Vocational Higher Secondary Education (VHSE)

Second Year

COSMETOLOGY AND BEAUTY THERAPY

Reference Book

Government of Kerala
Department of Education

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FOREWORD

Dear Learners,

This book is intended to serve as a ready reference for learners of vocational higher secondary schools. It offers suggested guidelines for the transaction of the concepts highlighted in the course content. It is expected that the learners achieve significant learning outcomes at the end of the course as envisaged in the curriculum if it is followed properly.

In the context of the Right- based approach, quality education has to be ensured for all learners. The learner community of Vocational Higher Secondary Education in Kerala should be empowered by providing them with the best education that strengthens their competencies to become innovative entrepreneurs who contribute to the knowledge society. The change of course names, modular approach adopted for the organisation of course content, work-based pedagogy and the outcome focused assessment approach paved the way for achieving the vision of Vocational Higher Secondary Education in Kerala. The revised curriculum helps to equip the learners with multiple skills matching technological advancements and to produce skilled workforce for meeting the demands of the emerging industries and service sectors with national and global orientation. The revised curriculum attempts to enhance knowledge, skills and attitudes by giving higher priority and space for the learners to make discussions in small groups, and activities requiring hands-on experience.

The SCERT appreciates the hard work and sincere co-operation of the contributors of this book that includes subject experts, industrialists and the teachers of Vocational Higher Secondary Schools. The development of this reference book has been a joint venture of the State Council of Educational Research and Training (SCERT) and the Directorate of Vocational Higher Secondary Education.

The SCERT welcomes constructive criticism and creative suggestions for the improvement of the book.

With regards

Dr. P. A. Fathima
Director, SCERT Kerala

CONTENTS

ABOUT THE COURSE

Beauty is a characteristic of a person, animal, place, object or idea that provides a perceptual experience of pleasure or satisfaction. Beauty is studied as part of aesthetics, Sociology, Social Psychology and culture. An "ideal beauty" is an entity which is admired or who possesses features widely attributed to beauty in a particular culture in perfection. The experience of "beauty" often involves an interpretation of some entity as being in balance and harmony with nature, which may lead to feelings of attraction and emotional well being because this can be a subjective experience. It is often said that "beauty is in the eye of the beholder". There is evidence that perceptions of beauty are evolutionally determined and that things, aspects of people and landscapes considered beautiful are typically found in situations likely to give enhanced survival of the perceiving human's genes. Standards of beauty change over times, based on changing cultural values.

'Beauty' means quality or feature that gives pleasure to the mind or senses, and 'Therapy' refers to a healing power or quality. Taken together, the two words describe what beauty therapists are hoping to achieve. Using practical skills and knowledge, they provide a therapeutic treatment for their clients and achieve outcomes that will condition, and enhance facial and body conditions, relax, de- stress and improve their confidence. Beauty therapy is an art by which the total personality of a person can be changed in a positive and attractive way. Men and women have tried every possible way to look attractive. Now in modern world various methods and practices have been developed to improve beauty. Medical field also promotes beautification through cosmetic surgeries. So now the time has come to realize the quality of beauty therapy and services. Regular systematic and authentic work and researches are unavoidable in the field of beauty therapy.

MAJOR SKILLS

1. Skill in makeup Artistry

    • Professional makeup skill

    • Skill in Mehandi designing

    • Making flowers and Bouquet Setting

    • Jewel making

2. Skill in Beauty Business Management

    • Setting Beauty Parlour

    • Diet Chart Preparation

    • Wellness Exercises

    • Yogasanas

    • Personality Development

Syllabus

Module 3: Makeup Artistry

3.1 Art of Make Up   (165 periods)

Introduction - What is make up - History of makeup - Cosmetics used in makeup - makeup techniques - Implements and tools for makeup - Facial Anatomy-Basic facial shapes - Corrective makeup - Professional makeup - Qualities of a makeup artist - Make up and age tips.

3.2 Mehandi Designing   (55 periods)

Introduction - History of Mehandi - Types of mehandi designs - Mehandi cone preparation.

3.3 Flower Arrangement and Bouquet setting   (70 periods)

Introduction - Cutting flowers and foliage - Conditioning plant materials - principles of flower arrangement - Elements of design - principles of design - styles of flower arrangement - Types of flower arrangement - Flower making-Bouquet setting .

3.4 Jewel Making   (50 periods)

Introduction - Tools for jewellery making - Types of Jewellery.

Module 4: Beauty Business Management

4.1 Beauty Business   (62 periods)

Introduction - Importance of Beauty business - Beauty business management - Function of beauty parlor mangers - Marketing.

4.2 Health and Wellness   (120 periods)

Introduction - Definition and meaning - Dimensions of health and wellness - Ten recognised general physical skills - Five components of physical fitness - Nutrition and diet - Body composition assessment - Exercise - Yoga - History of Yoga - Asanas.

4.3 Personality Development   (86 periods)

Introduction - Traits of personality development - Time management - Motivation - Personal grooming - Stress management.

4.4 Beauty Entrepreneurship   (72 periods)

Qualities of an entrepreneur - Scope of Entrepreneurship in beauty business - Women Entrepreneur - Success story - SWOT analysis in beauty Entrepreneurship.

Module III

Make Up Artistry

Periods:340

Unit No	Name of Units	Theory	Practical's
3.1	Art of make up	57	108
3.2	Mehandi Designing	15	40
3.3	Flower Arrangement and Bouquet Setting	20	50
3.4	Jewel Making	10	40
Total		**102**	**238**

Module IV

Beauty Business Management

Periods:340

Unit No	Name of Units	Theory	Practical's
4.1	Beauty business	30	32
4.2	Health and Wellness	30	90
4.3	Personality development	20	66
4.4	Beauty Entrepreneurship	22	50
Total		**102**	**238**

MODULE 3
MAKE UP ARTISTRY

Overview

This module provides an introduction to the basics of makeup artistry and an insight into the beauty make up industry. The student will learn the key techniques for creating impeccable beauty make up styles and find out what a career as a makeup artist involves. Demonstrations will be followed by the chance to practice on the fellow students and will cover disuse looks that will include a natural beauty look, a day time look and a smoky eye evening look as well as false lash application. This module also introduces flower arrangements, bouquet setting, mehandi designing and jewel making.

UNIT 3.1 ART OF MAKE UP

3.1.1 Introduction

Make up is a technique that actually creates the look that one wishes to project. It is not a natural talent, but a technique that is learnt and mastered, bringing into use one's power of observation, good taste and colour sense. The art of makeup requires patience, knowledge, common sense, artistic mind, tolerance, knowledge about the art, ingredients and tools of makeup and a clear face.

The main purpose of makeup application is to emphasize one's good facial features and minimize the less attractive features.

Learning outcomes

The learner

- understands and explain about makeup

- identifies different implements & tools used for make up

- understands and identifies different Facial shapes

- identifies different facial muscles.
- do corrective make up properly
- differenciate the types of Professional make-up like -Natural make up, Fashion and ramp make up, Media and Film make up (HD),Theatre make up, Character make up, Air brush make up, Bridal make up, Prosthetic make up.

What is Make up?

Make up is an art which has to be learnt, but perfection comes only with practice. There are a few important points to remember before learning how to apply makeup.

1. It should look natural .
2. It should be appropriate for the time and occasion.
3. The shape of the face should be studied.
4. Irregularities of features and blemishes should be noted.
5. There should be an awareness of the dangers of some harmful ingredients.

History of make up

Let's see how make up as an art evolved over a period of time. This will also help us understand the constantly changing trends in cosmetics, Women and men have been wearing cosmetics for centuries, although the styles have certainly undergone some dramatic changes over time.

The earliest historical record of makeup comes from the 1st Dynasty of Egypt. The women of Egypt decorated their eyes by applying dark green colour to the under lid and blackening the lashes and the upper lid with kohl, which was made from antimony (a metallic element).

Romans widely used cosmetics by the middle of the 1st century. Kohl was used for darkening eyelashes and eyelids, chalk was used for whitening the complexion, and rouge was worn on the cheek. Depilatories were utilized at that time and pumice was used for cleaning the teeth.

During the European Middle Ages, pale skin was a sign of wealth. Sixth century women sought drastic measures to achieve that look.

The real evolution actually began during the 1910s. By then, women made their own form of mascara by adding hot beads of wax to the tips of their eyelashes.

Some women would use petroleum jelly for this purpose. The first mascara formulated was named after Mabel, the sister of its creator, T.L Williams, who utilized this method. This mascara is known today as Maybelline.

From the 1930s through the 1950s various movie stars proved to be the models for current trends in make up. Heavily lined eyes continued through the 70's and 80's with a wide range of eye shadow colours. Today's trend seems to have reverted to the more natural look, with a blending of styles from the past.

In today's world, a woman has literally hundreds of cosmetics to choose from, with a wide variety of colours and uses. For a younger look, the options available are as simple as skin hydrators and rejuvenators, advancing to chemical skin peels, the now- popular Botox, collagen injections, and ending with the more drastic surgical facelift.

Cosmetics used in Makeup

Cleanser : The basis of skin care is appropriate cleansing . Cleanser is used to remove dirt and dust from face and neck area. Products must be chosen according to skin type and specific problems. Soap is a common way of washing and cleaning the skin; but they contain ingredients which leave an alkaline effect. This upset the P H balance use medicated cleanses.

Toner : A toner's function is to complete the cleansing of the skin - removing dust, pollution and impurities that can still lingering after cleansing. Most toners are water-based liquids composed of specific active ingredients including plant extracts and essential oils. Mainly there are hydrating toners, calming and soothing toners and astringent toners.

Moisturizer : A light moisturizing lotion is a good base for makeup. It helps to retain moisture in the skin. Dry skins need it and so do oily skins when there is superficial dryness of the outer layer (e.g. when the season is dry)

Foundations : Foundations are used as a base for the make-up and as a concealer and highlighter. It helps to even out skin tone and colour and also protects outside elements. Foundation should be chosen according to the skin tone. It is available in cream, liquid, semi solid, cake, stick

or in translucent (colourless)forms. Dry skins require a cream based foundation, while oily skins need a water based one.

Powder : A translucent powder helps to set the foundation. There should never be a powdery film left on the face. A shade closest to skin colour should be used. Powder is not really meant to add colour. It is for adding a smooth finish. It is available in two forms -very fine and compact forms. Apply with a bushy brush or with cotton wool and dust off excess powder.

Blusher : Blushers/Rouges are used to give the cheeks a soft warm glow. They are available in cream, gel or powder forms. In case you choose powder blusher, then it has to be applied after the application of face powder. The colour should be darker than your skin tone. One or two shades darker is enough. Always blend well. For oily skins use a powder blusher and for dry skins, a cream blusher may be used.

Eye Shadows : Eye shadows are used to add colour to the eyes. It makes the wearer's eye look more attractive. They come in a variety of forms viz., powder or cream. They can leave a matte, or shiny or opaque finish, depending on the time of day or the shape of eyes. The colour used should be appropriate to the colour of the skin. Blending is important.

Eye liner : Eyeliner comes in liquid eye gel or in pencil form. It is used to make the eyes more prominent and create an illusion of thicker lashes. It also helps to enhance the shape and size of the eyes. The line should be smooth and smudged instead of a harsh line.

There are 5 types of eye liner available in the market:

Liquid eyeliner

Powder based eye liner

Wax Based eye liner

Kohl eye liner

Gel eye liner

Eyebrow pencil : Emphasizes the eyebrows, improves the shape and makes them looks thicker. Use light strokes.

Mascara : Thickens the eyelashes and increases the attractiveness of the eyes by emphasizing them. It should not have a thick caked look. Brush the lashes part after application. Two light coats are better than one thick one.

Lipstick : Lipstick makes the lips more prominent. It is best applied with a brush. Use the colour according to skin and age. Brown or orange shades should not be used for shallow skins. Very dark colour adds to age. If lips are thin or thick, the shape can be altered by outlining a b e t t e r line carefully.

Lip gloss : According to personal interest lip gloss can also be used.

Nail polish : Nail polish consists of synthetic rubber, hardening agent and resin. It is applied to fingernails and toenails to decorate and protect the nailplate.

False eye lashes

If your natural eyelashes lack length and volume, give them a boost with a pair of false lashes. False eyelashes help you achieve a dramatic look. If properly applied, false eyelashes blend in well with your natural lashes, so that it is difficult to tell them apart. One can apply false lashes in just a few minutes, even if you have never worn them before.

Make up Techniques

Make up is based on the following techniques

1. Client suitability remains constant.

2. Basic technique of colour blending.

3. Technique of shadowing.

4. Technique of emphasizing or highlighting.

5. Correction of facial shapes.

6. Techniques of application.

7. Minimizing faults and emphasizing good features.

Implements and tools for Make up

Using the right kind of implements helps in better application and adding professional touches. The following will be required.

Make up sponges, cotton wool and tissues to smudge eyeliner and apply eye shadow. Narrow Square edged brush for lipstick and lip gloss.

Bushy brush for blushers, Eye lash curler, tweezers for stray hair eye brows.

Extra make up sponge to damp set make up.

A clean puff to apply powder (cotton wool balls can also be used.)

3.1.2 Facial anatomy

The face is the central organ of senses and is also very central in the expression of emotion among humans. The face is normally found on the anterior surface of the head and is crucial for human identity.

Structure

The front of human head is called the face. It includes several distinct areas of which the main features are:-

- The forehead, comprising the skin beneath the hair line, bordered laterally by the temples and inferiorly by eyebrows and ears.

- The eyes sitting on the orbit and protected by the eyelids and eyelashes.

- The distinctive human nose shapes the nostrils and nasal septum.

- The cheeks covering the maxilla and mandible (or jaw) the extremity of which is the chin.

- The mouth, with the upper lip divided by the philtrum, sometimes reveals the teeth.
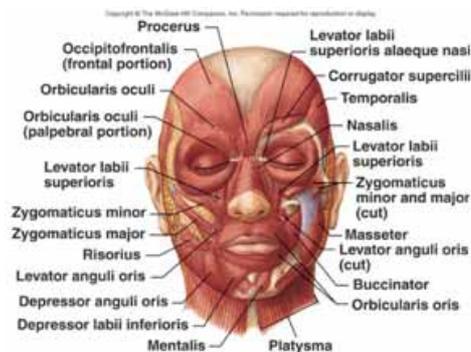
Facial appearance is vital for human recognition and communication. Facial muscles in human allow expression of emotions. The face is itself a highly sensitive region of the human body and its expression may change when the brain is stimulated by any of the five senses, touch, temperature, smell, taste, hearing and visual stimuli.

