

1

Grooming and Personality Development

1.1 Introduction

Beauty is your business, it is essential for you to look your best. But to sell your business you should also be aware of techniques of public relation and communication.

1.2 Objectives

After reading this lesson you will be able to

- Do self-analysis and evaluation
- Know the methods of grooming
- Be able to select appropriate clothes
- Maintain public relations and use social skills
- Use good methods of communication

1.3 Self-Analysis/Evaluation

It is very essential to know yourself. For this you must try to look at yourself as you would look at a stranger. This is difficult to do. It is much easier to be objective when you are evaluating another person. Use a mirror, a tape measure, a scale and a recent photograph to evaluate yourself as other's see you.

The next step is to try to help this "stranger", identify her or her best

Notes

features and to determine where improvement is desirable. Bone structure, height, facial features, and some of the physical characteristics are something that cannot be changed. We learn to live with them and to show them to their best advantage.

Required Characteristic of a Beautician

Before embarking on a career as beautician and undergoing intensive training the student should make quite sure that she is really suited to this type of work which is exacting and all-absorbing.

Are you nervous and highly strung? Do you take offence easily? Short tempered? Noisy and clumsy? Are you inclined to argue? Too chatty? Careless in speech and manner? Disorderly and untidy? Are your hands dry and hard or always damp and wettish?

Do not despair. Some of these failings can be ironed out by a good teacher from a reputable school who will assess the student's potentiality and personality before accepting or rejecting her if she or he, thinks her unsuitable for the work.

The ideal beautician is one who goes about her work calmly, quietly and efficiently. She is intelligent enough to know what her clients want one brief period to get away from noise, bustle, arguments and the rat-race; they want to be cocooned in warmth, they want to be cherished and feel all-important, for that hour anyway. Every client is an individual and needs a different approach, but once her confidence has been won she will put herself in the operator's hand completely in a most touching and trusting way. For this reason the operator must be honest with her and not pretend to be able to do the impossible, and "give" just a little in return for her confidence. Beauty culture is not just a series of soulless movements but every treatment needs sympathy, care and understanding.

1.4 Grooming

Your personal grooming should be suited to your professional life and your leisure activities. Your hairstyle, make up, and the type of dress you wear will vary according to the requirement of the various activities.

Because you are a cosmetologist, your friends, patrons, and the public in general will expect you to lead the way in good grooming.

Basics of Good Grooming

(a) Care of Yourself

1. Do you take a daily bath or shower? This is a must in order to prevent body odour.
2. Use a suitable deodorant or antiperspirant.
3. Do you eat a balanced food, exercise daily, and get the right amount of sleep ? All this has an effect on how you feel and look. You cannot work at top performance unless you practice these three essentials.

(b) Care of Your Gums and Teeth

1. Teeth should be brushed twice a day, and dental flossing should be done daily.
2. Visit your dentist every six months to make sure that your gums and teeth are healthy.

(c) Care of Your Feet

1. Do your feet look abused and neglected? Shoes that are too tight or that do not fit properly can cause calluses, corns, and bunions. You cannot look your best or perform your job well if your feet hurt.
2. Your work shoes are the most important shoes that you should buy.
3. Your shoes must be clean and well polished, and, if laced, the laces should be clean. The heels should not be worn out. Worn heels are hard on the feet and damage posture.
4. Change your stockings/socks daily.
5. Use foot powder in summers.

(d) Removing Body Hair

1. Underarms and legs can be kept free of hair by shaving or by

Notes

applying a hair remover. Underarm hair is not only unsightly, but it also collects perspiration that causing an offensive odour.

2. Eyebrows should be plucked in a shape to complement your facial shape.

(e) Skin Care and Cosmetics

1. A daily routine of skin care is a must. A beautiful complexion forms the background for an attractive face. If your skin is in poor condition because of acne, pimples, or blackheads, consult a physician. Cleanliness is the beginning of a clear complexion. Different types of skin require different care.

2. Wash face with medicated face-wash.

3. Wear makeup that is appropriate for you and your job.

(f) Hair Style

1. A complimentary hairstyle will enhance your appearance. Select a hairstyle that is flattering to your looks and appropriate for your job. Be sure your hair does not look disshevelled or unkempt while you are working. If you find you have this problem, select a hair style that is more suitable and neat.

