

# milady

2012-2013

**BRAND  
NEW!**



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## What's New



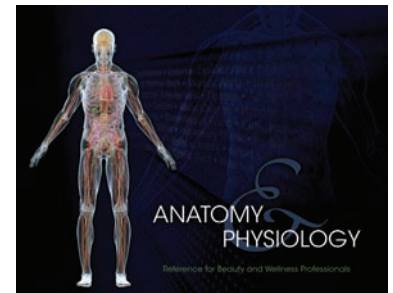
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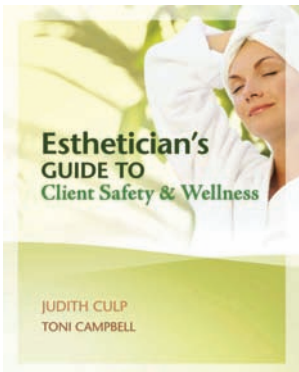
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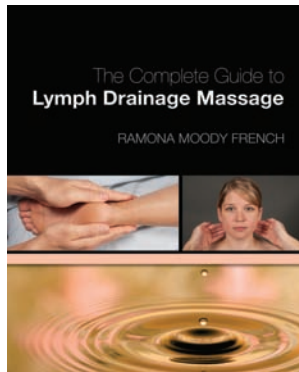
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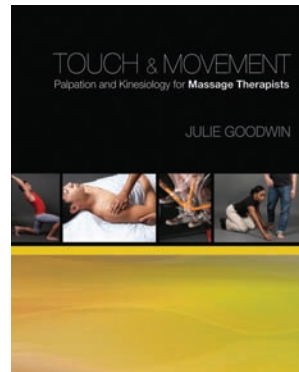
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Anatomy & Physiology Reference  
for Massage Therapists  
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CourseMate is an online tool that continues classroom management with interactive student tools. CourseMate is comprised of three main parts:

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- Milady Standard Cosmetology 2012
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# Technology

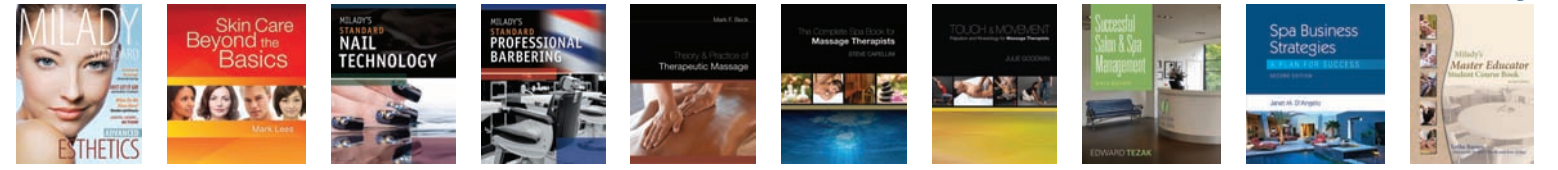
Makeup

Cosmetology



<p><b>COURSE MANAGEMENT GUIDE ON CD</b> Tools for classroom preparation.</p> <ul style="list-style-type: none"> <li>• Lesson Plans</li> <li>• Transition Tools</li> <li>• Workbook Answer Keys</li> <li>• Computerized Test Bank</li> <li>• Image Library</li> </ul>							
<p><b>INSTRUCTOR SUPPORT SLIDES ON CD</b> Chapter-by-Chapter presentations in Microsoft PowerPoint™ with images right from the text.</p>							
<p><b>INSTRUCTOR RESOURCE ON CD</b> Classroom preparation and Support Slides</p> <ul style="list-style-type: none"> <li>• Lesson Plans</li> <li>• Transition</li> <li>• Workbook Answer Keys</li> <li>• Instructor Support Slides</li> </ul>							
<p><b>STUDENT CD</b> Lesson reinforcement</p> <ul style="list-style-type: none"> <li>• Quizzes</li> <li>• Audio glossary</li> <li>• Video clips</li> <li>• Games</li> </ul>							
<p><b>INTERACTIVE GAMES ON CD</b> Games for use in the classroom</p> <ul style="list-style-type: none"> <li>• The Ladder Game</li> <li>• Championship Game</li> <li>• Break Out of the Box</li> <li>• Hangman Deluxe</li> </ul>							
<p><b>DVD SERIES</b> Video content for the classroom</p> <ul style="list-style-type: none"> <li>• Hours of content</li> <li>• Coverage of theory and practical content</li> <li>• English and Spanish subtitles</li> </ul>							
<p><b>MILADY U ONLINE LICENSING PREPARATION</b> Online test preparation and content review.</p> <ul style="list-style-type: none"> <li>• Three test types                             <ul style="list-style-type: none"> <li>– Chapter Review</li> <li>– Chapter Test</li> <li>– Comprehensive Test</li> </ul> </li> <li>• Reporting for instructors and students</li> <li>• Online access for one year</li> </ul>							
<p><b>COURSEMATE</b> Classroom management and student learning tools</p> <ul style="list-style-type: none"> <li>• Track student engagement</li> <li>• Provide student activities</li> <li>• Includes interactive eBook</li> </ul>							