The shape of the face is influenced by the bone structure of the skull and each face is unique through the anatomical variation present in the bones of the viscerocranium (and neuro cranium). The bones involved in shaping the face are mainly,

- Maxilla - the upper jaw bone

- Mandible - lower jaw bone. It holds lower teeth in place.

- Nasal bone - Two oblong bones on the bridge of the nose

- Zygomatic bone - Cheek bone or malar bone is a paired bone which articulate with maxilla, the temporal bone, the sphenoid bone, and the frontal bone. It is situated at the upper and lateral part of the face.
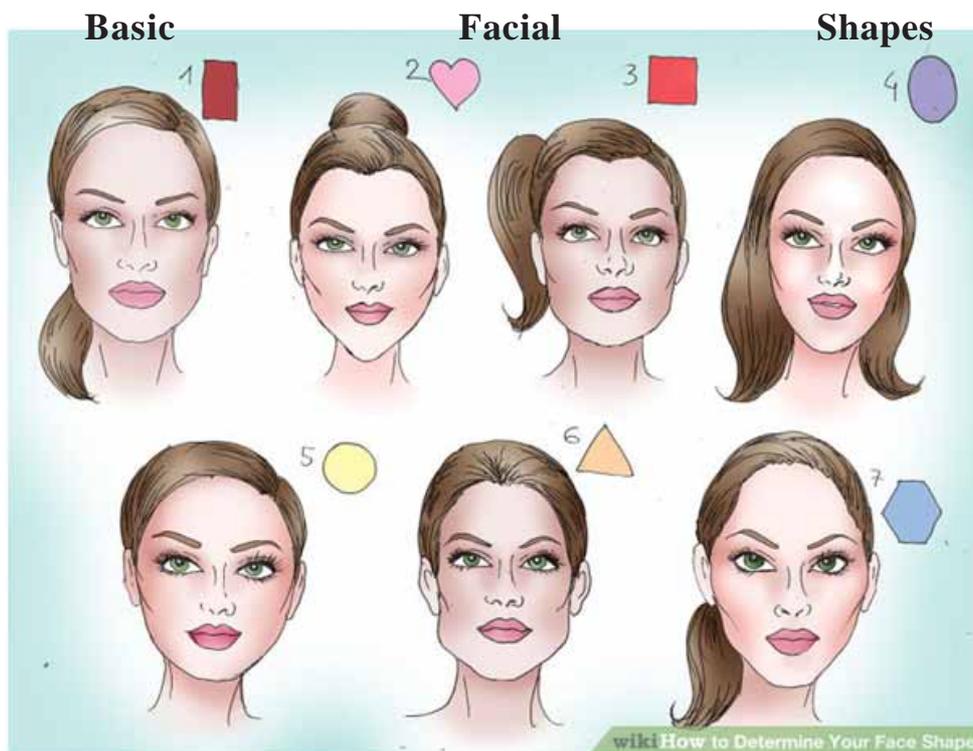
Facial muscles

The facial muscles are subcutaneous (just under the skin) muscles that control facial expression. They generally originate from the surface of the skull bone and insert on the skin of the face. When they contract, the skin moves. These muscles also cause wrinkles at right angles to the muscles action line.

Frontals	Elevates eye brows & wrinkles forehead Innervations - Temporal branch of facial nerve.
Orbicularis oculi	close and squints eyes Innervations-Temporal and zygomatic branch of facial nerve.
Orbicularis oris	Closes & purses lips (kissing muscles) Innervations- mandibular branch of facial nerve.

Zygomaticus muscles	Elevates corners of mouth(Smiling muscles). Innervations - buccal branches of facial nerve.
Buccinators muscles	Compression of the cheek (against the teeth) Innervations- Buccal branch of the facial nerve.
Levator Labii superioris	Elevates upper lip Innervations - Buccel branch of facial nerve.
Depressor Labii inferioris	Depresses lower lip Innervations- Buccal branches of facial nerve.
Nasalis	open and close nostrils. Innervations-Buccal branches of facial nerve.
Platysma	Draws mouth downward (pouting) Innervations Cervical branch of facial nerve and forms the prominence of the cheeks.

Basic   Facial   Shapes

In the beauty industry, whether it's make-up, hair or even clothing that is being discussed, face shape plays a part.

Though every person's face is unique, it is generally accepted that there are seven basic face shapes. Here are some of the explanations about characteristics

of each face shape and how to determine which general shape you have, and some quick tips to enhance those features that are most beautiful.

Oval

The oval face shape is considered to be 'ideal'. The reason is that oval face shapes are well balanced, not overly sharp or angular and not overly rounded or full. People with oval face really can play with different styles. In oval shape face the forehead is wider than the lower. This bone structure works with just about any make up look. So an oval faced person can skip heavy contouring as the face shape is naturally contoured.
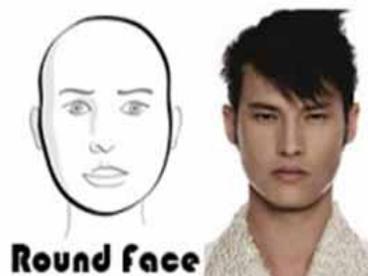
Square

The square face and round face are the two common face shapes. The square face does not narrow much from the cheek bone to the forehead nor from the cheekbone to the jaw line. The square face may also look angular- the jawline may appear sharply- angled at the corner, and even the forehead may be squared off.

Square face has very strong features and thus make-up for this face should be little tricky. The attention should be towards softening the features using the right make-up techniques. For instance, using rounded strokes. Contouring the jawbone and blending it upwards towards the ear will help reduce the sharpness of the jaw line. Apply blush in a rounded shape on the apples of the cheeks make sure that the makeup brush upward towards the temples to create a more symmetrical shape.

Round

Round face has equal length and width. So when it comes to make up, you have to create the illusion of length. Contouring is very important for this face shape. A bronzer can work as a contour when applied to the temples and beneath the jaw line. Doing so will create the illusion of an oval face. Also highlight the
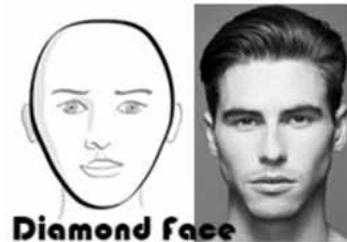
forehead, area under the eyes and the chin to draw attention to the centre of the face.

A blush can be applied just beneath the cheekbones in order to give them definition. Apply the blush in upward strokes to give slimming effect.

Diamond

The diamond shape face is narrow at the forehead and the chin with extreme width through the cheek bones.

Use make up to brighten the centre of your face. A lighter foundation or highlighting powder will help you achieve this effect with ease. Apply it to the forehead, bridge of the nose and centre of the chin to draw attention to the centre part of the face using a bronzing powder or lightly dark foundation, contour the peak of the forehead, tip of the chin and underside of the cheekbones for minimizing the width and give the face a more proportionate look.

Triangular

Triangular faces are wide at the forehead and narrowest at the jaw line, inverted triangular faces are widest at the jaw line and narrowest at the forehead.

Oblong

Oblong faces are so long as it is wide, straight sides, a high forehead and larger than average distance between the bottom of the lip and the tip of the chin.

This type of face has length but lacks the required width. So contouring across the lower section of the chin helps to shorten the face length. Blush should be applied to the apples of the cheek to widen your face.

Heart shape

Heart shape faces possess prominent cheekbones. To accentuate them, just wear a brighter blush and lipstick paired with neutral eye colour. For a heart shaped face, contour at the temples and cheeks to diminish the width of

the upper face. Just like the round face, right the forehead, area under the eyes and the chin to draw attention to the centre of the face.

3.1.3 Corrective make up

Corrective make up is a technique that makes use of light and dark shades and colours to highlight and contour our features creating the illution of better balance and propotion.For example a sagging jaw line or a weak jaw line can be made to look more defined, a round face more shaped and a wide nose can be slimmed down. Dark shades always appear further away and lighter shades appear closer. Highlighting and shading is used in just the right places to create the effect. The products that are used are either cream foundation or eye shadow or blusher shades.

3.1.4 Professional make-up

Film/television make-up (HD)

HD is an art which involves the use of light, reflectors and ingredients such as minerals to give the skin a flawless finish. Make up applied by a knowledgeable person can simply enhance or dramatically change the look of subjects .The uses of television and film makeup is divided into three categories

Basic : Designed to compensate for undesirable changes in appearance introduced by the television process.

Corrective : Designed to enhance positive attributes and downplay flaws.

Character: Which introduces major changes in appearance . This is because the television and film process to some degree can introduce (or make obvious) undesirable attributes to skin tone and features

Modern digital cameras have skin enhancing setup options that can reduce ,but generally not eliminate the need for make- up. In particular they can appreciably smooth out wrinkles and conceal minor blemishes.

 Make up applications and costumes should be done according to the character .

Prosthetic make-up

Prosthetic make up (is also called special makeup effects or FX Makeup)is a process of using prosthetic sculpting, moulding and casting techniques to create advanced cosmetic effect. The prosthetic material can be foam , latex ,gelatine, silicon or other similar materials.

Qualities of a make- up artist

- Creativity and imagination

- Good communication skill

- A tactful manner

- Stamina, patience and concentration

- The ability to work well under pressure

- Excellent attention

- Good punctuality and reliability

- A willingness to work long hours when necessary

- Strong visual sense

  Makeup artist have a thorough knowledge of makeup techniques in order to prepare and work on each individuals.

Make up and age tips

Teens:

1. In the morning use skin tonic and colourless foundation. Dab face with a cleaning tissue.

2. Light powder.

3. Brush eyebrows and eyelashes.

4. Smoothen eyebrows and eyelashes with a brush smeared with a little Vaseline.

5. Use lipstick by always outlining the shape of the upper tip, starting from the centre. Attend to the corners.

Twenties:

By now the techniques of application should be known. Make up has become almost a work of art. To revive you after an exhausting day, take a pad soaked in skin tonic (preferably child) and pat your face gently, from chin upwards. When you step out of the teens, you can add eye shadow and rouge to your make up.

Thirties :

If you have been taking care of the skin regularly, you will stay thirty for a long time. Keep the following tips in mind

1. Be wary of using too much lipsticks, heavy powder or rouge.

2. Day cream chooses a colorless one and spread evenly.

3. Powder: It should be lighter than the foundation. Use a darker shade to add colour and then a lighter one to soften the effect.

4. Eye shadow: Should be used only in the evening. Apply the shadow on the upper lids, shading it off towards edges.

5. Eye liner: A light narrow (thin) line along the edge of the eyelashes to outline the eyes.

6. Mascara: Moister the brush, dip in the mascara and apply to the lashes starting at the roots and brushing towards the tips.

7. Eyebrow pencil: The strokes should be light and feathery. No heavy lines. The technique is to try and lengthen or correct the line of the brows.

8. Rouge: Apply on the cheeks, with three dabs on the cheekbones and be sure that the edges are blended properly work upwards towards the temples.

Fourties and above:

Regular and appropriate skin care keeps lines and wrinkles at bay for a much longer time. However, with the forties a few lines will be apparent. Age should be accepted gracefully, far it gives the face a character. The personality adds to the looks and attractiveness. A few tips.

1. Daily skincare at night should be include the use of a vitamin 'b' based cream and under eye creams.

2. For pale complexions, use a light blusher even in the mornings.

3. Avoid dark shades of lipsticks, as they are ageing.

4. Use moisturized products.

5. Use an eye pencil instead of eyeliner to add a thin line of colour on the upper lids, close to the lashes.

6. Keep your eyebrows well tended, as they tend to become sparse with age. Add fine feathery strokes to make them appear thicker.

7. Apply thin coats of mascara, instead of one heavy coating. Always separate the lashes after application.

8. Be careful in the use of lip gloss.

9. Subtle blending is all the make important with age.

Detailing of practical

3.1.3 Corrective Make - Up

Basic Corrective Make-Up for Cheeks, Nose, Lips, Eyes.

Foundation

(a) For a Broad Face

1. Put the matching shade of foundation all over the face.

2. A darker shade is applied on the broad jaw line and temples on a square face.

3. Blend the edges of the dark foundation with the fingers. so that no patches, streaks or lines of demarcation show.

(b). To Slim Down a Broad Nose

1. Put the matching shade all over the face.

2. Put the darker shade on the places you want to camouflage, for example, the sides of a broad nose.

3. Blend the edges of the dark foundation with the fingers. So that no patches, streaks or lines show.

(c). To shorten a long nose

1. Put the matching shade of foundation all over the face.

2. Apply a darker shade of foundation just under the tip of the nose blending around half he nostril. Don't use it on the tip of the nose.

3. Blend the edges of the dark foundation with the fingers so that no patches, streaks or lines show.

(d). To Widen a Thin Nose

1. Put the matching shade of foundation all over the face.

2. Draw a straight line down the centre of the nose with a shade darker than yours and blend. Don't use it under the nose tip.

3. Blend the edges of the dark foundation with the fingers. So that no patches, streaks or lines show.

Blushers

(a). To give a High cheek bone effect

1. Apply the regular blusher in the hollow just under the check bone moving towards the upper portion of the ear which is near the temples.

2. Apply a lighter shade of blusher on the bone area to give a high cheek bone effect.

3. You may apply a little regular blusher to the nose, forehead and chin.

(b) To shorten a Long face

(1) Apply the blusher into the hollow of the cheek blending up to the sides.

(2) Avoid the blusher on temples.

(3) Apply lightly on forehead to distract the length of the face and apply a hint on the chin to reduce length.

To emphasize High Cheek Bones

1. Draw a line with a blusher two shades darker than your skin shade under the cheek bone in the hollow of the cheek starting in line with the corner of the iris of the eye and moving out towards the ear.

2. Blend the shade upwards, the darker remaining in the hollow.

Lip Shapes

(a). Want your lips to look bigger

1. Apply a Light Shade of foundation followed by powder on your lips to remove the colour from your lips.

2. Start with a lip liner pencil in a colour that closely matches your colour of the lipstick.

3. Make the outline just outside your natural lip line.

4. Now fill with lipstick and then blend.

(b). Want your lips to look smaller

1. Apply a Light Shade of foundation followed by powder on your lips.

2. Start with a lip liner pencil in a colour that closely matches your colour of the lipstick.

3. Make the outline just inside your natural lip line.

4. Now fill with lipstick and then blend.

Thin Eye Brows

1. Use a Eye Pencil to colour Brow.

2. More the pencil in the opposite direction of the hair growth to avoid harsh lines. Don't change their natural shape. Make very gentle strokes. Then brush with an eyebrow brush or use a comb to put the hair in place.

