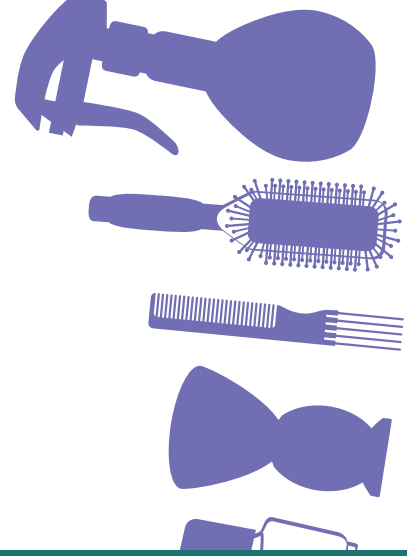


eDynamic Learning



Discovery

Cosmetology



Cosmetology

A Growing Industry

Cosmetologists have the power to create new trends, influence people's styles, and not only change the way their clients look on the outside but empower the way they feel on the inside as well!

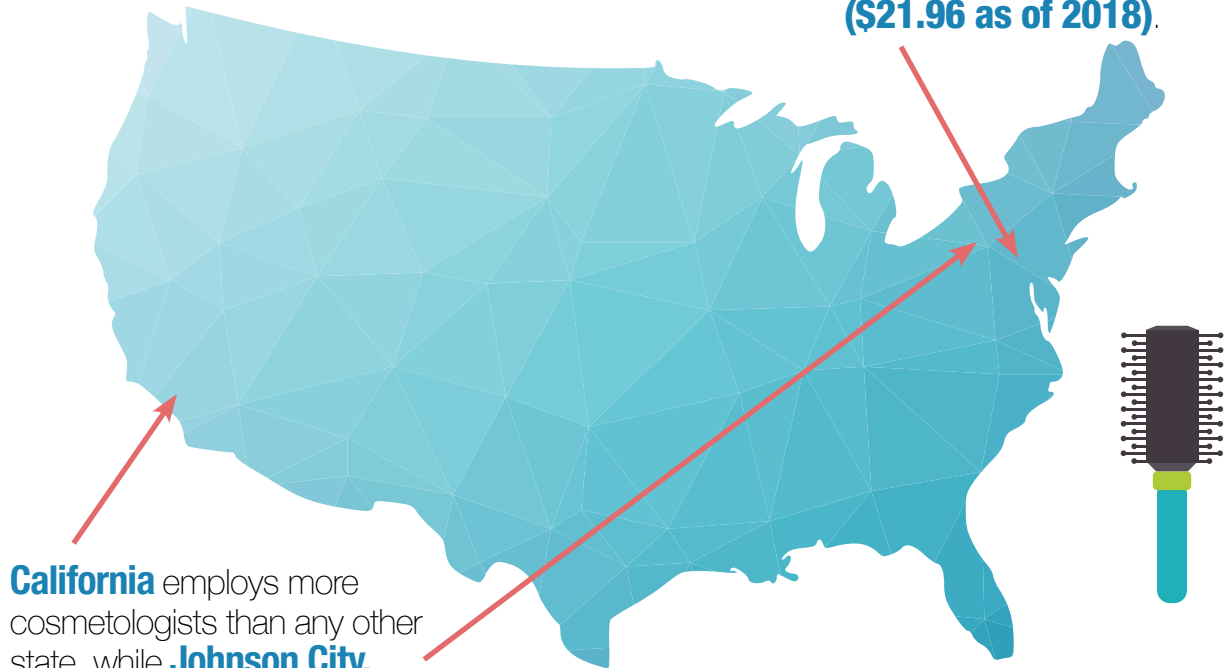
And the beauty business is booming—there has never been a better time to break into the industry, which shows no signs of slowing down! What's more, options for which area of the field you might want to work in are pretty much endless. In this growing field, there are opportunities for anyone with an innovative, entrepreneurial spirit and a love for beauty.

“The future belongs to those who believe in the beauty of their dreams.”

—Eleanor Roosevelt

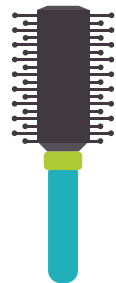
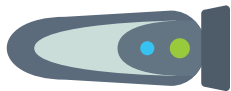
Some food for thought...

Washington, D.C., holds the title as the state/territory with the highest average hourly wage for cosmetologists (**\$21.96 as of 2018**).



California employs more cosmetologists than any other state, while **Johnson City, Pennsylvania**, takes the cake for highest concentration of cosmetology jobs in a metropolitan area!