*Esthetics*      *Nail Tech*   *Barbering*      *Massage*      *Salon/Spa Business*      *Instructor Training*




# Milady Standard Makeup

**NEW!**



This cutting-edge addition to the Milady Standard offerings is aimed at anyone and everyone with a passion and desire for becoming a makeup artist or working in the world of makeup. *Milady Standard Makeup* is a full-color text, packed with more than 800 photos and illustrations, covering everything from anatomy and physiology to color theory, product types and tools. Readers will also learn how to create natural looks and deal with particular skin types such as mature and acne-prone skin.

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560 pp., 8 ½" x 11", Hardcover, ©2013

ISBN-13: 9781111539597

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2. Hand Washing.
3. Disinfecting Nonelectrical Tools and Implements.
4. Cleaning Brushes.
5. Recognizing Common Skin Infections.
6. Bone Structure.
7. Setting Up the Workstation.
8. Color Theory.
9. Client Consultation.
10. Identifying Face Shapes and Features.
11. Everyday Application.
12. Luminous 3-D Couture Makeup.
13. Smoky Eyes.
14. Matte Glamour Makeup.
15. Bridal makeup.
16. Men's Basic Makeup.
17. Men's Runway Makeup.
18. Basic Makeup for Teens.
19. Prom Makeup.
20. Makeup for Aging Skin.
21. Makeup Application for Burn Survivors.
22. Camouflaging Hyperpigmentation Scars.
23. Airbrushing.
24. Cluster/Flare Eyelash Application.
25. Applying Semi-Permanent Eyelash Extensions.
26. Eyelash Perming.
27. Eyelash Tinting.

## CONTENTS

### PART I: MAKEUP FUNDAMENTALS

1. The Evolution of Makeup Artistry
2. Infection Control: Principles and Practices.
3. Facial Anatomy and Physiology.
4. Tools of the Trade.
5. Color Theory.
6. Client Consultation.

### PART II: MAKEUP FOUNDATION

7. Creating the Canvas.

8. Facial Features.

9. The Everyday Applications.

### PART III: SPECIALTY MAKEUP

10. Special Events.
11. The Exciting World of High Fashion and High Definition.
12. Makeup for Men.
13. Makeup for Teens.
14. Makeup for Aging Skin.

### PART IV: ADVANCED MAKEUP

15. Camouflage Makeup.
16. Airbrush Makeup.
17. All About Lashes.
18. Advanced Makeup Techniques.

### PART V: BUSINESS SKILLS

19. Your Professional Image.
20. Business In Makeup.

## Procedure 13-3

### Prom Makeup Procedure

#### Implements and Materials


**You will need all of the following implements, materials, and supplies:**

- Brushes
  - Blush brush
  - Concealer brush
  - Eye contour brush
  - Powder brush
- Utensils
  - Blush blender
  - Eyelash curler
  - Hand sanitizer
  - Headband or hair clip
  - Makeup sponges
  - Makeup chair
  - Makeup palette
  - Neck strip or clean towel for draping
  - Pencil sharpener
  - Tissues
- Single-use Items
  - Lip brushes (minimum of two)
  - Mascara wands (minimum of three)
  - Cotton pads for cleansing (optional)
  - Cotton swabs
  - Mascara wands
  - Shadow applicators
  - Sponges
  - Sponge wedges
  - Tissues
- Products
  - Blush/cheek colors
  - Concealers
  - Eyebrow gel
  - Eyebrow pencils
  - Eye shadow colors (to three shades)
  - Facial moisturizer
  - Foundation
  - Gentle Cleanser
  - Lip pencils (three)
  - Lip liners

#### Preparation

- Perform **7-1 PRE-SERVICE** SEE PAGE 144.

