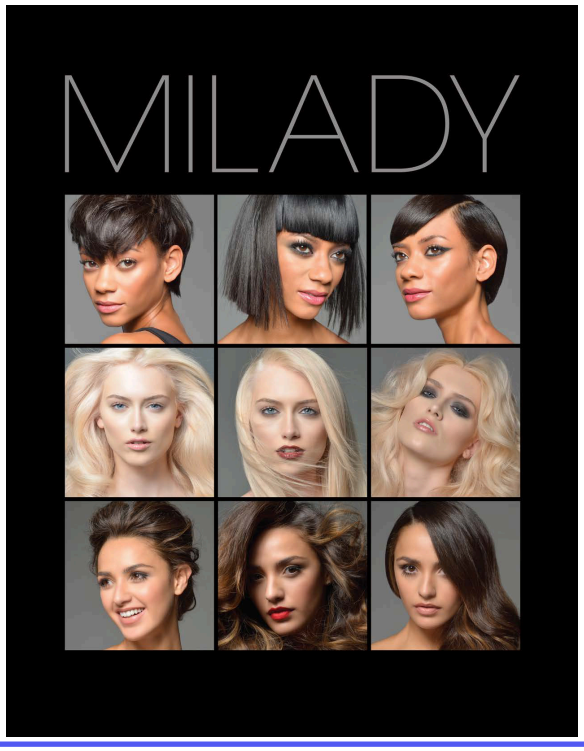


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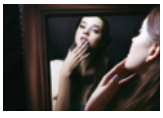
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Preface

Milady Standard Cosmetology



Mr. Nicholas F. Cimaglia, Founder of Milady Publishing Company

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 book!

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 textbook 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 the cover of a textbook, you've been adopted by a family of the most well-known and highly respected professional cosmetology educators in the world!

The Industry Standard



Sandra Bruce, Executive Director for Milady

Since 1927, Milady has been committed to quality education for beauty professionals. Tens of millions of licensed cosmetologists began their career studying from the industry leading *Milady Standard Cosmetology*.

We at Milady are dedicated to providing the most comprehensive learning solutions in the widest possible formats to serve YOU, today's student. The newest edition of *Milady Standard Cosmetology* is available to you in a variety of formats such as the traditional print version, an eBook version, as well as included within an online course that also provides hours of video. Since we know today's student is always "on the go," we also have an app that helps you prepare for the state board exam.

Milady would like to thank the hundreds of educators and professionals who participated in surveys and reviews to identify what needed to be changed, added, or deleted from the previous edition. We are honored to bring you current information from industry icons like Ted Gibson, Jason Backe, and Carlos Cintron.

Thank you for trusting Milady to give you invaluable information that will help build the foundation of your career. Our content combined with your passion, creativity, dedication to hard work, and commitment to customer service will set you on a path to a lifetime of success in the beauty industry. Congratulations for taking the first step toward having a beautiful career!

Sandra Bruce
Executive Director, Milady

New to this Edition

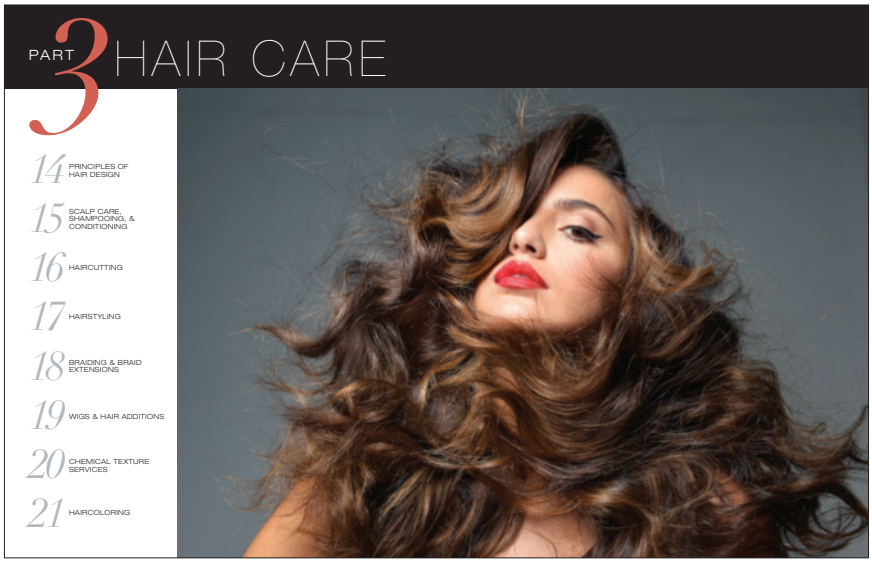
In response to the suggestions of the cosmetology educators and professionals who reviewed the *Milady Standard Cosmetology* and to those submitted by students who use this text, this edition includes many new features and learning tools.

