

Textbook of
COSMETOLOGY

Grade - X



National Vocational and Technical Training Commission
H-9, Islamabad

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COSMETOLOGY
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PREFACE

This book has been designed to meet the pace of gradual development of scientific concepts of cosmetology for the **10th Class of Matric Tech**. Matric Tech in Cosmetology has been introduced first time in the history of Pakistan. This textbook is the first national effort to describe the topics related to Cosmetology.

The main characteristics of the book are as under:

- ❖ The subject matter is fully equipped with specific illustrations for strengthening the concepts.
- ❖ Facts and principles are explained succinctly and clearly.
- ❖ Tags of interesting information, mini-exercises and the brain teasers under the caption of “**Do you know?**” are added to steer students through the concepts.

Skills of practical work in students, scientific activities have been included in each chapter of the book.

Before printing, this book was thoroughly reviewed by a committee of well-known experts and then recommendations have been duly incorporated in the book.

We wish that this book proves to be an ideal choice for the students looking for a supplement to promote their potentials in the field of beauty therapy but as there is always a room for improvement, we cordially invite the **valuable suggestions** for betterment of this book.

This book of Cosmetology for Class 10th Matric Tech written by Dr. Shumaila Waqas with the support of co-authors Miss Fouzia and Miss Almas is the very first drop of rain by NAVTTC in the field of Beauty Therapy. This book explains all the concerned topics in a soft, pleasant and convenient manner is understandable to the level of Matric Tech students. It covers the related domains of Cosmetology regarding concepts, methodology and practical implementation of the topics. Many new innovations and emerging trends are also explained thoroughly.

The sequence of chapters can be adjusted as per convenience of the tutor. Make sure you never skip a prerequisite of any chapter. The book should not be crammed. It should be read conceptually. Perform all the activities and tasks to have hands on experience of Cosmetology.

Executive Director
National Vocational & Technical Training Commission
(NAVTTC)

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01 Chapter

Hair Cutting

The students will be able to:

- ❖ know about trolley setting for hair services.
- ❖ learn to prepare clients for hair cut services.
- ❖ know about hair sections.
- ❖ learn straight line haircut techniques following angles & degrees.
- ❖ learn blow dry process according to the hair cut.
- ❖ know about basic trimming techniques.
- ❖ learn to handle tools and equipment according to sops.
- ❖ learn different hair cutting techniques and rules.
- ❖ know haircut types for women.
 - u-shaped cut
 - layers' cut
 - feather cut
 - wedge cut
 - steps cut
 - bangs or flick
 - short bob
 - a-line bob
 - graduation bob
 - pointed bob
 - undercut bob
 - emo cut
 - diana cut
- ❖ comprehend haircut techniques for men.
 - army
 - layers
 - spike
 - side cut

Introduction

Hair is one of the important parts of our body that reflect our personality. The way we dress, our haircut, and our style all reveal the type of person we are. Haircut and style are one of the factors that can really enhance our physical appearance.

Cosmetologists should have a thorough understanding of haircutting because haircutting is a basic, foundational skill it will build trust and loyalty between a stylist and his/her clients as a good haircut will make clients happy.

1. Trolley Setting for Hair Services

Arranging all necessary equipment's, disposals and tools in an orderly manner before starting a service on a client.

Importance of Trolley Setting

1. It saves time and speeds up the process. Having all tools, disposals and cosmetics handy in advance.
2. These speeds up the process.
3. It allows the service provider to focus on the job and gives better quality work and a happier client.
4. It creates a good impression on the client.



Client Preparation for Hair Cutting

1. Prepare hair for shampoo service
2. Clean gown/wrap and towels of suitable size for client are selected and applied.
3. Hair and scalp condition are observed by visual examination.
4. Client safety and comfort are ensured during process.
5. Water temperature and flow are controlled during process.
6. Hair and all of scalp area are massaged using appropriate products.
7. Hair is brushed or combed through, according to cut.



2. Essential Furniture & Equipment for a Hair Salon

Washing Area

- ❖ Shampoo Chairs
- ❖ Shampoo Area Cabinetry & Storage
- ❖ Trash Bin

Hair Section

- ❖ Cutting Stools
- ❖ Chair Mats



Practical Activity

Manage and arrange practical activity for recognition and handling of all hair cutting tools and equipment.

- ❖ Styling Stations
- ❖ Mirrors
- ❖ Utility Carts & Trolleys
- ❖ Utility Trays

Hair Processing Equipment

- ❖ Dryer Unit
- ❖ Wheel Set for Box Dryer
- ❖ Hair Steamer

The Tools Every Hair Stylist Needs

- ❖ Scissors (Shears)
- ❖ Trimmer
- ❖ Blow Dryer
- ❖ Flat Iron
- ❖ Razor
- ❖ Sectioning Clips
- ❖ Combs & Brushes
- ❖ Water Bottle
- ❖ Cap and aprons
- ❖ Disinfectant & Jar
- ❖ Towels
- ❖ Duster Brush
- ❖ Hair Products



Blow Dry

- ❖ Freshly Shampooed and Conditioned Hair
- ❖ A Towel
- ❖ A Wide-Tooth Comb
- ❖ Hair Serum
- ❖ Sectioning Clips
- ❖ Blow Dry Round Brush

3. Basic Principles of Haircutting

Reference Points

They are the points on the head where the surface of the head changes, such as the ears, jaw line occipital bone, or apex; helps to find the balance within a design so that both sides of the haircut turn out the same; used to establish design lines. The reference points are:

- ✎ **Parietal Ridge** - widest area of the head; starts at the temples and ends at the bottom of the crown; also referred to as crest area; found by placing the comb flat on the side of the head.
- ✎ **Occipital bone**- bone that protrudes at the base of the skull • **Apex**- highest point on the top of the head.
- ✎ **Four corners**- draw two diagonal lines (or cross two combs) across the apex of the head- where they touch are the four corners; signals change in head shape; for example, front corners represent widest points in the bang area.

Lines and Angles

- ✎ **Line** - a thin continuous mark used as a guide.
- ✎ **Angle**- space between two lines or surfaces that intersect at a given point; important element in creating a strong foundation and consistency in haircutting
- ✎ **Horizontal lines**- parallel to the horizon or floor; direct the eye from one side the other; used to create one-length and low elevation haircuts and to add weight.
- ✎ **Vertical lines**- up and down lines; perpendicular to the floor; remove weight to create graduated or layered haircuts; used with higher elevations.
- ✎ **Diagonal lines**- slanting or sloping direction; between horizontal and vertical; used to create fullness in a haircut and to blend longer layers into shorter layers Beveling and stacking- used with diagonal lines to create angles by cutting the ends of the hair with a slight increase or decrease in length.



Teacher's Instruction

Teach and make students practice thoroughly about lines, angles, points.

4. Hair Cutting Basic Trimming Technique

When cutting the guide, rather than placing fingers into the section and clamping the ends, use comb to guide the fingers.

- ❖ Comb the hair from the root into natural fall, following the bottom of the comb with fingers – this prevents graduation.
- ❖ Guide fingers using the comb until desired cutting length. Then, cut guide. This will ensure the ends are in line with natural fall and we can get a clean, straight edge.

4.1 Different Hair Cutting Techniques and Styles

4.1.1. Layer Cut

Layer hair cut gives the illusion of length and volume using long hair for the illusion of length and short hair for volume, it's an easy style to manage.

Hair is arranged into layers, with the top layers (those that grow nearer the crown) cut shorter than the lower layers. This allows the tips of the top layers to blend with lower layer.

There can be Different Layer Styles like:

1. Distinct layering (obvious layers)
2. Blended layering (soft layers)

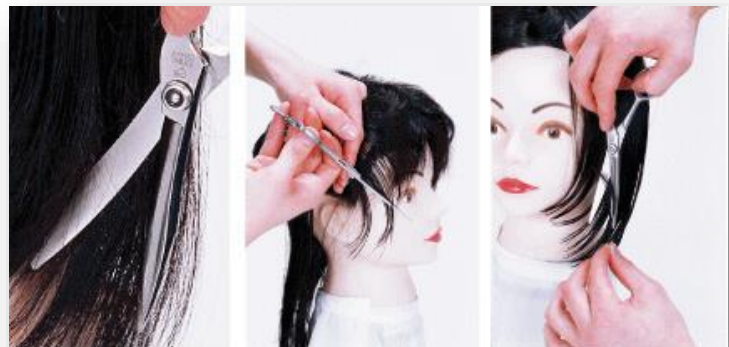


Techniques

The layered hair cut can be done by taking sections of hair vertically across the head, pulling it perpendicular to the head, and cutting straight across.

4.1.2. Sliding Haircut

For sliding style, hair is sectioned in 4 parts, starting with back section and cut at 20-degree angle. The transition over the ear is used as a guideline for the front sections. This creates a soft layered end, but predominantly gives the one-length



look. Suitable for medium wavy textures Blended Elevation. The top section (bob section) is cut at 90 degrees while the side sections are cut 180 degrees to the length of the top section. Back and nape sections are cut at 90 degrees. In this form of layering there is an "elevated" group of layers formed due to shorter top section and then it blends with the softer side and back layers suitable for straight or slightly wavy hair, but not for wavy or curly hair.

4.1.3. Blunt Cut (Straight Line Cut)

Blunt Cut (Straight Line Cut) also known as one-length cut, zero-elevation cut, or no-elevation cut; all hair comes to single hanging level, forming a weight line; cutting line can be horizontal, diagonal, or rounded; cut with a stationary guide; excellent for fine or thinner hair types (looks thicker).



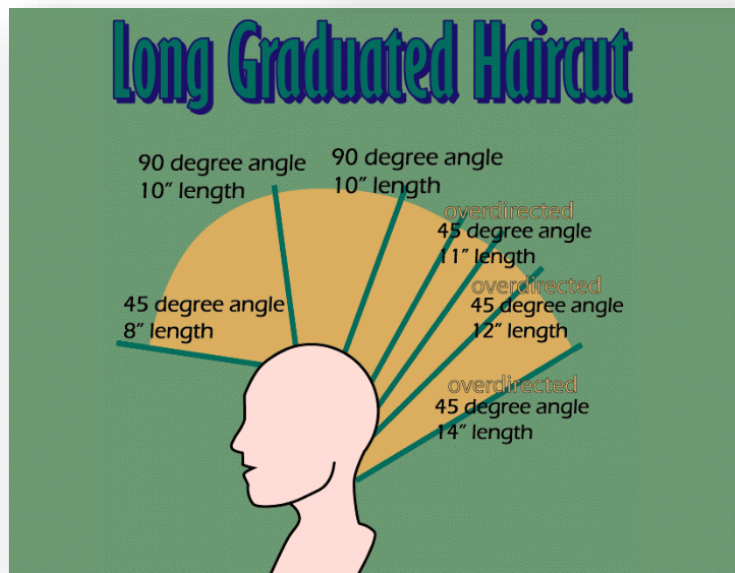
4.1.5. Long-Layered Hair Cut

Long Layered Hair Cut at 180-degree angle; gives more volume to haircuts. It can be combined with other basic haircuts; shorter layers on top and increasing longer layers downwards.



Practical Activity

Teachers are encouraged to manage students in groups and batches for scissor grip and movement.



4.1.6. Graduated Cut- (Bob Cut)

Graduated bob can be done by using a vertical cutting line and a 45-degree elevation; from a center part, side part, or bang. All hair is elevated to 90 degrees from the scalp and cut at the same length; resulting shape will appear soft and rounded.



5. Other Cutting Techniques

5.1. Cutting the Bangs (Fringe)

Bangs and fringe mean the same thing the area that lies between the two front corners. Bangs are cut using a stationary guide at 90 degrees straight up from the head. Sometimes you may only cut a few pieces in the bang area. A bang can be blended or not.

