

ESTHETICS



PURPOSE

To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of esthetics.

First, download and review the General Regulations at: updates.skillsusa.org.

ELIGIBILITY

Open to active SkillsUSA members enrolled in programs with cosmetology/esthetics as the occupational objective.

CLOTHING REQUIREMENT

For men: Official SkillsUSA white dress shirt or white polo, black dress slacks, black socks and black leather work shoes.

For women: Official SkillsUSA white smock, black dress slacks, black socks and black leather shoes. No jewelry.

For models: Plain black t-shirt, black dress slacks, black or skin-tone seamless hose and black leather shoes, no jewelry. Models and contestants must have hair pulled away from the face; must have a clean, cosmetic-free face. Jewelry may be included on the model only during the prop application time in the fantasy portion of the contest.

These regulations refer to clothing items that are pictured and described at: www.skillsusastore.org. If you have questions about clothing or other logo items, call 800-401-1560 or 703-956-3723.

Note: Contestants and models must wear their official contest clothing to the contest orientation meeting. (Official SkillsUSA blazer not required.) Please make chair aware of any food allergies or requirements, and he or she will try to accommodate.

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
 - a. Tables (for use in performance of facials)
 - b. Chairs (for models)
 - c. Small table for products
 - d. Towel steamers
 - e. Water
 - f. Bowls
 - g. All items necessary for basic facial and massage skills will be provided by the technical committee and will include:
 1. Cleanser
 2. Toner
 3. Moisturizer
 4. Exfoliator
 5. Mask and massage cream
2. Supplied by contestant:
 - a. Models: must be student members dressed appropriately as described in the required clothing statement; must maintain hair pulled away from the face; must have a clean, cosmetic-free face; and must not wear earrings, facial piercings or necklaces (jewelry may be worn in the fantasy portion of the contest). *Models are not required to take the Professional Development Test or the skill-related written test or to submit a résumé.*
 - b. All competitors must create a one-page résumé and submit a hard copy to the technical committee chair at orientation. Failure to do so will result in a 10-point penalty.
Note: Your contest may also require a hard copy of your résumé as part of the actual contest. Check the Contest Guidelines and/or the updates page on the SkillsUSA website: updates.skillsusa.org.
 - c. A written description of the theme for the fantasy makeup portion of the contestant's theme interpretation is limited to one page typewritten in a legible font and contained within a plastic sleeve. The description must be submitted at the contestant orientation. No exceptions; late descriptions will result in a 10-point deduction.
 - d. Portable kit organizer (to transport and store items needed during the contest)

- e. Esthetic kit check must be in original packaging
- f. All items necessary for daytime makeup application
- g. All items necessary for basic facial and massage skills including:
 - Cleanser
 - Exfoliator
 - Mask
 - Toner or freshener
 - Moisturizer
 (In the event we find a sponsor to donate these items it will be posted on the SkillsUSA Updates page at: updates.skillsusa.org)
- h. All necessary product applicators such as:
 - Spatulas
 - Cotton swabs
 - Fan and mask brushes
 - Cotton 4x4 pads or sponges
 - Tissues
 - Mascara wand
 - Makeup brushes
 All applicators must be disposable or sanitized.
- i. False eyelashes
 - Adhesives
 - Lash application tools
 - Alcohol wipes and sanitizers
- j. Minimum of six clean, white terry cloth towels in standard salon size (no holes or stains). For beauty portion contestants can use set-up sheets/paper towels. Contestants will donate two towels to the contest to put in hot towel steamer.
- k. Headband
- l. Proper draping supplies (cape for makeup application and one fitted and one flat white, clean, twin-size sheet for massage and facial skills)
- m. Sealable plastic bags for sanitation and soiled linens (large zip-lock bags are recommended that fit linens and towels)
- n. Latex-free gloves (at least two pair)
- o. Paper towels or tissues (can be mini travel size)
- p. Decontamination supplies for hands, equipment and implements (must be EPA approved, e.g., (but not limited to) Barbicide, Utronics, Clorox wipe

- q. Stainless steel bowl for water (1½ quart minimum size)
- r. Blood spill kit must have a properly labeled biohazard bag. First aid kit by itself is not acceptable.