3. The eyebrow should begin parallel with the inner corner of the eye and end just beyond the eye.

4. The strokes should be gentle you could even draw in individual hair between your natural hair.

Eye Shadow

For the Evening Make-Up

1. Apply the light shade starting from the inner corner of the eye covering the lid and below the brow bone.

2. Now apply the dark shade on the lighter shade, from the centre and brush till the end of the eyebrow.

3. Finally blend the two colours properly in the middle where the shades meet.

For the Party Make-Up

(1) Put the very light shade (high lighter) on the space beneath the brows up to the crease of the eye lid. (leaving the eye lid)

(2) Apply the medium shade on the upper eyelid only.

(3) And the darkest shade on the crease of the eyelid, that is the place is almost in the middle of the total eye area - above the lashes and beneath the brows. Blend both the colours well.

(4) With the tip of a fine brush, apply a little shadow beneath the eyes, along the lower lash line. Smudge it lightly to give your eyes a subtle glamorous look.

Eye Shapes

Apply eye shadow to the upper eyelids, blending the shadow upwards and outwards towards the outer corner of the eyes. Continue to blend until the shadow is considerably fainter in the area of the nose and the eye and somewhat darker at the outer corner. Line the eyes, leaving the inner corners of the eyes. Increase the distance between the eyebrows by removing hair in - between to make them appear wider apart.

Deep Set eyes

Use a lighter shade of foundation socket area immediately above the socket area of the upper eye lids and blend well. Do not use eyes shadow as the sunken effect will increase instead of decreasing.

Drooping Eyes

They can be given a lift by titling the eyeliner upwards and outwards before it reaches the outer corner of the upper lid. The shadow should be winged upwards avoiding the area at the outer corner of the eyes.

Round Eyes

Make them appear longer by extending eye shadow and liner beyond the outer corner of the eyes. Blend the corner well for a soft look.

Bulging Eyes

Use a dark shadow and blend it carefully over the Prominent part of the upper lids carrying it lightly to the line of the brows.

Small Eyes

They can look larger by using two shades of shadow. Use a light shade on the upper eye lid and a darker shade on the crease. Apply the lower eye liner and kajal from the middle to the outside of the eye.

Suitable Light for Make-Up

Apply make up in natural light (day light) whenever possible. Sit with your back to the window, this way you can spot any flaws and blend make-up more perfectly. When day light is not available, see that the light falls directly on your face. So it is always desirable to have a bright light just above your dressing table.

Removing Make-Up - Post Make-Up

1. Put Eye Make-Up remover on a cotton ball to take off eye make-up. This routine is very important as it avoids unnecessary tugging of the eye area.

2. Use cleansing milk with cotton wool to take off surface make-up.

3. Face wash can then be used to take off remnants of the cleansing milk and pollution.

4. Toning should be done straight after cleansing, as it balances the PH level of the skin.

5. To finish, apply a moisturizer.

3.1.3 False eyelash fixing

Step - 1

Hold one of the eyelashes against your eye to check it length. If the false eyelashes are longer than your real eyelashes, cut off the outer edge with nail scissors. So both are the same length.

Step - 2

Bend the false eyelashes into 'c' shape. So they fit the curve of your eyes.

Step-3

Apply a line of glue to the false eyelash strip. If you have trouble doing this, try applying the glue with a tooth pick or cotton swab.

Step - 4

Wait a second for the glue to dry slightly before applying the lashes. Blow on the glue to speed up the drying process, if desired.

Step - 5

Press the false eye lash down over your natural eye lash line. The cut end of the eyelash should go over the outer corner o your eye.

Step - 6

Squeeze the false eyelash and your natural eyelash together gently with your thumb & index finger.

Use black eyeliner or eye shadow to hide gaps between false eye lashes and your own lashes.

Step -7

Repeat this process with the other eye.

Step - 8

Apply mascara to the false eyelashes. So they blend in with your natural eye lashes. Curl the eyelashes with a crimping tool, if desired.

Method of removal of false eyelashes

To remove the false eye lashes, apply oil based makeup remover to a cotton swab. Dab the lash line with the makeup remover. Open your eyes and grasp the outer corner of the false eye lash. Close the eyes and carefully pull the eyelashes away from the eye. Repeat the process with the other eye. Wash the false eye lashes not more than ones a week. Too much washing will cause the fibers to break.

Professional make up

The beauty therapist learns the art and technique of applying makeup in the practical classes. However make up follows some well defined procedures which should be born in mind.

Simple / natural make up

THINGS REQUIRED:

Cleanser

Toner

A good moisturizer

Makeup primer

Concealer

Foundation

Powder

Rouge

Eye shadow

Eyeliner/Kajal

Mascara

Lipliner

Lipstick

Lip gloss

Bindi

1.	Cleansing	:	Before starting make up, the face should be thoroughly Cleansed. The client should be seated in a comfortable chair in front of a good white light. A head band should be used to keep the hair off the face.
2.	Moisturizing	:	Before foundation, comes the application of a light moisturizer, especially if the skin is dry. It forms a film on the face and makes the application of foundation easier.

3.	Foundation	:	The foundation is applied according to the skin type and texture. It may be either liquid, or cream. The colour should be nearest to the natural skin tone. Two colours may be used and blended together to lighten or shade an area. Use fingertips to blend. After application, go over the face lightly with a damp sponge with light strokes. This helps better blending.
4.	Powder	:	It is used to set the foundation. It may either be toned according to the shade of the foundation, or it may be colorless and translucent to give a 'matte' finish. Surplus powder should be brushed off with a light movement, using cotton wool. Take care that powder does not collect in skin increases, near the eyes or corners of the nose.
5.	Rouge / (blusher)	:	This is applied after the face powder if it is a powder blusher while a cream blusher is applied before the powder. Blusher must be applied on the right place, just below the cheekbones, never lower than the nose and never higher than the eyebrow and never further inwards than the iris of the eyes. This is a good principle to remember.

Eye make up

Eyebrows	:	Brush the brows. Use a pencil to correct or add to it.
Eye Shadow	:	This comes next. A light colour accentuates and a dark colour gives depth. Eye shadow comes in a variety of forms - creams, powder etc. More than one shade can be used to achieve better highlighting and shadowing. This is according to the shape of the eyes.
Eye liner	:	For day make up, eyeliner need not be used. It should be applied close to the lashes and give a smudged look rather than be one hash line..

Mascara	:	This is the final stage of the eye makeup. Coat evenly, first with a downward movement over the lashes and then upwards, giving them an attractive curve. A curler may be used, if desired.
Lip sticks	:	This adds the final touch to the entire make up. It should complete the picture and balance it. Dark colours will make the lips smaller and light ones will widen them. Apply with a brush outline the edges and then fill them end. A soft look for the day and a brighter one for the night.

Day make-up

The Procedure for Day Make-up   is same as in the simple make up .

Evening make-up.

The procedure is same .The only difference is that in evening make up bright and glittering shades are used instead of light shades used in day and simple make up.

Fashion and ramp make up

Fashion make up is used in magazine photography as well as on the fashion runway.

 Fashion and ramp make up is same as evening make-up .The only difference is that it should be used the up do hair styles and the expensive designer outfits on the planet.

Theatre/stage make-up

Stage make up is used as a method in conjunction with stage lighting to highlight the actors faces in order to make expressions visible to the audience from moderate distances. This often includes defining the eyes and lips as well as the highlights and low lights of the facial bones.

Thick Makeup applications is needed. Costumes should be according to the character.

Character make- up

When you are making an actor into another person you must alter his appearance so it fits the new character. If the character is fat,thin or ugly you must change the actors own features to match this. To be able to do this we use a lot of different method such as wigs, false teeth and facial prosthetics.

Airbrush make-up

Air brush is sprayed onto the skin using an airbrush instead of being applied with sponges, brushes, fingers or other methods. Liquid foundations that are high in coverage but thin in consistency are applied with the air brush for full coverage without a heavy build up of products. It stay from 12-24 hours.

Bridal make up

India is a diversified country with diversified cultures. The lifestyle and wedding styles followed by all the cultures are different. Kerala is a state known for its distinct taste and culture. The Hindu brides generally wear a sari with golden border laded with golden jewellery, where as a Christian bride wear white gown or saree. They also wear crown and net on the hair .Muslim Bride usually wear saree and also wear net on the hair. The weddings are usually held in the morning or day time. So the makeup should not be too glittery. It should be done in a way so that it matches with the attire and the bride stands out of the crowd. Elegance is one word a Kerala bride strictly adheres to.

Things required:

- Cleanser
- Toner
- A good moisturizer
- Makeup primer
- Concealer
- Foundation
- Powder
- Rouge
- Eye shadow
- Eyeliner/Kajal
- Mascara
- Lipliner
- Lipstick
- Lip gloss
- Bindi

Cleanup:

A good cleanser should be used to cleanse away the impurities and dirt from the face. Pat your face dry with a towel. Follow it by a good toner.

Moisturising:

Apply a good moisturizer according to the skin type so that the skin is hydrated and there are no rough patches.

Primer:

A primer should be applied to the base for the makeup to stay for longer hours.

Concealer:

A good branded concealer should be applied to hide dark patches and imperfections. It should be applied around the eye, blemishes etc.

Foundation:

One should be very careful while choosing a good branded foundation. It should go with your skin tone. Generally one should take a tone higher than the skin color. Not 2-3 shades up because thats when it gives a very false look.

Foundation should be applied in dots in a circular motion. One can use rosewater in order to blend the foundation with the skin.

Loose powder/ pressed powder:

Apply a little of a loose powder or pressed powder. Make sure you don't apply it too much. Just dab a bit.

Blush:

Keeping the daytime in mind a shade closer to the natural blush should be chosen. Apply it to the cheekbones to highlight it well.

Eye makeup:

This part definitely takes most of the time. It should be handled carefully to give a subtle yet classy look to the eye.

Eyebrows:

Brush the brows. Use a pencil to correct or add to it.

Eye shadow:

A glittery brown or bronze eye shadow should be chosen. Eye shadow should not be applied near the vicinity of eyebrows. Use an eye shadow brush to blend it well. One line of the eye shadow should also be applied to the lower lid.

Eye liner:

A medium thick eye liner should be applied. Don't wing it outwards as we want to keep it simple in the day time.

Kajal:

A medium thick line of kajal should be applied. A waterproof and smudge-proof kajal should be chosen.

False Eyelashes:

If they are to be used, they can be attached now.

Mascara:

Two coats of good mascara should be applied.

Lipstick:

Before applying a lipstick one must apply a good lip balm to keep your lips soft and hydrated. Lipliner should be applied. One should go for a subtle shade. Peach or shades of peach, a mixture of pink or red can be worn. Apply the lipstick using a lipstick brush. Gloss is optional. Use a blotting paper in order to remove the excess lipstick.

Apply a coat of loose powder and then dab it with a blotting paper for the lipstick to last long.

Bindi:

A big red bindi is an essential part of a Kerala bride. A good hairstyle should also be chosen to match up with the makeup and attire. It should all look elegant at the end of the day.

Assessment Activities

1. Seminar
2. Project
3. Written test
4. Oral test
5. Demonstration
6. Practical test
7. Identification
8. Preparation
9. Collection

T E QUESTIONS

Fill in the blanks

1. Ideal face shape is------------
2. Difference between straight make up and corrective make up.
3. Odd one out

   Eye liner, foundation , Eye shadow, Mascara
4. Short note on the following

   a) Face shapes   c)Film make up

   b) Foundation   d) Facial muscle
5. Procedure of bridal make up.
6. Purpose of make up
7. Correction and tips according to shape.
8. Tools and implements for film make up.
9. Eye make up according to shapes.
10. Procedure of eyelashes fixing.

UNIT 3.2
MEHANDI DESIGNING

3.2.1 Introduction

The art of applying henna in hands and feet is known as Mehandi designing and it is a very old custom and ancient art form of the Asian subcontinent. The propagators were the Mughals. The Mughals taught us all about the history of Mehandi and introduced it to India during 12th Century A.D. During that period the royal and rich use to decorate themselves with it. The patterns were made by the artists or the beauticians.

Learning outcomes

The learner

- understands mehandi designing.
- recognizes the origin and history of mehandi.
- understands the properties of mehandi
- prepares mehandi cone.
- mix and fill mehandi in mehandi cone.
- do different mehandi design.
- identifies different mehandi designs.

3.2.2 History of mehandi

Mehandi or henna is a paste that is bought in a cone shaped tube and is made into designs for men and women. Mehandi is derived from the Sanskrit word 'Mendhika'. The use of Mehandi and turmeric is described in the earliest Hindu vedic ritual books.

While there is some controversy over the origins of the use of henna as a dying agent. In the earliest we have a clear evidence of henna application on the body appears in Egyptian Mummies. Whose hair and nail were stained with the reddish brown tones of henna. Botanists believe the henna plant, Lawsonai inermis, originated in Egypt and was carried regularly to India where it was used since at least 700 AD for decorating hands and feet. Historically henna has also been used for medicinal purposes, to dye cloth and leather, as well as hair to colour.

Mehandi in Indian tradition is typically applied during special Hindu weddings and Hindu festivals. For women it is usually drawn on the palm, back of the hand and on feet. Muslims of Indian sub continent also apply mehandi during their festivals like Eid-ul-fitr and Eid-ul-Adha.

Mehandi is the local variant of henna designs in India and neighbouring countries such as Bangladesh, Pakistan and Sri Lanka. Women use mehandi for festival occasions, such as weddings, religious events and traditional ceremonies. Mehandi decorations became fashionable in the West in the late 1990's, where they are called henna tattoos.

3.2.3 Types of mehandi designs

Indian Mehandi design

Indian mehandi design are a complex pattern of peacocks, flowers, along with various other unique curls and curves, without leaving much space in between. It is mainly batik mehandi design.

Arabic mehandi design

Highly dense, Arabic mehandi designs are more like decorative outlines than filled patterns. Much simpler than Indian designs, you'll mostly see just thick outlines of leaves, flowers and vines.

Pakistani Mehandi

These are a combination of Indian and Arabic designs. You will observe the right balance of geometric, flowery and paisley elements in the design.

Indo - Arabic Mehandi Designs

The bold Arabic style outline is filled in with delicate traditional Indian Patterns and shapes. The most sought after style for Indian weddings.

Moroccan Mehandi designs

Moroccan mehandi design of the middle east are more geometric in nature unlike flowery patterns mentioned in the above three patterns.