(g) Nails and Hands

1. Be sure your hands look clean, neat, and attractive. A cosmetologist's hands are abused constantly. Wear gloves whenever possible and use protective creams. Use a good hand cream or lotion before going to bed every night.

(h) Care of Your Clothing

1. Your clothes should be clean and ironed and free from perspiration odour. Dark clothes should be clean and ironed and free from perspiration odour. Dark clothes should be brushed and made free of lint.

2. Your uniform should be suitable to your profession. Both men and women should avoid low necklines.

Self-discipline is required to realize your full potential as an attractive, well-groomed, and efficient cosmetologist. It takes time to acquire

the skills you will need. Your approach to personal grooming should be adapted to fit your needs. Begin with what you already have and make something of it.

Intext Question 1.1

1. Indicate whether the following statements are true (T) or false (F) :
 - (a) Self-analysis is not essential in every field of work.
 - (b) Grooming is required only at the time of going for a party only.
 - (c) To make the most of yourself, you should analyse your appearance honestly.
 - (d) One's grooming habits should be suited to one's personal and professional life.
2. For analyzing yourself you should use –
 - (a) A mirror
 - (b) A Tape measure
 - (c) A recent photograph of yourself
 - (d) All the above
3. Grooming includes
 - (a) Care of your self
 - (b) Care of your gums and teeth
 - (c) Care of skin etc.
 - (d) All the above

1.5 Wardrobe Planning

Good wardrobe planning is one that fits your individual requirements. You can gather ideas from various books, magazines, and classes but you alone can put together a plan that fits your needs. Your present

Notes

wardrobe, your life-style, and the money you can spend on additional wardrobe items all affect your wardrobe planning.

Illusion

Your clothes should flatter your figure as well as suit the occasion. Lines can be used to create illusions or impressions. Eyes tend to follow a line, and repeating the line gives it more emphasis. Vertical lines create an illusion of height and make you look slimmer. Horizontal lines make you look shorter and heavier. Diagonal lines tend to make you appear slender, and curved lines suggest grace and femininity.

Colour is the magic word when planning your wardrobe. In the past, the basic colours were black, brown or navy blue. We have more freedom today in selecting a basic colour.

The most expensive items, such as a coat, suits, shoes, and handbag should be in the basic colour. As for other items like skirts, suits, sarees, blouses, dresses, and accessories – select colours to harmonize with the basic colour of your wardrobe items. It is better to have only a few well-chosen changes in your clothes. Lay out your garments on the bed and sort them into three groups.

1. The clothes you will wear.
2. The clothes you will wear if they are altered or repaired.
3. The clothes you know you will never wear.

Start altering and repairing the clothing in group 2. If you are unable to do this yourself, find someone who can do it for you. Sell the clothing in group 3 or give it to your favourite charity.

Apart from this, while selecting a dress, always keep in mind the occasion, for which you are going to wear that particular dress, the time and weather when you will wear them and above all does it suit your personality.

1.6 Public Relation and Social Skill

6

A cosmetologists success and her value to her employer lies in her skill in dealing with people and in creating an impression which will

enhance the beauty saloons reputation.

Qualities of a cosmetologist

The qualities of good cosmetologist can be divided into two categories: Business attributes and personal attributes.

Business Attributes

- A skillfull worker** : A good worker in beauty treatment as well as in the hair dressing field.
- Organising skill** : Well organized so that the parlour routines are reliable and produce effective results.
- Efficiency, reliability** : Prepared to accept responsibility for tasks which she is expected to carry out reliably and efficiently.
- Initiative** : Capable of working on her own initiative.
- Tact, Diplomacy** : Tact, confidentiality and diplomacy in handling and satisfying telephone callers and visitors, social skill and public relation.

Personal Attributes

- Appearance** : Always look neat and suitably dressed for work.
- Personality** : A pleasant and approachable manner both on the telephone and in greeting visitors, as well as having a sense of humour.
- Adaptable** : A willingness to be helpful at all times. To be adaptable to changes concerning the nature of her work.
- Interests** : A desire to add to her general knowledge by reading the latest books

Notes

and magazines, and an enthusiasm to keep alert about new technology taking place in her business.

Manners

: A courteous and sympathetic manner, the approval and cooperation of all whom she contacts.

A cosmetologists relationship with her employer

The qualities which go to make an ideal relationship between an employer and the cosmetologist are:

1. A cosmetologist must show her employer that she is capable of doing work on her own initiative.
2. The cosmetologist must be able to deal diplomatically with any type of inquiries.
3. The cosmetologist must be able to convey to her employer any new technology taking place in field, as her employer may not be a trade expert.
4. There should be a sense of humour on both sides.

