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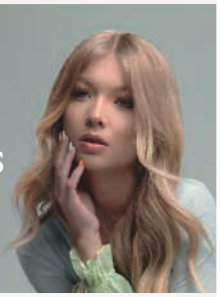
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Full-service procedures now include the estimated time to complete!
Use the average timing to check your progress and to help with appointment booking.
Length of hair may impact the time of service.

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Preface



Mr. Nicholas F. Cimaglia, founder of Milady

Congratulations! You are about to begin a journey that can take you in many directions and that holds the potential to make you a confident, successful professional in cosmetology. As a cosmetologist, you will become a trusted professional—the person your clients rely on to provide ongoing services that enable them to look and feel their best. You will become as personally involved in your clients' lives as their physicians or dentists, and with study and practice, you will have the opportunity to showcase your artistic and creative talents for the entire world to see!

You and your school have chosen the perfect course of study to accomplish all of this and more. Milady Standard Cosmetology was the creation of Nicholas F. Cimaglia, founder of Milady Publishing Company, in 1927. The very first edition of Milady Standard Cosmetology was published in 1938, and since that time, many of the world's most famous, sought-after, successful, and artistic professional cosmetologists have studied this very course.

Milady employs experts from all aspects of the beauty profession—hair care, skin care, nail care, massage, makeup, infection control, and business development—to write for and consult on every product published. Since the field of cosmetology is always changing, progressing, and discovering new technologies, services, and styles, Milady keeps a close eye on its content and is committed to investing the time, energy, resources, and efforts to revising its educational offerings to provide the beauty industry with the most up-to-date and all-encompassing tools available.

So you see, by studying the Milady Standard Cosmetology, you have not simply opened a page, you've been adopted by a family of the most well-known and highly respected professional cosmetology educators in the world.



THE EVOLVING INDUSTRY STANDARD

Milady has been committed to quality education for beauty professionals just like you since our beginning. Tens of millions of licensed professionals have begun their careers studying from our industry-leading content.

Time has changed, but our dedication to evolving and raising the Standard has not. We at Milady continue to supply the most comprehensive learning solutions to serve you, today's learner. The newest edition of Milady Standard Cosmetology is available to you in multiple formats: the traditional print version, an e-book, and CIMA, our new interactive, digital learning experience complete with activities, learning tools, and newly updated video content. We know you are juggling life with learning and a variety of resources, in print or digital, provides you with options that meet your personal needs wherever or whenever you are learning.

Milady would like to thank the students, educators and professionals who took part in surveys and reviews ensuring that the changes needed to be made were inclusive of everyone's voice. We would also like to thank all learners, past and present, for being vocal about your needs and giving Milady the opportunity to evolve and provide you with the very best in cosmetology education.

We are grateful for your trust in us. Your passion, creativity, and devotion to your craft and to your customers combined with proven Milady content will set you on the path to a lifetime of opportunities and success. Congratulations on taking the first step toward your future as a beauty professional!

Featured Highlights

In response to the suggestions of the cosmetology educators and professionals who reviewed the Milady Standard Cosmetology and to those submitted by students who use this text, this edition has been updated to include many new features and learning tools.

LEFT-HANDED INSTRUCTION

Based on feedback from previous editions, Milady continues to include left-handed procedures in the haircutting and hairstyling chapters with full color photography. A great feature for left-handed students, as they will see professionals using their left hand to hold and manipulate the hair and tools.

CHECK IN QUESTIONS

Instead of placing review questions at the end of each chapter, Check In questions have been added to the end of the section that they cover. This allows you to check your understanding as you progress through a chapter as opposed to waiting until you have finished the chapter to simply check your memory. Check In questions also make it easier to find any answers you need help with.

QR CODES

Milady Standard Cosmetology has integrated QR Codes throughout the product to enhance your learning experience with additional material and multimedia content. To view full images and text, scan the QR Code in the +Bonus box. If using an iPhone, use the camera to scan the code and tap the pop-up notification. If you do not receive a notification, check to make sure you have the Scan QR Codes feature enabled in your Camera settings. If using an Android, use Google Lens or another app to scan the code and tap the pop-up notification. All of the content on the QR Code can also be accessed at the following website: ***bonus.milady.com/cos14***

Example:

+ BONUS

Scan or visit:
bonus.milady.com/cos/p12-4

Ⓟ **12-4: Blowdrying Short, Curly Hair in Its Natural Wave Pattern - left**

Featured Highlights

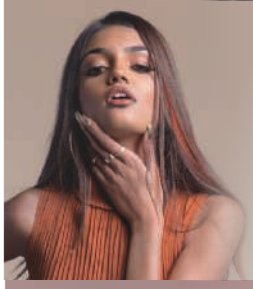
NEW ORGANIZATION OF CHAPTERS

The information in this text and that of Milady Standard Foundations, along with your educators' instruction, will enable you to develop the abilities you need to build a loyal and satisfied clientele. To help you locate information more easily, the chapters are grouped into five main parts.



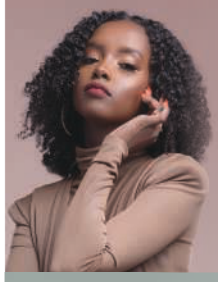
PART 01: ORIENTATION

Orientation consists of chapters that cover the field of cosmetology and the personal skills you will need to become successful. Chapter 1, History and Career Opportunities, outlines how the profession of cosmetology came into being and where it can take you. The remaining Orientation chapters can be found in Milady Standard Foundations, including: Life Skills, Professional Image, and Communicating for Success.



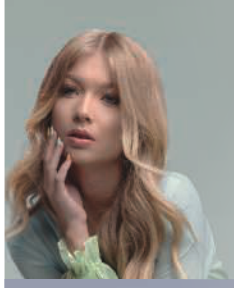
PART 02: HEALTH SCIENCES

Health Sciences includes important information you need to know in order to keep yourself and your clients safe and healthy. The chapters provide essential information that will affect how you interact with clients and how you use service products and tools. See Milady Standard Foundations for your updated Infection Control content, as well as chapters on The Healthy Professional, Chemistry & Chemical Safety, and Electricity & Electrical Safety.



PART 03: HAIR SERVICES

Hair Services offers information on every aspect of hair, explores the ways hair can be sculpted to enhance a client's facial shape, and comes complete with step-by-step procedures for core cuts with fantastic new glamour shots to show the finished look.



PART 04: SKIN CARE SERVICES

Skin Care focuses on another area in which new advances have altered the way students must be trained. This part covers waxing, tweezing, and other popular methods of removing unwanted hair from the face and body. Facials and Makeup chapters offer the critical information you'll need for these increasingly requested services in the expanding field of esthetics.



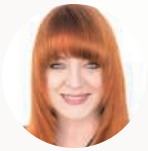
PART 05: NAIL SERVICES

Nail Services contains completely revised chapters including Manicuring, Pedicuring, Nail Extensions and Resin Systems, Liquid and Polymer Nail Enhancements, and the Light-Cured Gels chapter, with expanded information on nail art.

Meet the Contributors

Milady recognizes the many gifts and talents of its contributors worldwide. It is with gratitude that we thank these very special contributors of the 14th edition of Milady Standard Cosmetology! Every great contributor is a unique educational resource and continues to expand their experience and achievements over time. We are pleased to share their current biographies and a glimpse into what they have accomplished by scanning the QR Code provided.

Scan or visit:
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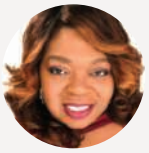
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