


Chapter 1

History and Career Opportunities

MILADY
STANDARD COSMETOLOGY INSTRUCTOR SUPPORT SLIDES



“The fact is that to do anything in the world worth doing, we must not stand back shivering and thinking of the cold and danger, but jump in and scramble through as well as we can.”

– Robert Cushing

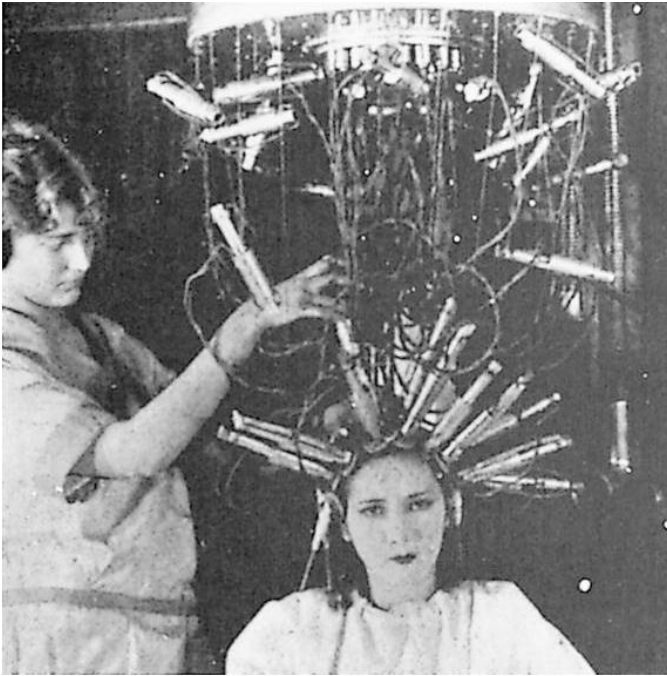
Objectives

- Describe the origins of personal beautification.
- Name the advancements made in cosmetology during the twentieth and early twenty-first centuries.
- List the career opportunities available to a licensed cosmetologist.

History

- Brief History – cosmetology encompasses a broad range of specialty areas
- Cosmetology – the art and science of beautifying and improving the skin, nails, and hair

Cosmetology School History



© 2012 Milady, a part of Cengage Learning

Early Twentieth Century



© 2012 Milady, a part of Cengage Learning

Early Twenty-First Century

MILADY
STANDARD COSMETOLOGY INSTRUCTOR SUPPORT SLIDES

Early History

- Cosmetology is one of the oldest professions in the world.
- Archaeological studies reveal the practice as early as the Ice Age, over 10,000 years ago.
- Implements varied:
 - Sharpened flints and oyster shells
 - Bone, animal sinew, and strips of hide

Early History (*continued*)

- Pigments used to color hair, skin, and nails:
 - Roots and berries
 - Tree bark and leaves
 - Herbs and nuts
 - Minerals and insects

Egyptians

- Queen Nefertiti: 1400 BC
 - Stained nails red, wore lavish makeup
- Queen Cleopatra: 50 BC
 - Stained nails rust-red, erected personal cosmetics factory

Egyptians (*continued*)



© Corbis

MILADY
STANDARD COSMETOLOGY INSTRUCTOR SUPPORT SLIDES

Chinese

- Shang Dynasty: 1600 BC
 - Stained nails crimson or ebony
- Chow Dynasty: 1100 BC
 - Royal families wore gold and silver nails

Greeks

- Golden Age: 500 BC
 - Developed elaborate, artful hairstyles
 - Used perfumes and cosmetics in religious rites
 - Built elaborate baths
 - Women wore white lead on faces, kohl on eyes, and vermilion on cheeks and lips.

Romans

- Used lavish fragrances and cosmetics
- Used facials made of milk and bread or wine, corn, flour, or fresh butter
- Mixed chalk and white lead for cosmetics
- Hair color indicated class in society:
 - Noblewomen wore red.
 - Middle-class women wore blonde.
 - Poor women wore black.

Greeks and Romans



Greeks



Romans

MILADY
STANDARD COSMETOLOGY INSTRUCTOR SUPPORT SLIDES

European Trends of the Middle Ages

- AD 476 – 1450
- Wore towering headdresses
- Wore intricate hairstyles
- Used cosmetics on skin and hair
- Colored lips and cheeks, but not eyes

Renaissance

- Transition from medieval to modern history
- Men and women wore elaborate, elegant clothing
- Fragrance and cosmetics used
- Lip, cheek, and eye coloring discouraged
- Hair dressed with ornaments or headdresses

Victorian Age

- 1837 – 1901
- Austere and restrictive period
- Masks and packs made of honey, eggs, milk, oatmeal, fruits, veggies, and other natural ingredients
- Women pinched cheeks and bit lips for color

Twentieth-Century Trends

- 1906: Charles Nessler invented perm machine
- 1908: Max Factor launched cosmetics company
- 1910: Madam C. J. Walker factory and school
- 1920s: Advertising up to \$25 million

Twentieth-Century Trends (*continued*)

- 1930s: First pre-heat perm method introduced; Charles Revson introduced nail lacquer colors
- 1940s: Cold wave replaced predecessors; aerosol cans invented
- 1950s – 2000: Tube mascara; paper nail wraps; color weaving with foil; French manicure

Twenty-First Century

- Gentler, no-fade haircolor
- Estheticians rejuvenate skin, treat disorders
- Day and Men-only specialty spas
- Age of specialization

Twenty-First Century (*continued*)



© Milady, a part of Cengage Learning.

Beauty and fashion images
through the decades.

MILADY
STANDARD COSMETOLOGY INSTRUCTOR SUPPORT SLIDES

Cosmetology Career Paths



© Milady, a part of Cengage Learning. Photography by Yanik Chauvin.

Haircolor specialists are in great demand.

MILADY
STANDARD COSMETOLOGY INSTRUCTOR SUPPORT SLIDES

Cosmetology Career Paths (*continued*)

- Texture specialist
- Cutting specialist
- Salon trainer
- Distributor sales consultant
- Manufacturer's educator
- Cosmetology instructor
- Film, theatrical, or editorial stylist



© Milady, a part of Cengage Learning. Photography by Yanik Chauvin.

Cutting specialist

Cosmetology Career Paths (*continued*)

- Inventory manager
- Department head
- Salon educator
- Special events manager
- Assistant manager
- General manager
- Salon owner

Summary and Review

- What are the origins of personal beautification?
- Name the advancements made in cosmetology in the twentieth and twenty-first centuries.
- List some career opportunities available to licensed cosmetologists.

Congratulations!

You have completed one unit of study
toward course completion.

MILADY
STANDARD COSMETOLOGY INSTRUCTOR SUPPORT SLIDES