side and back sections of the cut.

17. To begin cutting the side section, start at the ear, part a ½-inch vertical subsection (include the underlying guideline and a small portion of the nape section), and cut section.	**18. Continue following the same cutting procedure. Take vertical subsections, comb smooth, elevate at a 45-degree angle from the head, holding the fingers at a 90-degree angle to the hair. Cut the section even with the side guideline and nape section. Be sure to hold the vertical subsections straight out from the head at 45 degrees, not pulled to the right or left.**	**19. When the left side section is complete, the hair in the uppermost part of the section should be the same length as that in the upper crown area. In the final 1-inch section, comb the vertical subsections and hold them at a 90-degree angle to the head. Position your fingers at 90 degrees to the head and cut parallel to your fingers. Check the completed section horizontally to make sure the ends are even**
20. Move to the right side of the head and cut the hair in the same manner as you did on the left side, using the previously established guide. Once the back and both sides are complete, move to the bang and top areas.	21a You can create a variety of bang (fringe) designs by cutting the bang length close to that of the side guideline. Create a bang guide section along the hairline about ½-inch wide.	21b Starting at the centre part and working on the left side of the forehead, cut to the desired length.
22. Bring down another ½-inch section and cut this subsection of the bang section at a low elevation, to the guideline	23. Now take a vertical parting along the hairline that connects the guideline from the bang and the guideline from in front of the ear. Slide your hand slowly, keeping both guidelines in your grasp, and stop when you have only about a ¼ inch of both guidelines in your hand. Connecting the two guidelines will determine the angle of the cut. Complete the guideline on both sides of the head.	24. Using the guideline you established in step 23, take ½-inch subsections and cut the top section at a 45-degree angle, blending with the sides.

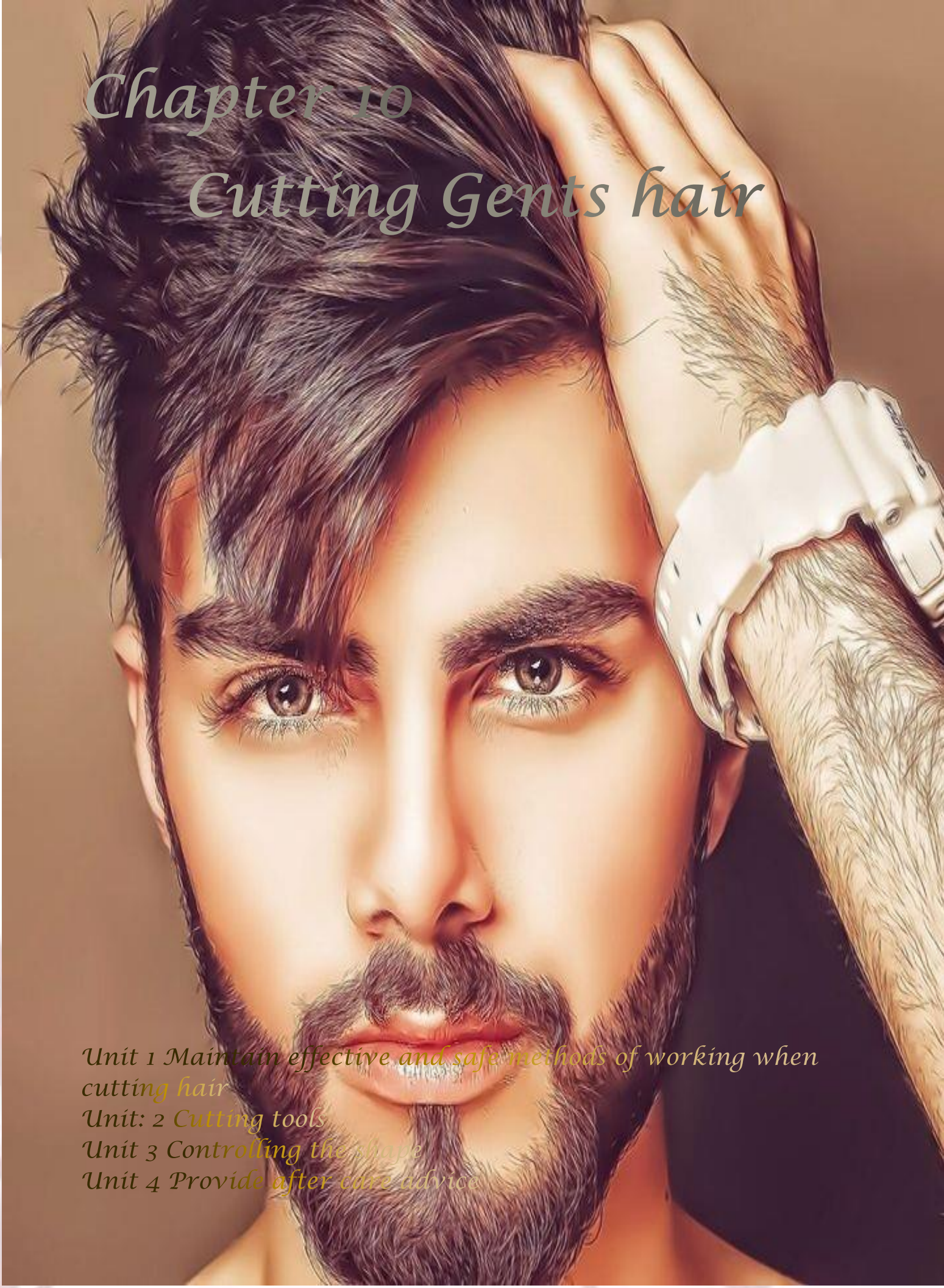
25. Finish the top section by taking ½-inch vertical subsections parallel to the centre part. Hold the hair up from the head at a 90-degree angle. Include hair from the crown and bang area, and cut to blend the section with the two pre-cut sections. Continue cutting in this manner until the remainder of the top section is cut. Hold the hair up from the head at a 90-degree angle and check the completed cut. Trim any uneven ends. the bang guide gradually increases in length to the pre-established length in the top and crown areas	26. Once the cut is completed, use your hands to put the hair into place. Blow-dry the haircut and view the design, movement, and ends to be sure they are evenly blended.	27 Finished look

Step by step cutting a Layered cut

 1. Drape your client for a shampoo	2. Shampoo and condition the hair as necessary	3. Escort the client back to the styling chair. Secure a neck strip around the client's neck. Place a cape over the neck strip and fasten in the back. Fold the neck strip down over the cape so that no part of the cape touches the client's skin
 4.Detangle the hair with the wide-tooth comb	 5. This haircut will use a five-section parting. Begin with a part from the front hairline just above the middle of each eyebrow back to the crown area, and clip the hair in place. Establish another part from the crown area where section one ends to the back of each ear, forming side sections two and three. Clip these sections in place. Part the hair down the center of the back to form sections four and five.	 6. To create the guideline, take two partings ½ inch (1.25 centimeters) apart, creating a section that runs from the front hairline to the bottom of the nape. Comb all other hair out of the way
 7. Beginning at the crown, comb the section straight out from the head, keeping your fingers parallel to the	8 Continue cutting the guideline from the crown to the nape, rounding off any corners as you go along and making sure that your fingers are parallel to the head form	9. To maintain control and consistency while working through the haircut, separate the sides from the back by parting the hair from the apex to the back of the ear. Work through the back areas first. the parting pattern will be wedge shaped, where each section begins at the same point in the crown and is slightly wider at the bottom of the nape

head form, and cut to the desire length. Continue working forward to the front hairline, making sure to stand to the side of the client		
10. Work through the client's right side first. Take a vertical parting that begins at the crown and connects with the guideline, creating a vertical section that ends at the hairline. Keep the sections small to maintain control. Beginning at the crown and using the previously cut guideline, comb the new section to the guide, and elevate the hair straight out from the head, with no over direction. Cut the line by keeping your fingers parallel to the head and matching the guideline.	11. Continue working with a travelling guideline to the back of the ear. Repeat on the left side. When working on the left side of the back, shift your hand position so that you are now holding the section with the tips of your fingers pointing upwards and the tips of your shears pointing downwards. Part from the front of the ear to the front of the other ear, including the top and side areas.	12. Now move to the side and top section. take a section at the front hairline above the ear and begin to blend the top with the side section
13. Continue cutting until the top and side sections are blended	14. Cut the top area using vertical partings. using the previously cut centre section as a guideline, connect to the crown, holding each section straight up at 90 degrees from the head, making sure not to over direct the hair	15. Cross-check the top, using horizontal partings and elevating the hair 90 degrees from the head
16. Now move to the right side. Work from the back of the ear toward the face, using vertical sections, and connect to the previous section at the back of the ear and the top. Comb the hair straight out from the head at 90 degrees,	17. Cross-check the side sections, using horizontal partings and combing the hair straight out at 90 degrees	18. Comb the hair down. Note the soft perimeter and rounded head shape.

removing any corners as you go. Repeat on the left side. Cross-check the side sections		
19. Blow-dry and style the haircut using a vent brush to encourage movement.	20, Finished looks.	



Chapter 10
Cutting Gents hair

Unit 1 Maintain effective and safe methods of working when cutting hair
Unit: 2 Cutting tools
Unit 3 Controlling the shape
Unit 4 Provide after care advice

Introduction Cutting Gents hair

Men and women share the same hair type share texture hair tendencies and colour so what is the difference. Traditionally the differences were more to do with the length. Ladies having short hair and men wear theirs longer, the barber of today has to cover far more hairstyles for men and therefore needs to have greater skills to cover an ever-expanding range of choice.

Term 3 Week 3

Unit 1 Maintain effective and safe methods of working when cutting hair

Protecting the client

To prepare and protect the client means that you have:

- Preselect all the equipment that you are going to use gowns towels combs scissors razor and clippers
- Checked that they are ready for use have new blades for the razor freshly laundered towels and gowns washed cutting collars cleaned and sterilised combs, brushes, clipper blades and scissors.
- Have them all at hand at the workstation and ready to use
- Ensure that the client is comfortable and in position where you can work safely

Gowning

Use a fresh clean cutting gown make sure that the back fastened and that any open free edges are closed Place a cutting collar around his neck to ensure that bumps and limps in his clothing do not present any false physical baseline for the haircut and that the collar edges fit snugly against the neck.