According to the American Association of Cosmetology Schools, the **cosmetology industry held strong** during the recession of 2008, when many other industries suffered.



↑ As the population grows, so does demand for cosmetology services.

Eleven percent of cosmetologists are employed with **“Death Care Services”** — preparing those who have died for display and burial.



In 2018, hairdressers, hairstylists and cosmetologists made a median wage of **\$11.89** (compared with **\$13.44** for barbers)

The Bureau of Labor Statistics projects the fields of Barbers, Hairstylists, and Cosmetologists to **grow 8 percent from 2018-2028** — faster than most industries!





The Work-from-Home Revolution

You may start your journey in this industry applying makeup for weddings and end up working alongside a photographer, or you might start as a hair stylist and end up owning your very own salon. But more and more, cosmetologists (and professionals in all fields) are prioritizing work/life balance and flexibility over traditional employment. Enter the work-from-home cosmetologist.

Many cosmetologists now operate salons right out of their homes as a full-time career or side hustle! In fact, more than half of all cosmetologists are now **self-employed** and potentially working from home (either way—they're enjoying the freedom that comes with running their own businesses!).¹ Compare this with the just 7 percent of people nationwide who are self-employed.²

self-employed:
someone who runs their own businesses

Running a business from home cuts down on costs like utilities and rent because you're not leasing property from someone else. The 10-second commute from the basement studio to the main floor isn't bad either.

A lot of people choose this route when they're thinking about getting married or having children. They may work from home as a cosmetologist while on parental leave from their other job or decide to take the plunge and go full-time as a beauty entrepreneur. Even better, working from home can allow them to save money by avoiding a commute—all while helping people feel beautiful!

Here's how one stylist stumbled into a work-from-home career as an in-demand hairstylist.





My name is Jessica Tesar, and I have been doing hair for 17 years.

At first, I actually disliked this career path, but my parents wanted me to go into it so I did! I was determined to obtain my Canadian Interprovincial Red Seal, the standard in Canada for careers in the trades. This required 5800 hours of documented experience and a rigorous written and practical exam which consisted of completing a real full head of hair permanent perm, color, full ladies' cut and men's cut.

I've always tried to be the best I can and enjoy the process. So, I received some of the best training in the world at Vidal Sassoon in California. They offered me a job as the head colorist for all of Canada. Because of this, I made friends with some very wealthy (and even famous!) people and got to hang out in the boxes for the NHL Predators during playoffs! I did hair for television shows like 'Dragon's Den,' which is a business pitching show similar to 'Shark Tank' in Canada. I was even an apprentice for Oprah's hair stylist! It was so much fun.

Currently, I am one of many self-employed stylists and run my own business out of my home. I cut, color and style hair about 20 hours a week and also teach high school shop about 20 hours a week as well. I've designed my home salon as a very high-end space with reasonable prices, where all my customers feel taken care of and welcomed. I focus on color and a natural line of hair extensions I learned to use in California and Arizona. I recently traveled to Phoenix and spent time at a salon with stylists I met on Instagram!

I also developed my own line of hair extensions and even wrote a book on Amazon about how to care for them.

I love making clients feel special and welcome.

We'll hear more from Jessica later on...



What is a Mortuary Cosmetologist?

We've all heard about the benefits of working from home, but what about working from... the funeral home? People who have died and will have a visitation as part of their funeral proceedings are often cleaned, dressed, and, yes, even beautified by a **mortuary cosmetologist**.

So how does one land such a gig? The truth is, this kind of arrangement is really more of a side hustle for cosmetologists rather than a full-time job. Many mortuary cosmetologists work on a **freelance** basis, so they do not work for one company but perhaps multiple, charging clients by the hour or by the project. Some cosmetologists fall into this line of work when a client dies and their family asks them to prepare the deceased person for the funeral. Other times, people feel drawn to the field for personal reasons, like the death of a loved one.

However it happens, most funeral homes do not have the funds to employ full-time cosmetologists. So if you're ever on the lookout for a little extra cash, you may want to seek out your local funeral home, of all places!

As you can imagine, this type of work involves long hours with the deceased. It's definitely not for everyone, but it's also not as scary as you might think. Care to test your assumptions about this interestingly creepy career? See how you do...