5.2 Razor Cutting

Gives a softer appearance than a shear cut; great option for medium or fine textured hair; gives a feathered effect on the ends Any cut done with shears can be done with a razor. Two methods for razor cutting: Razor kept parallel to subsection; used to thin the ends; entire blade is used Razor held at an angle (45 degrees); use 1/3 of blade to make small strokes.

5.3. Scissor-over-Comb

Hold the hair in place with the comb and use the tips of the scissor to remove length, best used on dry hair.

5.4. Texturizing

1. Process of removing excess bulk without shortening the length; can be used for effect within a haircut. It may be used to add or reduce volume.
2. Performed on the ends of the hair using the tips or points of the scissor.
3. Done on wet or dry hair, with diagonal angle of the scissor.
4. Free-hand Notching-uses the tip of the scissor, do not slide, simply snip out pieces of hair at random intervals;
5. Sliding movement; reduces volume and creates movement
6. Slicing- removes bulk and adds movement; performed on the surface or within a subsection.
7. Texturizing with the Razor Removing weight- thins out the ends of hair; done on damp hair, also known as thinning of hair.

6. Wedge Hair Cut

The wedge haircut is a voluminous retro-style short layered bob for women with fine & straight hair that became popular in the 1970's. This is a popular cut for women with fine and thin hair that needs a bulky



twist or simply someone wanting to have a taste of the short hair lifestyle.

7. Steps of Blow Dry

Step 1: Use Shampoo and conditioner according to hair type and condition.

Step 2: Use an absorbent towel to dry your hair as much as possible. Hair should be damp, but not dripping.

Step 3: Remove all of the tangles from hair with a wide-tooth comb. Start from the bottom of the strands and then go upwards, remembering to be gentle.

Step 4: Apply a small amount of hair serum to help to speed up the drying process and style hair faster.

Step 5: Dry hair with a hair-dryer set on medium heat to get hair about 80 percent dry. Using a professional hair-dryer will help to minimize any damage that may be caused by the heat and will give a smoother finish.

Step 6: Clip away all of partly dried hair except for the section you want to work on.

Step 7: Roll the sectioned hair around a round brush and move hair-dryer back and forth constantly over the hair section.

Step 8: Unroll hair from the brush and give it a quick run through with your fingers. Repeat steps 6 to 8 until hair is completely straightened.

Step 9: Finish with a light finishing product to keep your hair in place and smooth if necessary.



EXERCISE

Choose the correct option.

1 When trying to create more body in fine hair:

- | | |
|----------------------------------|---|
| (a) Use scissor over comb method | (b) Give a blunt cut |
| (c) Cut using a razor | (d) Use graduated layers where possible |

2 Which of the following hair cutting tools can be used on wet or dry hair?

- | | |
|--------------|-------------------|
| (a) Scissors | (b) Razors |
| (c) Clippers | (d) All the above |

3 These hair cutting lines are used to create a sense of weight and stability.

- | | |
|----------------|--------------|
| (a) Diagonal | (b) Vertical |
| (c) Horizontal | (d) Concave |

4 These hair cutting lines are used to create a illusion of movement

- | | |
|----------------|------------------|
| (a) Vertical | (b) Diagonal |
| (c) Horizontal | (d) Weight lines |

5 A straight line cut is to create lines that are

- | | |
|------------------------|----------------------------------|
| (a) Feathered and soft | (b) Soft and feminine |
| (c) Hard | (d) Easy to roll in a roller set |

6 In "scissor over comb", you should work with an area:

- | | |
|----------------------------|--|
| (a) No wider than the comb | (b) Equal width to the comb |
| (c) As wide as the comb | (d) No wider than the blade of the scissor |

7 Thinning scissors are used to?

- | | |
|-------------------------------|-----------------------------|
| (a) Remove excess length | (b) Remove excess bulk |
| (c) Create high fashion looks | (d) Create feathered layers |

10 A uniform layer cut (same length throughout) is cut at what angle/degree?

(a)	0	(b)	90
(c)	45	(d)	180

Give short answer to the following questions.

1. What is the shortest haircut in female?
2. What is a zero cut?
3. How long layer gives body or volume to hair?
4. How do you angle your hair?
5. Which is best haircut for long but thin hairs?

Answer the following questions in detail.

1. Describe tool and equipment for hair salon.
2. Describe long layer cut.
3. Explain three different cutting styles and techniques.

02 Chapter

Hair Styling

Students will be able to:**Know Basic Hair Styling**

- ❖ Straightening.
- ❖ curling & crimping.
- ❖ blow dry.
- ❖ Braids.
- ❖ back combing.
- ❖ 60s hair style.
- ❖ comprehend advance hair styling.
- ❖ up do's.
- ❖ extensions setting.
- ❖ bridal bun.

Introduction

Hair care is important not only for our appearance, but also for our overall hygiene. Having healthy hair allows us to look our best and ensure our hair and scalp is healthy. The look of hair is important for many reasons and has a significant impact on our self-esteem. For example good and appropriate hair style according to face shape and personality enhances our beauty.

1. Hair Straightening

Curly or wavy hair can be straightened with different methods like:

- a. Temporary straightening with flat iron.
- b. Permanent straightening also called chemical straightening /rebounding.

1.1 Flat iron (Straightener)

It has two hot plates ranging in size from ½ to 3 inches; flat iron with straight edges is used to create smooth, straight styles even on very curly hair.

Flat iron with a beveled edge can be manipulated to bend or cup the ends; the edge nearest the stylist is the inner edge and the edge farthest from the stylist is the outer edge.

Hair straightener temporarily straightens curly or wavy hair by means of a heated iron generally lasts until the hair is shampooed.

1.2 Rebounding

Hair rebounding is done by a chemical process that changes hair's natural texture and creates a straight and smooth look, also known as chemical straightening.

It's a multi-step process which breaks the natural bond of hair follicle, then rebuilds it in a different shape. This changes the look of hair from curl to straight.



Process of Rebounding

1. First, washes hair and dry them completely, this removes dirt and oils and evaluate texture of hair.
2. Section the hair, and apply lotion /cream 1 on every strand of hair avoiding half inch of roots.
3. Lotion /cream 1 should stay on hair for 30 minutes or more. Because the relaxant is breaking down hair cuticle on a cellular level, this step needs to be closely monitored so that scalp and hair are not damaged.
4. Once hair strands all over scalp give 3 times length on strength, this process is done.
5. Next, rinses hair again and blow-dries it so it's ready for the next step of the process.
6. Straight each and every strand of hair thoroughly with rebounding iron.
7. A neutralizer (lotion /cream 2) is then layered on top of hair from roots to ends for next 15-20 minutes to stabilize these newly formed bonds.
8. Hair is rinsed one last time to remove neutralizer.
9. After drying hair, last iron is done to fix the final look.
10. Wait for next 72 hours for first wash after rebounding.

2. Curling

2.1 Types of Curls

1. **Spiral – Curling** By winding a hair strand around the rod, it creates hanging curls suitable for medium or long hair.
2. **End Curls** - can be used to give finished appearance to hair ends.

3. **Volume curls** It provides maximum lift or volume; curl placed very high on the base section, hold strand at 135-degree angle, slide iron over strand about ½ inch from scalp, wrap strand over rod with medium tension, hold for 5 seconds, roll curl and place firmly forward and high on base.
4. **Full-base thermal curls** Hold hair at 125-degree angle, slide over strand about ½ inch from scalp, wrap strand over rod with medium tension, hold for 5 seconds, roll curl as usual and place firmly in center of base.
5. **Half-based thermal curls** It provides strong curl with medium lift or volume; hold hair at 90-degree angle, slide iron over hair about ½ inch from scalp, wrap hair over rod with medium tension, hold for five sections, roll in usual manner and place half off its base.
6. **Off-based curl** It offers a curl with only slight lift or volume; first section the hair, hold hair at 70-degree angle, slide iron over the hair about ½ inch from scalp, wrap hair over rod with medium tension, hold for 5 seconds, roll as usual with curl completely off its base to finish: brush hair up from the neckline and push waves into place as you progress over the entire head.

3. Crimping

It is a method of styling for straight and thin hair so that it becomes wavy and looks heavy, in which hair artificially waved with crimper.

3.1 Method of Crimping

Once hair is primed and prepared, now it's time to crimp hair creating the perfect waves and bends. Begin at the roots. Take a small part of hair (preferably a 1-inch section), gently clamp the iron

down, get as close as possible to the scalp without burning it. To create flawless crinkle patterns, hold the tool in place for 3-5 seconds before releasing the clamp.

To build a uniform and consistent look, continue crimping down the length of hair. Slide the crimper down to crimp the length, similar to the roots, after releasing the roots. To prevent any gaps between the waves, try to overlap the crimper over the last crimp made.

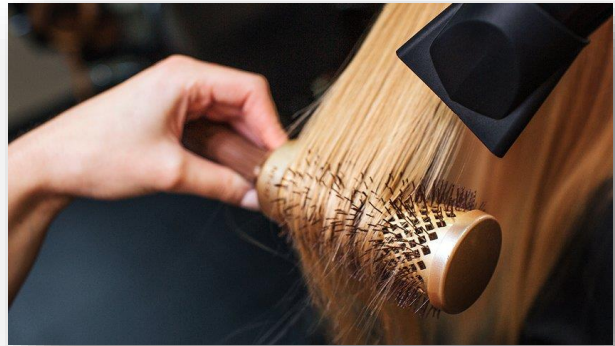


4. Blow Dry

No cuts, no color—just beautiful bouncy blow-dry give a beautiful and presentable finish to our hair.

4.1 Preparation for Blow-Dry

1. Start with a good shampoo and conditioner that clears scalp and hair. Make sure to scrub the scalp and rinse well. Using styling products is important for reducing frizz, adding volume and providing a smooth, shiny finish.
2. Use a powerful blow-dryer with a nozzle that can concentrate and direct airflow.
3. Brushes are important, as it plays vital role in finishing of style.



4.2 Steps for a Blow Dry

1. Apply hair spray or serum and then brush through hair to help distribute and detangle, as well as add shine to hair.
2. Pad dry hair 80 percent to remove excess moisture.
3. Hair Sectioning is must. Start with bangs because they dry quickly. Sections should be the size of the brush so hair can be smoothed and styled efficiently. Holding the brush vertically will create curl and holding it horizontally will create volume. Always blow dry hair in same direction it grows to smooth the cuticle and avoid frizz.
4. Make sure hair is 100 percent dry and cooled to can lock in the volume and finish.
5. Finish with hair products that maximize hold and add shine like hair serums, spays, mosses, gels etc.

5. Braids

The Different Types of Braiding Techniques

- ❖ Classic 3-Strand Braid. This one is great for beginners and easy enough for even younger children to execute.
- ❖ French/Dutch Braids
- ❖ Fishtail Braid
- ❖ Rope Braid

5.1 The Fishtail Braid

Begin with pulling back all tresses and tie them with a rubber band to a ponytail. Then divide this ponytail equally. Now grab a piece of hair from one section and pull it to the inside of the opposite section. Follow the same technique for the other part also.



7. Few Important but Easy Styles

7.1 The Classic Ponytail

This hairstyle has been around for decades and we can do it easily. First separate hairs in two sections horizontally from the crown. Tie the back hairs with a Ponytail and again part the front hair into two sections. Now pull one section of the front in the backside, wrap it around the hair tie and secure with 2-3 hairpins to cover the elastic. Repeat this process for the rest of the front part and enjoy an effortless classic ponytail.



7.2 Style with Hot Rollers

For this style, section hair tresses into four parts (top, middle, and 2 middle bottoms) and put in the relatively big rollers in the top section. If we want more volume and body on the top set the rest of the rollers by sections for an uncomplicated styling experience.



8. Backcombing

It is one of the easiest ways to give volume to hair style, done by teasing hair. Every hair style needs adding volume to hair from updos to braids to bridal styles.

Teasing of hair is done by combing hair backward. The back and forth motion of combing hair builds volume and creates clusters, or teases, for an overall thicker look. We can backcomb roots, ends, or virtually anywhere to create extra fullness and lift.