Preventing infection

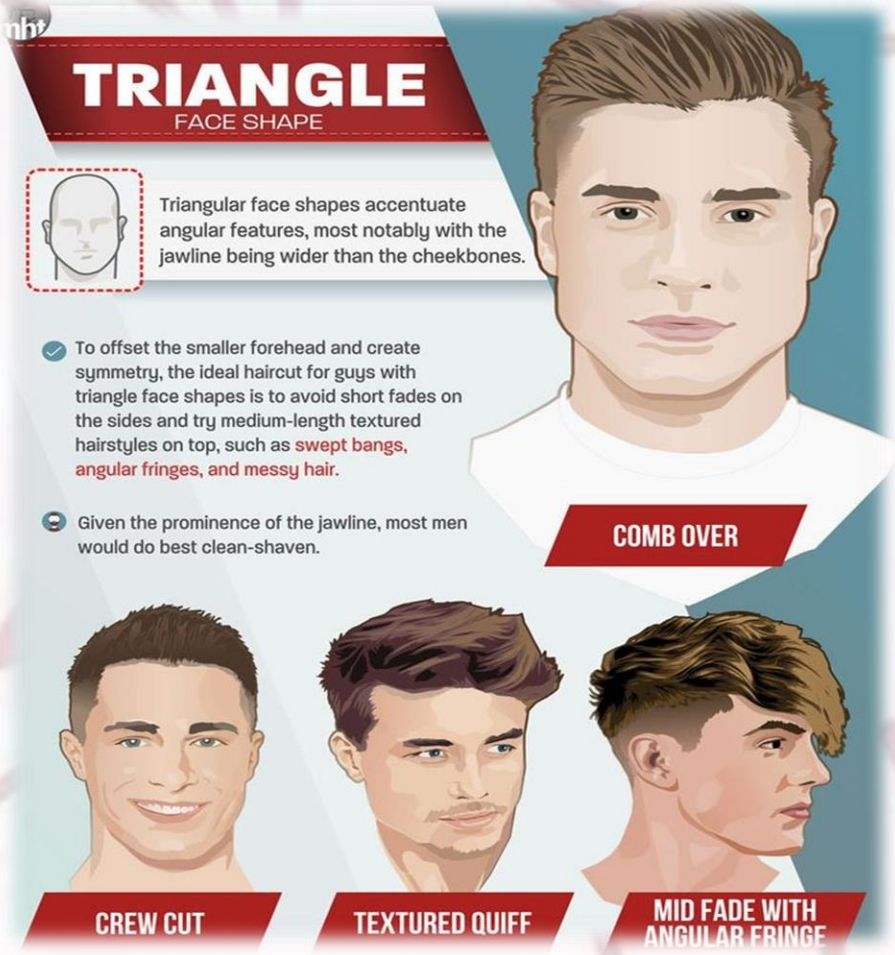
Infection and disease occur by two obvious methods within the salon /barber shop environment:

- Either brought in by a carrier visiting the salon then cross infection other people within the salon
- Poor hygiene and cleanliness within the salon.

Consultation

During your discussion, you must determine what the client wants and weigh this against the limiting factors that will influence what you need to do. Be sure to listen to your client request.
The haircutting style that you choose with your client should consider:

- **Shapes of the head:** convex, concave, straight profile
- **Facial shapes**: oval, round, square, oblong, triangle, rectangle, pear,
- and diamond
- **Body features:** petite built people must have smaller hairstyles and larger people can have bigger hair.
- **Reason and purpose for the style**: consult with client first and ask questions to find out their personality, how they manage their hair and what job they do.
- **Quality and quantity of hair:** hair texture is very important in choosing a style. A person with naturally curly hair cannot choose a straight hairstyle.
- **Growth, type and tendency of hair**: cows licks, double crowns, natural partings, hair whorls, baldness, high or low hairline
- **Hair texture:** fine, medium, coarse.
- **Hair type**: curly, straight, frizzy
- **Style suitability**: does it suit the clients' lifestyle?
- **Can the client maintain and manage the style?**
- **Age of client:** is the style age appropriate?
- **Career of client:** does the client wear a uniform to work? Must the client wear a hat?



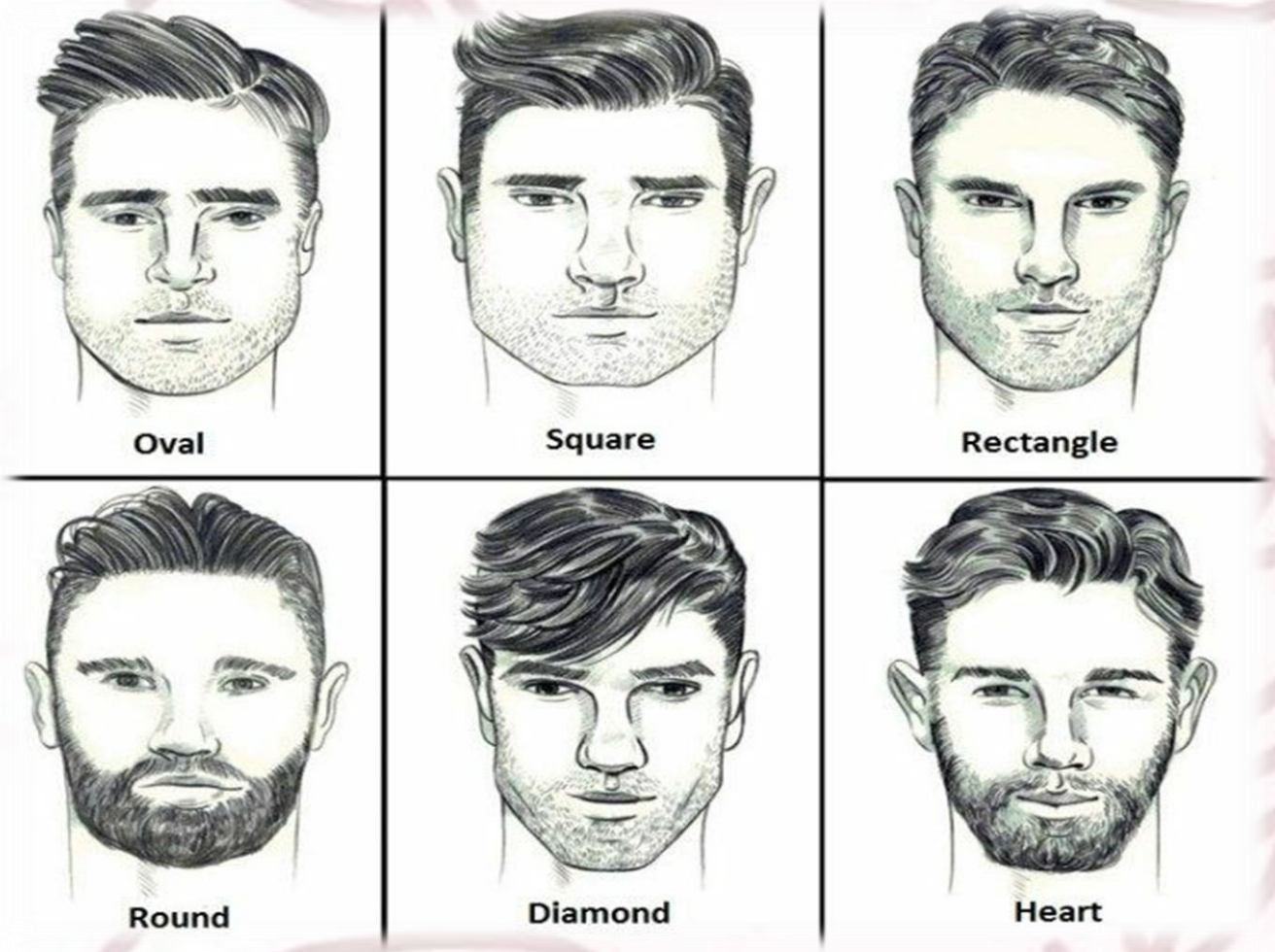
Face and head shape

The properties balance and distribution of the hairstyle will be a frame for the head and face.

Therefor you need to examine the head and the face carefully. If you look at the outline of your clients face you will see that its round, oval, square, oblong, diamond, or triangle. Only an oval face suite all hairstyles so all the others listed present some form of styling limitations in other words they become an influencing factor in the choices for styling.

Face shapes

- An oval shaped face suits any hairstyle
- Round shaped face needs height to compensate for the width
- Rectangle face needs width to compensate for the extra length
- Square shaped face need rounder styled edges to soften jawlines
- Heart shaped face needs height to compensate for the width and soft lines at the jawline
- Diamond shaped face need softer lines at the ear as this is the wides part of the face



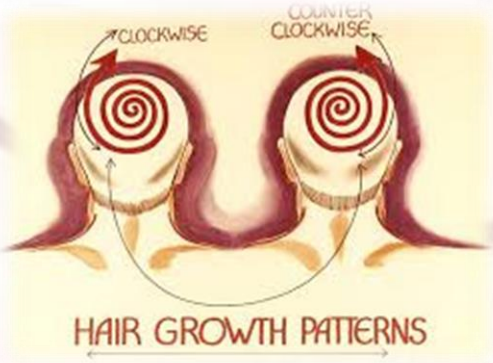
Lifestyle personality and age

Client type of lifestyle have a big role in choosing the right style for instants if a client has a sporty life style you would guide her to a short upbeat style which is easy to maintain as if the client is in a professional position, you will guide her in a more conservative style

Hair growth patterns

Hair growth patterns refers to the direction in which it protrudes from the scalp
Natural hair direction seen on wet or dry hair and strong when direction growth will have major impact on the life of the hair it is styled. Therefore, it is essential that it is taken into account

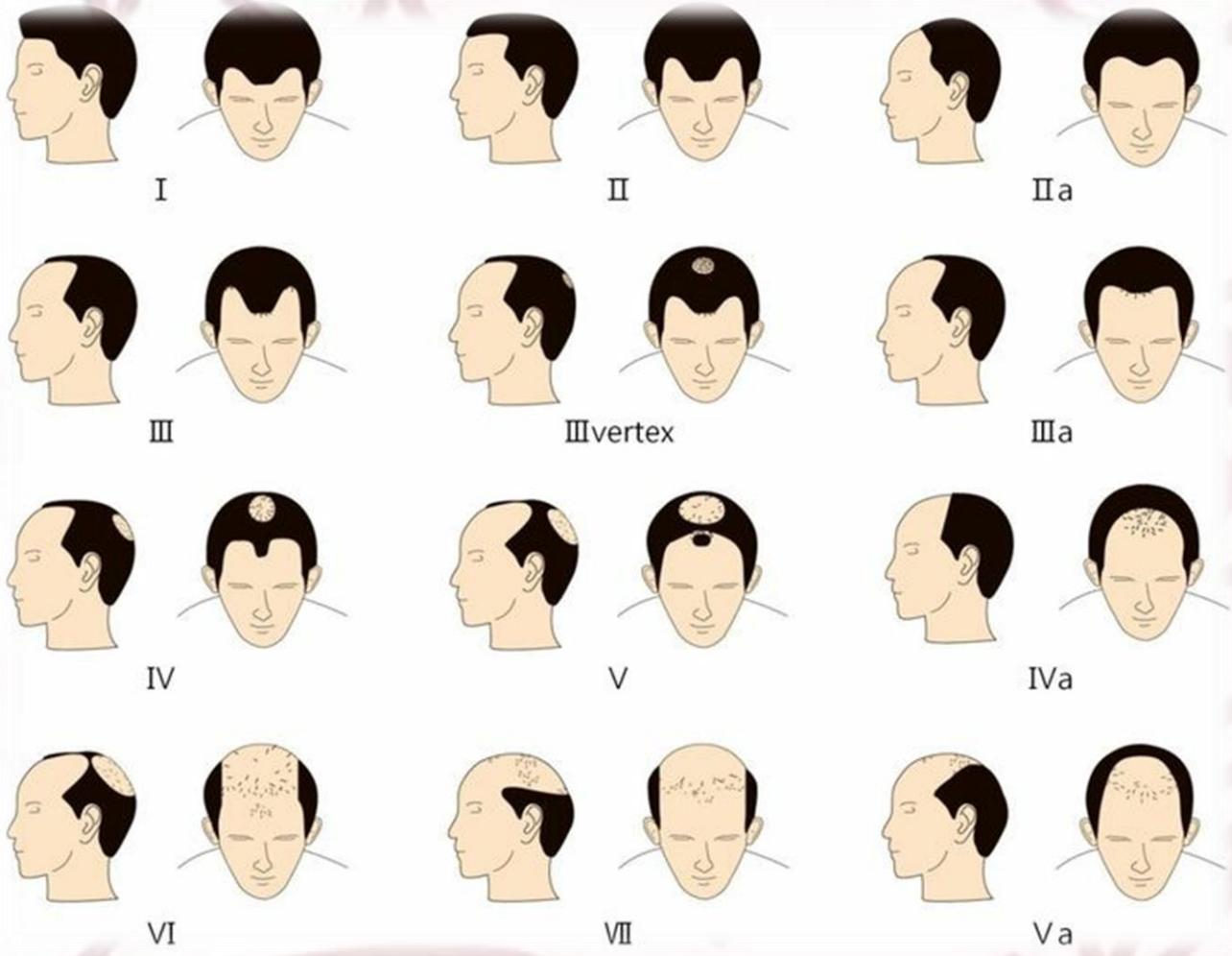
- Double grown
- Nape whole
- Cowlick
- Widow's peak



Male pattern baldness

Male pattern baldness (MPB) is a balding and thinning condition the cause of which regardless of claims is still eluding the scientist MPB may be due to high levels of the male hormone testosterone with the body.
The MPB is in a progressed state then it is obviously going to impact on what styles are achievable. For example, if there is significant general thinning of hair loss on top (MPB type 1) if your styling options are far more limited than if MPB is only apparent in the recession area around the forehead (MPB type 2)

If your client has lost their hair and wars a toupee you must account for this in your styling. Obviously, there must be same blending between the natural remaining hair and the added hair. If, however the client wears a full hairpiece then they might just prefer to keep whatever remaining hair very short beneath it. This makes fitting and positioning of the hairpiece easier and comfortable to wear over long periods.