Glitter Mehandi or Zardosi Mehandi

Accentuated with sparkles, it is one of the latest trends in the application of mehandi. It is a trend favoured by the fashionable.

Multi coloured Mehandi designs

Look fashionable and trendy by applying multi coloured mehandi accented with crystals.

Mughlai Mehandi designs

Very neat, and in detail, Mughlai mehandi designs has a distinctive style where every single curl and dot is accentuated boldly. It is the oldest and most traditional form of Mehandi.

Bridal Mehandi Designs

Fill with lot of motifs, patterns, flowers, veins, from top to bottom and your elaborate and stunning bridal mehandi designs are ready.

Detailing of practical

3.2.4 Mehandi cone preparation

Mehandi application on palm and toes was a practice in ancient India centuries back. Mehandi on the palms and legs add beauty and charm of a woman. It makes her look more graceful.

Ingredients

Henna powder, Mehandi oil, Lemon Juice, Sugar, Tea, Bowl.

Procedure

Take 50gm henna powder in a bowl, add the 1 tea spoon water till it becomes a thick paste. Add 2 to 3 drops of mehandi oil, 3 drops of sugar syrup and 5-6 drops of lime juice and mix well to make it into a smooth and thin paste. Leave it covered over night or during the day if you prefer to apply in the night.

Apply the rest of mehandi oil on the palm and make desired designs. When it is dry dip cotton in lemon and sugar syrup and dabbed on design. So that the colour intensifies. Scrape off the mehandi with a blunt knife. Apply mehandi oil and wipe the hand using cotton material. For the colour to last avoid using water on hand.

Method of preparing cone

1) Take a piece of plastic.

2) Fold the plastic so as to make a cone.

3) Tighten the opening and end portion with a cello tape.

4) Fill the cone with mehandi.

5) Tighten using a cello tape.

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Bridal Mehandi Designs

Fill with lot of motifs, patterns, flowers, veins, from top to bottom and your elaborate and stunning bridal mehandi designs are ready.

Assessment activities

1. Seminar
2. Written test
3. Oral test
4. Demonstration
5. Practical test
6. Identification
7. Preparation
8. Collection

T E QUESTIONS

1. Preparation of mehandi cone.
2. Types of mehandi designs.
3. Odd one out

   Arabic mehandi , Pakistani mehandi, Zardosi mehandi
4. Method of cone filling.
5. Draw a mehandi design with your palm.
6. Instant mehandi design ---------
7. Benefits of mehandi.
8. Botanical term of mehandi----------
9. Explain Moroccan mehandi design.
10. Distinguish between Pakistani mehandi and indo Arabic mehandi.

UNIT 3.3
FLOWER ARRANGEMENT AND BOUQUET SETTING

3.3.1 Introduction

Flower arrangement is the art of selecting and organizing flowers and foliage according to the elements and principles of design to attain a pleasing and interesting design. Arranging flowers is an artistic activity and way to express oneself creativity; county fairs offer the flower arranger an opportunity to participate in this art form.

Flower arrangements are usually placed on tables, window sills, on a book shelf and if any appropriate place. Flowers that go well with the colours of the rooms are the best. Plain coloured walls and draperies serve as a good ground for colours. A good flower - arrangement does not depend on the money spent on it or the material used. What is essential is a good design, suitable foliage, and the right shape and colour of the container, considering the surroundings and relating the arrangement to it.

Learning outcome

The learner

- gets an idea about flower arrangement
- understands the Principles of flower arrangement
- processes dry materials
- classifies different Style of flower arrangement
- demonstrates different styles of flower
- arranges flowers for different occasions
- sets different types of bouquets.

Cutting flowers and foliage

Successful floral arrangement begins with fresh plant materials that have been properly handled and prepared. Beauty and good composition of an arrangement is not determined by the cost or rarity of plant materials, used, but by the way they are selected, cared for and arranged.

Most flowers will keep best if cut when nearly fully open. Many tight buds or young leaves wilt rapidly and will not take up water. Some flowers will keep best if cut in the bud stage or when they are just beginning to open. Fully open or faded flowers are past prime and usually will not keep well. Experiment with various types of plant materials to determine the best stage of maturity for cutting.

Cut flowers and foliage with a sharp knife or flower shears. Cut stems on a slant to enable flowers to absorb more water. Cut stems longer than required for arrangement. Cut extra stems in case of damage.

Stand flowers and foliage in a bucket of cool water as they are cut from the garden, place indoors in a cool, dark place. Re-cut stems indoors at a 45-degree angle. Cut stems under water to prevent air from entering the stem and interfering with water uptake. Place only an inch or so of the stem under the water to cut it.

Conditioning plant materials

Conditioning is an important factor in successfully arranging and exhibiting cut plant materials. The purpose of conditioning is to allow the cut materials to absorb as much water as possible. Plant materials that is not conditioned appears dried out or wilted. Do not attempt to arrange flowers that have not first been properly conditioned; plant material that has not been conditioned is easily damaged in the arrangement process. Proper conditioning will also prolong the life of the arrangement.

Stand cut plant materials in lukewarm water to a depth of half their length overnight in a cool, dark place. This allows the stem, leaves, and blossoms to absorb water to enable them to retain optimum beauty.

The next morning, cut stems again under water at a 45-degree angle. Remove all foliage below the water level of the container, submerged foliage decays, certain foul water. Leave the cut plant materials in water until ready to use them. Wait until the plant materials feel stiff before arranging them.

Floral foams

Wet floral foams, such as oasis brand, hold stems in place and supply water to the flowers. Floral foams are available in wet or dry forms; wet foams are used for arranging fresh plant materials, while dry floral foam is used for dried or silk floral arrangements. Wet and dry type of floral foams are not inter changeable - their intended use is specific. Wet floral foam should not be reused because existing holes in the foam will not supply water to the stem of plant materials. Floral foam is expensive and may be purchased from floral

supply stores, arts and craft stores or florists. Floral foam is best used for line mass or mass arrangements but may be used in some line arrangements also.

3.3.2 Principles of flower arrangement

Design

A floral arrangement is made whenever selected flowers and foliages are placed into a container according to a plan. Flowers casually placed in a container are attractive because of their beautiful colour and shape, but the same flowers are even more appealing when arranged in a stylish way. Designing is the selecting and arranging of objects and deals with the form of their composition. Good floral design is the result of a well thought out plan, with two aims in mind - order and beauty. Good design doesn't just happen there must be a relationship between all of its components parts - a feeling of security, naturalness, balance and simplicity. Most floral arrangements are made for particular purpose or place. The arrangement should be suitable for its intended use. A good floral arrangement should be expressive of a theme or idea and one's own personality.

In order to arrange flowers in such a manner it is necessary to become acquainted with all the elements of good design. The elements of design are colour, light, space line, form, pattern, texture and size. The principles of design are balance, dominance, contrast, rhythm, proportion, and scale. These same elements and principles of design apply to every art form. Some attributes of design are beauty, harmony, and expression.

Elements of design

1. Colour

Colours have different effects on the viewer. Effective use of colour is important in floral arrangement design.

Reds, oranges and yellows are generally bright and stimulating and are considered warm colours. Warm colours tend to be advancing colours (to the eye) and have more visual weight than cool colour.

Blue, greens and violets are usually tranquil, peaceful and restful and are considered cool colours. Cool colours tend to be receding and have less visual weight than warm colours.

2. Light

Light affects design in many ways.

Light may change apparent colours of materials, enhance form, texture or depth. Typically lighting will be limited to artificial lighting in the form of overhead fluorescent lights. If the display area is open-air indirect natural light may be present during the day.

3. Space

Space describes the open area in around the design. Space also refers to the spaces within individual plant materials selected for use in the design.

4. Line

The primary foundation of design is line; which creates a visual path for the eye to follow through a design.

5. Form

Form describes the three dimensional aspects of a design. A form may be closed - compact, massed, with a few open space - typical of a mass design.

6. Pattern

Pattern is the design formed by solids and spaces.

7. Texture

Plant texture refers to the surface quality of plant material Textural contrast and variety can add interest to a design. A plant texture may be fuzzy, glossy, smooth, rough etc.

8. Size

Select flowers and leaves of different size. Usually buds and small flowers are used at the top and edges of an arrangement, while large leaves or fully opened flowers are placed low in the arrangement. A large element is often used as a focal point.

Principles of design

1. Harmony

Harmony is an attribute of design, and is the principle that produces a feeling of unity throughout the entire composition. To obtain harmony, all components must have something in common either in size, shape, texture, idea, time of flowering or colour.

2. Unity

Unity expresses congeniality, cooperation and a spirit of working together as a unit. Unity is the fitting or bringing together of all of those principles and elements which go into making up the design or composition.

3. Balance

Balance means that the finished arrangement does not fall over or look as if it will fall over. Consider the balance from top to bottom, side to side, and front to back. Balance is a feeling of rest, security or stability. There are two types of balance - symmetrical (formal) balance and asymmetrical (informal) balance.

Symmetrical balance means that one side of the arrangement is nearly a mirror image of the other. Symmetrical balance requires a repetition of flowers, buds and foliage on both sides of the central axis with the two sides as nearly alike as possible.

Asymmetrical balance means that the plant material and placement are different on each side of the central axis. Although the sides of the arrangement differ, they should have equal visual weight to maintain a sense of balance.

4. Rhythm

Rhythm refers to movement. The swing or motion in an arrangement should create a dominant visual path, so that the eye is first attracted to the focal point and then carried throughout the entire arrangement. Rhythm in floral arrangements may be obtained through repetition of shapes, hues, line, direction etc. Rhythm may be achieved through a gradual change or progression (gradation) in size, weight, texture or colour. A continuous line movement of flowers, stems, twigs or color may also create rhythm.

5. Proportion

This relates to the height of plant materials, size of container, its shape, size of room walls or table or other interior decor.

6. Scale

Scale is size relationship between flower and flower or between flower and container. When variation of size is too great or too small, components are out of scale. Small flowers will appear smaller when scattered among larger flowers. Better scale balance may be obtained if the smaller flowers are grouped, thus giving them more individuality. Placing small and large elements together accentuates the contrast between the elements. Scales requires special attention in miniature arrangements.

3.3.4: Styles of flower Arrangement

Traditional Flower Arrangement and Oriental Flower Arrangement

There are two styles of flower arrangement - Traditional or Oriental. Traditional Style arrangement - are formal ones. A mass of all kinds, colours, sizes are used in making the arrangement.

Oriental Style - This is the Japanese mode of flower arrangement. This arrangement is simple, symbolic, meaningful and informal.

3.3.5 Types of Flower Arrangement (Traditional)

1. Vertical flower arrangement

It is a very tall flower arrangement. Very tall stems of flower and leaves like tulips, roses and carnations are used for this type of flower arrangement.

2. Horizontal flower arrangement

A very shallow container is used to make this type of flower arrangement. It has a single big flower as the focal point and drooping flower branches are added to each side. Rose is the main flower used as the focal point in this type of flower arrangement. These are very low and hence are suitable for centre table decorations.

3. Oval flower Arrangement

This type of flower arrangement has the brightest and tallest flowers in the centre. The colour and the size of flowers are allowed to gradually reduce by degree towards the sides.

4. Crescent flower Arrangement

This type of flower arrangement is in the shape of the moon. Depending on the size of the crescent, curved shaped flower stems have to be selected. Crescent flower arrangements are suitable for coffee table decorations.

5. Triangular flower arrangement

This type of flower arrangement uses the tallest flower stems in the centre while the smaller flowers are placed on the sides to maintain the triangular shape. These are used mostly in wedding ceremonies.

6. Line Arrangement

Designs composed primarily of line material have minimum flowers and foliage established in the focal area. The open form emphasizes the beauty of the plant material. A bare branch, a piece of decorative wood or a pine branch creates a

well defined line design. The addition of a few flowers and leaves is all that is needed to achieve a dramatic effect. Typically, they are viewed from the front only and are normally used in small rooms.

7. Mass arrangement

Flower arrangements made from a relatively larger mass of flowers is known as mass arrangement. These can usually be seen on buffet tables, centre tables in conferences etc. In this type of arrangement, the emphasis is more on the grouping of flowers and the colours used.

8. Line - Mass arrangement

Line - Mass arrangements have a clean, uncluttered look with definite line, a well defined mass and plenty of open spaces. The dominant line is combined with a mass of plant material at the focal area, additional material is used to enhance and develop the linear shapes. Contrast of texture, colour and line are important is this type of arrangement.

Oriental style of flower arrangement

This is the Japanese mode of flower arrangement. This arrangement is simple, symbolic, meaningful and informal. The emphasis is on the lines in the floral arrangement. Japanese Flower arrangement is called ikebana.

In Japanese flower arrangement, three principles of heaven, man and earth are followed. These are represented by means of three levels. The highest level (Shin) represents heaven. It is usually 1 ½ to 2 ½ times the height of the container. The second level (Soe) represents man. This is about ¾ the height of the stem. The lowest level (hikae) denotes earth. This lowest branch is about half as tall as the second level soe and it extends very little beyond the diameter of the container. It is placed on the side opposite to the branch that signifies man and serves to balance it. The Japanese use high Vase or bowls for their flower. The tall vases may be bamboo, pottery, bronze.

Types of Japanese flower arrangement are:

- Moribana - is the name given to arrangements in low, shallow containers.
- Rikka - Rikka is an elaborate, formal style using in wide variety of material and representing a symbolic landscape.
- Nagerie - is the name given for arrangement in tall containers.
- Sieka - It has a triangular shape in general consisting of 3 branches

representing heaven, man and earth.

- Morimona - Arrangement with fruits and vegetables. The fruits and vegetables should be chosen and grouped for variety of texture, colour and shade.

Modern flower arrangements

There are no rules at all. These floral arrangements are based on the taste of the floral designer. But it has more affinity towards the oriental than the traditional style of arranging flowers in its inclination towards importance to lines.

Dry flower arrangement

For - this type of arrangement the material should be collected and properly dried before use. Such arrangements look nicer in winder than in the Summer Seasons. Dry materials can be painted before or after arrangement in white silver or golden colour. In some dry arrangement paper flowers and glass bangles are also made use of.

DETAILING OF PRACTICAL

3.3.3 Flower Making

Flower making with organdy clothes

This type of flower arrangement is easy to make and also very beautiful. By this type of thick cloth, we can make different types of flowers. For this we need thin metal wire, green tape etc.