#### Procedure

1.  Apply moisturizer if needed.

**SERVICE TIP**  
The neck should match the face and the décolleté when applying foundation. Pay special attention to the differences in skin color that may be present if your teen client has been

#### HERE'S A TIP

Before considering the use and placement of variations of lash lengths, become proficient in basic lash selection and application techniques!

#### Artificial Lashes

You can use lash extensions that are all one length, or for a softer look, you can use lashes that vary in length. Depending on the desired look and style, you may use from three to seven different lengths of lashes. Synthetic black lashes are the most common extensions used; however, many manufacturers carry lash extensions in a variety of colors for different occasions, events, and client requests. Check the client's natural lash length and then select lashes based on the goal for the finished look.

- **Natural.** Select lashes slightly longer than the client's lashes. This makes the lashes appear fuller.
- **Feminine.** Select lashes about a third longer than the client's lashes. Increase the diameter to .20 mm for thickness and flair slightly longer at outside corners (Figure 17-5).
- **Dramatic/maximum.** Select lashes half again as long as the client's lashes. Use .20 to .25 mm diameter for thickness and effect (Figure 17-6).

**Types of Lashes**  
Artificial lashes not only come in a wide variety of lengths and diameters, they also can be found in strips and groups of lashes, referred to as *clusters* or *tabs*.

- Strip lashes are full strips that cover the length of the lash line and are applied as a full unit at one time (Figure 17-7).
- Tab lashes are groupings, or clusters, of lashes (2 to 5 in a group) that are applied using a similar technique as that used for individual lashes. Tab lashes create a fuller lash line in less time (Figure 17-8).

#### Tools

You will need a special toolkit for your lash extension procedures. For efficient treatments and preparation, it is recommended that you keep all supplies and tools together in one case or container.

#### Single-Use Supplies

For your protection, and the protection of your clients, use as many single-use items as possible. This will speed clean-up time, minimize the sterilization process, and promote consumer safety. Disposable supplies will include tissues, tape, eye pads, and cotton pads. Prior to the start of every procedure, disinfect all nondisposable supplies and work areas. Some manufacturers recommend the use of a

## Career Profile

### Color Facts

Blue symbolizes loyalty, making it a great color to wear for a job interview. People are more productive in blue rooms. Weightlifters can lift heavier weights in blue gyms. Blue is the color preferred by most adults around the world.



**Jake Galvez**

With 14 years of experience, Jake Galvez has built an impressive resume in the fashion and beauty industry. He has worked for numerous commercial and fashion brands, including as a makeup artist for the film industry. He is currently the creative director of the Tony Galvez School of Cosmetology in Miami, Florida.

#### THE COLOR WHEEL

The traditional color wheel comes from the original "color circle," developed by Sir Isaac Newton in 1666. Since that time, scientists and artists have created and designed numerous variations of this circle. Although these designs vary, the theory behind the color wheel remains the same. The color wheel is based on the three primary colors: red, yellow, and blue. The term hue refers to any color in its purest form, lacking any shade (black) or tint (white). The hue of a color represents just one dimension of a particular color.

The traditional color wheel is a creation of the various combinations of colors stemming from the three primary hues and resulting in twelve main divisions (Figure 5-3). The color wheel does not change and serves as a core guide for color theory.

#### Primary Colors

The three unique hues that form the foundation for the color wheel are known as primary colors. When combined earlier, the primary colors (red, yellow, and blue, and are the basic colors) can be used to create a wide range of other colors (Figure 5-3). The color that has about equal parts of two primary colors combined with a small amount of the third primary color is intended to create a wide range of colors and is often used in makeup and business branding.