Activity 1

Find picture with stages of male baldness.

Unit 2 Cutting tools and equipment

- **Clippers** – are and have been an essential item of equipment for men's styling they have been invaluable for the popularity of short hairstyles but are equally important for the shaping and trimming of the neckline and facial hair shapes. Regular cleaning and lubrication will prolong the blades useful life and keep the cutting edges sharp. They also have comb attachments in different lengths they are numbered 1 – 8 the number refer to the length they cut the hair:

  - No. 1 = 3mm
  - No. 2 = 6mm
  - No.3 = 9mm
  - No.4 = 13mm
  - No.5-8 = 16mm-25mm

- **Razor** – the open or cutthroat razor used in shaving has a single steel blade hinged and closes into a protective handle. The modern counterpart for this has disposable blades removed and discarded after use to avoid cross infection they should be disposed of safely into the salon sharp box. Razor cutting always done on wet hair with a sharp blade. .

Unit 3 Controlling the shape.

Cutting rules

- Cut hair with natural fall
- Accurate sectioning
- Controlling the shape
- Creating guidelines
- Cross check the cut
- Outline shapes

Refer to women cutting.

Activity 2

Create a men's stylebook with different style and

Common cutting problems

- **Necklines** You need to make sure that you outlining with the clippers is even and smooth throughout. If you do make a mistake and you find that you encroached on the outline shape, you would be better off re-cutting the outline slightly shorter to eliminate the fault. Three neckline shapes we work with: Round, Tapered and square.
-
- **Blending from clipper length to scissor length** Common problem on short between the chippered and hand-held cut lengths. If a careful blending has not been made cutting marks will show at the point where the two areas combine. There are two ways of tackling this problem:

1. If the hair is still too long on the handheld side, you can re-fade the two zones together by scissor over comb method.
2. If the length of hair between the two areas are slightly uneven, it will show unless you correct it. In any area where clippers fade out to club cutting lengths you can resurface the hair by using thinning scissors over comb just in the very tip of the hair.

- **Ears** – You need to find out how your client feels about his facial feathers. Sometimes these natural imperfections are not a concern they are merely a characteristic of the client's personality. Do not forget to check on whether your client wears glasses or hearing aids take it all of these factors into your assessment.

- **Hair type** – If your client's hair is very curly do remember that it will coil back after stretching and cutting. Similarly wavy hair when cut too close to the wave crest can be awkward to style as tends to spring out from the head. Very fine straight hair will easily show cutting marks or can disclose unwanted lines from chippering if you take too large sections.

Activity 3

Create a men's stylebook with different style and lengths of hair.

Unit 4 Provide after care advice

Style durability

Make a point of outlining the benefits of having a regular cut give your client an idea of how long the style will last and ideally because you know how long that will be get them to rebook before they leave the salon. People that do not make an appointment before they leave the salon often tend to drift beyond the normal interval times. Then when they do realise that their hair needs doing, they find that they cannot get an appointment at a time that suites them so by that time you get to work on it again the hair really needs attention

Talk though the style as you work.

Make a point talking though your styling techniques as you go as:

- Eliminates long periods of silent whilst you are working and more importantly
- It is useful to the client as they get useful advice on how to recreate a similar effect at home.

Recommend products / equipment that you use

As you work talk about how hair is styled what products used this way, they will be able to see a direct linked between the effects that you have achieved on their hair with added benefits of buying those products that will help them recreate a similar effect

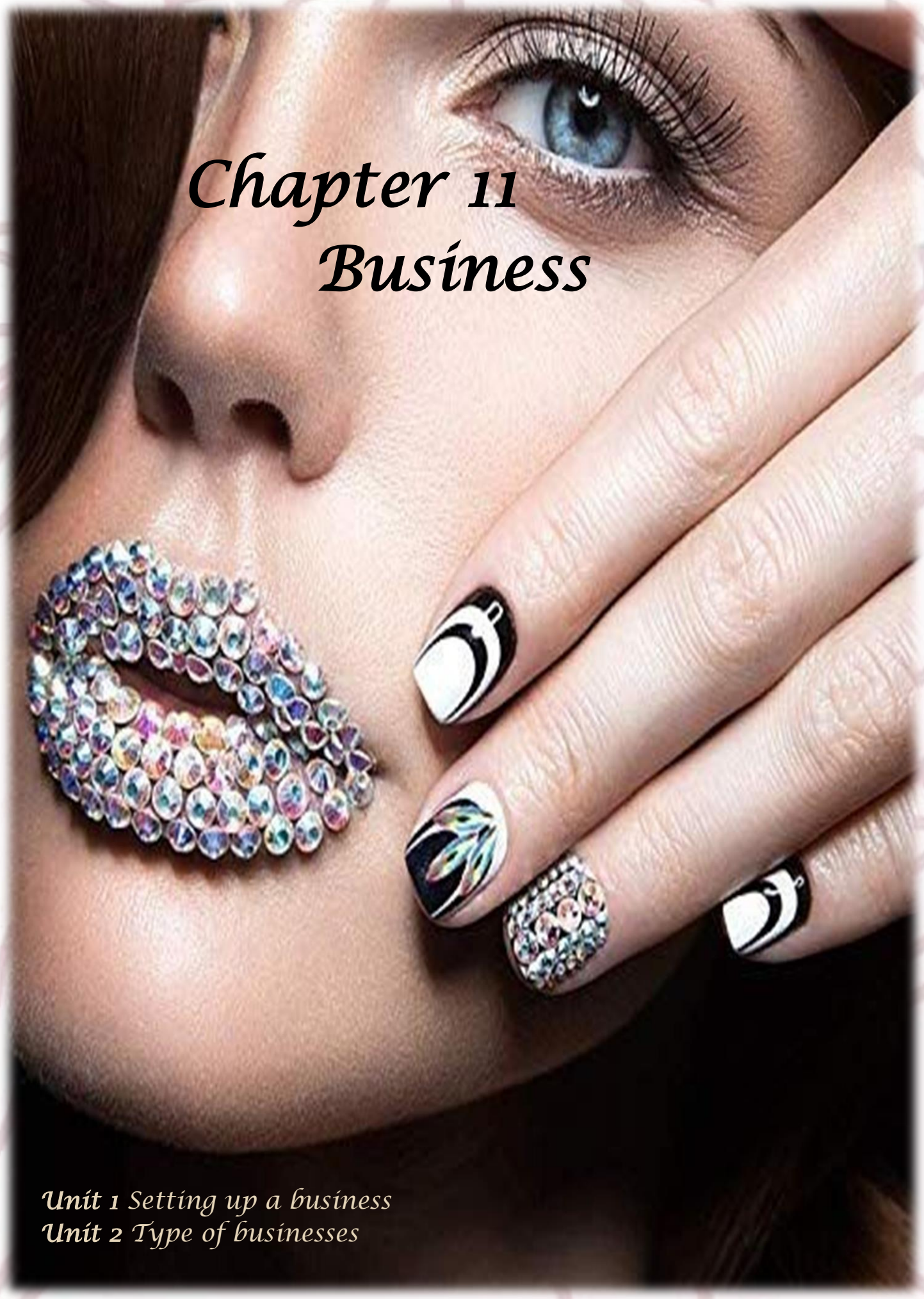
Salon Practice

Points to remember

- Section and sub-section the hair before and during cutting and shaping
- Take in account critical influencing factors such as facial shapes, features, body form, hair type, hair texture and hair growth patterns
- Hold the scissors and comb in the proper cutting hold
- Section, grip, comb and cut the hair while NOT leaving the scissor and comb on the table
- Maintain good posture, tension and direction while cutting the hair
- Do a complete club cut on long hair
- Apply the same principal to cut a short or shoulder length Bob haircut.
- Section hair from the nape area and extend hair at different angles away from the scalp to feather cut the hair (layering)
- Section the hair and proceed towards the crown area to complete the feather cut
- Apply the same feather cut principle to cut short hair in layers
- Apply the same principle and technique using a thinning scissor
- Apply the same technique using a feather cut razor blade
- Apply the same feather cut principle to cut the bottom of a Bob haircut in a graduation cut
- Maintain design line throughout the cut
- Prepare the workstation for the cut

Step by step cutting gents hair		
1. Drape your client for a shampoo. .	 2. Shampoo and condition the hair as necessary.	3 .Escort the client back to the styling chair. Secure a neck strip around the client's neck. Place a cape over the neck strip and fasten in the back. Fold the neck strip down over the cape so that no part of the cape touches the client's skin
 4. Towel dry and detangle the hair with the wide-tooth comb.	 5. Make a horseshoe parting about 2 inches (5 centimetres) below the apex of the head, beginning and ending at the front hairline. Comb the hair above the part forward.	 6 .Starting in the nape area, place the haircutting comb against the scalp, teeth up. Angle the comb against the scalp from 0 to 45 degrees, allowing for the natural contour of the head. Cut the hair that extends through the teeth of the comb.
 7. Repeat steps 6 as you move up the back of the head. Blend the lengths over the curve of the head by cross-cutting horizontally, from side to side. Shape the back centre area first, from the nape to the parietal ridge. Then, still using the clipper-over-comb technique, cut both sides of the back from ear to ear.	8 .Carefully blend the lengths over the curve of the head by cross-cutting	 9. Using a low-number length attachment on the clipper, cut up each side from the sideburn to the parietal ridge. The hair length will be very close to the scalp. If the client wants longer sides, the weight on the top will need to be blended.

 10. Measure the distance between the eyebrows and the natural hairline to establish a guideline for the length in the crown area if the client wishes to keep hair out of the eyes.	 11a Cut a narrow guideline at the crown end of the horseshoe parting. Determine the length by the forehead measurement. Beginning at the crown end, cut the top area with the clipper to the exact length of the initial crown guideline.	 11b as you move toward the forehead, over direct the hair back toward the guideline in order to increase the length at the forehead.
 12. Using the clipper and attachment shorten and shape the hair around the ears and sideburns. To blend or outline the perimeter of the haircut, you may use a clipper over trimmer. The scissor-over-comb or clipper-over-comb technique, using the front teeth of a barber comb, may also be used here.	13. Finished looks.	