Steps of Backcomb

Step 1: Hair Sectioning

To tease the roots, start by taking a section of hair from the front of head that's about one-inch thick. Put that section aside, pulling it in front of face, then pick up a section behind it that's the same size.

Step 2: Use of Hair Spray

Use a hairspray that has moderate holding power. Pull the section of hair up toward the ceiling and spray roots with the hairspray. Using hairspray ensures teased hair stay.

Step 3: Backcomb Hair

Take a fine-tooth comb, placing it about two to three inches from the root. Gently brush up and down to create clustered, teased hair.

Step 4: Section and Repeat

Once that section of hair is teased, pull the section forward and allow it to hang in front of the face, gently moving it aside. Take another section of hair from behind the one just backcombed and repeat step two and three. Continue to do this until you think hair is voluminous enough.

Step 5: Smooth out Hair

To tease hair without ending up with a frizzy appearance, gently pull all of hair back into place. Lightly use the fine-tooth comb to smooth out the top of hair, covering any backcombed sections. While doing this, be careful not to comb through teased hair, as we might start to undo hard work.

Step 6: Use of Hair Spray

Finish teasing hair with a coat of hairspray that will keep strands exactly where we want them.

9. Hair Extension Settings

Lengths of artificial hair attached to a person's own hair to create a long hairstyle.

Step 1: Hair Sectioning

Start sectioning hair above the tops of ears and divide it in top and bottom parts. Clip the top section up and out of the way.

Step 2: Tease Roots of hair

Gently tease the roots of the bottom section of hair to give stability.

Step 3: Clip in Your First Weft

Grab a weft (a hair extension with multiple clips) with four clips. Open the clips, then comb them into the roots of the section you just teased, lining them up with your part before clipping them closed.

Step 4: Let Your Hair Down

Release the top section of hair and then create a new top section, leaving one to two inches behind to cover your extensions.

Step 5: Backcomb and Clip

Backcomb and spray roots, then reach for a weft with three clips. Clip it along new part.

10. Updos

An updo is a type of hairstyle that involves the hair being up and out of the face. The hair is kept in place with pins or bands to prevent the hair from falling down. Updos are versatile and can be created in many different looks like given below:

1. **Buns.** A bun is probably the easiest updo we can do. On medium length hair which is not very thick. Backcombing helps to add body and visually enlarge the bun's size.
2. **Knots.** Modern knots are rather loose and messy. Tease hair at the roots to provide some lift around face and make a low or high "imperfect" knot. Once it's ready and fixed, may pull at occasional strands to make loops. These days' messy styles are in trend.
3. **Multi-component styles.** Sometimes we do not want to keep it plain. The fanciest hairstyle designs come from multi-component hairstyles, combining, for example, twists and curls, a braid and a bun, a braid and a knot, etc.

EXERCISE

Choose the correct option.

1 Using the fingers, combs, and waving lotion to shape and direct the hair into s-shaped waves is called?

- | | |
|---------------------|--------------------|
| (a) Thermal curling | (b) Thermal waving |
| (c) Wet setting | (d) Finger waving |

2 The product used to keep the hair in place during the finger waving procedure is:

- | | |
|--------------------|-------------------|
| (a) Setting Lotion | (b) Hair Spray |
| (c) Foam or Mousse | (d) Waving Lotion |

3 A good finger waving lotion:

- | | |
|------------------------------|-----------------------------|
| (a) Leaves a mild residue | (b) Does not flake when dry |
| (c) Should be used liberally | (d) Dries on contact |

4 Applying finger wave lotion to one side of the head at a time:

- | | |
|-----------------------------|----------------------|
| (a) Dries out hair | (b) Is not necessary |
| (c) Prevents it from drying | (d) Is inefficient |

5 Using the fingers to pinch or push ridges in a finger wave creates:

- | | |
|----------------------------------|---------------------------------|
| (a) Inconsistent waves | (b) Over direction of the ridge |
| (c) Under direction of the ridge | (d) Splits |

6 Pin curls are made up of three main parts; stem, circle, and

- | | |
|-------------|----------|
| (a) Base | (b) Curl |
| (c) Cuticle | (d) Wave |

7. The pin curl stem position that produces a tight, firm, long-lasting curl is the

(a) No-stem curl	(b) Half-stem curl
(c) Full-stem curl	(d) Mobile stem curl

8. The full-stem curl produces

(a) Medium movement	(b) Minimum mobility
(c) The greatest mobility	(d) A tight, firm curl

9. Uniform curls are produced by

(a) Open center pin curls	(b) Closed center pin curls
(c) Counterclockwise pin curls	(d) Clockwise pin curls

10. To prevent splits along the front or facial hairline in the finished hairstyle use

(a) Arc base pin curls	(b) Triangular base pin curls
(c) Rectangular base pin curls	(d) Square base pin curls

Give short answer to the following questions.

1. What is back combing?
2. What is crimping for?
4. Name the hair straightening methods.
5. Name any three braids.
6. Write method of hair extensions.

Answer the following questions in detail.

1. Describe different types of hair curls?
2. Describe the difference between hair straightening and rebounding in detail.

03 Chapter

Party and Bridal Make Up

The Student will be able to:

- understand the concept of natural/no-makeup.
- familiarize the latest trends of makeup.
- know about trolley setting for makeup services.
- prepare the client according to the requirement.
- prepare the skin according to the requirement.
- learn eye makeup according to the requirement.
- know the process of skin work (foundation, blush, highlight, etc.).
- learn lip colors technique according to the requirement.
- understand concept of party makeup.
- prepare the client and trolley according to the requirement.
- learn color correction technique according to the requirement.
- know foundation properties according to skin.
- understand the concept of bridal makeup.
- prepare trolley for makeup according to standards.
- select suitable makeup materials and tools for client. according to the skin. complexion, dress style and makeup style.
- learn bridal makeup technique as per requirement.
- set jewelry and dupatta as per requirement.

Introduction

Apart from the venue, the décor, ambiance, and bride's dresses, people also pay a lot of attention to the bride's makeup. It is what gives the bride's outfit a finishing look. Therefore, bridal makeup needs to be on point – beautiful but in a very subtle and artistic manner.

1. Concept of Natural or No Makeup Look

Makeup is one of the most universally demanding look these days. It means our makeup is seamlessly blending into the skin that it looks the part of our skin rather than appearing as an extra layer. Natural makeup should enhance the beauty of our features; as long as it does, the effect is natural and fresh.

Natural / No Makeup Look Includes

- ❖ Under eye concealer
- ❖ Eye shadow
- ❖ Eye liner
- ❖ Eye lashes
- ❖ Mascara
- ❖ Eyebrow

1.1 Concealer Application

- ❖ Since under-eye shadows tend to have a bluish or purple cast, a peachy or yellow-toned concealer helps counteract that, no matter what your skin tone is.
- ❖ Blending under eye concealer with the warmth from your fingers helps to melt it into your skin seamlessly for the most natural look, but if you want more coverage, a makeup brush or makeup sponge would be more effective.
- ❖ Don't forget to set your under-eye concealer with a bit of powder if you're wearing eyeliner or mascara to prevent the rest of your eye makeup from smudging.

1.2 Eye shadow application

When applying eye shadows, use the following general guidelines.

- ❖ **Lightest Shadow:** use all over lid as a base to fix excess oil and even out the tone of eyelid.
- ❖ **Mid-Tone Shadow:** use on the visible lid below the crease for depth.
- ❖ **Darkest Shadow:** use for extra definition along the lash line or when you're creating a smoky eye.

1.3 Eye Liner Application

- ❖ "Warm up" an eye pencil by running it over the back of hand a few times. That way it won't drag along eyelids in a jerky motion during application.
- ❖ For liquid eyeliner, it's best to store pens tip-side down. Some of them require a good shake before using them or running the brush-tip on the back of hand to gets the ink flowing.
- ❖ With gel eyeliner in a pot, choose a brush with a fine point (whether it's angled or tapered), and don't pick up too much of the product to avoid clumps.

- ❖ To apply a line as close to lashes as possible, gently tug eyelid upwards.
- ❖ Eyeliner placement can change the effect of eye shape. For natural definition, don't stay away from eyelid.
- ❖ Cotton swabs are great for softening harsh lines or cleaning up liner mistakes.
- ❖ For mature skin, crisp lines tend to be more difficult to create and inevitably end up looking a bit messy since the skin around the eyes is thinner and loose. A smudgy pencil or gel liner topped with dark eye shadow can create a nice effect that looks organic and not super harsh.

1.4 Eye Lashes Application

- ❖ Keep clean spoolie brushes on hand to separate lashes that have been stuck together right after applying mascara.
- ❖ Before applying, wipe any excess mascara from the tip of the wand onto the tube's opening or on a tissue to prevent clumps.
- ❖ Look down when applying so we can get the wand as close to the root of lashes as possible without smudging the makeup on eyelid.
- ❖ Gently lifting lashes upwards with fingers after the mascara is freshly applied will help set them into a curl while the makeup drying.
- ❖ Pressing a small amount of powder on under-eye area with a flat foundation brush or a fluffy eye shadow brush will help keep mascara on the lower lashes from smudging under eyes.

1.5 Eye Brow Shaping

- ❖ Always work from inner brow towards the ends, lightly brushing upwards and outwards, following the direction of your natural hair growth.
- ❖ Brush a spoolie through your brows to diffuse any harsh lines after filling them in with powder or pencil.
- ❖ If your brows begin looking overly filled or too dark, brush a tiny bit of face powder through them with a spoolie to diffuse it out.
- ❖ Your inner brow should line up with the inner corner of your eye, and the arch should be three-fourths of the way across your eye. When defining the tail end, follow the natural direction of your brow.

2. Latest Trends in Make Up

New Makeup Trends Includes

1. Bright Blush
2. No-Makeup Look
3. Contouring
4. Highlighter
5. Glossy Lips
6. High-Definition Eyes
7. False Freckles
8. Bold Brows

3. Trolley Set Up for Make Up

Trolley setup can be defined as arranging all necessary cosmetics, disposals and tools in an orderly manner before starting a makeup service on a client.

3.1 Advantages of Trolley Setup

- ❖ It saves time and speeds up the process. Having all tools, disposals and cosmetics handy in advance implies that one does not waste time in looking around for things once the service starts. These speeds up the process.
- ❖ It allows the service provider to focus on the job.
- ❖ It creates a good impression on the client.
- ❖ Customer retention becomes easier and helps to gain the confidence of customer.

3.2 Make up Trolley Should Have

- ❖ 2 Bowls: One bowl should be there for the client to keep her jewelry (nose ring, earring etc.). The other bowl can be used to keep used cotton or tissue paper for it to be disposed of later.
- ❖ A cylindrical glass container for makeup brushes.
- ❖ Hand Sanitizer: A hand sanitizer is a must in any kind of trolley setup. This has become all the more necessary in aftermath of Covid-19 pandemic.
- ❖ Mouth Fresheners
- ❖ Tissue Paper
- ❖ Disposable Sheets

- ❖ Disposable Apron
- ❖ Cleanser
- ❖ Moisturizer
- ❖ Sunscreen
- ❖ Primer
- ❖ Foundation
- ❖ Concealer
- ❖ Color Corrector
- ❖ Eyeliner
- ❖ Eye Shadow
- ❖ Eye Lashes
- ❖ Mascara
- ❖ Kajal
- ❖ Lipstick
- ❖ Lip Liner
- ❖ Gloss

4. Skin preparation for make up

1. Cleansing of face with appropriate cleanser according to skin type.
2. Exfoliation. Removal of dead skin cells facilitates long stay of makeup base on face.
3. Toner. After exfoliation of dead cells, apply a toner for pore tightening and wait for a few seconds for it to dry.
4. Eye Cream
5. Moisturizer
6. Primer

Skin Cleansing Before Makeup

Application / Procedure of Cleansing the Skin before Makeup.