Note: All products to be in contact with the skin must be in original manufacturer's packaging.

SCOPE OF THE CONTEST

The contest will include a written esthetic knowledge examination, an oral communications assessment and four skill performance tasks.

Knowledge Performance

The contest will include a skill-related written knowledge test of 50 multiple-choice questions assessing knowledge of esthetics. Contestants will have 30 minutes to complete the exam. The test bank is from *Milady Standard Fundamentals*.

Skill Performance

An oral communication portion of the contest will assess the verbal presentation skills of the contestant. The technical skill performance tasks will assess skills in facial massage, basic facial, beauty and fantasy makeup application at multiple performance stations. Creativity is assessed in the fantasy makeup application, while technique is scored in the performance of massage, basic facial and beauty makeup application. An emphasis on safety and sanitation will be used in all segments of the skill performance areas. Observations during each segment and evaluation of the finished product will be considered in the scoring.

Contest Guidelines

1. The contest rules will be reviewed at the scheduled orientation. *It is not necessary to bring kits to orientation.* Following the orientation, contestants will be required to be dressed in official contest clothing, complete the kit check, take the written esthetics knowledge test, and submit the contestant résumé and written theme character and interpretation for the fantasy makeup application.

- Note:** A résumé not turned in will result in a penalty.
2. All contestants must keep their working area clean and organized.
 3. All contestants must follow sanitation and safety procedures throughout the contest at all times. Floor monitors/judges will assess decontamination procedures and safety practices throughout the contest.
 4. All contestants must bring a model for the competition. Models are not required to attend the orientation.
 - a. Contestants must have natural nails (short and not artificial) with no nail polish. Hair must be pulled back; no jewelry or facial piercings. (Penalty will result if these rules are not followed.)
 5. Contestants will prepare and perform an oral communication presentation. This will consist of a two- to three-minute oral presentation of the contestant's interpretation and/or the approach to the yearly theme for the fantasy make-up application.
 6. Time limits
 - Knowledge exam: 30 minutes
 - Oral assessments: 2-3 minutes
 - Facial station set-up: 5 minutes
 - Cleansing massage: 15 minutes
 - Basic facial procedure: 30 minutes
 - Beauty make-up application: 60 minutes
 - Fantasy make-up application: 60 minutes
 7. Penalty points can occur for the following:
 - a. Any rule not followed, with no exceptions
 - b. Leaving the competition area before completion of task (applies to both contestant and model) without proper escort
 - c. Unauthorized use of a product that is not allowed or that doesn't appear in the above listing
 - d. Any product that appears to have been altered. All products and solutions must be properly identified with the manufacturer's original packaging and original labeling. Product labels cannot be defaced.
 8. Professional attitude and communication is expected throughout the contest
 9. Once time is called, the contestant must stop working. Touching the model after time is called will result in three penalty points.

10. Cellphones are not allowed in contest area. If models and/or contestants are seen with a cellphone, points will be deducted.
11. Setup can only consist of items needed for the specific task in progress. Time will be allowed between each task to reset the table. All items should be brought to the contest site organized by task.
12. Required implements and products must be accounted for and professionally organized. Proper control and usage of products and tools will be expected at all times.
13. Props such as hair ornaments, wigs and jewelry may be used in the fantasy section but will not be considered in the judging. The chair will give contestants time to add final props to the fantasy portion after judging is complete.
14. All products used in any portion of the skill contests must be considered safe for application to the skin. This includes any item used on or attached to the skin in the fantasy makeup application.
15. Conversation between contestant and model is limited. Any form of communication with observers, judges and other contestants is prohibited during the contest.