Chapter 11
Business

Unit 1 Setting up a business
Unit 2 Type of businesses

Introduction:

There are many wonderful opportunities available to hairdressers with management skills. The demand is great because of the rapid growth of the hairdressing industry. Developing these skills is important because employers expect the hairdresser to contribute to the growth of the business and are offering incentives in the form of commission, profit sharing and promotion.

Many hairstylists intend to open their own business at some time in their career, particularly after they have had the experience of working for others and developed their technical and professional skills. Having your own business provides job satisfaction and independence, but means working longer hours, fewer holidays and initially, lower earnings. Commitment is essential and those who produce a good business plan are more likely to succeed.

Term 4 Week 1-2

Unit 1: Type of businesses

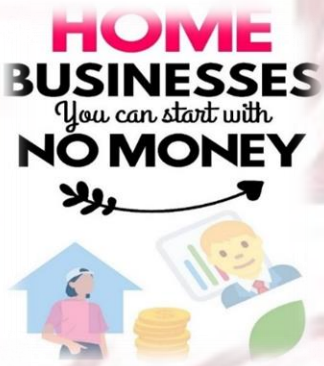
You have decided you want to run a hairdressing business. Now give some thought to how yow will achieve this. Will you:

- Buy an existing business.
- Establishing a business at home.
- Start up a new business from scratch.
- Purchase a franchise.

Buying an existing business:

It is important to find out exactly why a business is up for sale. There are many reasons why businesses sold, but the owner of the business you are interested in may feel that is under threat or no longer a viable business and is cutting his or her losses and selling out. When you are completely satisfied that this is not the case, then it is time to examine all aspects of the business.

A thriving hairdressing business relies on the continuing patronage of the existing clientele. Therefore, it is important to obtain an undertaking from the present owner that he or she will not be opening elsewhere in competition with you and the client will be remaining with the salon. The sale price may include equipment, which will only be of use to you if it is in good working order and has a long working life ahead of it. It would be worthwhile, therefore, to have everything checked by an expert. Retail stock must be up to date and preferably, of products which will be easy to sell. It is advisable to have accounts for the last few years checked by an accountant to ensure the business is profitable.



Establishing a business at home:

Before this option considered, you need to have a trade test, or at least have someone working for you that has a trade test so that you can work towards a trade test.

The idea of working from home is very appealing as there would be no traveling to and from work and the hours worked could fit in with your normal daily routine.

Mobile Hairdressing business

Introduction:

A mobile business is an increasingly popular option for the many fully trained hair stylists who want to offer their services to those people who find it difficult to travel due to work or family commitments, disability, or personal choice.

Advantages of a running a mobile business

There is a captive market as well as there are many prospective clients who cannot leave home because they are disabled or elderly, are a career looking after relative, are without transport, or even agoraphobic.

- In rural areas there may not be a beauty salon and travelling to the nearest large town or city may be time-consuming, inconvenient, and expensive and some clients just like to have the treatment in the comfort of their own home.
- There is a relatively small capital outlay particularly when offering a hair treatment or hair services that can be carried out by one hair stylist as the mode of transport will be largest expense.
- Overheads are low, as the location for the business is the client's own premises, which could be a home or work.
- A choice of working hours and flexibility is available to the mobile hair stylists allowing other commitments to accommodate without having to consult with colleagues or supervisors.
- The service is more personal and a good client to hair stylist relationship is easily established and maintained.
- There are no increased benefits to clients because they will not have to travel, and treatments will be far more relaxing.

Disadvantages of running a mobile business

- A limited number of treatments achieved in a day because of the time needed to travel. Planning of appointments will be essential to prevent unnecessary time wasted.
- It is necessary to carry all equipment and products required to ensure an efficient service, so good planning and organisation are essential.
- Equipment may get damaged
- Repetitive strain or back injury may occur lifting heavy items in and out of the car.
- Setting up equipment may be difficult depending on the location used for the treatment.
- Business expansion is difficult
- There are risks involved when attending new clients. It is important, therefore, to vet any prospective clients or rely on personal recommendation.

Before setting up a mobile business, you will need to consider the following:

- The local authority by-laws checked before offering a mobile service to ensure that all regulations complied with.
- Registration will be required for electrolysis.
- Many suppliers of equipment will supply special mobile units in a protective carrying case, which will reduce the risk of damage on the equipment occurring in transit.
- Lightweight sturdy equipment is necessary for mobile businesses, to prevent hairstylists suffering from strain or injury when loading or unloading.
- Team up with a mobile beauty therapist, holistic therapist or reflexologist and share client lists. It will help to increase business and ensure client recommended.

Planning permission

The **Town and Country Planning Act (1971)** and the **Town and Country Planning (listed building and buildings in conservation areas) Regulations (1987)** give responsibility for approval and control of new developments and the approval of change in use of premises to the local authority. The local authority also has to monitor the appropriate use of 'listed buildings. It will undertake the inspection and approval of building work, which changes the structure of a building to comply with building regulations and ensure it is safe.

Franchising

Introduction:

The basic principle involved in franchising is when a successful company that manufactures, retails products, or provides a service decides to expand its business by becoming a franchiser instead of opening other branches that owned by its parent company.

The company is selling its already established reputation and valuable expertise to a franchisee. In effect, the franchisee is buying a complete business system or way of trading. The franchisee enters a contract to sell the product of service under the franchiser's name, following strict guidelines laid down by the franchiser.

The legal form the franchise will take will be the same as any other business that is sole trader, partnership, or limited company.

Advantages of running a franchise	Disadvantages of running a franchise
1. The chief advantage of starting a business by buying a franchise is that there are reduced risks as all the problems normally encountered when running a business from scratch will already have been analysed and solved, and with a reputable franchiser, there is a greater chance of success.	1. There will be restrictions on how the business run, as all business transactions will be in the best interest of the franchiser and the other franchisees.
2. The business is your own.	2. There is usually a large initial fee to be paid for the franchise
3. There is continuing support provided by the franchiser that is particularly important for those inexperienced in business.	3. Subsequent payments must then be paid each year, usually as a percentage of turnover
4. The product or service bought has a recognisable name with an established reputation.	4. The franchiser has the right to come to the business premises to inspect records, and sales statistics must be sent regularly to the franchiser
5. The business will benefit from the advertising promotion carried out by the franchiser.	5. Operating methods laid down by the franchiser must strictly adhered to, which may prevent franchises using their own initiative and expertise.
6. Previous experience is not necessary in most cased, e.g., retail sales, as training is normally given by the franchiser.	6. All stock may have to be purchased from the franchiser, not allowing the franchisee freedom to seek competitive alternatives
	7. If the franchisee wants to sell the business before the end of the contract, the franchiser must agree.
	8. The franchise runs for a set number of years with as option to renew 'if the franchisee's performance is satisfactory'. This mean commitment on spending refurbishment
	9. If the franchisee cannot renew, there may be little to sell as the franchisee cannot sell the name and goodwill

Before setting up a franchise business, you will have to consider the following:

- An accountant should examine the forecast given by the franchiser.
- A solicitor should go through any contract before it signed to see how the franchiser is making money and to analyse the restrictions the contract might impose.
- The franchisee should find out how many franchises already been sold and how long they have been trading.
- The franchise should talk to existing franchisees.

Useful franchising terms

*A **franchise** is a licence to operate a business in a particular area, given by a business with an established name and reputation.*

*The **franchisee** is the person who buys the franchise.*

*The **franchiser** is the person or company who sells the franchise.*

Researching the business plan

To establish the viability of the proposed business, you may find it helpful to produce a research plan. This should include:

- Assessing the potential market and competition
- Establishing client requirements
- Finding premises
- Finding equipment and product suppliers
- Establishing legal advice
- Methods of obtaining finance.

Assessing the potential market and competition

Marketing research involves collecting, and analysing data relevant to the business to help establish its viability. You will need to assess how many people are likely to want your services, and if the numbers will be sufficient to make your business viable.

Look at your competitors, how well established they are and how your services or prices compare with theirs and what you will provide that they do not. One of the easiest ways in which to achieve this is to visit your competitor(s) as a client and gain reliable first-hand knowledge. Market research allows you to establish if there is a market segment on which to concentrate. Market segmentation involves dividing an existing market into several smaller submarkets, identifying groups of customers with similar requirements. For example, the house bound the busy professional, health and fitness fans, male clients, ethnic groups etc. Look for a gap in the market that you could fill. The more information you acquire about potential clients and the current market, the better the chance of minimising risk and maximising success.

Establishing client requirements

Your clients will come from all lifestyles and different age groups; they will have varying lifestyles and may have hair problems or requirements. It is important to be able to cater for the client's individual requirements and these could include some or all the following:

- Specialising in specific hair treatments such as damaged scalp, anti-ageing, or hair removal.
- a Mobile service for those people who are house bound or find it difficult to travel.
- Providing flexible opening hours for those people who work nine to five, Monday to Friday. Many clients appreciate and evening or weekend appointment.
- Providing your services in situ, possibly working from a room within another business or large building servicing many businesses. These businesses could be high powered and stressful, and many appreciate the services of a hair stylist to be available as an antidote to the stresses and strains of the job by getting their hair done and looking their best. Some large organisations provide hair, beauty, and massage services for their staff as a benefit of the job.
- Providing additional services, which complement beauty therapy.
- Working with other professionals in a combined business
- Providing easy access to your premises for disabled clients.
- Providing a professional and relaxing environment in which to have the treatment, using quality equipment and products.

Market research is again a useful tool for collecting the information that you require to establish what your potential clients will need. Once you have an established clientele, it is easier to collect information as you may already be aware of their requirements, you can question them about their needs, or ask them to fill in questionnaires to obtain specific information.

Finding Premises

Premises should be in the right area and at the right price, centrally situated in a well-populated area. If it is close to other businesses which have a brisk trade you can benefit from passing trade, for example post offices, banks, building societies or pharmacies. Situated near other businesses such as beauty spas, popular restaurant or near a medical health centre could also bring in new clients.

The more central the position in a town the more expensive the cost of buying, renting, or leasing premises. You will need to consider the space required for your business. One or two working stations, a toilet and a small reception area is all that is required for a small business, but you may need more space, and this will add to the cost. Ensure that the fixtures and fittings are adequate. If it is necessary to install some or all these facilities, it may add considerably to your start-up costs.

One important consideration is the expansion of the business. If you intend to employ staff or take on other hair stylists, it is best to plan for this initially and buy or lease somewhere of a suitable size, as it may prove costly to move to larger premises as you grow.

Once you have found the right premises, there are four options – to rent, to lease, to buy or to use a room in your home.

Renting

A short-term rental agreement is an option for a new business as the financial outlay will not be so great while establishing the business. However, the shorter the term of the agreement, the higher the rental cost. Opting for a long-term agreement will lower the rent, but it will commit you to the agreement for several years. A good way to start is to find a room to rent within another business such as a beauty salon, holistic centre or with a health care professional. You then have the advantage of sharing costs, gaining clients from an already established clientele, the use of the available resources, such as the telephone, computer, fax machine etc. and possibly the services of a receptionist.

It is important that before signing any agreement to make sure there are no clauses making you liable for the upkeep of the property unless you have agreed a reasonable rent to reflect this.