Makeup can be bad without cleansing the face, because if there is extra oil or dust on the face or even if there is make-up, the result of make-up will not be correct and net, so always before applying make-up.

Cleanse the face.



Method of Cleansing

- ❖ Tie the hair of the head to the back and wear a headband.
- ❖ Apply cleanser on wet face and massage round with the help of fingertips. In this way, the movement of the massage circles brings the dust out of the pores. The pressure mode of the finger tips should be rated.
- ❖ Now clean the cleanser thoroughly with the help of tissue or wipe on the face and wash the face with water and dry the skin.



There are different cleansing products in the market because the same type of cleanser cannot be used on every skin.

1. Cleansing lotion for normal to oily skin
2. Cleansing milk for Dry Skin
3. Cleansing Gel for Sensitive Skin

5. Procedure of Applying Base/ Foundation on Face

Base means foundation, and make-up on the face is started by applying foundation and it is used to hide the flaws on the face.

5.1 Types of Base / Foundation

- ❖ Oil Based Foundation (Stick and Liquid)
- ❖ Matte and Oil Free Liquid Foundation



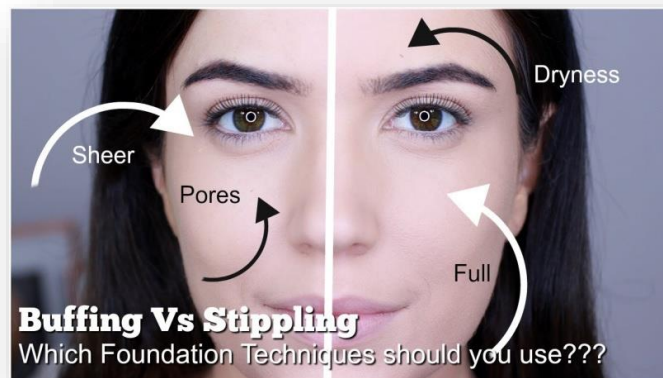
- ❖ Cake Foundation
- ❖ Mineral Foundation
- ❖ Moose Foundation

5.2 How to Apply Foundation?

- ❖ To apply the foundation, first clean the skin by tying or covering the hair and cleansing the face and prepare the skin according to the skin type and season.
- ❖ If you are using a stick foundation, apply the foundation on the face and blend it inside the skin with wet sponge.
- ❖ If you are using a liquid foundation, first apply it in the form of dots on the face and spread it on the neck and face with the help of Dry Puff.
- ❖ If you are using Cake Foundation, apply it on the face with wet sponge and absorb it inside the skin.
- ❖ If mature, aged and open pores, use a primer before the base on the skin so that the foundation is part of the skin.
- ❖ For 2 Tone Skin, such as acne scars, shadows or circles around the eyes, etc., first conceal dark areas and then apply foundation.



Products / Foundation and Techniques of Makeup



Product Detail

- | | |
|----------------|-----------------|
| ❖ Makeup Stick | ❖ Makeup Fixers |
| ❖ Concealer | ❖ Blush |

- ❖ Lipstick
- ❖ Lip liner
- ❖ Lip gloss
- ❖ Contouring Kit
- ❖ Compact Powder
- ❖ Pan Cake
- ❖ Loose Powder
- ❖ Skin Shiner
- ❖ Eyelashes
- ❖ Eye Shadows
- ❖ Glitter
- ❖ Eye Pencil
- ❖ Mascara

6. Contouring and Highlighting



❖ Makeup Contouring

Contrast every facial feature you want to suppress or show less with a brown matte color.

❖ Makeup High Light

With makeup, we can highlight any feature we want to show and display with this silver, gold or white shimmer.

7. Procedure for Evening Makeup

Evening makeup is also called casual makeup. We can do similar makeup for any general function or gathering.

Makeup Procedure

1. Collect tools, equipment and supplies used in makeup.
2. Make the client wear a gown and cover the hair with a headband. Make her sit in a comfortable position on a make-up chair. Inspect the client's skin and choose colors after consulting them.
3. Hide facial blemishes and 2 tone skin with concealer and smooth the facial skin with a thin layer of liquid base.



4. Apply a small amount of powder on the face and neck and remove the excess powder.
5. Use eye shadow according to the color of the dress.
6. Explain the texture of the eyes with the help of eyeliner.
7. Use a blush brush to apply blush on the cheeks.
8. Use shades contouring to highlight facial features.
9. Choose the lipstick according to the make-up and first fill in the lipstick by lining the outline of the lips.
10. Choose colors for evening makeup.
11. Darker and brighter colors are chosen for the evening look.
12. For base makeup, choose a color that is close to the skin color.
13. Use eyeliner and mascara well.
14. The use of bright lipstick colors will make the make-up even brighter.

8. Bridal Makeup Method



1. Bridal meeting is very important in bridal make-up so that you can assess the bride's choice desire and thinking. Secondly, if there is any need for improvement in the bride's skin or facial / cleansing can be done in a timely manner.
2. Prepare the skin for make-up.
3. Bring close make-up tools, equipment and other necessities.
4. Dress the bride in a gown, catcher and hair band.
5. Cleanse the face and then tonic.
6. Balance the blemishes and circles on the face with concealer before base.
7. Choose a base according to skin color and type and apply the base on the face.
8. Fix the base with liquid fixer or pancake and complete the base with Loose Powder.
9. Apply eye base and eye shadow. Use golden or silver eye shadow to look attractive.
10. The use of artificial lashes after eye shadow increases the attractiveness of the eyes.

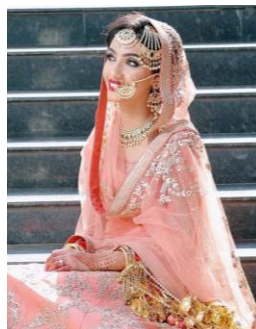
11. Then apply eyeliner and complete eye makeup with a smile.
12. Use a black or white under eye pencil depending on the size and texture of the under eye.
13. Apply lipstick and make the edges of the lips clearer.
14. Apply blusher depending on the shape of the cheeks.
15. Contour the face and neck.
16. Highlight the Low Points on the face with the help of highlighter.
17. Complete the make-up with a final look after going through all the steps.

9. Procedure of Party Makeup

1. Cleanse the face before makeup and choose makeup products according to skin type and color.
2. Use Concealer to cover blemishes and circles on the face.
3. Apply foundation all over the face and neck and blend well so that it is absorbed with the skin.
4. Use colors for eye makeup according to the dress, occasion and time. If different colors are to be used, match the colors well. It is better to use dark colors for party makeup.
5. Use black cake liner to apply eyeliner and apply it evenly on the upper and lower lashes.
6. Apply a smile on the upper and lower lashes. Use only black or brown mascara.
7. Gently apply the blush on the cheeks with the help of the blush brush. Use light colors for the blush to balance the dark color of the eyes.
8. Choose the color according to the color of the face to apply lipstick on the lips. Apply the lip liner around the lips first and then apply the lipstick. If you are doing makeup for an evening party, then using lip gloss on the lips will make the lips glow which will make the lips look beautiful.



10. Jewelry and Dupatta Setting



EXERCISE

Tick (✓) the Correct Option.

1. Make up product include all except

(a) Base	(b)	Lipstick
(c) Hair Clip	(d)	Blusher

2. Most Suitable thing used to Blend Stick Foundation in Skin is:

(a) Foundation Brush	(b)	Sponge
(c) Puff	(d)	Beauty Blender

3. Process to suppress facial feature in makeup is:

(a) Highlight	(b)	Contouring
(c) Blush	(d)	Base

4. Why do you need sanitizers?

(a) Disinfectant	(b)	For hands
(c) For goods	(d)	For customer
(e) For all four		

5. Shades used to Highlight the Facial Features in Makeup are all except:

(a) Golden	(b)	Silver
(c) Brown	(d)	White

6. Massage movement in cleansing

(a) Bottom	(b)	Bottom to top
(c) Scrub	(d)	Masked

(e) On the eyes		
-----------------	--	--

7. Cleansing lotion is good for

- | | | |
|------------------------|-----|---------------|
| (a) Dry skin | (b) | Oily skin |
| (c) For normal skin | (d) | For acne skin |
| (e) For sensitive skin | | |

8. Dark Smokey eye makeup is suitable for:

- | | | |
|-------------------|-----|----------------|
| (a) Day Makeup | (b) | Bridal Makeup |
| (c) Nikkah Makeup | (d) | Evening Makeup |

9. New Makeup Trends includes all except

- | | | |
|-----------------|-----|-------------|
| (a) Thin Lips | (b) | Contouring |
| (c) Highlighter | (d) | Glossy Lips |

Give short answers to the following questions.

- Describe the different types of foundations.
- What is the function of a Primer?
- What is the function of Concealer?
- Why is it important to do cleansing before bridal makeup?

Answer the following question in detail.

- Give details of bridal make up step by step.
- Compare difference between party make up and evening make up.

04 Chapter

Media Make Up

Students will be able to:

- ❖ understand the concept of model makeup.
 - ❖ design makeup plan accurately according to the theme.
 - ❖ select suitable color cosmetics to perform model make-up according to requirement.
 - ❖ learn process of model makeup according to the requirement understand the concept of media makeup.
 - ❖ select make-up to achieve the desired effect on camera & lights and maintaining continuity during shoots (where required).
 - ❖ learn color matching techniques that suit the features of the character's image.
 - ❖ highlight the facial profile of the character according to the theme.
 - ❖ learn to match the color of light with skin for photography and videography.
 - ❖ learn makeup for indoor and outdoor photography and videography.
 - ❖ comprehend editorial makeup according to the requirement.
 - ❖ comprehend character makeup according to the requirement.
 - ❖ comprehend periodic makeup according to the requirement.
 - ❖ comprehend fantasy makeup according to the requirement.
- Learn Removing Process of Makeup Carefully to Reduce Artists' Discomfort.

Introduction

A profession in makeup combines techniques from film and television with the conceptual artistry and commercial awareness of fashion and beauty makeup. You'll work with clients by discussing their requirements and advising them with creative ideas and solutions.

It covers makeup and hair for film, television, fashion, editorial and special effects and is the highest qualification in makeup.

When doing makeup for high definition, the makeup artist must reevaluate the colors to be used, the shapes



to be created, the texture and opacity/transparency of the makeup, as well as the selection of accent tones and styles for high resolution. What to expect, and how to behave onset

- ❖ Refining continuity skills for film and video
- ❖ Improving speed of makeup applications, particularly for live television
- ❖ Specific Makeup products and techniques for high-definition television, video and film
- ❖ Makeup products and techniques for Comp Cards (print)
- ❖ Introduction to wardrobe and hairstyling for Comp Cards

1. Model Makeup Concept

Model Makeup

Collect Tools, Equipment and Accessories Used in Makeup

Make the client sit in a comfortable position on a make-up chair and ask him to wear a gown and put a hair band on his hair so that the hair does not become a hindrance during make-up.



1. Analyze the client's skin and choose make-up colors after consulting him.
2. Apply concealer on the skin in such a way that all the spots are hidden.
3. Apply a thick layer of base. Apply face powder on face and shake off excess powder.
4. Apply eye base on the eyes.
5. Apply eye shadow on eyelid.
6. Identify the low points of the face and neck using the Highlighter.
7. Use long, thick eyelashes.
8. Highlight facial and neck features.
9. Highlight the eyes with thick eyeliner and use a smile to give a charming look.
10. Smile on the eyelids.
11. Use a dark colored blush on the cheeks.
12. Color the lips using lipstick.
13. Clean all tools, equipment and supplies and keep them in place.

2. Media Makeup Step by Step

- **Exfoliate and Moisturize for Glowing Skin**

Exfoliation can help slough off dead skin cells from the surface of your skin, which can in turn help reduce the look of dullness. Then moisturize face according to skin type.