"It's something you can't be prepared for, working with the dead. But after a while it doesn't bother you when you see what a valuable service you are providing. I get cards, thank you's, personal phone calls, and it makes you feel good that you were able to do that for somebody." ³

– Denice Lafferty, mortuary cosmetologist



mortuary cosmetologist: someone who cleans, dresses, and beautifies a deceased person before a funeral

freelance: someone who does not work for one company but perhaps multiple, charging clients by the hour or by the project



True or False?

1. In order to observe mortuary cosmetology practices on a person, the deceased's family must give consent.
2. Bodies may move when cosmetologists are working on them.
3. Mortuary cosmetologists are also called desairologists.
4. In the past, funeral directors performed these cosmetic services themselves.
5. Mortuary cosmetologists usually work alone with the deceased.
6. The field of mortuary cosmetology began to be recognized as a separate profession in the 1970s and 1980s.
7. There are more requests for mortuary cosmetology for deceased men than for deceased women.
8. Mortuary cosmetology generally pays less than other fields of cosmetology.
9. Mortuary cosmetologists often work from a photograph of the deceased to make them appear as they did in life.
10. Mortuary cosmetologists usually perform services when the body is on an embalming table.



Answers: 1. T, 2. F, 3. T, 4. T, 5. F, 6. T, 7. F, 8. F, 9. T, 10. F

Putting Customers First

Interview with Hairstylist Jessica Tesar



Imagine it has always been a dream of yours to work for yourself, providing a variety of cosmetology services to loyal clientele without having to answer to anyone but yourself—which is why you are in the process of opening your own salon!

You have a vision for a salon that offers top-of-the-line services at reasonable prices. You want to create a beauty oasis that feels as inviting as it does upscale. And finally, after completing cosmetology school, your dream is so close to becoming a reality! But there is still plenty that you need to figure out before you are ready to open the doors to your salon. Most importantly—how will you make customers feel special, keep them coming back and maximize your business by how you present yourself as a professional?



“Like a therapist, hairdressers are in a position of trust. We are transforming not just how a person looks but how they feel.”

—Tabatha Coffey, Australian hairstylist, salon owner, and television personality

Here's how Jessica says she does it...

Before the Appointment

- “Successful cosmetologists should learn to develop personal skills in boundaries. This means taking care of oneself.”
- “Cosmetologists usually sell what they wear. So, it is a requirement to have hair and makeup done when seeing clients.”
- “Confidence is important. Clients will feel your energy. A sprinkle of “fake it ‘til you make it” comes in handy in certain circumstances, such as an initial **consultation**, or information-gathering meeting. Be welcoming yet strong and “drive the bus” throughout the conversation.”



Beginning the Appointment

- “When clients arrive, I greet them with a warm, welcoming, and firm (but not too firm!) handshake. Sometimes, I give a client a hug as most of my clients have become friends. 98% of my clients are women. The only men I typically work with are either their husbands or a good friend of my female clients. I don't usually hug male clients.”
- “When a client first sits in my chair—whether I have done their hair once, or it's their hundredth time at my salon—I sit on a stool facing them and ask what their goals with their hair are.”
- “Be honest if you are uncertain about something. Ask the client to wait and find an answer for them.”

During the Appointment

- “When styling a client's hair, listening is key. Listening is one of the kindest things you can do for someone. Also, when listening, you work faster! If you speak a lot, your work time will be slower, so you'll not be able to see as many clients (and make as much income!) So, master **active listening**, or fully concentrating on what is being said, as well as other non-verbal communication cues. It's amazing what can happen when you let go instead of trying to give advice all the time. A lot of the time, the client comes up with a solution that works best for them while they talk it out (and you listen).”
- “I always teach clients how to style as I do and explain what I am doing.”
- “In my home salon, I create a bright, positive and welcoming space which exudes confidence. I wear a huge smile and keep all my troubles (if any) to myself. This makes it all about the client.”



consultation:
information-gathering meeting

active listening: fully concentrating on what is being said, as well as other non-verbal communication cues

The Business of Beauty



When you think of becoming an entrepreneur or starting a business as a cosmetologist, you'll probably first think of opening up a salon—which is a great option! But it is not the only option.

Some cosmetologists choose to study and develop skills in all areas of the industry, while others may choose to focus on one specific area. This tactic is great, especially for budding entrepreneurs who are looking to start their own business. The better a business is able to define their **niche**, or specific type of product or service they offer and clientele they serve, the more likely they are to reach the people who need what they've got!

Let's take a look at some of the leading entrepreneurs in the beauty industry who are dominating their niches in their own ways...