1) Rose flower

Items

1.	Silver wire	2.	Green tape
3.	Thread	4.	Scissors
5.	Organdy cloth		

Procedure

1. First step is to make petals. For that cut the cloth in a shape of a square with 5 or 6 cm. The fold half of any two sides which was opposite in direction.

2. Then fold the other two sides completely. So the tips of two sides will point downwards and overlap each other.

3. Then twist the tip. So there will be two folded tip at the top. This tip should be rolled backward. Thus a petal is formed.

4. Like this make 7 petals. Then take a metal wire and make a small bud with the cloth. Then keep one petal over the bud and tie and place the second petal in the opposite direction and the third petal between the first and the second petals. Keep the petals opposite to each other. Thus a flower is formed. Like this make many flowers and arrange these flowers as a bunch in the container and vase.

2) Carnation flower
Items

1. Silver wire   2.   Green tape
3. Organdy cloth   4.   Thread   5.   scissors

Method

Take a piece of organdy cloth and fold it into a rectangle. Then fold the rectangle into a square. Now using scissors, cut out the edges to make a round shape.

Again make cuts on the round shaped edges, to give a frilly border to the petals. Repeat the process and make more petals. To make the centre of the flower, take a small piece of cloth and crumble it into a small ball around the aluminium wire. Take another cloth piece and wrap it around the ball and secure the cloth

around the wire. Now insert the centre part through the petals and secure them with a thread. Wrap the rest of the wire with green tape. Make more flowers and arrange them in a vase.

3.Tissue paper Roll flower
Items

1. Tissue paper   2.   Scissors

3. Aluminium wire   4.   Green floral tapes

Procedure

1. Cut a long strip from the tissue paper.

2. Fold the strip and make it to a rectangular shape.

3. Draw a petal outline. Shape the upper part of the paper using scissors and fold it.

4. Now take aluminium wire and bend the tip of it. Wind the tissue paper around the bended part. Secure it with a cotton thread to prevent from falling off

5. Cover the stem using a green floral tape.

6. Make more flowers and arrange them with green leaves.

4. Flower making with woolen thread

This flower making is very easy to do. We can make different types of flowers using threads. Different colours of threads are available in the market. For this flower making we need metal wire, woollen thread, thread, green tape pearl or pips etc. The steps of making flower are given below:

1. First, take the woolen thread and fold it in a zig zag manner and do it 20-25 times and we get a bunch of thread.

2. Then tie the bunch of thread with thin thread at one end and open the bunch. So we will get a centre to that bunch.

3. Then make the centre of the flower. For this allow the metal wire to enter through the hole of pearl and twist at the down and tight it.

4. Then make a hole at the centre of the flower and allow the metal wire to enter through the hole of the flower. Then tie the down portion of the flower with thin thread. Then roll the stem with green tape. Thus a flower is formed.

   By making number of flower like this we can arrange in flower vase beautifully.

5. Flowermaking with socks

Items

1. Socks of various colours   2.   Silver/golden wire

3. Thread 4. Green tape

5. Pips of various colours 6. Scissors

Procedure

1. First step is making petals. For this take a thin golden or silver wire and cut out several pieces of approximately six-inch length from it.

2. Now take one of the six-inch piece wire and fold it to get and oval shape.

3. Make it look like a heart-shaped petal, by dipping the centre of the oval a bit and pulling on either sides with your hands.

4. Make three petals like this. Now take the socks and pull it over the petal tightly and tie at the end using thread.

5. Cut off the excess socks. Cover the three petals with the socks similarly.

6. Take 3-4 pipes and fold at the centre and insert the pipes through the bend of the 12 inch metal wire.

7. Tie it in place using thread. After this, place the three petals around the pips and tie a knot again using the thread. Then wind the green tape around the socks.

8. Cut 8 inch metal wire and shape it like a leaf and cover with green socks. Wind the green tape around the leaf stalks.

9. Arrange these flowers and leaves in a vase.

6. Beads flower (Clematis)

Items

1. Gold/silver wire 2. Binding wire

3. Beads with two different shades for flowers

(light and dark shade beads of a single colour)

4. Dark and light green beads for leafs. 5. Stem wire

6. Brown tape

Procedure

1. This flower has seven petals with two centre pieces.

a) Inner flower centre contains 6 loops of one inch length. These six loops must be done in a single wire with dark green beads.

b) Outer flower centre contains four single- beaded stem done in golden wire and light green beads.

2. Petals: Shape of the petal is round at the top and semi-pointed at the bottom with each petal having seven rows. The basic and other two rows must be done in dark shade. Light colour beads can be used for the remaining rows.

3. To make flower: Cut off a piece of stem wire and tape it. Attach the inner flower centre to the top of the stem. Attach the outer flower centre just under, evenly spacing around it. Bind on the seven petals one at a time to fit evenly around. Cut away the binding wire and tape the remaining part of the stem wire.

4. Shape of the leaves is pointed at the top and round at the bottom. Each leaf has nine rows.

5. Arrange the flower in a vase.

7.Finix paper flower

Items

1.	Finix paper	2.	Green crape paper
3.	Scissors	4.	Thread
5.	Aluminum wire	6.	Green tape
7.	Leaves	8.	Glue

Procedure

1. Cut out two-inch wide strip of finix paper and stretch the central part of the strip-length wire.

2. Now get a spiral shape. Take an aluminium wire and bend its tip.

3. Now place it on one end of the strip and cover the bended tip with the paper. Now start rolling the strip around the wire. Secure it with a thread. Cover the stem using green tape.

4. Take a small piece of green paper and fold it in to a rectangular shape. Cut and shape the corners and unfold the paper to get calyx shape.

5. Apply some glue on it and insert it through the stem and fix it on the bottom of the flower.

6. Take another piece of green paper, draw the leaf shape and cut it.

7. Take a small piece of aluminum wire and wrap it with a green tape.

8. Apply some glue on it and place it on the back side of the leaf shape. Cover it with another leaf shape. Now attach it to the stem.

9. Make more flowers and arrange them.

8.Fish wire flower

Items

1.	Fish wire tape	2.	Thin copper wire
3.	Green tape	4.	Cotton
5.	Satin cloth	6.	Thread

Procedure

1. Cut out a few pieces of fish wire of six inches each.

2. Leave one inch and cut along the lines of each piece of fish wire without separating it. This will form the petals.

3. Now take a copper wire of ten-inch length to make the stem of the flower. Make a small bud with cotton and cover it with a satin cloth. Tie this to the top of the wire.

4. Tie the six-inch piece of the fish wire to the stem. Now tie petal by petal around the bud until it turns out to be a thick flower.

5. Using the green tape, wrap the stem wire to the end. Now the fish wire flower is ready for arrangement.

3.3.6 Bouquet making

Bouquet has become an important material which is used as a gift at meetings or in marriages. Bouquets are very beautiful to look at. Bouquets are made with natural fresh flowers or artificial flowers. In these bouquets natural flower bouquet is more beautiful than artificial flower bouquet. But it will dry soon. There are many bouquets with different shapes and sizes. Bouquet is common in Christian marriages. If there is any programme or function, people buy bouquets to give as a present. So bouquet has also important commercial value.

Natural bouquet making

Bouquets which are made with natural flowers are more beautiful to behold. But they will not last long and will dry after 2 or 3 weeks. For this bouquet making we need fresh flowers. Flower bouquet is very common in Christian marriages. Flowers which are used for making natural bouquet are orchid, ixora etc. Green leaves are also mixed with them to add more beauty to it. Beside these flowers, golden threads, pearls etc are also used. It is very beautiful to see the bride with bouquet. Bridal bouquet can be made with natural flowers and artificial flowers. Most of them will use artificial flowers, because they will remain for months and years. But natural flowers are also used. The commonly used flower is orchid. Bridal bouquet is made according to the size and height of women. Some people make bouquet according to the colour of the dress. The rate of the bouquet will range from 1000 and above. The bouquet which is made by orchids are more beautiful than that with any other flower.

Natural bridal bouquet (Fresh flower)

Items

1. Fresh flower
2. Flower tape
3. Thick ribbon
4. Crystal-headed pin
5. Hair spray

Procedure

Discard any flowers that are damaged or discoloured. Use a clean pair of puning shears to cut off the leaves on the stems at the base of the leaf stem where it meets the flower stem.

Hold the blossoms on their stems just below the blossoms' head. In general the largest blossoms

look best at the center of the bouquet. Next, gather the blossoms two or three at a time to build out the bouquet.

Large or small leaves give the bouquet a rustic look. Make the outer ring slightly.

Lower- about ½ inch - than the main bunch. Attach any cascading leaves or flowers to the front of the bouquet as a last step.

Wrap flowers with tape around the stems.

Wrap the ribbon around the flowers.

Wrap the ribbon up towards the blossoms.

Secure the end of the ribbon with a crystal pin inserted into the stem.

Spray the flower heads with hair spray and allow it to dry for a few minutes.

Natural presentation Bouquet

Items

1. Satin Ribbon
2. Golden thread
3. Thermocol
4. Plastic cover
5. Rose flower/asters /carnations/ Marigold/ Tulip/ orchid
6. Leaves

Method

There are different types presentation bouquet which are used as gifts, presents. The bouquets which are covered with plastic cover, are usually presented to newly married couples. Most of the presentation bouquet will be covered with plastic cover. To make this bouquet we need fresh flowers and it should be arranged at different lengths. It is better to arrange it in the 'u' shape or any other shape. The common flower used in fresh flower presentation bouquet is rose. When the roses are kept as a bunch, it looks very beautiful to see. In the bouquet making we should also include some leaves to make it more beautiful. Beside the leaves we can also use satin ribbon, golden threads, thermocol etc.

Artificial Bouquet Making

Artificial bouquet can be made with different types of flowers which are made by ourselves. This type of bouquet is also common in Christian marriages. The common flower which is used for making artificial bouquet is organdi flower. This type of bouquet making is very easy and beautiful and it will remain for months and years. As a back drop we can use ever green to give it a natural look.

Artificial Bridal Bouquet

Artificial bouquet is also used for the marriages. Artificial bouquet is better than natural bouquet because it remains for years. Most of the bouquet are in 'v' shape. This type of bouquet is also made according to the height of the person. Beside the flowers, golden thread, pips, pearls satin ribbon, thermocol etc are used. We can make this type of bouquet by ourselves. But people prefer to buy the ready-made ones.

Artificial presentation Bouquet

Like the natural presentation bouquet artificial flowers are also used for giving presentation to the people as a present in the function. But people buy natural bouquets because it is more beautify to see. But artificial bouquet will remain for years. All arrangement in the artificial bouquet making is same as that of natural bouquet making. The only difference being the use of artificial flowers.

Assessment Activities

1. Seminar
2. Project
3. Written test
4. Oral test
5. Demonstration
6. Practical test
7. Identification
8. Preparation
9. Collection

T E QUESTIONS

1. Principles of flower arrangement.

2. List out the materials used for fresh flower arrangement.

3. Types of flower arrangement.

4. Styles of flower arrangement.

5. Procedure of line arrangement.

6. Difference between fresh flower and dry flower arrangement.

7. Short note on the following

   a) Ikbana   b)Vertical arrangement   c) Floating arrangement

8. Materials used for artificial bouquet setting.

UNIT3.4
Jewel making

3.4.1 Introduction

Artificial jewellery was introduced in 1930s as inexpensive and disposable jewellery. This was specially made to wear with a particular dress. Artificial jewellery adds charms to one's personality and show one's fashion sense.

Learning outcomes

The learner

- gets an idea about Jewel making, designing, scope of marketing
- develops proficiency with the tool of Jewel making
- makes different shapes using available materials.

3.4.2 Tools for jewellery making

Below mentioned are some of the commonly used jewellery making tools.

1. Wire cutters

Wire cutters allow you to cut head pins, eye pins and jewellery stringing wire. Always put the flat side of the cutters closest to the work for a closer cut. Be sure to cover the portion of the wire that will be cut off so that it doesn't fly across the room.

2. Round nose pliers

Round nose pliers are rounded and perfect for making simple loops and other rounded wire elements. For a large loop place your wire near the handles and for a smaller loop place your wire towards the tip of the pliers.

The key to making consistent sized loops is to mark the plier with a permanent marker, so that you always place your wire at the same place.

3. Chain nose pliers

Similar to round nose pliers, the inside jaw is flat. They are better for gripping wire with their flat surface. Chain nose pliers are used for opening and closing jump rings or for gripping wire. Like round nose pliers they taper towards the tip, which makes them useful for getting into small spaces.

4. Flat nose pliers

Similar to chain nose pliers but the jaws do not tape towards the tip. This wider surface make it to grip jewellery wire.

5. Crimp tool

Also called crimpers or crimping plier. This tool is used with a crimp beads or crimp tools to secure a clasp on the end of the beading wire or to keep beads in position.

DETAILING OF PRACTICAL

3.4.3 Thread Bangles

Items

Bangles	Embroidery thread
Scissors	Glue

Take the thread and tightly wound around the bangle. Make sure that the knot comes inside the bangle. Start wrapping the bangle with embroidery thread. Tie the thread tightly and neatly and do not overlap the thread. You need a lot of patience to finish this work. After you have done with wrapping, tie the thread tightly around the inside of the bangle. Cut off extra thread and you can apply some glue to the end of the thread. Now the bangle is ready to wear. Try it with different colours and different types of bangles.

Satin ribbon necklace

Items

White satin ribbon	White pearls
Needle and thread	Scissors

Procedure

1. Take the ribbon and fold it into two equal halves.

2. Take the needle and thread and make a knot at the end of the needle. Insert the needle through the folded end. Keep it like that.

3. Keep the ribbon in a 'v' shape. Take one end of the ribbon and place it on the other end. Now take the free end and put it back on the top of the

other end. Insert the needle through it and insert a pearl through it.

4. Insert one of the ends of the ribbon through the needle. Using your finger, keep it close to the pearl. Take the other end of the ribbon through the needle. Again insert another bead through the needle. Insert both ends one by one.

5. Continue until you get the necklace size and shape.

6. Take two pieces of ribbon and attach to both the ends. Necklace is completed.

Pearl bangle

Items

Bangle base   Elastic thread

Pearl beads

Procedure

Cut out a small piece of elastic thread . Pick out the beads and pull the elastic through the holes of the beads. Continue this until the correct length has been attained. Tie an extra elastic into a knot. The bracelet part is ready. Carefully place the bracelet on the bangle base. Take a small piece of elastic thread. Bring the thread up through the hole of the bangle base and take it down through the same hole and make a knot inside the bangle. Again bring the elastic thread up, through the next hole and bring it down through the same hole to tighten the bracelet on to the bangle base. Continue the process until you reach the first hole. Tie the elastic thread tightly to the bangle and make a knot inside the bangle. Cut off the extra elastic.