Co-operation and respect are important in establishing a successful relationship between a cosmetologist and the owner of the parlour.

1. The cosmetologist should build a special relationship with her co-workers because all day she has to work with them.
2. A cosmetologist must be loyal to her employer and have loyalty towards the whole staff. Good relations with the other members of the staff are crucial in creating a happy and hassle-free environment.
3. A cordial and friendly relationship contributes to the success.
4. Juniors are influenced by the standards set and the attitudes of their seniors and the cosmetologist has a responsibility to set a good example.

The ideal relationship is one in which the junior employees work harmoniously with the senior employees.

Relationship with Customer's

1. You should have a cordial and friendly relation with your customers.
2. Always listen to clients' problems with patience and never try to make a mockery of her problems.
3. Never criticize your co-workers in front of your customers.
4. You may have to hold the telephone for a while in order to make an inquiry or collect some information. If so, let the caller know how long you expect to hold and ask if she would prefer you to call her back.
5. Always try to make a conscious effort to greet people cheerfully even at the end of the day.

Taking Appointment

Appointment should never be entrusted solely to memory, which may well prove unreliable. Important facts should be written down while they are being received.

The following important points should be noted while attending to a call:

1. Date and time of the call
2. Caller's name, address and telephone number
3. Services which she has to receive
4. Date when the services are required.
5. Always check the appointment register before giving her time so that there is no duplication and she does not have to wait.

Intext Question 1.2

1. Communication is:
 - (a) Written
 - (b) Verbal

Notes

- (c) Both (a) and (b)
 - (d) Neither (a) nor (b)
2. Indicate whether the following statements are true (T) or false (F)
- (a) It is not necessary to note down the callers name, address and telephone number.
 - (b) Good communication does not have any effect on the listener?
 - (c) Always check the appointment register before giving appointment for any client.
 - (d) Always write down the date and the kind of services required by a client.
 - (e) It is not necessary for the employees to know about the details of the service available.
 - (f) Television is a way of communication.
 - (g) Horizontal lines make you look heavier.
3. Dress should be selected on the basis of
- (a) Occasion
 - (b) Climate
 - (c) Personality
 - (d) All the above

1.7 Communication

Communication is a two-way process in which there is a person sending a message and a receiver, Communication is not, therefore complete until there is full understanding and acceptance of the message. These are of two types –

- 1. Written
- 2. Oral communication

But in the beauty parlour business we are concerned with only oral/verbal communication.

Means of Oral/Verbal Communication

- (a) Conversation
- (b) Meetings
- (c) Telephone (internal and external)
- (d) Loudspeaker
- (e) Radio
- (f) Television

As the beauty industry is mainly dependent on conversation, meetings and telephone. So one must know to whom one is communicating and what one needs to say.

Telecommunication

Remember you are judged by the caller. If a caller/inquirer does not receive a clear and courteous greeting she immediately tends to form a poor opinion of the beauty parlour. So while speaking on the telephone, the receptionist should always try to sound friendly and helpful. She should listen carefully and show an interest in what the caller has to say. She must also speak clearly and unhurriedly.

When Answering the Telephone

1. Always answer promptly when it rings and announce your identity. A greeting such as 'Good Morning' has pleasing effect.
2. Avoid saying 'Hello' as this wastes time and does not help the caller.
3. Have an appointment book and pencil ready in hand so that you can give an appointment immediately. Pick up the receiver with your left hand so that your right hand is free to write.
4. Always work with sincerity and try to satisfy your customer with your work.
5. Never tell/discuss the secrets of your trade with your customer.

1.8 What have you learnt

You have learnt the following after studying this lessons:

- Self-analysis and grooming
- Wardrobe planning
- Public relation and social skills
- Communication – Types of communication and telephone techniques.

1.9 Terminal Questions

1. Explain the methods of grooming?
2. What do you understand by public relation? Explain.
3. How is telephone helpful in running a beauty parlour?
4. What points should be considered while selecting a dress?

1.10 Answers to Intext Questions

1.1

1. (a) F (b) F
(c) T (d) T
2. d
3. d

1.2

1. C (c) T (g) T
2. (a) F (d) T
(b) F (e) F (f) T
3. d