Anastasia Soare

Soare claimed spot number 21 on *Forbes* list of "America's Richest Self-Made Women" thanks to her \$1 billion fortune garnered largely from the beauty industry. Soare chose to go the product route and launched her Anastasia Beverly Hills brand of makeup in 2000, and the line became famous for its signature brow-shaping products, a very on-trend innovation due to the rise of "Insta-beauty" and the huge focus on various bold and pronounced eyebrow trends.

Huda Kattan

Kattan's varied career started as a makeup artist and soon blossomed to include her own blog, Huda Beauty, where she posted makeup tutorials and tips. Building on the success of her blog, Huda founded her own line of false eyelashes in 2013. Today her cosmetics brand, Huda Beauty, spans eye, lip, and face makeup and has earned Kattan a \$550 million-dollar fortune.

Pat McGrath

Meet Pat McGrath, the British makeup artist who has been called the most influential makeup artist in the world by *Vogue* magazine and was included in *Time's* 100 most influential people list in 2019. With no formal training, McGrath has made a big splash on the makeup world with her innovative makeup techniques which include using her hands as opposed to brushes and ability to set trends ranging from thick eyebrows to colored lashes.

Our esteemed list includes just a few innovative entrepreneurs in cosmetology, and it only just scratches the surface of what is possible. From makeup artistry to cosmetics lines to beauty bloggers and salon owners, there is no limit to the many ways that you can break into the cosmetology industry as an entrepreneur!

niche: specific type of product or service someone offers and the specific clientele they serve



Can You Trust a Label?

The Toxic Trio

Introducing: The Toxic Trio

Cosmetology is all about looking (and feeling) good. But sometimes these services come at a cost to cosmetologists themselves.

Too often, nuisances like headaches, dizziness, asthma, and irritated eyes, skin, and throats—and even serious, life-altering repercussions like miscarriages, cancer, liver and kidney damage—plague those who work in the beauty industry. This is, in large part, thanks to the wide range of harmful chemicals that they encounter on a daily basis.

And *daily* is the key word here! While there has unfortunately been limited research done into the health and safety risks that salon workers face every day, a two-part *New York Times* investigation several years ago was able to shine a spotlight on the dangers of working in a salon, especially if the proper precautions are not followed. Ann Blake, an environmental and public health consultant, was quoted in the article as saying, “The personal care folks say these products are fine for consumers, which may well be true, but they don’t calculate long exposures to the chemicals.”⁴ While short-term exposure to these chemicals may be okay for customers, those working “behind the chair” expose themselves to chemicals daily—and that makes all the difference.

As a beauty entrepreneur, it’s your job to keep yourself (and your customers!) safe from these types of dangers. Where to start?



Keep it simple, and start by staying away from the “toxic trio”: toluene, formaldehyde, and dibutyl phthalate.

- **Toluene:** banned in the European Union, used in certain paints, nail polishes and even gasoline; can be dangerous to the nervous system and to pregnancy
- **Formaldehyde:** found in some shampoos, soaps, lotions, nail polishes and hair treatments; categorized as a possible carcinogen by the EPA
- **Dibutyl phthalate (DBP):** can be found in household products like wiring, tubing, gloves, and hoses; banned in the European Union; thought to cause possible birth defects

Staying as protected as you can around these chemicals is the smartest thing you can do as a cosmetologist. Experts suggest that employers start by only stocking their salons with products that do *not* contain the toxic trio. Furthermore, employers (that could be you!) should always provide information, ventilation, and personal protective equipment for all employees.

What’s in a Label?

But it’s not always as simple as that. Sometimes, it can be difficult to discern whether products you use in your cosmetology career contain these chemicals at all! In 2012, investigators for the state of California’s Department of Toxic Substances Control (DTSC) tested 25 brands at random, including a number of products claiming to be free of the chemicals toluene, dibutyl phthalate (DBP), and formaldehyde—the toxic trio. They found that 10 out of 12 products in nail salons that *claimed* to be free of toluene, for example, actually contained it—and at higher levels than products that did not even claim to be toluene-free! What’s more, four of the products contained dangerously high levels of the chemical. Among the products tested that the state says were mislabeled (and actually contained toxic chemicals) were:

- Sation 99 basecoat
- Sation 53 red-pink nail color
- Dare to Wear nail lacquer
- Chelsea 650 Baby’s Breath Nail Lacquer
- New York Summer Nail Color
- Paris Spicy 298 nail lacquer
- Sunshine nail lacquer
- Cacie Light Free Gel Base Coat
- Cacie Sun Protection Topcoat
- Golden Girl Topcoat
- Nail Art Top-N-Seal and High Gloss Topcoat