- **Apply Primer**

Start by using a primer, this can help minimize pores, controls extra oil and create an even base for the rest of makeup application.

- **Apply a Highlighting Lotion**

It glides on smoothly to deliver hydration and subtle highlight that's perfect for media make up. Instead of using hands to apply it, squeeze some of the product on skin and spread on skin for lightweight coverage and glow.

- **Apply Color Correcting Concealer**

If you need some coverage for redness, discoloration, dark pigmentation or any other imperfections, color correcting concealer are used to neutralize the appearance of skin imperfections.

- **Use a Radiant Finish Concealer**

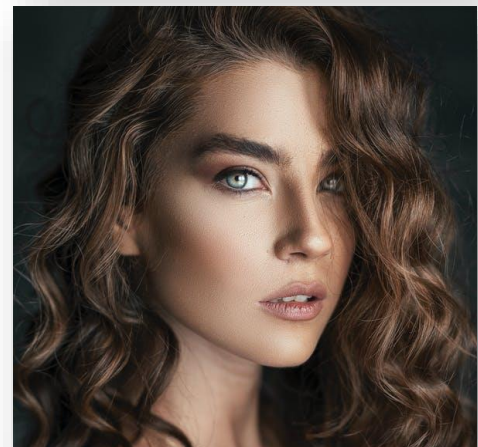
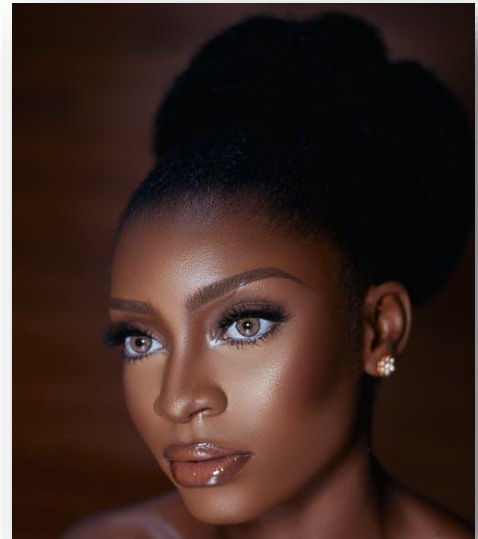
Swipe some light colored concealer on top of any areas neutralized with color correcting concealers. From there, draw upside-down triangles beneath eyes and use to gently blend concealer on skin for a more natural-looking finish.

- **Highlight Bone Structure**

It's important to enhance cheekbones, brow bones, and the tip of the nose for media makeup look. So apply some highlighter on the high points of the face.

- **Brush Brows**

In media makeup we have to keep brows natural-looking with a few swipes of mascara. The lightweight mascara glides on smoothly for the appearance of groomed brows.



- **Eye Shadow application**

In media makeup, creamy, luminous eye shadow can play wonders. We can create a more bright-eyed appearance without the use of any bold colors.

- **Mascara to define lashes**

Apply a single coat of the black mascara for just enough definition of lashes.

- **Perk up Pout with Lipstick**

Apply a quick swipe of rosy pink to nude lip color for media make up look.

3. Lighting during application of Makeup for Photography

The camera never captures makeup and color in quite as much vibrancy as is visible in real life. Therefore, we have to apply more makeup for photo shoots than in real life. Even if you want a subtle makeup look in photos, it still needs to really exaggerate the makeup we are applying, because it will not show up as strong through the camera. Light bouncing off of makeup changes the way it looks, and makes it look less dramatic than it really is, and we are always lighting our subjects during a photo shoot, whether it be natural or artificial light.

Be sure to apply, or at least keep checking, the makeup on the model under the same type of light we plan to use to light the photos, or the makeup may look much darker or lighter in images than it did during application. The best light to apply makeup under for photography is natural light, because if the makeup looks good in natural light, it will look nice in almost any other light. Most electronic flash/strobe light is close in color temperature to the color temperature of average natural daylight. Therefore, if you will be shooting with electronic flash in a studio setup outdoor, best option is to use natural light to apply the makeup for the photo shoot.

3.1 Lighting During Photo Shoot

Keep in mind that the quality of lighting during the photo shoot will also affect the look of the makeup. Very soft light will help smooth out details and texture, while hard or directional light will bring out any details and texture in an image. This means that if we plan to use more directional lighting (such as side light), we need to make sure the foundation and concealer cover well enough to keep the subject's skin looking



smooth, even with the lighting working to bring out any texture from imperfections or wrinkles in the skin.

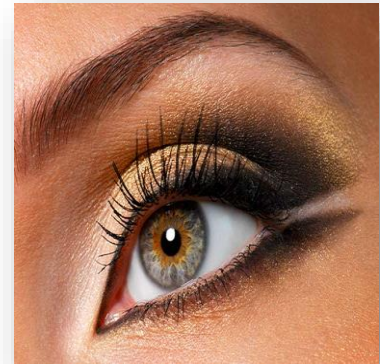
We have to emphasize texture on the lips or eyes, in order to draw more attention to those areas in image. In this case, we would want to use some directional lighting to bring out the texture of the eye shadow or lip color. If we choose to keep these areas looking smooth, we have to use softer light and keep the lighting more to the front of the subject.

4. Make up Application for Photo Shoot

Always start with a base of both moisturizer and primer, so that all of the other makeup will go on as smooth as possible, to reduce the editing to hide wrinkles or imperfections.

If the subject has red skin, use a green tinted primer or concealer to counteract the red and save more time editing skin flaws.

All products used should be matte to avoid adding any shine to the face. The possible exception is lip color, since a bit of shine on the lips can make lips look fuller and more attractive in a photograph.



Blending is key – Use Darker than Everyday Shades

- ❖ The eyes are the focal point in most portraits, so we need to make sure the makeup really exaggerates the eyes, so they stand out very well.
- ❖ The bolder the color, the more defined the eyes will be. Even if model normally wears brown or gray mascara and eyeliner, bold black will look much better when photographed. We have to use two or three coats of mascara to make sure that the eye lashes will be visible in a photo.
- ❖ Additionally, use an eyebrow pencil to fill in the eyebrows. Fuller brows look much better in a photo than very thin ones. Particularly for models with blond and light-colored hair, the eyebrows will not show up very well at all in a photo unless define them with the eyebrow pencil.
- ❖ For eye shadow, use three shades, even if the color your model chooses is neutral. Sweep the middle shade all over the lid and lower brow bone, dab the lighter color at the inner

corner of the eye and apply the darker color just in the crease between the lid and the brow bone. This method creates depth and will make the eyes really stand out in images.

- ❖ Blending is the key to a great look in photographs. Use a brush to apply each color and then another brush to blend the edges of each color, so that there are no abrupt lines of any shadow color.
- ❖ False eyelashes are another option for great eye definition. Choose a full set for a perfect image.
- ❖ Choose individual lashes if you want a more natural look in your image.

Powder or Cream base

With cream products, which typically are a bit longer wearing, but they take a lot of work to get the color blended into the skin.

Touch ups during the Shoot

At minimum, make sure we keep the concealer, powder, lips color and lip gloss handy during the photo shoot for touchups. If we are working with flash and studio lighting, we will need to touch up the makeup more often, because the lights will be warm and can make the makeup start to melt or slip slightly. We will definitely need to reapply powder to ensure models face does not appear shiny at any time.



Editorial Makeup

By definition, the word “editorial” refers to anything relating to print. Newspapers, magazines, even websites, and some social media can be considered editorials. Editorial makeup is makeup looks we would see in print.

We see a lot of editorial makeup in Fashion Photography, CD Covers, Magazines, Beauty Articles, and Billboards.



Concepts behind Editorial Makeup

The complete image tells a story, and every element inside that image works together., for example, imagine a musician wanting to create an image of a 1950's makeup, that includes hair, clothing, background, the way the model is posing, every single element is intentional. The pose of the fingers, the hat's position, the model's expression, they're all that way on purpose.

Character Makeup

Character Makeup, as the name shows, is used to create a character to the extent of changing a subject's physical configuration to suit the requirements of a script.



Indoor and Outdoor Makeup

Outdoor Makeup Tips

- ❖ **Put your makeup on in natural light — not indoor lighting.** Sit in front of a window and make sure you are facing natural light when putting on your makeup. Remember, natural light is unflattering, you can look absolutely fabulous under indoor lighting but can look like a hot mess under natural lighting! So make sure you see how everything looks under natural lighting.
- ❖ **Prepare your skin for the outdoor elements.** For outside shoot for the whole day, chances are that skin is going to get a bit oily and sweaty. Make sure to have **blotting paper** in hand to absorb oil. Many good oil absorbing sheets are available.
- ❖ **Use a Skin Primer that Absorbs Excess Moisture.** The primer will control extra oil on skin and also allow foundation to stay on smoothly.
- ❖ **Keep your Makeup looking as natural, soft and neutral as possible.** Apply thin layer of liquid matt foundation and use only soft shades of blush.
- ❖ **Use concealer with a bit of highlighter under your eyes.** The sun overhead can cause shadows under eyes but remember, to keep it light.
- ❖ **For the eyes, use gel eyeliners and gel or cream eye shadows.** These will blend easier and are more flattering in natural light than a sharp set line from a pencil or liquid eyeliner. It is also best to use lighter colors to look more open and awake.

Indoor Makeup Tips

We can apply foundation all over the face and neck (to avoid mask-lines). Since dim lighting can flush out colors of the skin and make neutral colors look dull, feel free to use brighter shades for cheeks, lips and eyes. Contouring will work here as well. For the eyes, we can wear deeper shades of eyeliner and eye shadow like charcoal, navy and black eyeliner.

Fantasy Makeup

Fantasy makeup is any look designed to help create an experience. It's not about blending in; it's about standing out. Fantasy makeup can help wearers pretend to be anything, e.g. an insect, musical instrument or animal or a mermaid. Instead of using makeup to enhance your look, use it to transform yourself into anything you can think up. Some fantasy makeup creations one might consider:

- ❖ Fairy
- ❖ Vampire
- ❖ Tiger
- ❖ Kitty cat
- ❖ Butterfly
- ❖ Ice queen
- ❖ Peacock

One can embellish face even more with accessories like adhesive rhinestones, temporary tattoos, appliqués, metallic accents and even feathers.

EXERCISE

Tick (✓) the Correct Option.

1. Many modern cosmetics make use of an unusual substance to add shimmer to lipsticks and eye shadows. Do you know what this shiny material is?

- | | |
|--------------------|-------------------|
| (a) Diamond Powder | (b) Fish Scales |
| (c) Gold Dust | (d) Whale Blubber |

2. Which tool is used to create a natural curl in your eyelashes?

- | | |
|------------------|---------------------|
| (a) Mascara Wand | (b) Eye lash curler |
|------------------|---------------------|

- | | |
|-------------|--------------|
| (c) Mascara | (d) A pencil |
|-------------|--------------|

3. What type of makeup can be seen in this photo? Pick two categories

- | | |
|-----------------------|------------------------|
| (a) Every day make-up | (b) Creative Editorial |
| (c) High Fashion | (d) Red Carpet |

4. What 2 products can be used to achieve these looks? Tears, illusion of sweat, dripping lipstick and a high gloss look?

- | | |
|-----------------|--------------|
| (a) Water | (b) Glycerin |
| (c) Clear gloss | (d) Gel |

5. What piece of equipment would be best used to create this curly style?

- | | |
|-------------------|-------------|
| (a) Straighteners | (b) Rollers |
| (c) Perm Rods | |

6. The ancient Roman recipe for black hair dye involved mixing vinegar with another substance and letting it ferment for 2 months before use. What was this other substance?

- | | |
|-------------|-------------|
| (a) Maggots | (b) Leeches |
|-------------|-------------|

Give short answers to the following questions.

1. What is significance of contouring in media make up?
2. What is the benefit of using primer in media make up?
3. What is the importance of concealing in model make up?
4. What do u mean by editorial make up?
5. What is the purpose of high lightening in media make up?