Leasing

This is when the business buys the leasehold rights to the premises for a period, perhaps 25 or 50 years, and then pays an annual ground rent. The main advantage is that existing capital will be available for the business, rather than committing to buying a property with high mortgagee repayments that could be a burden, and you will have a capital asset for balance sheet purposes with less expenditure than when buying.

When negotiating the lease, it may be advisable to go for as short a lease as possible with the option to renew the lease for a longer period when you feel sure the business will be a success. The main disadvantage is that over a long period of time the lease will cost as much if not more than buying a property. You must also seek permission from the property owner before carrying out any alterations. When the lease expires you have the right to agree new terms, but the property owner may refuse if you have not been a good tenant or if he or she requires the premises for their own occupation.

The Landlord and Tenant Act (1954)

The purpose of this Act is to give the tenant some security in remaining in the premises after the lease has expired and to be compensated for improvements, which have added to the value of the business premises. The property owner must give six months' notice if the lease is to be terminated. This will give the tenant the opportunity to apply to the court to have the lease renewed. The court may refuse the application if the property owner can show the following:

- ***The rent is in arrears.***
- ***The property has been allowed to fall into despair.***
- ***The landlord has found alternative premises for the tenant.***
- ***The premises are to be demolished or reconstructed.***
- ***The landlord needs the premises for his or her own occupation.***

It is advisable to seek the advice of a solicitor before signing and always check the following:

- Can the premises used for the purpose you require?
- Will you be able to make any alterations that you need for your business?
- Who is responsible for the repair and maintenance of the premises?
- What is the length of the lease?
- Is subletting part of the premises permitted?
- How often is the rent reviewed?

Buying

A small business may buy freehold premises along with the business in them. Normally, when purchasing a business property, you will have to provide 20-25 percent of the total purchase price and then arrange a commercial mortgage, which may be difficult to obtain for a new business.

The advantage is that it is a good long-term investment, particularly if a good quality property bought at the right price and then sold at a profit some years later. You will have no rent to pay and tax relief claimed against the purchase price. The disadvantages include finding the high deposit required, tying up available finance in the property, which invested in the business itself, and the cost of maintaining and improving the property. It essential to seek professional help and advice when buying a freehold property, and check that there are no undeclared mortgages or charges existing against the premises. It is also advisable to check that there are no proposed building plans or changes to the area, which may adversely affect your business.

Business from home

The final option is using a room or a garage in your own home for your business. If you build a separate structure to accommodate the business, then you will require Building Regulations approval and an inspector will regularly check that foundations are sufficient and that the building is complying with the approved details of the building plan.

Finding equipment and product suppliers

Make a detailed list of all your requirements and research as many companies as you can. Ask them for estimates, minimum order requirements and terms of payment. It is essential that they can deliver quickly so that you can maintain a healthy stock level without tying up too much capital.

Electrical equipment bought from a reputable supplier who will provide you with efficient after-sale service and replace faulty machines when they repaired. It is advisable to enter a contract with an electrician to service your equipment.

Establishing legal requirements

There are many Acts if Parliament, European Directives, and local by-law that may affect the small business. In recent years, there has been a rapid increase in legislation, particularly in health and safety.

Establishments inspected to ensure that strict hygiene methods are in place. As local councils vary, it is advisable to check with your local authority if you think your business may be offering a service or treatment that requires a licence.

Obtaining specialist advice and obtaining finance

When starting any business, you must consider how much money you will need to survive while you are establishing yourself and remember to include this in your cash flow forecast and budgets. Find out as much as you can from specialists. For example, contact your local authority, as it will have information on local funding for small businesses. It will also know of local training and enterprise agencies who will provide advice on all matters related to setting up a new business and have lists of experts such as solicitors, accountant's insurance companies, bank managers and bookkeepers, who will provide valuable advice and support when starting up a new venture.

Government departments and local authorities will provide you with impartial advice when setting up a business. The department of Trade and Industry (DTI) publishes, 'A guide to help for small businesses' which contains details of government and other schemes specifically to help small businesses

Business Link is an organisation that provides practical and financial help in setting up a new business. There may be a small charge or an initiation fee review and the subsidised consultancy charge. An insurance broker will be able to find you the best insurance policies for your requirements. Under the Financial Services Act, a broker is required to give you the best impartial advice and not recommend a particular company if it is not appropriate. A free booklet entitled 'Insurance advice for small businesses' is available from the Association of British Insurers.

Unit 2: Setting up a business

This section deals with the practicalities of setting up and running a business.

The Business Plan

It is important for anyone hoping to start a business to produce a comprehensive business plan as this provides a concise document, which details the business you wish to establish, and the expectations you have for its continuing growth and success. This will then help you decide on the viability of your ideas and give you something to measure the progress you are making once established, as well as allowing you to maintain the course you have set by following the plan and achieving your objectives.

If you need to raise funds when starting a new business or for expansion of an already established business, a thorough and impressive business plan will be essential in convincing potential backers that they should invest their money with you. If a business plan is well written and presented, it will show that you have a professional and business-like approach and shows that effort you are making and your determination to succeed.

Setting objectives

Your objectives are the goals you wish to achieve in your business. Your main or primary objectives known as your **mission statement** and will state the purpose of your business and the market it will cater for. Once you have stated your primary objectives, you must then decide how you will achieve them. What you will require to finance your plans, put them into operation, market the business and monitor the outcomes. This will necessitate defining objectives in much more detail, forming the body of your business plan.

There are many standard formats available from banks or other financial institutions that you may use when writing your business plan. However, to be successful a great deal of thought and preparation need to go into producing a *high-quality* business plan. When raising finance, it may be essential to use the format laid down by the institution that you wish to borrow money from, as it will have certain requirements. In some circumstances, the standard format may not be quite the right approach for your business, so use it simply as a guide, selecting those parts of it, which are most appropriate to your business.

- Mission statement
- 'Our aim is to be the premier hair salon in the area. We will provide
- efficient service of the highest quality to our clients, in a relaxing
- environment, making the best use of resources and striving to offer
- the latest and most up-to-date hair treatments and while challenging
- Interesting work for our employees.'

Content of a business plan

Business details:

- **The name and type of business**, e.g., hair salon, beauty salon, health and hair, mobile hair stylist.
- **The services you will be offering,** e.g., hair treatments, hairstyles, head massages or if you will also be selling hair products.
- **Why you have chosen this business** – should include you experience in your chosen field, your qualifications and continuing professional development.
- **Your legal status** – sole trader, partnership, limited company.
- Any **previous business experience** or courses you may have attended to provide you with skill for running your own business.

These details will serve as a simple but informative introduction to the business plan providing a brief overview for the reader.

The Location:

Explain where you based. This may be in your own home, in a room you have converted to a mini hair salon or even in garage, a complex or in a mall. You may decide to offer mobile services and visit clients in their own homes or work within another business, either from a beauty or complementary or renting a room from another professional. You may even have bought or are leasing your own premises. Whatever the location, you will need to provide details of the catchment area from where you will be drawing clients

The market:

To have a successful business and to convince bankers of your future success, it is important to demonstrate that there is a market for the services you offer. You will need to consider the following points and record them in your plan:

- Where is your market and how large is it?
- Does it have the potential for growth?
- Identify the potential clients
- Identify you competitors, the prices they charge and assess their strengths and weaknesses.
- State the possibility of tailoring services to meet the demands of other sectors within the market.

Operating the business

The information required here would include premises, transport, staff, equipment, and suppliers.

Premises:

For existing premises, you should provide details of location, size, and type of premises and if there are any plans for expansion, future development, or change. If the premises are leasehold, state the term of the lease, what period is outstanding and if there is an option to renew. It is also important to establish who is responsible for the repair and upkeep of the premises. If you are liable, you will need to know the extent of this liability, for example is it simply general painting, decorating and repairs, or will you be responsible for the roof, foundation, or load bearing walls? This could prove costly!

Transport:

A mobile business will rely heavily on the means of transport you choose and as this will be an expensive outlay, it must be reliable and appropriate for your requirements. State the reasons why you need a particular vehicle. For example, an estate car with five doors would be ideal when lifting equipment in and out and the capacity will allow you room to store items safely without causing damage in transit.

Equipment and suppliers

State how much equipment needed. The cost and name of suppliers, and the alternatives are if they fail to supply. Retail and consumable suppliers may be separate from equipment suppliers. It is important to shop around and find a reliable company who will deliver promptly, offer quality products, and not expect you to invest huge sums of money on an initial order. The type of equipment you buy for a mobile service will need to be durable, packed away easily and light to carry. Many equipment suppliers provide specially boxed equipment, which is well protected in transit.

Services:

This will provide details of the services you offer emphasising anything that is different or special about the various treatments or hairstyles and why it will be successful. List the prices for the treatments and a breakdown of how the cost was established. State whether you are researching new areas or learning new skills, which may be added to your hair treatments and a breakdown of how the cost was established. State whether you are researching new areas or learning new skills, which may be added to your hair treatment list soon. Selling retail products is an important service to the client and an essential in maximising profit, so you will need to itemise the lines you have chosen, explain their relevance to the business and state the selling price and original cost.

Staffing:

As a sole trader, you will need to provide a curriculum vitae (CV), detailing your personal information, qualifications, professional memberships, career history and any other activities and interests which may be relevant. List all the skill you have which are relevant and all the experience you have had which will contribute to the success of the business. Most people sell themselves short when listing previous experience.

For example, if you have worked in a retail environment, you will have been involved in handling cash, customer care, stock control and marketing, all skills relevant to a hair salon or a beauty salon. In addition, you should provide a personal profile to include a description of yourself, your ambitions, reasons, and motivation for you proposed business, and your long-term objectives. In the case of a partnership, details will be required of all concerned and an outline of the roles and responsibilities of all those involved. If you will be employing staff, you must provide details to include their name, address, qualifications, relevant work experience and their position in the business. There may be other skills you will require to help establish and operate the business within the next year. If so, state what they are and the staff you will be hoping to employ. You may wish to employ a cleaner, a receptionist, a trainee, a bookkeeper, other stylists or even a business manager.

Estimate the cost of employing staff and buying in the required skills. These costs should include your own salary and other partners in the business and may be shown as monthly or annual costs.

Financial details

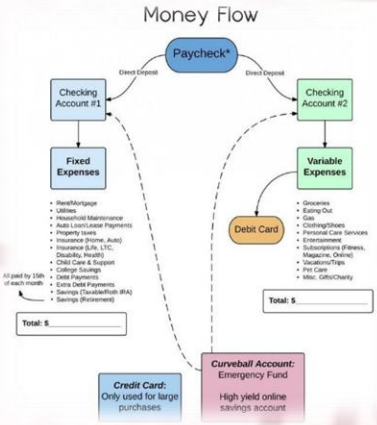
This provides the information required by a bank manager or investor when you wish to borrow money. There is a risk involved when lending money, therefore it is important to show what assets you have available, as insurance against anything going wrong. These include:

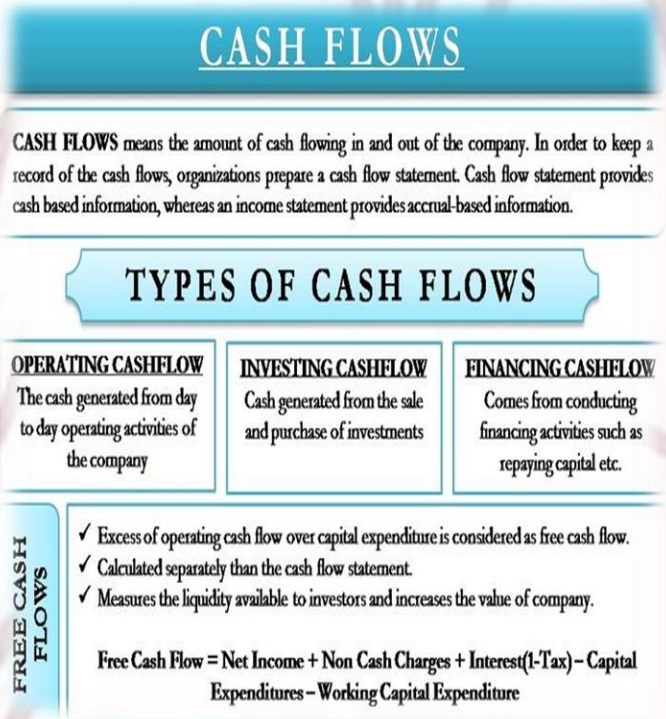
- Capital you have available
- Other source of funds, e.g., savings, stocks and shares, redundancy money, inheritance, a loan from a member of the family, and so on
- another investor
- enterprise fund – help given by the government to encourage small businesses
- local enterprise agencies which are a partnership between industry and local central government – they will provide advice or recommend expert to help with financial matters as well as marketing, finding premises and planning
- You must state how much you wish to borrow, for how long and how you wish to borrow, for how long and how you propose to pay back. You will be required to supply a budget and cash flow forecast for 12 months. This will demonstrate your ability to repay the loan after all your business expenses have been met.