Kundhan set

Items

Wire   Kundhan

Motifs   Crimps

Method

1) Thread the drops and kundhan motifs on the wire.

2) Thread the second motif.

3) Take another wire thread and use the second motif.

4) Now we have 4 wires, Separate them into 2 and keep threading.

5) Thread tightly. Threaded kundhan motifs are ready.

6) At last fix crimp beads for closing the neck set.

Wooden Bracelet

Items

Thread	Wooden beads of different colours
Scissors	

Method

1) Take a thread and fold it into two halves. Make a knot at the folded end of the thread. Now we have two ends.

2) Insert a wooden bead from one end of the thread.

3) Now hold both ends together and make a knot.

4) Now insert another wooden bead, which is of different colour from the other end of the thread. Again hold both ends together and make a knot. Repeat the procedure, until you reach the exact length. Here, we are done.

Quilled ear rings

Items

Quilling paper and needle	Glue
Jump ring	Ear ring hoot
Nose pilers	Scissors

1) Take any five different colours of the paper. Take any of the colour and cut out a small piece from it. Using the needle, roll the paper.

2) Just press one end of the roll to make a drop shape. Secure the end with glue.

3) Make drops with the other colour too.

4) Now attach them by sticking the corners together.

5) Finally attach a jump ring to the top drop shape. Again connect it to the carrying book and tighten it with nose pliers. Here is your trendy ear ring.

Assessment Activities

1. Written test
2. Oral test
3. Demonstration
4. Practical test
5. Identification
6. Preparation
7. Collection

TE QUESTIONS

1. Tools used for jewel making
2. Procedure of satin ribbon necklace
3. Odd one out

   Kundhan, kunguru, chakkiri,kalamin

4. Short note on the following

   a) Wire cutter

   b) Round nose pliers

   c) Chain nose pliers

5. Crimp tool is also called------------------

Extended activities

Activity 1

The student may be given opportunities to interact with different types of makeup artists from different field, personalities from visual medias, celebrities, stage show makers, event managers, portfolio makers etc. This will enable the students to know more about different types of makeup, cosmetics, uses, application etc.

Activity 2

Mehandi designing competition.

Activity 3

Newspaper preparation on make ups, Hairstyles, Mehandi, Jewels etc.

Activity 4

Ask students to prepare materials on the topic and discuss in the class.

LIST OF PRACTICALS (MODULE 3)
MAKE UP ARTISTRY

3.1   Art of Make up

TYPES OF MAKE UP

- Corrective make up
- Professional make up
- Day make up
- Evening make up
- Natural make up
- Fashion and ramp make up
- Bridal make up (Christian, Hindu, Muslim)
- Theatre make up
- Character make up
- Air brush make up

3.2   Mehandi Designing

- Mehandi Cone Preparation
- Indian Mehandi Design
- Arabic Mehandi Design
- Pakistani Mehandi
- Indo - Arabic Mehandi Designs

- Moroccan Mehandi Designs
- Glitter Mehandi or Zardosi Mehandi
- Mughalai Mehandi Designs
- Bridal Mehandi Designs

3.3   Flower Arrangement and Bouquet Setting

- Flower Arrangement (Traditional, Oriental, Modern)
- Flower Making
- Using these materials (Socks, Organty, Woolen, Crepe, Finix, Tissue paper, Satin ribbon) making at least 3 flowers each.

3.4   Jewel Making

- Make atleast 3 artificial jewelleries (in each item) using the materials available in market.

MODULE: 4
BEAUTY BUSINESS MANAGEMENT

Overview

Beauty Business has very deep roots in history. Throughout history, people have sought ways to make themselves more noticeable and more beautiful. The beauty world is therefore a growing and developing field. Beauty industry encompasses sales of cosmetics, perfumes and products for skin and hair care.

Management of Beauty business is the process of decision making and control over the staff. Beauty Business Managers are often responsible for planning, scheduling staff members, training new front desk workers and determining budgets. Most of these professionals possess good communication and customer service skills.

UNIT 4.1
BEAUTY BUSINESS

4.1.1 Introduction

As more and more women are seeking to be financially independent, they are looking towards equipping themselves to be able to earn a good income. In this respect the beauty profession has been and will be the choice of a large number of people. The beauty world is therefore a growing and developing field. As a profession cosmetology offers many opportunities. It is a fast growing business of self-employment.

Learning Outcome

The learner

- gets an idea about beauty business
- knows the importance of beauty business
- manages a business
- plans a parlour.
- identifies location for a parlour
- arranges finance to start a parlour.
- decors and layout a parlour.
- selects a staff.
- advertises and market

4.1.2 Importance of Beauty Business

The beauty business has very deep roots in history. Throughout history, people have sought ways to make themselves more noticeable and more beautiful. Studies show that the more attractive a person is the more likely he or she is to be successful. The beauty industry encompasses sales of cosmetics, perfume and products of skin and hair care. Beauty salons and spas are considered as the service sector of the beauty industry. According to business analysts, the best selling beauty products are products that clean and beautify hair. Other leading products of beauty industry are related to skin care and cosmetics.

4.1.3 Beauty Business Management

Management in beauty business is the process of decision making and control over the staff for the smooth functioning of the parlour.

4.1.4 Functions of Beauty Parlour Manager

I. Parlour Planning

While planning a saloon, the parlour manger should consider

(a) Size of Parlour

(b) Type of Services offered

(a) Size of Parlour

The type of ownership determines the size of parlour (small, medium, large size saloon)

The ownership style may be

1. Individual ownership - Owned by one Person
2. Partnership - owned by two or more persons
3. Franchise - Operate under a Parent company

(b) Type of Services offered

The opportunities available are far greater in the field of cosmetology than in any other field. Different types of services are

1. Budget Saloons (Service)

These are low cost saloons and have good opportunity for entry level employment.

2. Specialty Saloons (Service)

These saloons are usually operated by an individual. Special saloon is ideal

for Hair styling, Nail Decoration, Mehendi Designing, Make-up, specialties etc. These advanced saloons may not have employment opportunity but can provide excellent internship opportunity.

3. Full service Establishments

A full service saloon is one that offers services in many different areas. A client can receive a haircut, perming, manicure, make-up services etc. It can offer excellent internship opportunities. The full service establishment are independently operated business.

II. Identification of Location

Location is important to the success of a saloon, while selecting the location you have to consider;

1. Whether there is good neighbourhood, bus stops, post boxes and so on.

2. Whether transportation is available.

3. Is there parking availability.

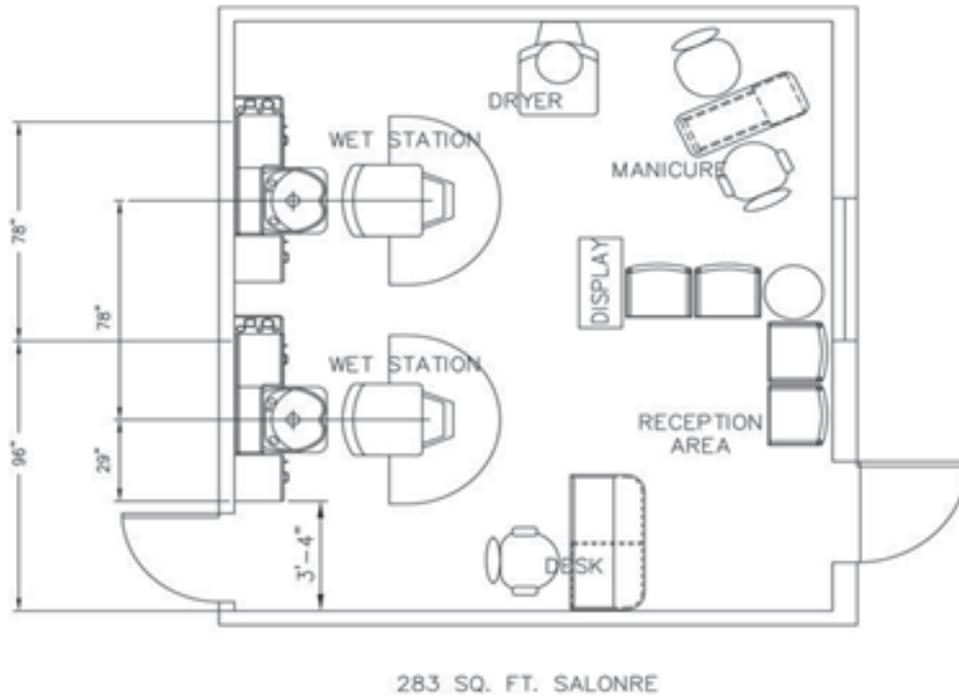4. Whether suitable to satisfy your saloons needs.

III. Arrangement of Finance

Cost must be considered in all of your planning. Plan the essentials according to your provision. Loans are available for starting saloon without interest.

E.g.: Micro Units Development and Refinance Agency Bank (Mudra Bank) are new institutions set up by the government of India for development of micro units and refinance of MFIS to encourage entrepreneurship in India and provide the funding to the non corporate small business sector.

IV. Decor and Layout

Good natural lighting and water supply is essential. There should be adequate space to walk about freely. The receptionist's desk should be arranged in such a way that she can greet whoever enters the saloon. A pleasant receptionist will be an added advantage. The layout of the rest of the saloon will depend on floor space, accessibility of water, gas and electric supply. The shop should be clean and fresh in order to give customers a comfortable and relaxed feeling when using the service.
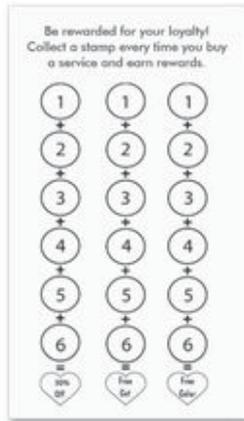
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V. Staffing

This is the process of obtaining and maintaining capable and competent receptionist, (front office manager) hair stylist, skin care specialist, make-up artist etc. The number of staff needed to be employed is directly proportional to the size of the saloon. Your staff should be treated honestly and justly and of course, with respect. Teach the staff to be polite and above all friendly.

VI. Advertising and Sales Promotion

Building a clientele is an important part of any business. When a customer leaves the shop with a new look and satisfied feeling, she is broadcasting the saloon's name and quality to her friends and relatives. Most of the new customers will be introduced by existing customers. The easiest way is to advertise in the local press, an impressive inauguration by an eminent person, TV, brochures

etc. Nowadays, social media is very popular all over the world such as Facebook, Instagram, Pinterest, WordPress, word processor, BlogSpot etc.For promotion short term discount price is offered to stimulate the sales. New customers when coming to the saloon will be offered client loyalty cards so that the customers will have desire and motivation for getting more points by coming to the saloon more frequently.

Marketing

This is a process by which a parlour creates value for customers and builds strong customer relationship in order to get business from customer in return.

Market analysis-Design marketing- strategies

Construct marketing programmes -Implementation of plan-Marketing control

Assessment Activities

1. Seminar
2. Project
3. Written test
4. Oral test
5. Demonstration
6. Practical test
7. Identification
8. Preparation
9. Collection

TE QUESTIONS

1. Importance of beauty business
2. Functions of a beauty parlour manager.
3. Types of ownership.
4. Distinguish between budget saloon and speciality saloon.
5. Short note
   a) Full service establishment
   b) Beauty parlour planning
6. Location is important to the success of saloon . Justify.
7. Lay out of a beauty parlour
8. Prepare an advertisement for a newly opened beauty saloon.

UNIT4.2
HEALTH AND WELLNESS

4.2.1 Introduction

Health refers simply to a physical body free from diseases, but wellness is an overall balance of your physical, social, spiritual, emotional, intellectual, environmental and occupational well-being. Wellness is a life style and is not an end to be achieved. Wellness means that one strives for balance throughout his whole life. On the other hand, health would be that a person wants to lose weight and lower blood pressure. Health is a goal one can achieve, while wellness is a dynamic concept that continues for a lifetime.

Learning outcome

The learner

- gets an idea about health and wellness

- understands the seven dimensions of wellness.

- defines environmental, physical, spiritual, occupational, intellectual, emotional, social wellness.

- explains the relationship between the dimensions of wellness and positive life style management

- identifies and define the components of physical fitness

- understands diet, nutrition,

- calculates BMI

- gets an idea about exercise benefits, introduction, general guideline and warming up.

- develops a sense of well being and will increase their capacity of mental concentration.

- develops proper breathing habits.

- develops lifelong healthy habits, increases self confidence and measure their own individual success and improvement

Definition and meaning

Emotional health or Emotional Wellness

Emotional health- A person with emotional health is free from emotional mental illness or debilitating conditions such as clinical depression and possesses emotional wellness.

Emotional wellness- it is a person's ability to cope with daily circumstances and to deal with personal feelings in a positive, optimistic and constructive manner. A person with emotional wellness is generally characterized as happy, as opposed to depressed.

Physical health and Physical wellness

Physical health- A person with physical health is free from illness that affect the physiological systems of the body such as the heart, the nervous system etc. A person with physical health possesses an adequate level of physical fitness and physical wellness.

Physical wellness - It is a person's ability to function effectively in meeting the demands of the day's work and to use free time effectively. A person with physical wellness is generally characterized as fit versus unfit.

4.2.2. Dimensions of the health and wellness

The seven dimensions of wellness are;

1. Spiritual
2. Occupational
3. Social
4. Physical
5. Intellectual
6. Environmental and
7. Emotional

Spiritual

Living with a meaning and purpose in life, guided by personal values is key to feelings of well-being and connection to the larger world. Group and individual faith-based activities, personal meditation, mindful exercise (Yoga) and experiencing nature can often create the opportunity for spiritual growth. It is the ability to establish peace and harmony in our lives.

Occupational

Occupational dimension of wellness is the ability to achieve a balance between work and leisure time, addressing workplace

stress and building relationships with co-workers. It is the ability to get personal fulfilment from our jobs or our chosen career fields while still maintaining balance in our lives.

Social

Social interactions with family, friends, neighbours and chosen peer groups can be valuable for maintaining health. Personal contacts by joining clubs, travelling, visiting friends and family, engaging in inter-generational experiences like making quilts with elementary school children is beneficial for everyone whom it touches.

Physical

The goal of living independently is one shared by many people, and physical wellness is necessary to achieve this. Lifestyle choices that can maintain or improve health and functional ability include engaging in physical activity, choosing healthy foods with adequate nutrition, getting adequate sleep, managing stress, limiting alcohol intake, not smoking, making appointments for check-ups and following medical recommendations.