#### Secondary Colors

Secondary colors are the result of combining two primary colors. The three unique hues that form the foundation for the color wheel are known as primary colors. When combined earlier, the primary colors (red, yellow, and blue, and are the basic colors) can be used to create a wide range of other colors (Figure 5-3). The color that has about equal parts of two primary colors combined with a small amount of the third primary color is intended to create a wide range of colors and is often used in makeup and business branding.

#### Color Theory

Color theory is the study of how colors interact with each other and how they can be used to create a specific mood or atmosphere. It is a key concept in makeup, design, and marketing. Understanding color theory can help you choose the right colors for your client's skin tone, eye color, and hair color. It can also help you create a cohesive look for your business branding.



**11** Using a small, stiff, angled brow brush, apply brow shadow in short strokes to the entire brow area.



**12a** Choose three shades of eye color. For example, use the following colors for the brunette bride with green eyes:

- Shimmering flesh color for the highlight
- Shimmering golden brown for the crease
- Matte taupe for the lid color

Apply concealer and loose powder to eyelids using a small concealer brush or a short, firm shadow brush.



**12b** Apply highlight from the crease to the brow.



**12c** Apply matte taupe to the eyelid with a brow brush.



**12d** Apply golden-brown shimmer to the crease with angled brow brush. Use a large, clean shadow brush to gently blend.

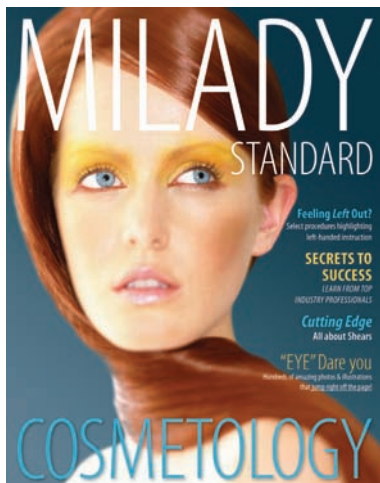
**SERVICE TIP**

- Deep-set eyes: Use more highlight and lighter shades to make the eye "pop."
- Hooded eyes: Apply the crease color above the hood.
- Bulging eyes: Use highlight at the brow base and apply crease color (or a shade just lighter) on the lid to the lash line.

Chapter 10 Special Events Chapter 10 Special Events

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# Milady Standard Cosmetology 2012



Since 1938, the *Milady Standard Cosmetology* has been the premier textbook for Cosmetology education. Each subsequent edition has evolved with the changing styles of the era while maintaining a firm foundation in the basic procedures and applications of beauty culture that have endured for generations.

- *Updated infection control chapter*
- *Live models*
- *Left-handed procedures*

1,152 pp., 8 1/2" x 11", ©2012

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8. Skin Disorders and Diseases.
9. Nail Structure and Growth.
10. Nail Disorders and Diseases.
11. Properties of the Hair and Scalp.
12. Basics of Chemistry.
13. Basics of Electricity.

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15. Scalp Care, Shampooing and Conditioning.
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19. Wigs and Hair Additions.
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21. Haircoloring.

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22. Hair Removal.
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24. Facial Makeup.

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26. Pedicuring.
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- See page 7 for more info

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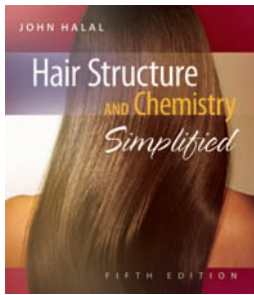
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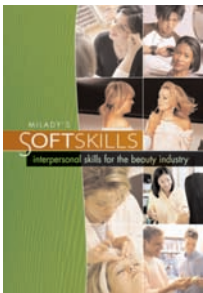
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 List Price: \$53<sup>50</sup>

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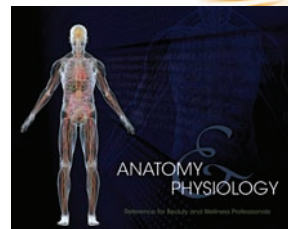
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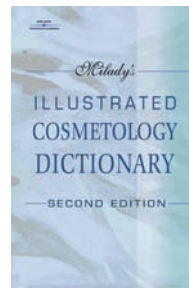
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The rapidly expanding field of esthetics has taken a dramatic leap forward in the past decade, and this up-to-date text plays a critical role in creating a strong foundation for the esthetics student. Focusing on introductory topics, including history and opportunities in skin care, anatomy and physiology, and infection control and disorders, it lays the groundwork for the future professional to build their knowledge.