Answer the following questions in detail.

1. Discuss importance and methods of proper lighting in media make up.
2. Describe media make up step by step.

05 Chapter

Manicure and Pedicure

The students will be able to:

- ❖ define manicure.
 - ❖ understand purpose of manicure.
 - ❖ recognize the types of manicure.
 - ❖ learn about types of tools and equipment for manicure.
 - ❖ know about trolley setting for manicure.
 - ❖ prepare the nail for manicure.
 - ❖ learn application of cuticle cream on nail edges.
 - ❖ soak the hands by using related product.
 - ❖ remove cuticle and clean the nails.
 - ❖ select cleanser for hands and exfoliate.
 - ❖ comprehend massage technique on hands following reflexology/pressure points.
 - ❖ learn application of mask on hands define pedicure.
 - ❖ understand purpose of pedicure.
 - ❖ recognize the types of pedicure.
 - ❖ learn about types of tools and equipment for pedicure.
 - ❖ know about trolley setting for pedicure.
 - ❖ prepare the feet for pedicure.
 - ❖ select cuticle cream on nail edges.
 - ❖ understand soaking procedure.
 - ❖ learn to remove cuticle and clean the nails.
 - ❖ select appropriate product for cleansing and scrubbing
 - ❖ massage the feet following reflexology/pressure points
- Learn Application of Mask on Feet.

Introduction

A manicure involves cutting, shaping and often painting the nails, conditioning of the cuticles and softening the skin. In which we provide hand and nail services to clients. Pedicure is a similar treatment of the feet and the toenails. It is a cosmetic treatment of hands and feet involving different step.

1. Definition of Manicure and Pedicure

1.1 Manicure



“It’s a cosmetic treatment in which hands and arms cleansing, exfoliation and massage is done through the product which makes hands soft and delicate is called manicure.”

In this treatment, all the work related to the hands and its precautions and methods of cleaning and care are followed by the process of manicure.



Do you know?

Manicure treatment is to improve the appearance and condition of the skin and nails of the hands.

1.2 Definition of Pedicure

“Pedicure is the cosmetic treatment that involves cleansing, exfoliation and massage of feet and legs to make the feet and legs soft and delicate.”

2. Purpose of Manicure and Pedicure

- ❖ Primary purpose of a manicure/pedicure is to maintain the hand's /feet overall health. As such, it includes some basic steps that result to clean and healthy hands and feet.
- ❖ Proper blood circulation is important for good health and flexibility of the bones and joints. A Mani/Pedi involves cuticle treatment, hand and foot massage, and moisturizing. These treatments improve blood flow to the hands and feet.
- ❖ Smoother Skin! The first and most evident benefit of getting your nails done is the rejuvenation of your skin.



- ❖ Enhanced Weight Distribution.
- ❖ Increased Blood Circulation.
- ❖ Prevents Infections.
- ❖ Stress Relief.

3. Process of Manicure Step by Step

Manicures help to keep hands and nails clean and healthy. Pampering hands and nails help to reduce stress. Hydrating hands and nails help to prevent nail fungus and painful hangnails.

Steps

1. Remove any old nail polish, dirt, and oils with a nail polish remover.
2. Apply a cuticle remover on the cuticles and let it soak for 5, 6 minutes.
3. To correctly file nails it is important to file in one direction. Be gentle with the strokes. Make sure the nail is smooth and even.
4. Push the cuticles back by using a wooden cuticle stick named orange stick.
5. Use a gentle exfoliates on the hands to remove any dead and dry skin and then rinse.
6. Massage moisturizer on the hands. While the moisturizer is moist, wrap a warm towel around the hands and let them soak for at least 5 minutes.
7. Buff the nails and swipe nail polish remover over each to remove any of the moisturizer's oils.
8. Apply a clear base coat that is specific for the nails, for instance a hardener or one that prevents splitting. When base coat dries, apply the nail polish and allow the varnish to dry completely.
9. In between manicures, moisturize the hands and cuticles often.

4. Types of Manicure/Pedicures

Common Different Types of Manicures

1. Basic Manicure
2. French Manicure
3. Paraffin Manicure
4. Gel Manicure
5. Acrylic Manicure

5. Manicure and Pedicure Tools



Nail Scissor



Cuticle Pusher



Nail Brush



Nail Polish Remover



Pumice Stone, Foot Stone



Cotton Ball



Orange Stick



Scrub Exfoliator



Cleanser



Top Coat



Base Coat



Massage Cream / Lotion



Wet Wipe



Foot Spa



Pedicure, Manicure

6. Pedicure Step by Step



1. Remove Nail Polish

Remove current nail polish before starting pedicure, but many people overlook this first step. Use a cotton ball and acetone polish remover to clear all of the nail polish.

2. Soak Feet

Fill up a basin, bowl, or foot spa with warm water. Add soothing fragrances of your choice. Bubble bath mix and Epsom salts or commercial foot soaks specifically made for pedicures. Now dip feet in and relax for the next 10 minutes or so. By soaking feet, softens the cuticles and makes them easier to remove.

3. Take Care of Cuticles

This next step requires either a cuticle stick or an orange wood stick. Remove one foot from water and dry it. Gently apply and massage cuticle oil into bed of nails. Take cuticle stick and use it carefully to push back the dead skin. Rub a little more cuticle oil in and then repeat the process with the next foot.



Do you know?

Cuticle is the overlapping skin surrounding the nails.

4. Exfoliate

Exfoliation helps to get rid of the dead skin on the surface of feet so that fresher, healthier skin can be achieved. Massage feet one by one for 2-3 minutes with scrub. Rinse off all of the excess foot scrub before moving on the next step.

5. Treat Calluses

Callus is collection of dead skin cells in form of thick layer on sole of foot. Calluses can be treated using callus stones or foot files. Scrub or file the bottom of your feet where the skin is the thickest. It is important to note that these tools should be used in an effort to smooth out the skin and not necessarily remove the callus.

6. Trim and File Nails

When you clip your nails, clip straight across and use filer to achieve the desired shape. Don't cut too close to avoid ingrown nail. When you file nails, try to go for a square shape with rounded edges as opposed to an oval appearance which can also lead to ingrown nails.

7. Massage Feet/Moisturize

During a pedicure, we receive a massage of feet and lower legs. The massaging helps promote the circulation of blood, which can prevent things like pain, arthritis, and varicose veins. Healthy blood flow also helps evenly distribute heat throughout body. Clients who are exposed to water and harsh chemicals should be advised to wear gloves and moisturize hands and nails regularly.

8. Apply Polish/Let Feet Dry with Nail Buff

Buffing gives smooth shiny nails for those who don't want nail polish at the end of the treatment. But keeping in mind that overuse of buff can cause dry, thin nails and cracked cuticles.

Manicure Step by Step

7. Hand Reflexology / Pressure Points / Massage

There are many pressure points in the hands, many of which are a part of a much larger chain of points that run up the arms which can help heal other parts of the body as well, by applying firm pressure to the pressure point can reduce stress, stop migraines, and stop pain in the:

- ❖ Shoulders
- ❖ Teeth
- ❖ Neck
- ❖ Relieves pain

- ❖ Soothes and relaxes client

8. Massage

Massage is the manipulation of the soft tissues of the body. It is an ancient therapeutic treatment to promote circulation of the blood and lymph, relaxation of the muscles, and relief from pain, along with many other benefits. A hand and arm massage, a manicuring specialty, is a service that can be offered with all types of manicures. Massage is one of the client's highest priorities during the manicure. The massage manipulations should be executed with rhythmic, long, and smooth movements, never leaving the client's arm or hand untouched during the procedure.

EXERCISE

Choose the Correct Option.

1.	Manicures		
(a)	Hand treatment	(b)	Ear Cleaning
(c)	Hair Cleaning	(d)	Cleaning the Feet
2.	Pedicures		
(a)	Foot cleaning	(b)	Ear cleaning
(c)	Hand cleaning	(d)	Nose cleaning
(e)	Hair cleaning		
3.	Exfoliation works with		
(a)	Massage	(b)	Cream
(c)	Toner	(d)	Scrub
(e)	Cleaners		
4.	Nail buffing work as		
(a)	Hair Shine	(b)	Nail Shine
(c)	Foot Shine	(d)	Scrubbing
(e)	Exfoliation		

5. Overuse of a buffer can cause which of the following?

- | | | | |
|-----|----------------------|-----|---|
| (a) | Thickened nail plate | (b) | Blue nail |
| (c) | Overgrown cuticles | (d) | Thin nails and dry and cracked cuticles |

5. Which of the following are true of a callus?

- | | | | |
|-----|---|-----|------------------------------------|
| (a) | Non-infectious | (b) | Yellowish, hard patches of skin |
| (c) | Can be spread in damp conditions | (d) | Would prevent a pedicure treatment |
| (e) | Can be filed with a foot file to prevent discomfort | | |

6. Overuse of a buffer can cause which of the following?

- | | | | |
|-----|----------------------|-----|---|
| (a) | Thickened nail plate | (b) | Blue nail |
| (c) | Overgrown cuticles | (d) | Thin nails and dry and cracked cuticles |

Give short answers to the following questions.

1. What is the definition of pedicure?
2. What is the definition of manicure?
3. What is the easiest way to pedicure?
4. What are the features of Manicure?
5. What is the method of pedicure, name the steps?

Answer the following questions in detail.

1. Write manicure step by step.
2. Write pedicure step by step.

06 Chapter

Nail Art

The students will be able to:

- ❖ learn nail art.
- ❖ comprehend the purpose of nail art.
- ❖ learn different techniques of nail art.
- ❖ understand the different nail shapes.
- ❖ learn about nail art tools and equipment.
- ❖ understand the products for nail art.
- ❖ know about trolley setting for nail art.
- ❖ analyze the nail condition before services.
- ❖ prepare the client and environment for nail art.
- ❖ know about application of different techniques.
- ❖ marble nail art.
- ❖ flower, beads nail art.
- ❖ 3d gel nail art.
- ❖ uv gel nail art.
- ❖ shellac gel nail art.
- ❖ learn about pattern for nail art.

Introduction

Our nails are there to protect our hands, providing a strong shield as we work with them each day, as well as a barrier the cuticle which keeps out environmental pollutants. Regular nail care ensures that our nails stay strong, healthy and beautiful.

We use our hands every day, and they are also one of the first things that others notice

about us. Having great looking nails can give extra boost of confidence throughout day.



1. Purpose of Nail Art

Nail art is a creative way to paint, decorate, enhance, and embellish nails. It is a type of artwork that can be done on fingernails and toenails, usually after manicures or pedicures. Manicures and pedicures are beauty treatments that trim, shape, and polish the nails.

2. Types of Nail Art Techniques

Nail art is associated with the art of drawing or painting different types of patterns on the nails. There are different techniques for nails with exclusive nail art decor. Nail art can be categorized on the basis of these techniques. Nail art techniques include sponging, taping, painting or drawing with brushes, digital nail art, etc. Below you can find these and more explained coherently.

2.1 Painting with a Brush

This technique is like any other painting where one can use a variety of brushes, which are most suitable. Usually, ones with the synthetic bristles are recommended. One can draw any template of choice by taking the help of these brushes. However, it needs some minimum practice and skill for achieving the perfection in giving perfect strokes. There are multiple types of brushes, for instance, angled, flat, line, detail, dotting, etc. which can be used for constituting the different type of beautiful patterns on nails.



2.2 Sponge Bobbing

We can use any kind of sponge like, art, paint or makeup, or any other depending upon the effect required and design expected. Usually, the base coat is applied, and it is left to dry, and then sponge with nail polish is used and applied on the nails. We can position sponge as per the design we want to make. A chemical product called acetone can be used to remove extra edges.



2.3 Stamping for Nail Art

As far as nail stamping technique is concerned, first the image which is printed on the nail needs to be covered by the layer of special nail paints in the image plate. Later we can use scraper rigidly across so that only nail polish is seen



as a residual in the pattern. A stamper is used by rolling to image and then this image is systemized upon the nails.