Intellectual

Engaging in creative pursuits and intellectually stimulating activities is a proven approach to keeping minds alert and interested. There are many ways to stay intellectually active, including taking college courses, journaling , painting or joining a theatre company and challenging oneself with games and puzzles.

Environmental

Surrounded by natural and man-made environments, good stewardship means respecting resources by choosing "green" processes that re-use and recycle goods. It also means looking at ways to bring people into the natural environment and encourage active living through urban and property designs, emphasizing walking paths, meditation and vegetable gardens and similar options.

Emotional

Feelings are the lens through which people view the world, and the ability to be aware of and direct one's feelings helps to create balance in life. Coping with challenges and behaving in trustworthy and respectful ways signal emotional wellness, attributes that can be encouraged through peer counselling, stress management , humour, laughter and personal histories.

4.2.3 Ten recognized general physical skills

1. Cardiovascular/ respiratory endurance - The ability of body systems to gather, process and deliver oxygen.

2. Stamina - The ability of body systems to process, deliver, store and utilize energy.

3. Strength- The ability of a muscular unit, or combination of muscular units, to apply force.

4. Flexibility - The ability to maximize the range of motion at a given joint.

5. Power - The ability of muscular unit, or combination of muscular units, to apply maximum force in minimum time.

6. Speed - Ability to minimize the time cycle of repeated movement.

7. Co-ordination - The ability to combine several distinct movement patterns in to a singular distinct movement.

8. Agility - The ability to minimize transition time from one movement pattern to another.

9. Balance - The ability to control the placement of the body's centre of gravity in relation, to its support base.

10. Accuracy - the ability to control movement in a given direction or at a given intensity. Improvements in endurance, stamina, strength, and flexibility come through training. Training refers to activity that improves performance through - measurable organic change in the body.

Five components of physical fitness

1. Muscular Strength

This is the "power" that helps to lift and carry heavy objects. Without muscular strength, the body would be weak and unable to keep up with the demands placed up on it.

2. Muscular Endurance

Endurance is the ability of the muscles to perform contractions for extended periods of time. Rather than just lifting or carrying something for a few seconds, the muscles are used for minutes.

3. Cardiovascular Endurance

Endurance is the body's ability to keep up with exercise like, running, jogging, swimming, cycling and anything that forces the cardiovascular system (lungs, heart, blood vessels) to work for extended - periods of time. Together, the heart and lungs fuel body with the oxygen needed by your muscles, ensuring that they have the oxygen needed for the work they are doing.

4. Flexibility

Flexibility is one of the important, yet often overlooked, components of physical fitness. Without flexibility, the muscles and joints would grow stiff movement would be limited. Flexibility training ensures that the body can move through its entire range of motion without pain or stiffness.

5. Body fat composition

Body fat composition refers to the amount of fat on your body. For example, a 100-pound person with a 25% body fat composition will have a lean body mass of 75 pounds.

4.2.4 Nutrition and diet

Introduction

In nutrition, diet is the sum of food consumed by a person or other organism. The word diet often implies the use of specific intake of nutrition for health or weight management reasons. complete nutrition requires ingestion and absorption of vitamins, minerals and food energy in the form of carbohydrates, proteins and fats. Dietary habits and choices play a significant role in the quality of life, health and longevity.

Weight management

A particular diet may be chosen to seek weight loss or weight gain . The terms healthy diet and diet for weight management are often related, Since both two promote healthy weight management. Having a healthy diet is a way to prevent health problems , and will provide the body with the right balance of vitamins, minerals and other nutrients.

Eating disorders

An eating disorder is a mental disorder that interferes with normal food consumption. It is defined by abnormal eating habits that may involve either insufficient or excessive diet.

Body composition

Body composition is to describe the percentages of fat, bone, water and muscles in human body. Because muscular tissue takes up less space in our body that fat tissue, our body composition , as well as our weight , determines leanness. Two people of same sex and body weight may look completely different from each other because they have a different body composition.

Body composition assessment

The body mass index (BMI) is a value derived from the mass and height of an individual.The BMI is defined as the body mass divided by the square of the body height ,and is universally expressed in units of kg/m2, resulting from mass in kilogram and height in metres.

4.2.5 Exercise

Introduction

Exercise is an activity requiring physical effort, done especially to sustain or improve health.

Benefits of exercise

- Reduced risk of heart disease.
- Improved blood, cholesterol levels.
- Prevention of high blood pressure.
- Boosted energy levels.
- Reduced stress and tension.
- Improved sleep patterns.
- Better self image.
- Increased muscle strength, giving greater capacity for other physical activities.
- Providing a way to share an activity with family and friend.

- Establishing of good, healthy habits in children and counters the conditions that lead to heart attack and stroke later in life (Obesity, high blood pressure, poor cholesterol levels, poor lifestyle habits etc)

WARM UP & COOL DOWN

Appropriate warm-up and cool down periods are important part of any exercise programme.

When commencing any exercising programme our body needs to make a number of adjustments. These include

- Increasing your breathing and heart rate.

- Increasing the energy.

- Increasing blood flow to the muscles to supply them with more oxygen.

These adjustments do not occur straight away, but require a minutes to reach the necessary levels. So the purpose of warm up is to encourage these adjustments to occur gradually.

What is warm up

The warm up is widely viewed as a simple measure to prepare your body for exercise of a moderate to high intensity and helps to prevent injury during exercise. To begin your warm-up, do 5 minutes of gentle exercise, such as walking, jogging toe touching etc.

Cool down

The practice of cooling down after exercise means showing down your level of activity gradually. Cooling down;

- Helps your heart rate and breathing to return towards resting levels gradually.

- Helps to avoid fainting or dizziness. Which can result from blood pooling in the large muscles of the legs when vigorous activity is stopped suddenly.

- Helps to prepare your muscles for the next exercise session, whether it is the next day or in a few day's time.

- For an effective cool - down.

- Perform low intensity exercise for a minimum of 5 to 10 minutes.

- Follow this with a stretching routine.

Facts about warm up and cooling down

Warming Up

- The main purpose of warming up is to increase the heart rate slightly.

- Warming up raises the core body temperature. It increases the blood flow to the muscles to prepare the body for more vigorous physical activity.

- Muscles and tendons (which attach muscles to bones) will be more flexible for stretching after the mild movement raises the internal body temperature.

- Flexibility helps to increase the range of motion of the joints and may help to avoid injuries such as muscle tears and pulls.

- The body approximately takes 3 minutes to realize its needs, to pump more blood to the muscles.

- Warm ups should last approximately 5 to 10 minutes and should incorporate stretching of large muscle group (such as quadriceps, calves, hamstrings, shoulders).

Cooling Down

- After you have reached and maintained your training and the heart rate level rises, it is important to recover gently.

- The cool down reduces the pulse. It returns the blood to the heart in sufficient quantities to rid the muscles of lactic acid.

- If the body stops suddenly, the blood will pool in the legs instead of returning to the heart.

- Dizziness, nausea and a 'worn out' feeling are common symptoms of an improper cool down.

- It takes the body approximately 3 minutes, to realize it does not need to pump all the additional blood to the muscles.

- A safe cool down period is at least 3 minutes, preferably 4 to 5 minutes.

- All cool down should be followed by stretching of the muscles to avoid soreness and tightness.

Various types of exercise

1. Walking
2. Swimming
3. Cycling
4. Jogging

5. Dancing

6. Playing games or sports

7. Gardening

8. Washing, Mopping etc

4.2.6 Yoga

Introduction

To live in harmony with oneself and the environment is the wish of every human being. However in modern times greater physical and emotional demands are constantly placed upon many areas of life. The result is that more and more people suffer from physical and mental tension such as stress, anxiety, insomnia and there is an imbalance in physical activity and proper exercise. This is why the methods and techniques for the attainment and improvement of health , as well as physical, mental and spiritual harmony, are of great importance and is exactly in this respect that yoga comprehensively offers an aid to help one's self.

History of Yoga

Yoga is an Indian discipline of theory and practice which leads to the realization of the ultimate truth.Yoga has its origin far back in pre historic times, as recent archaeological evidence has shown. It was quite vogue in the ancient Indus-Saraswathy Culture formerly designated as Indus Valley Civilization going back to 3000 B.C. The discipline of Yoga consists of the modes and methods which were discovered by Indian Rishis and Munis to overcome the sufferings and bring liberation from the sufferings of life.

There are many branches of yoga: raja yoga, hatha yoga, jnana yoga, karma yoga, bakthi yoga, laya yoga to name but a few, and many texts explain them in detail. Each individual needs to find those yoga most suited to his or her particular personality and need.

Different schools of yoga advocate different sets of practice, depending upon the goal. Patanjali advocated Astangayoga which comprises of eight steps.They are yama, niyama, asana, pranayama, prathyahara, dharana, dhyana and samathi. Another authentic famous manual of Hathayoga is Svatmarama Yogin's Hathayoga-Pradipika which is divided into four Upadesas (lessons). The first lesson discusses mainly Yogic postures (Asanas), the second Pranayama, the third Mudra and the fourth Samadi, the final goal of yoga sadhana.

Meaning and Definition

The word yoga means unity or oneness and derived from the Sanskrit word 'yuj' which means 'to join'. Yoga is the science of right living and it works on all the aspects of person: the physical, mental, emotional, psychic and spiritual. On a practical level, yoga is a means of balancing and harmonizing the body mind and emotions. This is done through asana, pranayama, mudra, satkarma and meditation. Yoga aims at bringing the different bodily functions into perfect co-ordination so that they work for the good of the whole body.

Maharishi Pathanjali, rightly called as the "Father of Yoga", compiled and refined various aspects of yoga systematically in his 'yogasuthras'(aphorism), which is perhaps to be the first systematic work on yoga in 16th century .The Yogasutras is a compilation of all the scattered references which have been put by Maharshi Pathanjali in the form of sutras and hence popularly known as Yogasutra. He advocated the eight-fold path of yoga, popularly known as Ashtanga Yoga, for the all-round development of human personality.They are yama, niyama, asana, pranayama, prathyahara, dharana, dhyana and samadhi.

Yama : Refers to five abstentions They are satya (truthfulness), ahimsa (non- violence), asteya (honesty),Bramacharya (sexual control), aparigraha (non- possessiveness).

Niyamas : refers to five observances and are -saucha (purity&cleanliness), santosha (contentment), tapa (Disciplined use of our energy), swadhyaya (self study), and iswarapranidhana (surrender to cosmic will).

Yamas are designed to harmonize ones social interactions and the niyamas are intended to harmonize ones inner feelings.

Asana : Discipline of the body : rules and postures to keep it disease-free and for preserving vital energy.

Pranayama : control of breath .Beneficial to health, steadies the body and is highly conductive to the concentration of the mind.

Pratyahara : Control of senses .

Dharana : means concentration, trying to concentrate on a particular thing, it can be a physical object or a mental image. Concentrating in the breathing process with awareness is the most common dharana practice.

Dhyana : Means meditation, it is the higher stage of concentration.

Samadhi : It is the highest stage, being the ultimate goal and aim of yoga. This is the ultimate bliss. Individual consciousness and universal consciousness will join together in this state.

Asanas (Postures)

Asana has been derived from a Sanskrit word 'as' which means to sit. Asana is a state of being in which one can remain physically and mentally steady, calm, quite and comfortable. In Patanjali's Yoga Sutras there is a concise definition of yogasanas "Sthiramsukam aasanam" meaning that position which is comfortable and steady. Raja yoga asanas refers to sitting position, but in hatha yoga it means specific body positions and by developing control through the asana, the mind is also controlled. Therefore, the practice of asana is foremost in hatha yoga

The total number of asanas are said to be 84 Lac, it has been reduced to 84 most useful asanas.

Pranayama

The word Pranayama is comprised of two roots 'prana' and 'ayama'. The word 'Prana' means vital energy or life force and the word' ayama' means extension or expansion. Thus pranayama means 'extension of the dimension of prana. The technique of pranayama provide the method whereby the life force can be activated and regulated in order to go beyond one's normal boundaries or limitations and attain a higher state of energy and awareness.

In the pranayama practices there are four important aspects of breathing which are

1. *Pooraka or inhalation.*
2. *Rechaka or exhalation.*
3. *Antar kumbhaka or internal breath retention.*
4. *Bahir kumbhaka or external breath retention.*

A person should be aware of the breathing process and pattern of breathing. Normally an average person breath 15 times on one minute so in one day average of 21,000 times per day .Most people breathe incorrectly, using only a small part of their lung capacity.

Benefits of Yoga

Yoga plays a very important role in every day life . It helps one and all to solve their physical and mental problems. Here are some of the benefits of yoga practice.

1. Yogasanas help in mental, physical and spiritual development.

2. Asanas makes the body supple and flexible.

3. The regular practice of asanas increases the power of concentration,equilibrium and vitality.

4. Asanas increases the resistance power of the body and keep it free from disease.

5. Asanas rejuvenate and tone up the different glands of the body.

6. Physical ailments and diseases namely arthritis, abdominal disorders, diabetes, respiratory problems, high blood pressure, migrane can be prevented and cured by asanas.

7. People doing mental work can increase their thinking power and can have calm and clear mind by doing specific asanas.People suffering from mental or physical tension, depression can relieve their tension,stress and depression by relaxation asanas.

8. Modern man is having luxurious, unnatural and wrong way of living .Our young men and women have turned to the use of drugs LSD, charas, hasish, ganga, heroin and other tranquilisers. Yoga is totality,including asanas and pranayama and is the only remedy for those people who want to have harmonious body and mind.

9. Many yoga exercises helps to lose weight.

10. Helps to sleep deeper.

11. Increases blood circulations.

Asanas and Exercise

The principles and process of performing asanas and exercises are entirely different, there is a misconception that one who practicing yoga should not perform exercise but both asana and exercise will go hand in hand if we chart a fitness program after analyzing the principles and difference of these. Some of the basic differences of asanas and exercise are follows;

Asana	Exercise
The movement to assume and release asana are slow, smooth and without jerks.	Exercises are performed in a fast or speedy manner, leading to exertion.
The maintenance phase of asana is more important than the movement part of it.	In exercise maintaince phase is rarely observed and if at all it is observed only for a very short period.
In asana slow movements are always involved and the action of deeper muscles and precise nervous control over them.	All movements are gone through with a jumpy and jerky elements.The movements are quick or rapid and may be repetitive in nature.
The effect of asanas is more on the trunk part.	Movements of extremities are more prominent in exercise.
After the session of asanas, one feels refreshed, relaxed and energetic with a sense of wellbeing.	After exercise one feels tired and needs rest sometimes he will be completely exhausted.