Design

Milady and Ted Gibson joined forces to dramatically transform the cover and interior design of the textbook—it now has a classic, inspirational, sophisticated feel—to reflect the timeless, innovative, and fun hair styles, cuts, and makeup found in the beauty business. Using feedback by students, the designers used fewer background colors to provide more white space for you to take notes on the pages themselves.

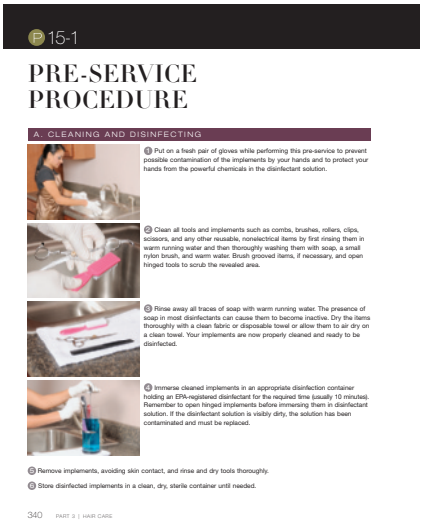
Photography and Art

Milady conducted a photo shoot in New York City with a wide network of hairstylists and models, to capture more than 700 new, four-color photographs to appear throughout the book, in both chapter content and step-by-step procedures. In addition, all of the new procedure photographs were taken using live models, instead of mannequins. The part opener image in Part 3 and many of the chapter openers features one of the stunning photos taken at the photo shoot. Ted Gibson and his assistants perfected the hair on each model, while EMMY award-winning makeup artist, Valenté Frazier finessed the makeup.



Pre- and Post-Service Procedures

To drive home the point that pre-service cleaning, disinfecting, and preparing for the client are important, you will find that a unique Pre-Service Procedure has been created to specifically address the individual


P 15-1

PRE-SERVICE PROCEDURE

A. CLEANING AND DISINFECTING

1 Put on a fresh pair of gloves while performing this pre-service to prevent possible contamination of the implements by your hands and to protect your hands from the powerful chemicals in the disinfectant solution.

2 Clean all tools and implements such as combs, brushes, rollers, clips, scissors, and any other reusable, nonelectrical items by first rinsing them in warm running water and then thoroughly washing them with soap, a small nylon brush, and warm water. Brush grooved items, if necessary, and open hinged tools to scrub the revealed area.

3 Rinse away all traces of soap with warm running water. The presence of soap in most disinfectants can cause them to become inactive. Dry the items thoroughly with a clean fabric or disposable towel or allow them to air dry on a clean towel. Your implements are now properly cleaned and ready to be disinfected.

4 Immerse cleaned implements in an appropriate disinfection container holding an EPA-registered disinfectant for the required time (usually 10 minutes). Remember to open hinged implements before immersing them in disinfectant solution. If the disinfectant solution is visibly dirty, the solution has been contaminated and must be replaced.

5 Remove implements, avoiding skin contact, and rinse and dry tools thoroughly.

6 Store disinfected implements in a clean, dry, sterile container until needed.

340 PART 3 | HAIR CARE

needs of each part—hair care, skin care, and nail care. Additionally, a Post-Service Procedure has been created to address cleaning, disinfecting, and organizing after servicing a client. Both the Pre-Service and Post-Service Procedures appear in every part of the text for you to quickly and easily refer to and follow.

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.

Study Tools

In order to test your knowledge, you will find a section at the end of every chapter dedicated to Study Tools. This is a reminder that you have resources in addition to your printed textbook to evaluate and practice your own skills. The online course for cosmetology includes an interactive eBook, online quizzes, exercises, PowerPoint® slides, discussion questions, video, and study notes to bring concepts you are learning in the classroom to life.

Learning Objectives

At the beginning of each chapter is a list of learning objectives that tell you what important information you will be expected to know after studying the chapter. Throughout the chapter, learning objectives also originate above the main topic where the objectives will be met in the subsequent paragraphs. This is done for ease of reference and to reinforce the main competencies that are critical to learn in each chapter to prepare for licensure. This duplication is an indication to the reader that the objective can be accurately measured by reading, understanding, and practicing to achieve all of the outcomes for the lesson.