Standards and Competencies

EST 1.0 — Setup and Client Protection — judged in all areas of contest (basic facial, beauty and fantasy makeup; 5-minute time limit)

- 1.1 Sanitize hands
- 1.2 Disinfect work area or uses protective covering
- 1.3 Set up work area with supplies clearly labeled
- 1.4 No cross contamination of products to skin or skin to product
- 1.5 Disinfect or cover chair
- 1.6 Dispose of soiled materials using infection control procedures
- 1.7 Resanitize hands
- 1.8 Apply body drape or cover for protection
- 1.9 Apply hair drape or cover
- 1.10 Resanitize hands

EST 2.0 — Cleansing the Face (15 minutes)

- 2.1 Preparation
- 2.2 Remove cleanser from container using infection control procedures
- 2.3 Demonstration of cleansing the face
 - 2.3.1 Cleanse the lips safely
 - 2.3.2 Cleanse eye area safely
 - 2.3.3 Distribute cleanser over entire face safely
 - 2.3.4 Cleanse entire face safely (cleansing massage only)
 - 2.3.5 Demonstration of massaging the face
 - a. Distribute massage product over entire face safely
 - b. Demonstrate effleurage movement
 - c. Demonstrate petrissage movement
 - d. Demonstrate tapotement movement
 - e. Demonstrate friction movement/vibration movement
 - f. Maintain continuous contact during massage
 - 2.3.6 Remove massage product without dragging or pulling skin
 - 2.3.7 Remove all residual cleansing massage product safely

EST 3.0 — Basic Facial (consisting of exfoliation, steaming, facial mask, toner and moisturizer; 30 minutes)

- 3.1 Exfoliation
 - 3.1.1 Remove exfoliation product from container using infection control procedures
 - 3.1.2 Demonstration of exfoliation application to the skin
 - 3.1.3 Safe manipulation of exfoliation product
 - 3.1.4 Removal of exfoliation product from the skin
 - 3.1.5 Practice safety and infection control throughout exfoliation procedure
- 3.2 Steaming
 - 3.2.1 Preparation for steaming of the face
 - 3.2.2 Wring wet towels thoroughly
 - 3.2.3 Test towel temperature on wrist safely

- 3.2.4 Demonstration of steaming the face
- 3.2.5 Drape towel to cover the face so nose and/or mouth are uncovered
- 3.2.6 Lift towel from face safely
- 3.2.7 Practice safety and infection control throughout steaming procedure
- 3.3 Facial Mask
 - 3.3.1 Preparation for facial mask
 - 3.3.2 Remove mask product from container using infection control procedures
 - 3.3.3 Demonstration of facial mask
 - 3.3.4 Apply mask product over entire face safely, excluding eyes, lips and nasal passages
 - 3.3.5 Apply mask evenly and safely
 - 3.3.6 Remove all residual mask product safely
 - 3.3.7 Practice safety and infection control procedures throughout service
- 3.4 Apply toner or astringent safely
- 3.5 Apply moisturizer safely
- 3.6 Infection Control
 - 3.6.1 Dispose of soiled materials using infection control procedures
 - 3.6.2 Practice infection control procedures safely throughout service
 - 3.6.3 Maintain work area in a safe manner throughout service

EST 4.0 — Makeup (beauty makeup application — 60 minutes)

- 4.1 Preparation
 - 4.1.1 All items necessary for daytime makeup and application must be in original packaging.
 - 4.1.2 Protect clothing with protective covering or cape
 - 4.1.3 Secure hair off face
 - 4.1.4 Sanitize hands
- 4.2 Demonstration of facial beauty makeup
 - 4.2.1 Apply primer/moisturizer to face
 - 4.2.2 Apply foundation and concealer to enhance and balance the face
 - 4.2.3 Apply powder
 - 4.2.4 Apply eye shadow
 - 4.2.5 Apply eyeliner (no liquid liners allowed)

- 4.2.6 Apply mascara to lashes
- 4.2.7 Groom eyebrows using shadow brow or brow pencil
- 4.2.8 Apply lip liner
- 4.2.9 Apply lip color
- 4.2.10 Apply makeup without lines of demarcation to have the face match the rest of the body in shade and even toned
- 4.3 Safety and Infection Control
 - 4.3.1 Dispose of soiled materials using infection control procedures
 - 4.3.2 Practice infection control procedures safely throughout service
 - 4.3.3 Maintain work area in a safe manner throughout service

Note: Time is not provided to remove beauty makeup; product removal may be done during the scheduled break time at the contest site.

EST 5.0 — Fantasy Makeup (60 minutes). A general theme is provided. Each contestant can choose character or inspiration from the theme.

