Welcome to E-HAIR learning system.
1. Read Chapter 1 in Salon Fundamental textbook.
2. Complete Ch. 1 questions in study guide.
3. Read these additional notes.
4. For review go to practice online and review quizzes, puzzles.
5. Study and complete Test.
6. A 70% is required for all theory and practical tests.

Lesson # 1 You as a Professional Hairstylist

• Personal and professional health pertaining to the hairstylist.

• Personal and public image.

• Professional communication skills.

• Personal and public hygiene.

• The importance of customer relations.

• Ethics.

• Careers in the beauty industry.

Beginning your career with a healthy mind and body is a necessary component for the professional hairstylist, due to the strain placed on your body on a daily basis as a professional.
Rest and Relaxation, Exercise, Nutrition

Your personal development should be surrounded by plenty of rest, on average of six to eight hours a night or your body will become very fatigued.

Rest and Relaxation You must take care of yourself. At the end of the day take time out go for a walk, have a hot bath, read a book, allow your body to rest and relax.

Exercise is an essential for building block for endurance. When working long hours in the salon you will need to strengthen your muscles. Start by going for walks, use weight training or join a gym.

Nutrition is the key to a healthier body. Without the correct diet of all the food groups your body will be lacking in the energy required to stand and work for a full day. Stay away from sweets, start by eating healthy foods every two hours, eat small portions to keep your body energized.

Assignment:
1. Start a journal for one week list all of your, rest relaxation and nutrition habits.

2. State how you how can improve on each day. Try and follow this new plan for one week and see if you feel any different.

PROFESSIONAL IMAGE

First impressions count when meeting your clients for the first time. How you portray yourself to others is the key to maintaining a professional image. With a good attitude and are positive about life that will reflect very positive on you and your clients.

Your personal hygiene, clean manicured hands, clean ironed clothing; a hairstyle that suits your style will give you an all around good appearance.

Image is a combination of how you look, how you feel and how you
communicate with others.

The energy you have when you are working will also reflect your abilities as a true professional. Without the proper diet and exercise it is difficult to achieve a professional image.

The Hairstyling profession is all about image. If you look good, so will your clients. You are judged by this daily. Maintain a professional attitude and image will follow. Be kind and honest, offer to help your fellow employees and the rewards will follow.

Learning reinforcement ideas or activities

1. Think of five famous people and list their best attributes.

2. State why their images are so important and what do they do to encourage this.

EFFECTIVE COMMUNICATION IS KEY TO SUCCESS

- Always greet a client by name, with a pleasant tone of voice.

- Be alert to the client’s mood. Some clients prefer quiet and relaxation, others like to talk. Be a good listener and confine your conversation to the client’s needs.

- Topics of conversation should be carefully chosen. Friendly relations are achieved through pleasant conversations. Let your client be the guide in the topic of conversation.

- In a business setting it is best to avoid discussing controversial topics such as religion and politics, topics that relate to your personal life such as personal problems, or subjects relating to other people such as another client’s behavior, poor workmanship of fellow workers or competitors or information given in confidence.

- Make a good impression by looking the part of a successful hairstylist and by speaking and acting in a professional manner at all times.

- Show self-confidence in your posture and project a pleasing personality.

- Show interest in the client’s personal preferences. Give your undivided attention.
Maintain eye contact and concentrate totally on your client.

- Use tact and diplomacy when dealing with problems you may encounter.
- Be organized and prepared in your work
- Be punctual. Arrive at work on time and keep appointments on schedule. Plan your day so you have time to rest and have a healthy lunch.
- Develop business and sales abilities. Take extra courses if necessary.
- Keep informed of new products and services so you can answer your client’s questions.
- Always let the clients see that you practice the highest of sanitation standards,
- Deal with all disputes and differences in private. Take care of all problems promptly.

Public and personal hygiene are areas of concern in this profession. Your body and working area should always be clean and fresh. Read the following information to help you achieve cleanliness in all aspects of your life.

Public Hygiene refers to the safety, sanitation and protection of the public.

Examples are clean air, clean tools, sanitary floors, sanitary stations, adequate lighting, fire safety exits clearly marked, proper storage and labeling of chemicals and all products removed from their original package.

Hairstylist’s responsibilities are to protect themselves and the public from the spread of disease and disorders by maintaining good safety and sanitary procedures.

Personal Hygiene can be both personal and professional. Personal hygiene refers to healthy living. Bathing, brushing your teeth, using deodorants on a daily basis are some ways of having good personal hygiene. This affects us personally with family and friends, as well as when we are working with the public.

Our appearance is a reflection of how we feel about ourselves. If our bodies
are clean, clothes are ironed, our hair is styled and we walk with our heads high, we will reflect confidence in ourselves and in others.