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2. Life Skills.
3. Your Professional Image.
4. Communicating For Success.

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6. General Anatomy and Physiology.
7. Basics of Chemistry.
8. Basics of Electricity.
9. Basics of Nutrition.

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4. Hormones.
5. Anatomy and Physiology: Muscles and Nerves.
6. Anatomy and Physiology: The Cardiovascular and Lymphatic Systems.
7. Chemistry and Biochemistry.
8. Laser, Light Energy, and Radio Frequency Technology.

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11. Skin Typing and Aging Analysis.
12. Skin Care Products: Chemistry, Ingredients and Selection.
13. Botanicals and Aromatherapy.
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19. Advanced Hair Removal.
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25. Medical Terminology.
26. Medical Intervention.
27. Plastic Surgery Procedures.
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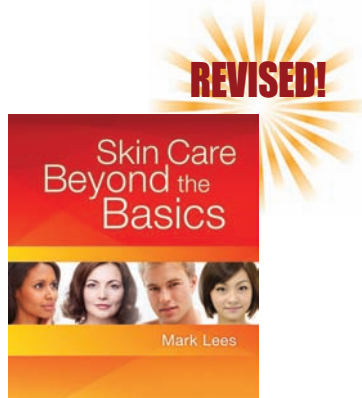
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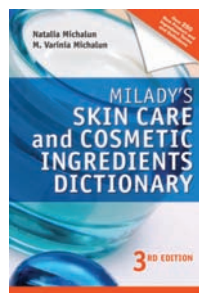
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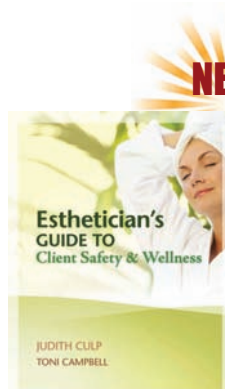
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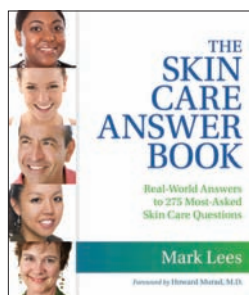
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List Price: \$37<sup>95</sup>



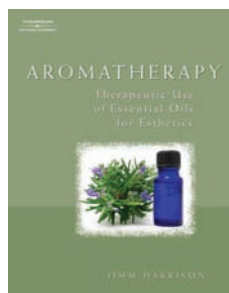
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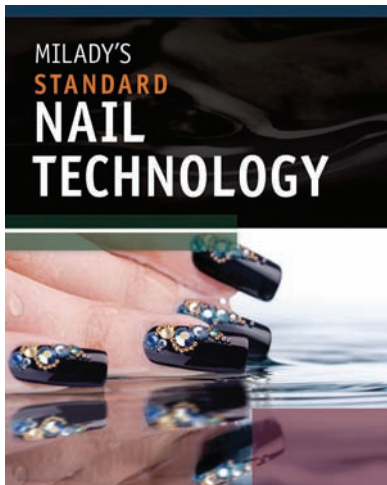
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6. General Anatomy and Physiology.
7. Skin Structure and Growth.

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17. Monomer Liquid and Polymer Powder Nail Enhancements.

18. UV Gels.

19. The Creative Touch.

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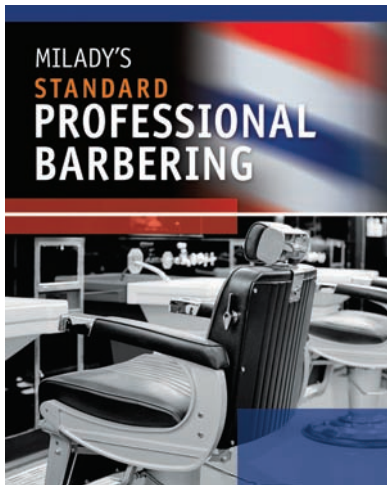
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6. Implements, Tools, and Equipment.
7. Anatomy and Physiology.
8. Chemistry.