A cash flow forecast analyses your expenditure and receipts for the period.

Expenditure may include such things as:

- Capital expenditure
- Rent, rates, and water
- Services such as power, heat, light, and telephone
- Insurance
- Leasing repayments
- Payment to suppliers for equipment and products
- Other purchases
- Staff wages
- Loan repayments, interest, and bank charges
- Advertising and marketing
- Professional fees and subscription
- Any other





Receipts or money coming into the business will include:

- The capital you have invested
- Loans received initially and later
- Cash from treatments, services, and retail sales
- Other sources of income such as therapists or hair stylists sharing your premises.

The cash flow forecast is based on assumptions which form a vital part of the financial forecast. It is important, therefore, to be realistic as it will then be evident when your need for cash is greatest and what your funding requirements may be.

Business status

One of the most important decisions to make when opening a business is the legal form the business will take. There are four option:

- Sole trader
- Partnership
- Limited company
- Co-operative

Each one of these options has its advantages and disadvantages.

Types of Business Ownership

In the United States, there are three major types of business ownership. Use this poster as a quick reference guide to learn about each of them. There are other types of business ownership available which are also listed.

Sole Proprietorship

A business owned and operated by one person. Approximately 74% of all U.S. businesses are sole proprietorships.

Advantages:

- Easy to start the business
- Owner makes all of the decisions
- Owner gets to keep all of the profits
- Owner is his/her own boss

Disadvantages:

- Owner is liable for all debts (money owed) and assets (property)
- Owner must work long hours
- Difficult to raise capital (money) to start the business
- If the owner becomes ill or dies, the business ends
- The risk of losing money is not shared by anyone but the owner

Partnership

A business owned and operated by two or more people. Each person contributes money, property, labor or skill, and expects to share in the profits and losses of the business.

Approximately 8% of all U.S. businesses are partnerships.

Advantages:

- Fairly easy to start the business
- More ways to raise capital (money to start and operate the business)
- More skills are available (since there is more than one owner)
- Shared decision-making between partners

Disadvantages:

- Each partner is liable for the business debts
- Each partner can make decisions (more than one boss)
- Partnership can end if one partner quits or dies
- Profits are shared
- Conflicts can arise between partners disagreeing

Corporation

A business owned by a number of people and operated under written permission from the state in which it is located (called a Certificate of Incorporation).

Approximately 18% of all U.S. businesses are corporations.

Advantages:

- Easy to raise capital (money to start and operate the business)
- Limited liability (owners are only liable up to the amount they invest in the business)
- Ownership can be easily transferred
- Unlimited life of business
- Hire specially skilled and knowledgeable employees
- The risk is shared by many

Disadvantages:

- Can be difficult to start
- Owners do not have as much control of day-to-day decisions
- Double taxation on the corporation and the individual owners
- Profits are shared

Other Types of Businesses

LLC (Limited Liability Corporation)

A limited liability corporation is the newest form of business organization and is currently available in 49 states. An LLC is a hybrid entity that combines favorable aspects of a corporation and partnership.

Franchise

Individual business people buy and operate a business that already exists. A certain percentage of sales or profits go back to the original franchise corporation. Some examples of franchises are McDonalds, Subway, and Starbucks.

Non-profit Organization

A non-profit organization (not-for-profit) is an institution that tries to cover its operating costs. This type of business usually offers a service that is considered beneficial to society; for example, The Red Cross.

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Sole Trader

To start up a sole trader, all you must do is to inform your local tax inspector and Departmental of Social Security office, then open a business bank account. Being a sole trader means that you are solely responsible for the business and liable for all the money the business owes.

When there is not enough money in the business, all personal possession, including your home could be taken to settle debts. All the profits, however, belong solely to you. Accounts do not have to be submitted to Companies House, but annual accounts must be submitted to the Inland Revenue. As a sole trader, income tax is paid at the normal rate and is paid on a proceeding year basis. This means that tax may be paid on profits up to two years afterwards and this helps a small business with cash flow.

You are not answerable to anyone else for the decisions you make regarding the business, changes can be implemented at your own pace and you can offer a personal service to clients. When using a trade name, you must put your own name and address as proprietor on all business stationery and on a notice in the business premises.

Partnership

This is where there is a minimum of two people or a maximum of 20 people who will provide the star-up cash and share the workload in a business. In a business partnership there may be either a full partner who will participate fully in the business sharing both the profits and losses. Alternatively, you could have a sleeping partner who takes no active part in the running of the business but who provides working capital and takes responsibility for any debts, but only up to the amount he or she put into the business.

As each partner is responsible for the debts of the others, it is advisable for a partnership agreement to be drawn up by a solicitor so that each partner has some protection. The partners should agree on:

- The name of the business
- The date the partnership will start and how long it will last
- The amount of capital to be provided by each partner
- Who is authorised to operate bank accounts?
- How the business will be managed and what each partner's responsibility will be
- How the profits will be divided
- What provision will be made for holidays and other time off
- What will happen in the event of a partner withdrawing for the partnership for whatever reason e.g., retirement
- What provision will be made in the event of the death of a partner
- Arrangements for admitting new partners
- The conditions under which the partnership may be terminated in case of dispute
- The arrangements to be made for dissolving the partnership.

If there is no agreement, then any of the partners can pull out of the partnership at any time, leaving the other partners to find the money to buy out their share of the business. If a dispute arises and no partnership agreement exists, then the Partnership Act (1980) will apply.

Limited Company

Forming a limited company is more complicated than a partnership and advice must be sought for the solicitor. When a limited company is set up a new legal entity is being created. A company must have at least two shareholders, one director and a company secretary who may also be a director. The company must be registered with the Registrar of Companies, and the following should be provided:

- Memorandum of association
- Article of association
- Various forms
- Registration fees.

The Certificate of Incorporation should be on public display. There is also certain information, which must be displayed on all stationery and letterheads:

- The registered name and address of the company in full
- The place of registration
- The registration numbers
- Either all or none of the directors' names

Advantages:	***Disadvantages:***
1. The main advantage of a limited company is that the shareholders have a limited liability for debts. They are not personally responsible for the company's debts and creditors may only claim on the assets of the company and not on personal assets.	1. The details of the company are open to public scrutiny
2. A limited company may lend credibility to your business and investors and creditors may have greater confidence.	*2.* An annual meeting of members is compulsory.
3. Directors are required to pay income tax on company profits, which is one rate of tax only and averages out at much less than if income tax were paid on the profits.	*3.* The directors are subject to company law and have responsibilities to act in the best interest of the company and its shareholders, answering personally for failure to do so.

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Co-operative

A co-operative is an alternative business structure to consider if you and a group of other people wish to work together on a democratic basis, sharing all control and profits of the business. A minimum of two people is required to set up a co-operative.

Co-operatives are governed by different legislation from companies and are registered under the Industrial and Provident Societies Act (1965) or the companies Act and have the benefit of limited liability.

Characteristics of co-operatives:

- Each member has equal say; decisions are taken on a one person one vote basis.
- Members have collective responsibility for management and financial control.
- Interest payments on capital which members have introduced will be limited in a specified way.

Naming the Business

A sole trader is not obliged to register the name of the business if it is not his or her own name, but it must not be too much like a name already in existence as this may be misleading to the public. However, the sole trader's own name must be displayed prominently on:

- Business letters
- Written order for goods
- Invoices
- Written demands for payment of debts.

When a limited company is formed the name must be registered with Companies House and it must not be identical to any other company's name. The name must not be considered illegal of offensive, and it must not contain the word 'limited' anywhere in the name but at the end. Information may be obtained from Companies House. The name for your business must conform to the Companies Name Act (1985) and the Business Name Act (1985).

It is the aim of any business to be financially effective and make a profit and it is the responsibility of everyone – from the owner to the most junior member of staff to make their contribution. If the business does not make a profit, then overheads cannot be met, jobs may be lost, and the business might even have to close. When profits increase and the business can grow, then every member of staff will benefit in some way, through promotion, receiving and increasing in wages and commission, bonuses, and other incentives.

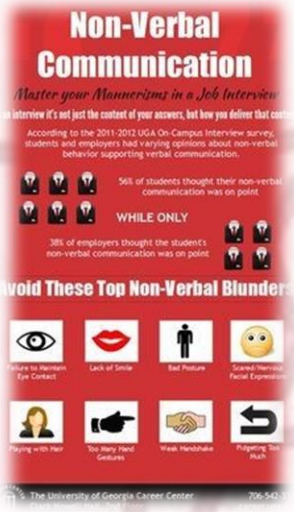
Communication

The most successful hair stylists are those who establish an enduring relationship with their clients. As the stylist provides a personal service and works very closely with clients, communication is a vital part of this press.

Communication defined as the process of creating, transmitting and interpreting ideas, opinions, and facts. Excellent communication skills are an essential requirement for anyone wishing to work in a salon. It is particularly important for the management, as they will keep staff informed about the business, how it will develop and what part each member of the team must play in the development. Employees also need to know how well they are going, and regular feedback will be useful in providing motivation as well as highlighting areas of weakness. The link with suppliers is an important one and effective communication will ensure that a successful relationship is established.

There are many aspects of communication, which will help to increase efficiency in the work environment. To contribute, each employee must:

- Offer support and help to colleagues willingly
- Treat all clients with respect
- Accept help and advice in the spirit in which it is offered
- Provide only relevant information
- Be open and honest with colleagues, management, and clients
- Be sensitive to the feelings of others
- Always use positive body language
- Accept positive and negative feedback and use it to improve service.



Communication can be:

- One-way and two-way
- Formal and informal
- Open and closed
- Vertical and horizontal.

One-way and two-way Communication

One-way communication is when the sender transmits a message to the receiver. It is quick and a reply is not required, for example an information memo or written record of a telephone message. One-way communication provides no feedback, however, so the accuracy cannot be checked.

A two –way communication will allow the receiver to comment on the message and receive clarification, making this a more accurate form of communication. For example, when doing hair of a new client you will be asking many questions, providing information and advice and planning treatments. The client will, in turn, be asking you many questions as well as providing you with specific information. In two-way communication, you can make sure that

the client understands everything that has been discussed and the feedback that he or she gives will allow you to recommend the most appropriate treatments.