CUSTOMER SERVICE

- Greet your customers by name.

- Post a price list and explain the service to your client so she/he knows what service they are receiving and paying for.

- Be positive when your customer is on time and apologetic if you are not.

- Do not argue with a customer, customers are usually right, use customer service skills at all times.

- Remember to show interest in your client and their requests, keep notes on your clients and let them know you are interested by remembering something about them or their interests.

- Correct mistakes with a smile, always offer a token gift or free service if you have been wrong.

- Approach every appointment with every customer as though it was your first. Never assume the customer wants the same thing as last time they were in.

- Don’t gossip about one customer to another

- Don’t compare one customer to another unless it is in a complimentary way.

- It is better to have the receptionist or answering machine take messages than for you to leave your client or interrupt her service. She is paying for your time.

- Answer customers questions honestly, your candor will gain you credibility and respect.

- Let your customers know what your tipping policy is, so they can prepare.

- Act and look successful, and you will be. Don’t involve customers in business problems.
Learning reinforcement ideas or activities

1. Write down a bad customer service incident that you have had in the past when you had your hair or nails professionally styled or manicured.

1. Explain how the situation could have been dealt with in a more positive way.

PROFESSIONAL ETHICS

ETHICS ARE RULES WE USE TO GUIDE OUR DAILY LIVES, STANDRDS WE SET TO DEAL WITH OURSELVES AND OTHERS.

GOOD SENSE OF HUMOR
CONSIDERATE NATURE
POSITIVE ATTITUDE
FRIENDLY
VITALITY
EMOTIONAL CONTROL
GOOD MANNERS
FLEXABILITY
THESE ARE TRAITS OF A PROFESSIONAL HAIRSTYLIST

When working in the service industry you must be very open minded and patient as well. The rewards are numerous when you show people that you care. In order to do this you must first like yourself. Set goals for yourself on self improvement, read or take classes to control tempers and you will gain by being a true professional.

Personal ethics are as important as professional ethics. How you behave in public on the weekend is also reflecting on your professional ethics at work. Be yourself and enjoy hairstyling as a profession.

Learning reinforcement ideas or activities
1. Create a list of personal ethics.
2. Create a list of professional ethics.

**CAREERS**

As you progress through the program you will realize that you have options. Being a hairstylist is the beginning of your career. The opportunities in other areas are also available for you to explore. Read through the following careers and choose a long term goal.

**HAIRSTYLIST:** You will begin your training at the college of your choice and after you receive your diploma you can begin your work as a stylist in the salon. Most hairstylists begin as apprentices and eventually have their own clients. Some salons will allow you to begin on your clients as soon as you graduate, others will want to train you first. You will be expected to do all of the services you did while in school. You will receive a license when you have completed your apprenticeship and challenged the provincial exams.

**COLOR TECHNICIAN:** A color technician is usually hired by a beauty supply company, and trained in their color product line. You are then expected to go to the salons and demonstrate and sell stylists the product. The stylists buy the color and usually the color technician gets paid a commission. If you love to color hair this is a good choice for a career.

**SALON MANAGER:** When a hairstylist has become very highly skilled in not only hairstyling, but also how the salon is operated they have an opportunity to become a manager. Most people in the salon will see the skill level and recognize that this employee shows signs of leadership. If you are interested in being a manager, learn all the functions and operations of the salon and if your salon is not hiring a manager you can apply elsewhere. No extra licensing is required but usually training is required by the owner.

**TEACHER:** This is a very rewarding career choice. If you like helping people and watching them succeed you will be a good teacher. After you have completed your apprenticeship you must work in the profession for awhile and then you must attend a college for teacher training. This will prepare you for preparing lessons, tests and evaluating students, plus so much more. This is a rewarding career to see students learn from your own personal experiences and skills. Good teachers are always measured by the number of students that surpass them.
**SALON OWNER:** When you have been a hairstylist for a few years you may want to open your own salon. In some provinces it is best to inquire at your city or town office for their requirements. It is also a good idea to learn about owning a business. Having Hairstyling skills is the first step. Learning the laws and rules of salon ownership is another skill you have to learn. Most businesses are licensed by the town or city you live in and they will have a list of rules to follow. Research all the details first before you sign a lease or purchase a salon. Doing your homework is really important at this step in your career. Being a salon owner gives you the satisfaction of setting your own rules, hours, hiring your choice of employees and using the products you choose. This is a long term goal for most stylists and being your own boss can be very rewarding.

**COMPETITION STYLIST:** Some stylists chose to compete against other stylists. You may compete for cash prizes, trophies or plaques. You will usually be rewarded with a certificate if you win or not. If your skills are high you will become very popular in the industry and shops will want to hire you. Competition styling will also reward you with new customers who want to come to your salon because of your advanced experience in the field. Your prices may increase due to this new found experience.