2.4 Taping Method of Nail Art

First of all, base color is applied on the nails, and then the tape is cut into small pieces and applied on the nails. The tiny pieces of tapes are applied to those areas of nails which are to be left in the base color itself. Then, we can apply the next coat of the color we want to apply on the nail at the end we can remove the tape gently.

2.5 Airbrush Nail Art Technique

Airbrush machines are used for drizzling paint on nails. They can be combined with stencils or stickers to get the desired look. First, a base coat is applied, then the stencil is allowed to be placed on the nail and the airbrush machine is made in use for the purpose of painting the wishful design. Later the stencil is slightly removed, and acetone is used for taking out the paint if got split in certain cases.

2.6 Nail Art Stickers

As it is a creative ground, it varies from person to person, depending upon the imagination and creativeness of the artist to draw some amazing patterns on the nails. Many types of accessories like tattoos, jewels, and glitters are also used as add-ons to add a style statement to the nail art. The most significant thing that lies is to take good care of the nails so that they give a healthy and tidy look and appear more gracious with the nail art done on them.



2.7 Water Marble Nail Art Technique

Water marble nails are a nail art technique involving dropping nail veneers into crystal clear water and constructing a pattern on the water surface, the pattern is then deported to the nails. This technique is very common these days as we can make multiple designs from it.

2.8 Sharpie Nail Art

Sharpie nails have the resemblance to watercolor paintings, and they actually look lovely. One can also use this sharpies' technique to make smart and precise designs. Even, if you don't possess a dampen dish, you can just write erratically on some waxed



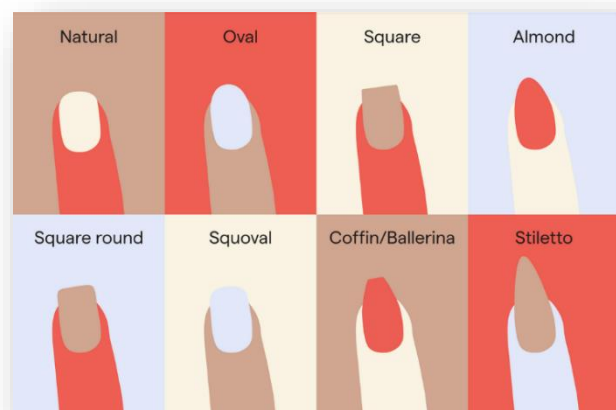
paper or maybe a plastic sandwich bag sounds a good option too. But, do make sure that the designs you are wishing for getting fully dry before you add on the final top coat, or else you'll smudge everything here and there, ruining all your time and energy.

3. Basic Nail Shapes

There are 4 basic nail shapes

- ❖ Square
- ❖ Round
- ❖ Oval
- ❖ Pointed

Many other blended combinations of these shapes exist but these four are the most common. Use this guide to help in proper shape for each client and to learn some techniques for filing it just right. Oval nail shape is suited to most hands.



4. Nail Art Tools and Equipment

Nail Art Stickers

Nail art stickers come with strong adhesive backing. Apply them on dry nail polish and seal them with a fast dry topcoat. They come in a variety of designs from flowers to cartoons etc.

Dotting Tools

Dotting tools are very important in nail art kit. They help in creating dots. They usually come in sets of five with different sizes of 10 heads. They also help in creating many other easy nail designs.



Rhinestones

Acrylic, crystal, or glitter, rhinestones have a charm of their own. Having different colors and sizes or shapes of rhinestones add extra bling and style to nails. Use them to get uniquely designed nails of different designs.

Striping Tapes

These tapes are very thin and help in adding metallic lines in manicure. These tapes also come in many textures and colors.

Bullion Beads/Sprinkle Beads / Cavier Beads

They are small metal beads or glass beads. These help in creating accent and give 3D effect to nails.

Loose Glitter

We can use loose nail art glitter powder on nails for a chic look. We can create flitter French tips by applying topcoat on nails, then dipping them in glitter pots, removing the excess using a fan brush, and sealing it by applying another layer of topcoat.

Nail Polishes

You should have at least some good shades of nail enamels. Don't forget to add black and white shades as they are the most used ones. Also you can add some textured nail enamels or glitter ones. The most trending nail enamel nowadays is magnetic nail enamel.

Nail Stamping Kit

A regular nail stamping kit includes a stamper, a scraper, and a stamping template, stainless steel image plates, clear jelly, and rolls of nail striping tape, the image plates have a plastic backing, making them safe for use, and protecting your nails from the sharp edges.

Topcoat and Basecoat

Topcoats and Basecoats are a must-have in your nail art kit. Good top coats not only extend the life of your manicure but also protects your nails and add shine to them, On the other hand, a base coat protects your nail polish from chipping and yellowing. You can also opt for nail hardening, calcium-based base coats that strengthen your nails.

Orangewood Stick/Toothpick

These are used to pick rhinestones and also help in creating dots. They are also very helpful in water marbling.

Nail Grooming Kit

A nail grooming kit is a must-have in your vanity. It is a multipurpose kit that can be used for manicure, pedicure, facial grooming, etc. This set of 16 tools contains many essentials such as scissors, nail clippers, dead skin pliers, scraping knives, scraping cutters, etc. that are useful in creating perfect nail art.

Nail Polish Remover

To remove nail polish, you can try nail polish remover wipes. Kara Nail Polish Remover Wipes are a good option. They are the one-stop solution for pretty nails. The wipes are easy to use and do not contain acetone, toluene, alcohol and paraben. They can easily remove dark shades of nail polishes. They contain natural olive oil and vitamin E. These wipes moisturize your skin as well as prevent peeling of cuticles and chipping of nails, making your nails healthy looking and shiny.

Lint-Free Cotton Swabs/Q-tips

These are needed to clean and remove polish from your nails. Lint-free cotton swabs are important because ordinary cotton may leave cotton fibers on your nails thus ruining your manicure. Q-tip dipped in acetone free remover helps in removing extra polish from cuticles and your manicure looks neater.

Acrylic Colors

They help in creating beautiful nail art designs.

Nail Art Brushes

If you are an ardent nail art lover, having a set of nail art brushes is a must. These brushes help you design your nail art as you desire effortlessly. Each brush has its purpose and designs uniquely like no other. Grab one set and be amazed at its benefits.

5. Nail Art Products

There could be long list of products used in nail art but there are mentioned most commonly used.

- ❖ Manicure Tweezers
- ❖ Nail Art Tape
- ❖ Dotting Tool
- ❖ Thin Tip Brush
- ❖ Glitter Nail Polish Remover Pads
- ❖ Matte Topcoat
- ❖ Nail Polish Correcting Pen

6. Client Preparation and Trolley Setting for Nail Art

Analyze the Nail Condition before Services

Evaluate the client's nail condition before any nail service. See if she has come with her nails fully polished and in good condition or with her polish chipped and peeling. During the nail analysis, we can sanitize client's hands and nails and remove all traces of nail polish.

As with any manicure, the first step is preparation. Remove any polish that's already on nails, file the edges to create the nail shape of choice, and push cuticles back. "For perfect cuticles, regularly push cuticles back after a shower or bath and keep them hydrated—like with our cuticle serum,." Consistent cuticle maintenance will ensure they always look their best.

EXERCISE

Choose the correct option.

1.	Basic nail shapes include all except			
(a)	Square	(b)	Round	
(c)	Oval	(d)	Rectangle	
2.	What do we use to secure nail polish in manicure /pedicure?			
(a)	Base coat	(b)	Buffer	
(c)	Top coat	(d)	Varnish	
3.	In water marble nail art technique, basic product used is.			
(a)	Nail polish	(b)	Gellish	
(c)	Nail Veneers	(d)	Acrylic nails	
4.	If we apply gel nail polish what will be required to dry it properly.			
(a)	Fan	(b)	UV lamp	
(c)	Air	(d)	Hair dryer	
5.	What tool is used to shape our nails?			
(a)	Buffer	(b)	Nail clipper	
(c)	Scraper	(d)	Nail foiler	
6.	If we are unable to nail art design on short nails, so we can usewith nail polish			
(a)	Stickers	(b)	Veneers	
(c)	Gellish	(d)	Stones	

7.	The nails made from gel are		
(a)	Acrylic nails	(b)	Plastic nails
(c)	Gellish nails	(d)	Nail polish

8.	Artificial nail extensions are also known as.		
(a)	Gellish	(b)	Acrylics
(c)	French nails	(d)	Veneers

Give short answer to the following questions.

1. What is purpose of nail art?
2. What are basic nail art shapes?
3. Define marble nail art.
4. Name any 5 nail art tools?
5. What is acrylic nail art?

Answer the Long following questions in detail.

1. Describe different nail art techniques.
2. What is importance of trolley preparation and client consultation for nail art?

07 Chapter

Entrepreneurship

The students will be able to:

- ❖ define entrepreneurship.
- ❖ know the key concepts of entrepreneurship.
- ❖ understand main component of entrepreneurship.
- ❖ learn types of entrepreneurship.
- ❖ know how to identify business opportunity.
- ❖ know how to develop feasibility and business plan.
- ❖ prepare a business plan.
- ❖ learn about concept of marketing and marketing mix.
- ❖ understand 6 p's of marketing .
- ❖ calculate costing and pricing

Introduction

The original entrepreneurs were traders and merchants. The first known instance of humans trading comes from New Guinea around 17,000 BCE, where locals exchanged one set of goods for another.

But now-a-days, Entrepreneurship is the art of starting a business, basically a startup company offering creative product, process or service. It is an activity full of creativity. An entrepreneur perceives everything as a chance and displays bias in taking decision to exploit the chance. It's a process of creating a new enterprise and bearing any of its risks, with the view of making the profit.

1. Concept of Entrepreneurship

Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise along with any of its uncertainties in order to make a profit. The most prominent example of entrepreneurship is the starting of



new businesses.

In economics, entrepreneurship connected with land, labor, natural resources and capital can generate a profit. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace.

2. Main Components of entrepreneurship

- ❖ Motivation. Entrepreneurs are by nature motivated. ...
- ❖ Passion. Passion is another characteristic of entrepreneurs. ...
- ❖ Vision. ...
- ❖ Confidence. ...
- ❖ Decision Making.

3. Types of Entrepreneurship

It is classified into the following types:

Small Business Entrepreneurship

These businesses are a hairdresser, grocery store, travel agent, consultant, carpenter, plumber, electrician, etc. These people run or have their own business and hire family members or local employee. For them, the profit would be able to feed their family and not making extraordinary business or taking over an industry. They fund their business by taking small business loans or loans from friends and family.

Large Company Entrepreneurship

These huge companies have defined life-cycle. Most of these companies grow and sustain by offering new and innovative products that revolve around their main products. The change in technology, customer preferences, new competition, etc., builds pressure for large companies to create an innovative product and sell it to the new set of customers in the new market. To cope with the rapid technological changes, the existing organizations either buy innovation enterprises or attempt to construct the product internally.

4. Characteristics of Entrepreneurship

All entrepreneurs are not successful. There are definite characteristics that make entrepreneurship successful. A few of them are mentioned here.

- ❖ **Ability to take a risk-** Starting any new venture involves a considerable amount of failure risk. Therefore, an entrepreneur needs to be courageous and able to evaluate and take risks, which is an essential part of being an entrepreneur.
- ❖ **Innovation-** It should be highly innovative to generate new ideas, start a company and earn profits out of it. Change can be the launching of a new product that is new to the market or a process that does the same thing but in a more efficient and economical way.
- ❖ **Visionary and Leadership quality-** To be successful, the entrepreneur should have a clear vision of his new venture. However, to turn the idea into reality, a lot of resources and employees are required. Here, leadership quality is paramount because leaders impart and guide their employees towards the right path of success.
- ❖ **Open-Minded-** In a business, every circumstance can be an opportunity and used for the benefit of a company. For example, Paytm recognized the gravity of demonetization and acknowledged the need for online transactions would be more, so it utilized the situation and expanded massively during this time.
- ❖ **Flexible-** An entrepreneur should be flexible and open to change according to the situation. To be on the top, a businessperson should be equipped to embrace change in a product and service, as and when needed.
- ❖ **Know your Product-** A company owner should know the product offerings and also be aware of the latest trend in the market. It is essential to know if the available product or service meets the demands of the current market, or whether it is time to tweak it a little. Being able to be accountable and then alter as needed is a vital part of entrepreneurship.