Formal and informal communication

Formal methods of communication must be used, for example when employing staff at an interview, when providing essential information to staff such as health and safety issues and in discussion with a bank manager or investor when raising finance. Most businesses will have a formal method of answering the telephone and records follow a set format.

Information methods of communication may involve providing information in an unofficial capacity (leaked) and the reaction to it can be assessed before any final official information is given. When people chat in an informal capacity issues and problems are often highlighted and good ideas shared which may not be the case at a formal meeting. The only problem with the 'grapevine' is that information may become distorted and can cause misunderstanding. It is probably true that the 'grapevine' carries more bad news than good and provides a vehicle for dissatisfied employees.

Open and closed communication

Open communication refers to the language used when transmitting the message. It should be easily understood by the receiver and should be used when communicating with clients. Closed communication refers to terminology that is only understood by those who have particularly skills and understanding. This type of language will be used between stylists when discussing technical issues or during training sessions – it is not suitable when discussing a hair treatment with clients.

Vertical and horizontal communication

Communication through vertical channels exists in large organisations and information is passed from senior management down, and from employees up to the top. This two-way communication between the levels of management encourages discussion and involvement. It is a motivating factor and increases job satisfaction. Horizontal communication occurs when two or more employees at the same level exchange information for mutual benefit.

Methods of communication

Good communication is vital for the success of any business. Problems will soon arise if the methods used are not effective or the channels of communication are not working effectively. Communication is effective when a message is sent, received, and understood. Some of the methods available to a business are:

- **Verbal or oral communication** – speaking directly to another person.
- **Non-verbal** – the use of body language, gestures, and facial expressions.
- **Written** – includes letters, memos, reports, manuals, notices, faxes, and email.

Choosing the method of communication

How you communicate will depend on the nature of the information to be sent:

- It may require confidentiality.
- It may have to reach a large audience.
- Consultation may be necessary.
- Feedback may be required.
- It may involve a disciplinary or grievance issue.
- It may be to provide specific information to a particular person.

Barriers to communication

It may not always be easy to communicate the information you wish because there are sometimes barriers, which prevent it. Recognise any barriers that exist and do your best to overcome them and make sure any information communicated is accurate, relevant, complete, and easily understood. Barriers may include:

- The sender may not have the skill to send the message effectively, e.g., trying to use a telephone switchboard, send email or fax when no training has been given.
- The sender does not want to send the message. It may be that the stylist must deal with a difficult client.
- The receiver does not understand what is being said.
- The information given is too complicated for the receiver to understand. When speaking to clients always describe treatments and procedures in non-technical language. They will only be interested in the benefits to them.
- The receiver is hostile to the sender or lack interest in what is being said.
- The client is not concentrating. Never try to give important information to a client about times and dates of future treatments or special requirements who is leaving the salon in a hurry to get somewhere else. The client will not be interested and is unlikely to remember the information.

Stock

Stock is a valuable resource, and most salons will have invested a large amount of capital to use for treatments as well as retail lines and other complementary products. The control of stock is a very important function.

For a salon that sells retail products as well as providing treatments, a large amount of stock will be required to cope with the demand. An effective stock control system will ensure that the business holds goods only in the quantities required, to meet the demands of the clients. The benefits of an efficient system are:

- To ensure that the correct stock will always be available for clients, thus avoiding disappointment or causing them to go elsewhere to buy an item they particularly need.
- To maintain the correct stock level required for the smooth running of the business, allowing stylists to carry out their treatments in the full knowledge that they will have anything that they need.
- To ensure that over stocking does not occur and working capital is not tied up in excess stock.
- To prevent stock for deteriorating, becoming out of date, or out of fashion because it is sitting in a stock room.

Requirements of an effective stock control system

One member of staff should be put in charge of stock control, as the more people there are involved the more chance there is of mistakes being made. In larger salons, the person responsible for stock control may delegate responsibility to other responsible members of staff. The duties of a stock controller will be:

- To set minimum and maximum stock levels
- To order stock
- To check stock deliveries
- To maintain records
- To distribute stock
- To carry out regular stock checks
- To delegate responsibility to others
- To train other members of staff.

There should be a stock room or a large stock cupboard in which to store a large percentage of stock. The shelving should be adjustable to accommodate different sized containers, particularly when buying in bulk. Everything in the room should be easy to clean for hygiene purposes and to keep stock in good condition. The shelves should be clearly labelled to show exactly where each item is to be stored.

Stock being used in salons should be the responsibility of the individual stylist. Stylists should keep the stock in good order, use it economically and replace it when necessary. Trolleys with drawers, or small cupboards with shelves are ideal to store small quantities of treatment products so that the stylist has sufficient stock to hand, and it is kept clean and secure. Electrical equipment should be stored safely when not in use, covered to protect it from dust and with all leads and wires securely attached.

Stock control procedures

Choose a supplier

It is important to choose a manufacturer or supplier that is competitively priced. Shop around before making any decisions and speak to as many company representatives as you can before making a final decision. Check that the company will deliver stock quickly when required and will offer you terms of credit that allows you sufficient time to settle your account to maintain a healthy cash flow.

Dealing with one or two main suppliers has the benefit of building a professional relationship, receiving discounts, support in product training and promotional events and help and advice when required. When a supplier provides attractive discounts, this enables you to cut costs and increase profits. There are many companies now with their own Internet website and special trade hair suppliers allow orders to be placed 24 hours a day saving time for the hair stylists during the working day.

Completing paperwork

When purchasing stock use an official numbered order form on which the date is clearly written, with a duplicate copy for future reference. Retain the advice or despatch note if sent by the supplier to inform you the order is being processed. When goods arrive check the delivery note, which will itemise the products that have been delivered, and check them against the original order. If the order is complete, unpack the stock and store it safely, record all the items received in the appropriate format.

Store stock

When correctly stored the stock will not be damaged or deteriorate. Try to get large boxes full of stock delivered to appoint where they do not have to be moved again. If they do make sure the staff involved use the correct lifting and handling technique to prevent injury. When unpacking stock ensure everything is intact. If there are any breakages, dispose of them in a sharps box and handle carefully to avoid injury.

Stock must then be put away in the correct place following health and safety procedures. Liquids should be stored in plastic bottles to prevent breakage. New stock should be placed behind existing stock to ensure that it is used in strict rotation. Any stock reaching its sell-by date should be used immediately, sold at a reduced price, or given away with a treatment to avoid wastage.

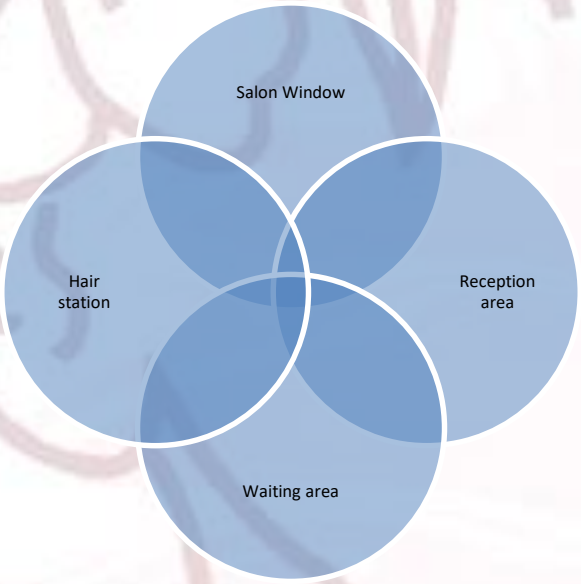
Check stock

Stock must be checked regularly. The higher the turnover, the more often it will require checking. As soon as the minimum number for any one product is reached, an order must be placed. Always allow sufficient time for products to be delivered.
Knowing your supplier well will allow you to calculate how long it will take. A computerised stock control system will be helpful with retail stock, particularly when it is linked to the point of sale.

Display stock

A large amount of profit can be made on products, so care should be taken to display retail stock in the most eye-catching way to attract the attention of clients in the salon or passers-by. Display should always be placed in a prominent position.

Places to display stock:



Whatever the position of the display, it is essential that it is well maintained, clean and colourful. A salon at street level can use its shop window to promote the business by using posters, products or different props and materials to promote an image. The window space available will depend upon the amount of window space available and if it is open with the interior of the salon clearly visible or completely closed in.

The disadvantage of a window display is that it will deteriorate when exposed to sunlight, the colours will begin to fade, liquids will evaporate, and some products will change in consistence because of the increase in temperature. This problem may be overcome by using dummy products and empty boxes with posters and changing the display regularly. The reception and waiting area are an ideal place to display retail stock as the client starts and finishes a visit here. Sometimes clients start and finishes a visit here. Sometimes clients or guests will be sitting in the reception area for a period, allowing the opportunity to browse.

Selling More

Selling retail products to clients is essential for business growth and should account for at least 40% of turnover. There is a limit to the profit made on treatments and hair styles carried out in the salon as there are set prices for each treatment or hair service performed in a particular time. You do however have a captive audience and very opportunity to sell clients products and materials for their benefit

To help in selling retail products, all staff should be trained in sales techniques and encouraged to sell products to complement the range used during a hair treatment. Commission should be given to all stylists on their sales to encourage them to sell more and should be encouraged to use the products they are selling so that they will sell the products from experience. All staff should receive the relevant training from the manufacturers or distributors of all products offered as they have thorough knowledge of their range and their unique selling points.

Being able to provide up-to-date, accurate information and explaining the features and benefits of products will inspire confidence in the client. Explain to the client what effects the features will have. Most companies provide up-to-date information through newsletters or offer a telephone helpline which salons may call for assistance. Ensure that all staff have a good technical knowledge of all treatments so that they may sell with confidence.

Leaflets and information booklets should be available for clients to read, particularly when you are selling products which require advice on their use. Give free samples to clients if your supplier provides you with them. Use positive body language, be helpful and smile when making a sale, but do not stare at the clients and intimidate them into a sale. Do no rush the sale or be too persistent in your approach as this can also be very intimidating. Concentrate solely on the client you are selling to, answering any questions, and asking your own to allow for communication and understanding your client.

Information and Communication systems

Nowadays, no business can be truly competitive without the use of computers. They are fast becoming an essential part of any business, whatever the size is. There is no doubt that a specialised computer software system can improve the efficiency of all business practice, from booking appointments to maintaining stock levels. This resource will help in the day-to-day running of a business, saving valuable time for the manager to use elsewhere and contributing to the financial effectiveness of the business. It may be expensive to install, but a business will soon recoup its investment due to the efficient working practices that result from its use.

A computer may be used to:

- Keep accounts and financial records
- Process payments
- Store client records and data
- Make appointments
- Manage staff and payroll
- Control stock
- Contact clients
- Advertise and promote the business.

Keeping accounts and financial records can be made easier by using a system to process wages, commission, daily purchase and sales accounts and VAT. Processing payment using a computerised till will help with the cashing up at the end of each day and will provide immediate information about the number clients, daily turnover, product sales and retail sales.

Maintaining detailed records is useful for any organisation as it provides instant access to a bank of information and helps to monitor business activities on a daily/weekly/monthly/yearly basis, thus recognising potential problems and allowing management to correct them to maintain high standards. The computer is an efficient method of keeping personnel records, organising staff rotas and wages, monitoring staff holidays and sickness, and to record staff appraisals. It will also collect data on the amount and type of work that each employee is doing over a set period. Identifying strengths and weaknesses, analysing the hair treatments that are being performed and if there are any which are being avoided. You can also find out who is the best at turning new clients into regular clients.