The DTSC noted that all three toxic trio chemicals are linked to chronic health conditions and that the 121,000 licensed nail care technicians who work in the salons—many of them young Asian-American women—are most at risk. Remember, California employs more cosmetologists than any other state, so these findings mean a significant number of cosmetologists are perhaps unknowingly being exposed to toxic chemicals and bearing the health consequences. While the use of these three chemicals in nail products is not illegal, agency officials said the false claims on the *labels* may be. Word to the wise: check your labels—but do your research!

toluene: chemical banned in the European Union that is used in certain paints, nail polishes and gasoline that can be dangerous to the nervous system and to pregnant women

formaldehyde: chemical found in some shampoos, soaps, lotions, nail polishes and hair treatments that is categorized as a possible carcinogen by the EPA

dibutyl phthalate (DBP): chemical that can be found in household products like wiring, tubing, gloves, and hoses that is banned in the European Union and thought to cause possible birth defects





Day-in-the-Life of a Side-Hustle Cosmetologist

Let's visit Jessica, our hairstylist, again! Remember, she spends about half her time as a high school teacher and the other half nurturing her growing business as a hair stylist. Here is what a typical day at her salon looks like.

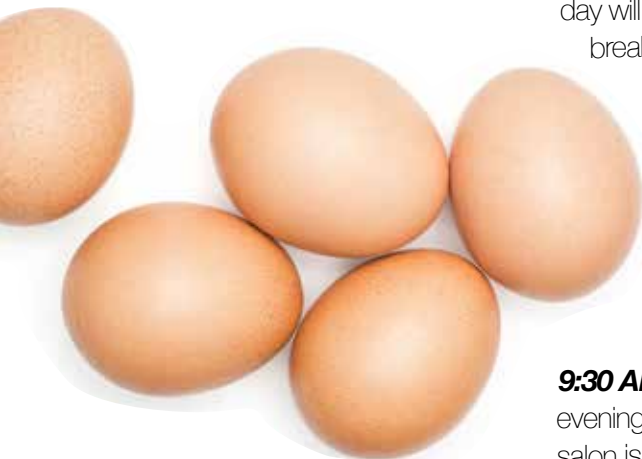
7:30 AM: Get up. Pick out a nice outfit (either night before or in the morning). Shower. Make coffee, boil water and make my breakfast of five boiled eggs while I have a quick shower. Get dressed and brush my towel-dried bangs and hair in place. Then, I turn on all the lights for the salon, put on a nice wax scented diffuser. I even change the bulb color every day to match my mood and the feel I want in the salon!

7:45 AM: Eat breakfast (the rest of my meals for the day will be eaten on the fly). The extra eggs I don't eat at breakfast will provide for a quick snack.

8:00 AM: Drink my coffee. Scan Instagram for messages and inspiration. Add an Instastory telling followers which spots I have available for the day.

8:30 AM: Sometimes I run out of product, so when that happens I take this time to dash to the store to restock inventory. Good thing I don't usually start my first client until around 9:30 AM!

9:30 AM: I light a candle and double check the trash has been taken out the evening before (don't want clients smelling anything in there!). I make sure the salon is neat, tidy, the salon chair base is shined and all areas are free of hair. If it has snowed, I also check that all the steps have been cleared and salted. No matter the weather, I want the appearance on the outside of my home salon to be professional, clean, and bright—just like the inside of my salon. I make sure I have business cards full in the card holder, check that all products are priced for sales and well-organized. Then, I turn the TV on with captions on and check that I have cash for change if my customers need it. I set up the Keurig I have waiting for guests if they want tea or coffee.



10:00 AM: Clients usually start coming in at 10:00 AM, but now that I am getting more and more busy, I sometimes have appointments as early as 8:45! Soon, I may even see if some clients can come in around 8:00 AM so I can fill up my two salon days more fully.

10:00 AM-Close: My day is filled with appointments (and all the other things hair stylists do!). There isn't a set time of day for each task in the world of a stylist. When towels are low, we run the washer, dry, and fold them. We continuously clean floors and make sure everything is organized. Because I focus on color, I spend a lot of my day mixing colors, filling out color cards, and checking people's color with my **color swatch** (collection of small images of all the different hair colors I can provide) to match for color formulation. I usually do a dry trim on color clients, but every third cut or so I do a good wet cut. Most of my clients have long hair, so often a quick dry cut helps make sure the style is perfect from the side, front, top, and back. I always strive for precision! This makes the color I apply look the best too. To accomplish this, I make sure client's legs are uncrossed when I cut their hair along the bottom perimeter line, otherwise the cut will be crooked. I sometimes cut before I color the hair, but each client is unique!