### 9. Electricity and Light Therapy.

10. Properties and Disorders of the Skin.
11. Properties and Disorders of the Hair and Scalp.

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12. Treatment of the Hair and Scalp.
13. Men's Facial Massage and Treatments.
14. Shaving and Facial Hair Design.
15. Men's Haircutting and Styling.
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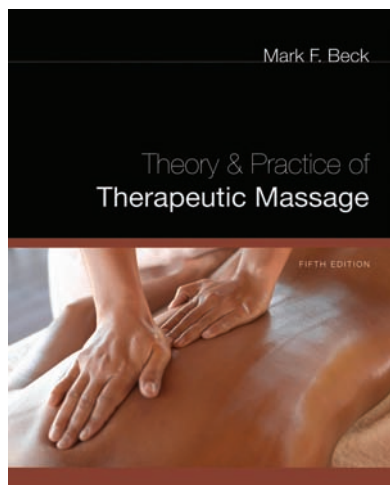
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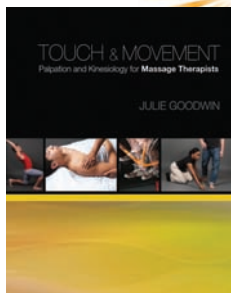


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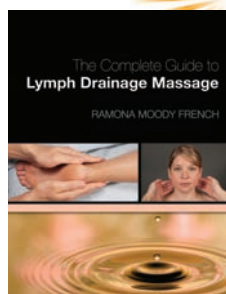
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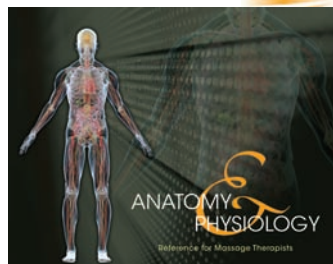
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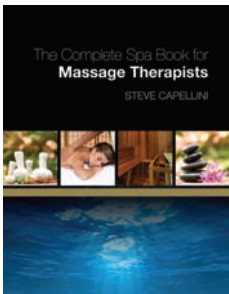
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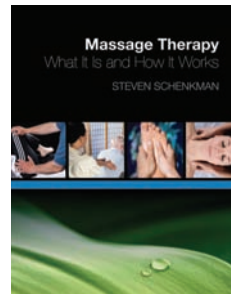
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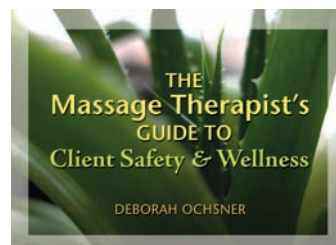


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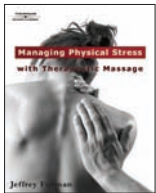
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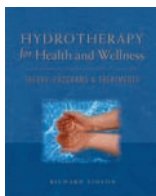
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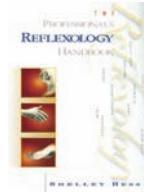
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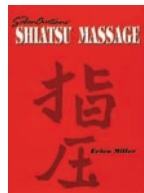
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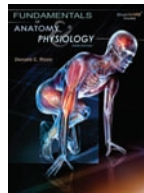
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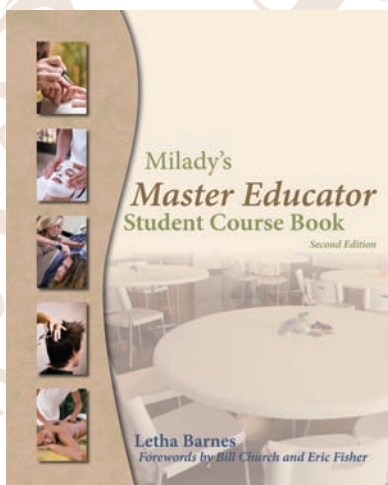
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