- 5.1 Preparation
 - 5.1.1 All items for fantasy makeup application must be in original packaging.
 - 5.1.2 Protect shoulders with protective covering or a cape
 - 5.1.3 Sanitize hands
- 5.2 Demonstration of facial fantasy makeup
 - 5.2.1 Proper application of all necessary fantasy make up products
 - 5.2.2 Creativity while staying within the theme
 - 5.2.3 Completed look — impact of change
- 5.3 Safety and infection control
 - 5.3.1 Dispose of soiled materials using infection control procedures
 - 5.3.2 Practice infection control procedures safely throughout service
 - 5.3.3 Maintain work area in a safe manner throughout service

EST 6.0 — Apply the knowledge and skills necessary for professional communication.

- 6.0 Professional oral communication
- 6.1 Present oral communication to judges
- 6.2 Maintain a professional attitude
- 6.3 Use eye contact
- 6.4 Voice is used appropriately, including volume
- 6.5 Professional terminology is used, including grammar
- 6.6 Organization of thoughts exhibits flow

Committee Identified Academic Skills

The technical committee has identified that the following academic skills are embedded in this contest.

Math Skills

- Use fractions to solve practical problems
- Use proportions and ratios to solve practical problems
- Solve practical problems involving percents
- Measure angles
- Find volume and surface area of three-dimensional objects
- Apply transformations (rotate or turn, reflect or flip, translate or slide, and dilate or scale) to geometric figures
- Construct three-dimensional models
- Make predictions using knowledge of probability
- Solve problems using proportions, formulas and functions
- Use basic math skills for purpose of marketing and bookkeeping; addition, subtraction, multiplication, division and percentages

Science Skills

- Describe and recognize elements, compounds, mixtures, acids, bases and salts
- Describe and recognize solids, liquids and gases
- Describe characteristics of types of matter based on physical and chemical properties
- Use knowledge of physical properties (shape, density, solubility, odor, melting point, boiling point, color)
- Use knowledge of chemical properties (acidity, basicity, combustibility, reactivity)

- Describe and demonstrate simple compounds (formulas and the nature of bonding)
- Predict chemical changes to matter (types of reactions, reactants and products; and balanced equations)
- Use knowledge of potential and kinetic energy
- Use knowledge of mechanical, chemical and electrical energy
- Use knowledge of heat, light and sound energy
- Use knowledge of temperature scales, heat and heat transfer
- Use knowledge of the nature and technological applications of light
- Use knowledge of simple machines, compound machines, powered vehicles, rockets and restraining devices
- Use knowledge of principles of electricity and magnetism
- Use knowledge of static electricity, current electricity and circuits

Language Arts Skills

- Demonstrate use of such verbal communication skills as word choice, pitch, feeling, tone and voice
- Demonstrate use of such nonverbal communication skills as eye contact, posture, and gestures using interviewing techniques to gain information
- Demonstrate comprehension of a variety of informational texts
- Use text structures to aid comprehension
- Understand source, viewpoint and purpose of texts
- Demonstrate knowledge of appropriate reference materials
- Use print, electronic databases and online resources to access information in books and articles

Connections to National Standards

State-level academic curriculum specialists identified the following connections to national academic standards.

Math Standards

- Geometry
- Measurement
- Problem solving

- Communication
- Connections
- Representation

Source: NCTM Principles and Standards for School Mathematics. For more information, visit: <http://www.nctm.org>.

Science Standards

- Understands the principles of heredity and related concepts
- Understands relationships among organisms and their physical environment
- Understands the nature of scientific inquiry

Source: McREL compendium of national science standards. To view and search the compendium, visit: www2.mcrel.org/compendium/browse.asp.

Language Arts Standards

- Students apply a wide range of strategies to comprehend, interpret, evaluate and appreciate texts. They draw on their prior experience, their interactions with other readers and writers, their knowledge of word meaning and of other texts, their word identification strategies, and their understanding of textual features (e.g., sound-letter correspondence, sentence structure, context, graphics)
- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes
- Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information)

Source: IRA/NCTE Standards for the English Language Arts. To view the standards, visit: www.ncte.org/standards.