5. Importance of Entrepreneurship

- ❖ **Creation of Employment:** Entrepreneurship generates employment. It provides an entry-level job, required for gaining experience and training for unskilled workers.
- ❖ **Innovation-** It is the hub of innovation that provides new product ventures, market, technology and quality of goods, etc., and increase the standard of living of people.



- ❖ **Impact on Society and Community Development-** A society becomes greater if the employment base is large and diversified. It brings about changes in society and promotes facilities like higher expenditure on education, better sanitation, fewer slums, a higher level of homeownership. Therefore, entrepreneurship assists the organisation towards a more stable and high quality of community life.
- ❖ **Increase Standard of Living-** Entrepreneurship helps to improve the standard of living of a person by increasing the income. The standard of living means, increase in the consumption of various goods and services by a household for a particular period.
- ❖ **Supports Research and Development-** New products and services need to be researched and tested before launching in the market. Therefore, an entrepreneur also dispenses finance for research and development with research institutions and universities. This promotes research, general construction, and development in the economy.

6. Business Plan

It is a written document that describes in detail how a business starts, defines its objectives and about achieving its goals. A business plan lays out a written roadmap for the firm from marketing, financial, and operational standpoints.

A business plan can make or break a small business. A strong, detailed plan provides a

clear road map for the future, forces you to think through the validity of a business idea, and can give you much greater understanding of your business's financials and the competition.

A business plan typically looks out over three to five years, detailing all of your goals and how you plan to achieve them. If you're applying for a loan or looking for investors, a business plan shows you're prepared and have fully vetted your business idea. Following are the component of a business plan.

“If you have no financial forecast, which is part of the business plan, it's very difficult to show the bank how you are going to repay the loan,” (Allen).



Executive Summary

This is the first page of your business plan. It should include a mission statement, which explains the main focus of your business, as well as a brief description of the products or services offered, basic information such as ownership structure, and a summary of your plans.

Company Description

This section provides a snapshot of business. It contains important information including its registered name, address of any physical locations, names of key people in the business, history of the company, nature of the business and more details about products or services that it offers or will offer.

Objective Statement or Business Goals

An objective statement should clearly define company's goals and contain a business strategy that details how to plan to achieve them. It spells out exactly what is to be accomplished, both in the near term and over the long term.

If you're looking for outside funding, you can use this section to explain why you have a clear need for the funds, how the financing will help your business grow, and how you plan to achieve your growth targets. The key is to provide a clear explanation of the opportunity presented and how the loan or investment will grow your company.

Business and Management Structure

It reflects business's legal structure — such as a sole proprietorship, partnership or corporation — as well as key employees, managers or other owners of the business. It should also include the percent ownership that each owner has and the extent of each owner's involvement in the company.

Products and Services

It should include the following:

- ❖ An explanation of how your product or service works
- ❖ The pricing model for your product or service
- ❖ The typical customers you serve
- ❖ Your sales and distribution strategy
- ❖ Why your product or service is better than what the competition is offering
- ❖ How you plan to fill orders

- ❖ You can also discuss current or pending trademarks and patents associated with your product or service.

Marketing and Sales Plan

This is simply an explanation of what your marketing strategy is and how it will be executed. Here, you can address how you plan to persuade customers to buy your products or services, or how you will develop customer loyalty that will lead to repeat business. This section can also highlight the strengths of your business and focus on what sets your business apart from your competition.

Business Financial Analysis

If you're a startup, you may not have much information on your business financials yet. However, if you're an existing business seeking you'll want to include income or profit-and-loss statements, a balance sheet that lists your assets and debts, and a cash flow statement that shows how cash comes into and goes out of the company.

You may also include ratios that highlight the financial health of your business, such as:

- ❖ **Net profit margin:** the percentage of revenue you keep as net income
- ❖ **Current ratio:** the measurement of your liquidity and ability to repay debts
- ❖ **Accounts receivable turnover ratio:** a measurement of how frequently you collect on receivables per year

Financial Projections

This is a critical part of your business plan if you're seeking financing or investors. It outlines how your business will generate enough profit to repay the loan or how you will earn a decent return for investors.

Here, you'll provide your business's monthly or quarterly sales, expenses and profit estimates over at least a three-year period — with the future numbers assuming you've obtained a new loan. Accuracy is a key so carefully analyze your past financial statements before giving projections.

Your goals may be aggressive, but they should also be realistic. “It's OK to be optimistic if you can justify it,” Allen says. “In general, you don't want to stand out in a negative way by being too optimistic.”

You want to show that your business can generate strong enough cash flow to cover the regular debt payments on a loan. But you should also address the various risk factors of the business, Allen says.

“The loan officer is definitely going to want to know that you’ve thought through all of the potential risks and that you’ve mitigated those risks in some way,” he says.

Appendix

List any supporting information or other additional information that you couldn’t fit in elsewhere, such as resumes of key employees, licenses, equipment leases, permits, patents, receipts, bank statements, contracts, and personal and business credit history. If the appendix is long, you may want to consider adding a table of contents at the beginning of this section.

7. Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

The building blocks of an effective marketing strategy include the 6 P's of marketing: product, price, place, promotion, people, and presentation.

Six Ps of Marketing

Here’s how the six Ps work together at 6P Marketing:

Passion

Passion matters because passion attracts attention and sparks conversations. Passion is caring about your brand, finding relevant brand news and sharing it with the brand’s social community. Communicate passionately with your clients and prospects and you’ll increase the odds that they will take notice of your brand and want to learn more.

People

The more you know about your customers and your products or services, the better, because at the root of all great advertising is a unique insight regarding the relationship your customers have with your products or services.

Product

Because people buy benefits, not products, we focus on what your customers think of your brand, how they use your products and services, and who or what they see as the logical alternative to what you have to



offer.

Place

Place can make or break a new or established brand and can be used to differentiate your brand from the competition. Province, city, neighborhood, street, store design, in-store product position, display type and product size are just a few of the variables that affect sales. While we've used a *terrestrial* example here, place is equally important *online*.

Promotion

Promotion lays out what and where you tell the world about your products or services to encourage more customers to buy more of what you have to offer more often. We like benefit-driven promotions that support a superior value proposition.

Price

Price is an integral piece of a good value equation. In a crowded marketplace, most organizations lower their prices to compete for the available business but a smart pricing strategy ensures that you remain competitive without diminishing your brand's value. Remember – “cheaper” isn't “better.”

8. Cost and Pricing

What is Cost?

Cost is the expenditure required to create and sell products and services, or acquire assets. Examples of costs are the cost of goods sold, the cost of advertising, and the cost of employee compensation.



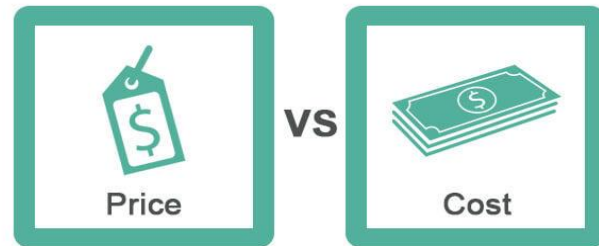
What is Price?

Price is the amount of money expected in exchange for goods or services. A company sets prices for its goods and services. When customers pay these prices, a sale transaction occurs, which is recorded as revenue in the seller's accounting records? Prices are usually set by the forces of supply and demand, though they can also be set by the government in a regulated environment.



Comparing Cost and Price

The cost of a product can influence its price. For example, if a widget costs Rs. 100 to build, then its price must be higher than Rs. 100, or else the business cannot earn a profit on its sale. Another interaction between price and cost is that costs are subtracted from prices to arrive at a firm's profit, either for individual products or in aggregate for the entire firm. For example, if a company generates Rs1 million of sales from its established product prices, and it incur Rs. 800,000 of costs, and then its profit is Rs. 200,000.



EXERCISE

Tick (✓) the Correct Option.

1.	People who work for someone else:	
(a)	Aptitude	(b) Employee
(c)	Entrepreneurs	(d) Entrepreneurship
2.	All are the typical structure for a business plan except:	
(a)	Executive summary	(b) Financial Plan
(c)	Operational Plan	(d) Borrowing Plan
3.	Which of the following is not a legitimate way of bringing a new business idea to market?	
(a)	A start-up	(b) A business plan
(c)	A franchise	(d) A buy-out
(e)	Buy-in	
4.	The easiest part of launching a business is coming up with an idea for a new business.	
(a)	True	(b) False
5.	All are the typical structure for a business plan except	

(a)	Executive summary	(b)	Financial Plan
(c)	Operational Plan	(d)	Borrowing Plan

6. The process of designing, launching and running a new business, which typically begins as a small business is?

(a)	Entrepreneurship	(b)	Creativity
(c)	Marketing	(d)	job

7. One of the most significant economic developments in recent business history relates to the _____

(a)	Growth of blue-chip corporations	(b)	Development of Pacific Rim countries
(c)	Entrepreneurial spirit	(d)	Additional employment opportunities offered by government institutions

8. The ability to develop new ideas and to discover new ways of looking at problems and opportunities is called

(a)	Entrepreneurship	(b)	Innovation
(c)	Creativity	(d)	Creative thinking

10. Small business is the foundation for all businesses.

(a)	True	(b)	False
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Give short answer to the following questions.

- What are the 3 types of entrepreneurships?
- What is market survey?
- What is project?
- Define entrepreneurship?

Answer the following questions in detail.

- Write down branches of entrepreneurship?
- Write down 6P's of marketing?

ABOUT THE AUTHOR

Dr. Shumaila Waqas is a Doctor (Dermatologist) by profession. She did MBBS from University of Health & Sciences Lahore, followed by MCPS Dermatology from (CPSP) Gangaram Hospital Lahore. She is B.Sc from Punjab University. She has done her Aesthetic Graduation from UK. She served in Mayo Hospital, Ghurki Trust Teaching Hospital, Jinnah Hospital, Surgimed Hospital, District Headquarter Hospital and many private renowned setups. She is working as Consultant Dermatologist at ACME Medical Center Lahore. She is the Chief Executive Officer of Acme Esthetic Clinic.

She is working with well reputable NAVTTC, Giz, and TEVTA for past 8 years in developing different curriculums and TLMs. she is the author of 1-year skin care beauty therapy diploma by TEVTA. Last but not the least working as Instructor and Educator in ACME Institute of Beauty Therapy for past 7 years.

Apart from all qualification, she is serving as internal and external verifier in university of health sciences for past 6 years. She has 10 years teaching experience in medical colleges. She served as senior lecturer in anatomy in Lahore Medical and Dental College Lahore. She is working as assistant professor of anatomy in PSRD College of rehabilitation sciences from 2015.

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Book Dedicated to my inspiration (Father) Abdul Rauf

قومی ترانہ

پاک سر زمین شاد باد! کشورِ حسین شاد باد!
تو نشانِ عزمِ عالی شان ارضِ پاکستان
مرکزِ یقینِ شاد باد!

پاک سر زمین کا نظام قوتِ اخوتِ عوام
قوم، ملک، سلطنت پائندہ تابندہ باد!
شاد باد منزلِ مراد!

پرچمِ ستارہ و ہلال رہبرِ ترقی و کمال
ترجمانِ ماضی، شانِ حال جانِ استقبال
سایہ خدائے ذوالجلال!



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