**PLATFORM STYLIST:** This is a hairstylist who teaches other hairstylists new trends in the industry. They usually teach at hair shows and on a platform or stage. People gather around and ask questions and learn the newest skills. You must first upgrade and learn new styles from more advanced stylists or be very creative and invent your own new styles, before you could become a platform artist.

**SALES REPRESENTATIVE FOR A MANUFACTURER:** Many manufactures employ people to demonstrate and sell their products to the hairstylists. Hairstylists don’t always have time to go to the manufactures outlet so the sales rep brings samples of products to them. A sales rep is paid usually on a commission and is expected to sell a certain amount of product within a specific time. You must stay current with the latest products and be able to hold seminars or speak professionally to all salon owners as well as stylists.
Assignment:

GOAL SETTING

When ever you begin a journey, you have a destination in mind. As you begin your career in the Hairstyling field you should have a destination in mind.

What are your goals?
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What is your plan for reaching your goal?
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Make your goals realistic, plan a timetable have a positive attitude and you will be successful in all that you do……
1. How many hours of sleep per night are recommended?

2. What does exercise do for the body?

3. What are the three energy nutrients in food and how does the body use them?

4. Define hygiene, public, personal and oral.

5. Why is your personal image so important as a hairstylist?

6. What is carpal tunnel syndrome and why do we need to be aware of it?

7. Define and explain:
   - Non-verbal communication
   - Verbal communication
   - Two way communication
   - Personality
   - Attitude
   - Good work habits
   - Teamwork
   - Ethics
ANSWERS TO QUESTIONS

1. 6-8 hours.

2. Help you feel better, look better and work better. It stimulates blood circulation in your body and encourages proper function of organs.

3. Carbohydrates, fats and proteins contain energy. The body uses this energy to heat itself, to build its structures and move its parts during exercise and activities. It can also be stored as fat for later use.

4. *Hygiene—the science that deals with healthful living
   *Public Hygiene—the codes of safety that protect the well-being of the public, examples of codes include ventilation, lighting and disinfection.

   *Personal Hygiene—the individual system for maintaining cleanliness and health.

   *Oral Hygiene—the act of maintaining healthy teeth and keep the breath fresh.

5. The salon is a service business and you must pay close attention to your professional grooming. This helps you to exude a professional image.

6. Carpal Tunnel Syndrome is a condition caused by tendonitis in which the tendons swell and the nerve in the tunnel gets pinched, making the hand numb and weak. The main cause of this are from bending your wrist a lot, pinching or gripping with force and repeating a motion over and over is also a cause. As a stylist we bend our wrists a lot and use forceful or gripping motion when we: cut hair, hold a dryer, or round brush, rollers or curling iron, cut with shears that don’t fit your hand, cut with shears that are dull or not lubricated properly.

7. **Non-verbal Communication** (body language) messages are exchanged without speaking, frowning, smiling, sagging posture are all signs of non-verbal communication.

   Verbal Communication (voice and tone) refers to how one speaks by enhancing the meaning of what one said through the tone of the voice, inflection level and rate of speech.
Two-way Communication is the act of listening and asking questions to gather information.

Personality is the outward reflection of inner thoughts, feelings attitudes and values.

Attitude is the specific and identifiable emotion and/or reaction one experiences and projects in dealing with the demands of life.

Habits are actions performed repeatedly

Teamwork is the act of cooperating with others and working as a team.

Ethics are moral principles and values that guide your life on a daily basis.
Module # 1
After you have completed chapter one Professional Development, you will begin your practical component of the program. Module 1 is the long hair portion of the program. You will be required to accomplish the following tasks:
Demonstrate a three strand braid
Demonstrate a fishtail braid
Demonstrate a creative braid
Demonstrate an updo
Demonstrate a long hair set and combout
1. To begin setup your tools and equipment
2. Become familiar with your tools and equipment
3. Take out your camera, check if it works
4. Practice taking some pictures
5. Go on the internet and download FLIKR, photo storage software.
6. Watch DVD Module #1 or go online and click on video, when the title page comes on click on Ch. 1 Three strand braid.
7. Watch the video and attempt creating a braid. Remember there are different ways of holding the hair palm up or palm down, try both to see which is more comfortable for you.
8. Once you have accomplished the braid take 5 photos of the braid and download them onto flickr and send them to the school.
9. If at any time you have problems with this process contact the school  ehair@mts.net

10. You’re on your way; follow the directions in the student manual, ask the teacher for help, use all of the tools online or contact the school.

Go to chapter 2 in text, read, complete study, go online, read additional information, practice, challenge test, go to the next lesson this is the format for all of the lessons.