Stock control is simplified by using your computer. All new stock can be recorded and linked to the point of sale. Product sales are automatically deducted as they occur, and the computer will indicate when stock is running low and re-ordering is required.
Email provides a quick and easy method of communication. It allows you to contact clients to confirm appointments, provides information, send special offers, newsletters, and home care advice.

Internet can increase retail sales considerably as it offers clients a convenient way to purchase products. This extra service will also enhance customer satisfaction. Advertising and promoting the business can now also be done via the internet. Many businesses have their own website which allows them to communicate information about the hair treatment offered, display price lists and advertise special offers and promotional events. You will also be able to establish a mailing list from the people who access your website, and this will enable you to promote your business to a target audience at a minimal cost.

Time

Inefficient methods of work and poor time management are often difficult to change, but with commitment this is possible. It has been proved that it only takes six weeks for new behaviour to become habit, therefore improvements can be seen, and results achieved very quickly. It is important to evaluate your personal time management and focus on the areas you can improve. This will help to reduce stress at work, improve your efficiency and allow you to enjoy your work more. No matter how busy you are, you must always have time for the client, so good time management is an essential to business success. One of the simplest methods of time management is having 'Things to do' list. This provides you with a daily schedule and should contain a list of jobs, appointments, and tasks you hope to achieve that day.

Organising your day

Make sure you have several changes of uniform so that you do not waste time before work, washing, drying, or ironing clean clothing. Plan your route to work and avoid traffic and other problems that may delay you. Check your appointments the night before and make a mental note of any potential problems. Deal with these problems as soon as you arrive at work. Try and arrive early to allow you to prepare yourself for the busy day ahead, liaise with the reception coordinator and make any necessary phone calls to clients.

Organising your working space

Organising the workstation in which you work in will help you maximise your time as you will not spend time searching for items of importance because they are tucked away in a pile or have been moved somewhere else. Make sure all essential items are within easy reach and that your trolleys and surfaces are well organised, with products and equipment placed in a logical order so that you can see briefly where everything is.

Organising appointments

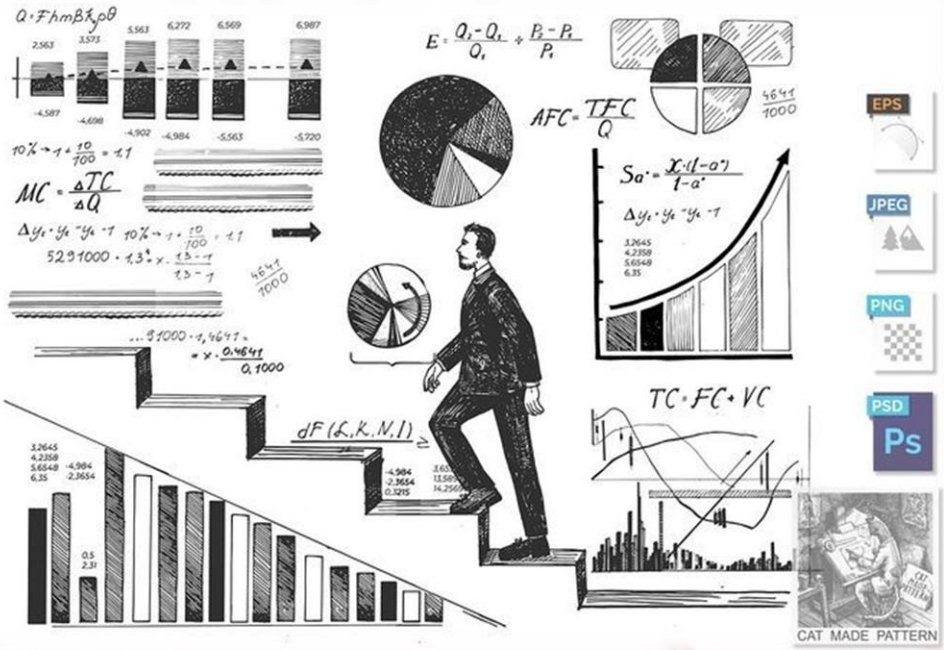
The appointment system you use should allow for the best use of each therapist's time. Certain points should be highlighted such as booking appointments in an orderly fashion throughout the day, filling earlier appointment first and re-booking cancellations as they occur –always have a list to hand of clients to ring who are waiting for an appointment.

Hair stylists will require training in dealing with clients who arrive late for appointments and still expect their treatments to be completed as booked. Company policy should be followed in such cases, so the stylists know that any decisions she makes are fully supported by management. Throughout the day, the receptionist should keep all therapists informed of changes to their appointments so that they can adapt their plans when necessary. Consider charging clients a cancellation fee when they give less than 24 hours' notice as this may discourage them from doing so again.

The Market

The market may be defined as a group of existing clients and potential new clients who will use your services and products. A very important function in any business is to increase turnover and profits and this may be achieved through promotion. Marketing is an ongoing process or business philosophy, which helps to provide what the client needs and wants and allows a business to be prepared to respond to change and when necessary. The importance of marketing has increased over the past 50 years for several reasons:

- **Economic growth.** There has been an increase in the disposable income of many consumers, and this has resulted in a growth in demand for products and services with a far wider range of choice.
- **Fashion.** There has been a considerable change in fashion, taste, and lifestyles of consumers. Many more men and woman consider a visit to a hair salon a necessity rather than a luxury.
- **Technology.** Firms are constantly inventing, designing, and launching new or more advanced products on to the market offering increased benefits to the consumer.
- **Competition.** The number of businesses competing for consumer's attention is increasing.



Marketing therefore is essential, particularly in a business which is so highly client orientated. It is necessary to:

- Assess client's needs and wants accurately
- Monitor changes taking place in the marketplace
- Anticipate future trends
- Promote the business to maintain and improve its market position

Offering treatments and styles that appeal to existing clients will require you to assess their current requirements and anticipate future needs through market research. This may be informal chatting to clients and asking them for feedback and suggestions or listening to their requests and acting upon them. A more formal method is through a questionnaire that the client will complete, useful when you want to introduce a new treatment of hair style. Offering treatments and hair styles that will encourage new clients may require you to invest in new products, employ stylist with skills or to retain existing staff. You must use promotion to bring them to the attention of the clients. Anticipating trends in the industry is often the key to a successful business and allows you to stay one step ahead of your competitors.

Differentiation

When you are competing with other businesses you must be able to show how you are different from your competitors and make it clear which segment or part of the market you are appealing to. To do this you will need:

→ Employing stylists with excellent practical skills
→ Offering treatments and styles that are not available else were
→ Providing a high-quality service
→ Developing additional services that will complement the business
→ Developing a particular philosophy or image.

Promoting your business once establishes is necessary to ensure that you continue to provide what your existing clients want and need and to introduce hair styles and treatment products that will attract new clients and increase business.

Client categories

Clients (consumers, purchasers) all differ in terms of attitude, income, and preferences. They all have different priorities and may be categorised according to their socio-economic group based on the head of each household's income:

- Chief executives of large companies, barristers, judges etc.
- Head teachers, solicitors, accountants, doctors etc.
- Skilled workers, supervisors, junior managers, teacher etc.
- Skilled manual workers such as plumbers, electricians etc.
- Semi-skilled and unskilled manual worker such as road sweepers, refuse collectors etc
- Pensioners, casual workers, and students.

Consumers may also be categorised using the 'family tree' method This is where market segmentation is based on the stage in the consumer's life:

- Young single
- Young married
- Full nest (children at home)
- Empty nest (children left home)
- Retired

Each of these groups will have different amounts of disposable income and different priorities. Some may be restricted by their working hours, looking after children or have a lack of mobility whereas others may have plenty of free time and disposable income with no restrictions or responsibilities. They will require different services, treatments and products and will therefore respond to different marketing methods.

The Marketing Mix

Marketing activities will include carrying out market research, creating the right image, advertising the business, selling and promotions. For a business to achieve its marketing objectives it must consider the marketing mix.

*To meet the needs of the consumer, the business must have the right **product** at the right **price** and make it available at the right **place** and inform consumers through **promotion.** These are the 4 p's of marketing mix.*

You will need to manage your product mix as the business grows and develops, phasing out old products and introducing new products as you respond to the need of your clients. It is also important to understand the life of a product and know when it has come to a profitable end. There is no point clinging to old hair styles or treatments if they are not popular, unprofitable or have been superseded by something more effective or attractive to the consumer.

Promotion

Promotion is a form of indirect advertising. It provides incentives to stimulate sales and is used:

- To draw the client's attention to a new business, hair style, treatment, or product
- To stimulate sales
- To encourage bookings in off-peak times
- To increase turnover

Types of promotion

- Introducing a new treatment at a special introductory price for a limited period.
- Booking a course of hair treatments at a discount.
- Providing a gift with purchase
- Including a discount voucher in a newspaper advertisement or article.
- Introduce friends and receive a free treatment.
- Open evenings with demonstrations and refreshments.
- Birthday cards with treatment vouchers sent to existing clients.
- Special offer of the month
- Give each new client a free treatment voucher after his or her first visit to the salon as a thank you to encourage the client to return.

The first promotion you are likely to have is the launch of the business and this can be an enjoyable social occasion for clients. Contact all relevant people and send invitations to as many prospective clients as possible. If you offer refreshments and have a special opening offer, you will persuade more people to attend and hopefully establish some new clients.

Advertising the business

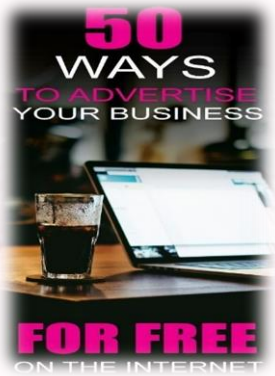
All businesses will benefit to some extent to some extent from advertising at some time. The aim of advertising is to inform potential clients about the nature and availability of hair services and products that you offer and to persuade clients to utilise the services and buy the products. There are two main types of advertising:

- Informative advertising
- Persuasive advertising

Advertising is successful when it achieves an increase in sales or in the number of clients. There are many types of advertising and it is important to select the best method for your business, so that the money spent is used to the best advantage. The method you choose will depend upon the budget you have for advertising, the market you are aiming at and the likelihood that you will reach the target audience.

Some options of advertising are:

- Newspapers
- Local radio
- Magazines
- Leaflets and posters
- Mail shots
- Word of mouth
- Demonstrations
- Directory
- Website
- Packaging and giveaways.



The Business Image

The image the business portrays will be an important part of marketing as it provides as instant picture to prospective clients. Image may be expressed in various ways. The image varies depending on the market it is aimed at, the type of clientele it already has, fashion or even a reflection of the owner's personality or taste. Salons often choose an image which may be glamorous, high tech and ultra-modern, minimalist, with an eastern influence or fantasy. It all depends on the vision of the salon owner. The image may also be influenced by the location, particularly if it is part of another business.
The décor may be often designed in such a way that is reflects the type of service is being offered. A hair salon is in most cases designed so that all the clients are situated in one area. There is often lively music playing in the background and plenty of interaction between clients and stylists.

The business logo is a useful marketing tool as it is a visual message that identifies you to your clients. It is a trademark that is unique to you and can be a symbol, words or a picture and is the first stage in creating a business image. It may then be used on all stationery, appointment cards, treatment lists, staff uniforms, and for client packaging.
The reception will provide the client with the first impression of the business once inside so it should be attractive and inviting.