12:00 PM: Lunch! I eat a quick egg or some crackers and cheese. I also like to make a charcuterie board of meats and cheeses as a snack for guests as well. My kitchen is sort of part of my salon space. I make sure to drink plenty of water throughout the day and can catch up during lunch.

5:00 PM: My clients who like to see me after their workday usually come in around this time and for the next few hours. At this point, I turn on the outdoor light for them. Typically, these clients also see me for color services.

8:45 PM: When I finish with a cut and color, I always take a photo of the final style with my ring light on. I also take a front picture if clients would like me to, and edit it using the "Perfect 360" app with a simple natural brightening option. (Pro tip: If you try out this app and have male clients, don't forget to remove the lashes feature!)

9:00 PM: When an appointment is over, I rebook the client for 6-8 weeks in the future, shake their hand, and say thank you a few times. Then I clean the salon, take out the trash, and throw any remaining towels in the washer. The last part of the day, I do a little self care. I always shower (or at least wash my feet!) and wash up before going to bed. I also edit and post photos if I didn't get to that during the day—but I usually do this during the day while color processes on my clients.

Final thoughts from Jessica...

"I want clients to have the best experience they can and feel like royalty. The funny thing is, all I want is to find a salon where I myself can get the same service one day. Still haven't found it...! But as I live more deliberately, I see opportunities opening up everywhere and my business keeps growing. People ask me what I do, and it feels great to say I'm part of this industry!"



color swatch:
collection of small images of all the different colors of cosmetology treatments a provider can offer



Key Terms

active listening: fully concentrating on what is being said, as well as other non-verbal communication cues

color swatch: collection of small images of all the different colors of cosmetology treatments a provider can offer

consultation: information-gathering meeting

dibutyl phthalate (DBP): chemical that can be found in household products like wiring, tubing, gloves, and hoses that is banned in the European Union and thought to cause possible birth defects

formaldehyde: chemical found in some shampoos, soaps, lotions, nail polishes and hair treatments that is categorized as a possible carcinogen by the EPA

freelance: someone who does not work for one company but perhaps multiple, charging clients by the hour or by the project

mortuary cosmetologist: someone who cleans, dresses, and beautifies a deceased person before a funeral

niche: specific type of product or service someone offers and the specific clientele they serve

self-employed: someone who runs their own businesses

toluene: chemical banned in the European Union that is used in certain paints, nail polishes and gasoline that can be dangerous to the nervous system and to pregnant women

Sources for Cosmetology

Agency for Toxic Substances and Disease Registry. (n.d.). "Public Health Statement for Toluene." Retrieved from <https://www.atsdr.cdc.gov/phs/phs.asp?id=159&tid=29>

Department of Toxic Substances Control. (n.d.). Memo. Retrieved from <https://dtsc.ca.gov/wp-content/uploads/sites/31/2018/04/DTSC-Letter-on-Nail-Care-Products-April-10-2012.pdf>

"Di-n-butyl Phthalate (DBP)." (n.d.). Retrieved from <https://www.p65warnings.ca.gov/fact-sheets/di-n-butyl-phthalate-dbp>

"Mortuary Cosmetology Career." (n.d.). Retrieved from <http://career.iresearchnet.com/career-information/mortuary-cosmetologist-career/>

"The NHF's 2017 Industry Statistics Show Big Rise in Self Employment." (4 Dec. 2017). Retrieved from <https://www.nhf.info/news-and-campaigns/news/the-nhfs-2017-industry-statistics-show-big-rise-in-self/>

Nir, S.M. (8 May 2015). "Perfect Nails, Poisoned Workers." Retrieved from <https://www.nytimes.com/2015/05/11/nyregion/nail-salon-workers-in-nyc-face-hazardous-chemicals.html>

Wagner, N. (n.d.). "Cosmetology Industry Facts." Retrieved from <https://smallbusiness.chron.com/cosmetology-industry-70563.html>

¹ <https://www.nhf.info/news-and-campaigns/news/the-nhfs-2017-industry-statistics-show-big-rise-in-self/>

² <https://smallbusiness.chron.com/cosmetology-industry-70563.html>

³ <http://career.iresearchnet.com/career-information/mortuary-cosmetologist-career/>



<http://edynamiclearning.com/>