DETAILING OF PRACTICAL
HEALTH AND WELLNESS

4.2.4 Juicing for health

Juice Recipe for Energy

Ingredients

Bell pepper (green)	-	½ medium
Carrots	-	2 large
Celery	-	3 stalk
Cucumber	-	½ cucumber
Parsley	-	2 handful
Spinach	-	1 cut
Tomatoes	-	3 medium

Method

Process all ingredients in a juicer. Shake or stir and serve.

JUICE RECIPE FOR WIGHT LOSS

Ingredients

Apple	-	1 medium
Beet root	-	1 beet
Carrots	-	12 medium
Lemon	-	½ fruit
Oranges (peeled)	-	2 fruit

Method

Process all ingredients in a juicer. Shake or stir and serve.

JUICE RECIPE FOR DIGESTION

Ingredients

Apple	-	2 medium
Carrot	-	1 beet
Beetroot	-	6 medium

Method

Process all ingredients in a juicer, shake or stir and serve.

Salad Recipe

Cabbage Salad Recipe

Ingredients

2 cups shredded cabbage

1 tsp finely chopped green chillies

2 tsp finely chopped coriander.

   To be mixed in to a dressing

2 tsp lemon juice.

1 tsp olive oil.

1 tsp Coriander powder.

½ tsp Chilli powder.

¼ tsp asafoetida .

¼ tsp black salt.

1 tsp powdered Sugar.

Salt to taste

Method

1) combine all the ingredients along with the dressing in a deep bowl and toss well.

2) Serve immediately.

Veg. Salad
Ingredients

Carrot	-	1 No.
Big onion	-	½ no.
Tomato	-	½ no.
Cucumber	-	¼ no.
Capsicum	-	2tbsp
Cabbage	-	1 leaf
Coriander	-	few leaves
Salt	-	as needed
Lemon juice few drops		

Method

Wash and cut all the vegetables into small cubes. Add salt, lemon juice and pepper powder. Mix well. Lastly add ½ tsp of oil; mix and serve.

GREEN GRAM SPROUTS SALAD
Ingredients

Sprouted green gram.

Big tomatoes finelly chopped in to small pieces.

Medium sized onion.

Lemon squeezed juice.

Procedure

Soak Green gram for 12 hours in water. After 12 hours remove the water and clean the green gram twice. Keep the cleaned green gram without water in a bowl for 12 hours covered with a lid to get sprouts. Add sprouts to the hot oil and cook for 5 minutes on medium heat. Add salt or Red chilli powder to the sprouts and

turn off the heat. Transfer the sprouts mixture to a plate and sprinkle finely chopped onion, tomatoes and coriander leaves. Finally sprinkle lime juice.

Menu Chart preparation

1) Balanced Diet for adolescent girl.

2) Balanced Diet for an Adult women.

4.2.5 Simple Exercises

I. Abdomen

This is one of the most common problem areas.

1. Lie on the floor on your back, with feet together and arms at the sides. Lift the legs a little above the ground and hold to count ten. Repeat. Gradually the count can be increased as one gets used to the exercise. Do this give times to start with, then increase gradually.

2. Keep lying on your back. Bend knees and keep feet flat on the floor. Raise the body to a half sitting position with arms stretched out before you. Consciously pull in the stomach muscles. Lower the body and repeat.

   The exercise should be done very slowly; start by doing it five times, increasing gradually to ten times.

II. Hips

1. Lie on your back. Roll hip to the right side. Try to touch the floor on the right side. Try to touch the floor on the right side with your left foot. Do the same on the left side, touching the floor on the left side with the right foot. As you roll from one hip to the other, the hips should get the brunt of the movement.

2. Lie on your back with arms stretched out to the sides. Bend knees and bring them towards the chest. Roll your hip to the right so that the right knee tries to touch the foot. Back position and repeat on the left side. Return to position and repeat five to seven times on each side.

III. Rear

Lie on your stomach. Rest your chin on your hands. Lift up one leg at a time, without raising the hips off the floor. The leg should be held straight. Repeat this five times with each leg.

IV. Waist Line

These are excellent for making the waist trim, supple and flexible.

1. Sit on the floor with legs spread slightly wide. Raise arms up and keeping them straight, bend from the waist - first towards the right, then towards the front, to the left and back again to the initial position. Repeat this five times, starting with the right side and then five times starting with the left.

2. Stand with feet slightly apart. Bend from the waist to the right. As you bend, the right arm should relax by your side, while the left arm is resting on your head. Bend as far to the right as you can. Repeat this to the left in the same way reversing the arm position. Do this five times each side.

V. Bust line

The breasts themselves contain no muscles. They are supported by the pectoral muscles. These are to be exercised.

1. Join the palms together at waist level, with the elbows out. Press the palms together for a count of ten. Now bring palms up at bust level and repeat. Relax and repeat.

2. Lie on the floor, with arms extended upwards. While keeping them straight, cross them in a scissor movement till you feel the pull of the muscles.

3. Stand with feet slightly apart. Stretch arms out to the sides and rotate them, making wide circles, first clockwise and then anticlockwise. While doing this exercise, shoulders should move too.

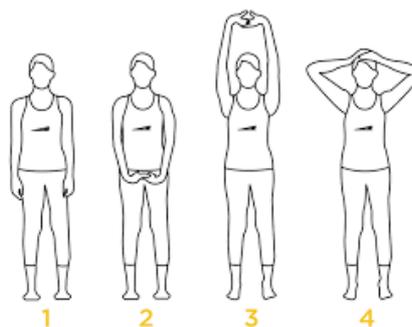*NB: Before you begin any exercise schedule, remember to consult your doctor.*

Exercise machines

• Tread mill: It is one of the widely popular, commercial, gym equipment. This equipment offers a great warm up exercise.

• Elliptical: This means that less stress and tension is distributed to the joints and bone, therefore exercise related injuries less likely to occur.

• Aerobics: Aerobics exercise is physical exercise of low to high intensity that depends primarily on the aerobic energy generating process.

• Exercise machine, Home gym foot jogger, Twister, wheel tension exercise cycle etc.

4.2.6 YOGA

Tadasana (palm Tree Pose)

- Stand with the feet together or about 10cm apart, and the arms by the sides

- Steady the body and distribute the weight equally on both feet.

- Raise the arms over the head.

- Inter lock the fingers and turn the palms upward

- place the hands on top of the head.

- fix the eye at point on the wall slightly above the level of the head.

- The eyes should remain fixed on this point throughout the practice.

- Inhale and stretch the arms , shoulders and chest upward raise the heels, coming upon to the toes.

- stretch the whole body from top to bottom, without losing balance or moving the feet .

- hold the breath and the position for a few seconds.

- At first it may be difficult to maintain balance, but with practice it becomes easier.

- Lower the heels while breathing out and bring the hands to the top of the head. This is one round.

- Relax for a few seconds before performing the nex round. Practice 10 rounds.

Breathing   : Inhale while raising the arms, retain or breath normally in the stretch and exhale while lowering the arms

Benefits   : This asana develops physical and mental balance. The entire spine is stretched and lossened. It helps to increase height by stretching the mussels and ligaments,

Kati Chakrasana:

- Stand with the feet about the shoulder width apart and the arms by the sides.

- Raise the arms to the shoulder level, then twist th
  the right.
- Bring the left hand to the right shoulder and wrap
  arm around the back, bringing the right hand ar
  left side of the waist. Look over the right shoulde
  as is comfortable.
- Keep the back of the neck straight and imagine t
  of the spine is the fixed point around which the
  turns.
- Hold for two seconds, accentuate the twist, ge
  stretching the abdomen.
- Return to the starting position.
- Repeat on the other side to complete one round.
- Keep the feet firmly onthe ground while twisting.
- Relax the arms and the back as much as possible throu
  the practice. Do not strain. The movement should be
  and spontaneous.
- Perform the rotation smoothly, without gerkin
  stiffness. Practice one to ten round.

Breathing : Inhale raising the arms.Exhale twisting to
              side. Inhale returning to the centre. Exha
              while releasing the posture.

Benefits   : This asana tones the neck, shoulder, wais
              back and hips. It is useful for correcting
              back stiffness and postural problems. The
              relaxation and twisting movement induces
              a feeling of lightness and may be used to relieve physical and
              mental tension at any time during the day.

Bhujangasana

Lie on the abdomen with palms resting on the
floor and elbows bend. Raise your head,
shoulder and chest. You should be
supporting yourself on the palms.
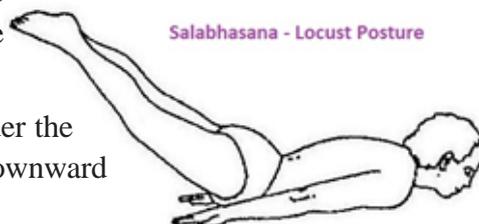Hold the position and then slowly
return to original position.

Breathing   : Inhale while raising the torso and arching the back.

Benefits   : Stretches muscles in the shoulders, chest and abdominal. Decrease stiffness of the lower back. Strengthens the arms and shoulders. Increase flexibility.

Shalabhasana

- Lie flat on the stomach with the legs and feet together and the soles of the feet upper most.

Salabhasana - Locust Posture

- The arms may be placed either under the body or by the sides, with palms downward or the hands clenched.

- Stretch the chin slightly forward and rest it in the floor throughout the practice.

- Close the eyes and relax the body.

- This is the starting position.

- Slowly raise the legs as high as possible without straining, keeping them straight and together.

- The elevation of the legs is produced by applying pressure with the arms against the floor and contracting the lower back muscles.

- Hold the final position for as long as is comfortable without strain.

- Slowly lower the legs to the floor.

- This is one round.

Breathing   : Inhale deeply in the starting position. Retain the breath inside while raising the legs and holding the position. Exhale while lowering the legs. Beginners may find it helpful to inhale while raising the legs.

Benefits   : Shalabhasana strengthens the lower back and pelvic organs, and provides relief from back ache, mild sciatica and slipped disk as long as the condition is not serious. It tones the balances the functioning of the liver, stomach, bowels and other abdominal organs, and stimulate the appetite. It tightens the muscles of the buttocks.

Dhanurasana:

- Lie flat on the stomach with the legs and feet together, and the arms and hands beside the body.

- Bend the knees and bring the heels close to the buttocks.

- Clasp the hands around the ankles.

- Place the chin on the floor.

- This is the starting postion.

- Tends the leg muscels and push the feet away from the body. Arch the back, lifting the thighs, chest and head together.Keep the arms straight.

- In the final position the head is tilted back and the abdomen supports the entire body on the floor. The only muscular contraction is in the legs, the back and the arms remain relaxed. Hold the final position for as long as is comfortable and then slowly relaxing the leg muscles; lower the legs, chest and head to the starting position.

- Release the pose and relax.

Breathing : Inhale deeply in the starting position. Retain the breath while raising the body.Retain the breath inside the final position or practise slow, deep breathing so that the body rocks gently in unison with the breath. Exhale while returning to the prone position

Benefits : It is useful for the management of diabetics and menstrual disorder. It improves blood circulation generally it helps to correct hunching off upper back. It strengthens leg muscles especially the thighs.

Meru Wakrasana (Spinal Twist)

- Sit with the legs outstretched.
- Turn the trunk slightly to the right and place the right hand behind the body close to the left buttocks, with the fingers pointing backward.
- Place the left hand behind and slightly to thr side of the right buttock as closes possible to the right hand.

- Bend the left knee and place the foot out side the right knee. twist the head and trunk as far to the right as is comfortable, using the arms as livers while keeping the spine upright and straight.

- The buttocks should remain on the floor. The right elbow may bent a little

- hold the final position, relaxing the back. Look over the right shoulder as far as possible without straining.

- Re-center the trunk and relax for few seconds.

- Practice up to five times and repeat on the other side.

Breathing : Inhale deeply, exhale while twisting. Retain the breath outside, or breath normally if holding the pose. Inhale while recentering.

Benefits : Meruwakrasana stretches the spine, loosening the vertebrae and toning the nerves. it alleviate backache and neck pain. it is a good asana for beginners, preparing the back for more difficult spinal twist.

Paschimottanasana:(back stretching pose)

- Sit on the floor with the legs outstretched, feet together and hands on the knees.
- This is the starting position.
- Relax the whole body.
- Slowly bent forward from the hips, sliding the hands down the legs. Try to grasp the big toes with the fingers and the thumps. If this is impossible, hold the heels, angles or any part of the legs that can be reached comfortably. moves slowly without forcing or jerking.
- Hold the position for a few seconds, relax the back and legs muscles allowing them to gently stretch.
- Keeping the legs straight and utilising the arm muscles, not the back muscles begin to bent the elbows and gently bring the trunk down towards the legs, maintaining a firm grip on the toes, fee or legs.

Breathing : Inhale while keeping the legs stretched and arms straight. exhale while bending forward

Benefits : Increases blood supply in the back. stretches the muscles and along the back of legs. activates kidney and pancrease function and aids in acheiving a slim figure.

Gomukhasana (cows face pose)

- Sit in dhyana veerasana so that the right knee is directly above the left knee.
- Stretch the left arm to the side and then fold it behind the back.
- Streach the right arm up above the head, then fold it over the right shoulder.
- The back of the left hand should lie in contact with the spine while the palm of the right hand rests against the spine.
- Try to clasp the fingers of both hsnds behind the back. Bring the raised elbow behind the head so that the head presses against the inside of the raised arms the spine should be erect and head back close the eyes. Stay in this position for up to two minutes.
- Unclasp the hands, straighten the legs and repeat with the left knee uppermost and left arm over the left shoulder.

Breathing : Normal in final position.

Benefits : Gomukhasana is an excellent asana for inducing relaxation. If practiced for ten minutes and more it will alleviate tiredness tension and anxiety. It relieves back ache, rheumatism and general stiffness in the shoulders and neck and improves posture by increasing energy.

Padmasana (lotus pose)

- Sit with the legs straight in front of the body.
- Slowly and carefully bend one leg and place the foot on the top of the opposite thigh.
- The sole should face upward and the heel should be closed to the pubic bone.

- When this feels comfortable bend the other leg and place the foot on the top of the opposite thigh.

- Both knees should ideally touch the ground in the final position.

- The head and the spine should be held upright and the shoulders relaxed.

- Place the hands on the knees in chin mudra.

- Relax the arms with the elbows slightly bend and check that the shoulders are not raised or hunched.

- Close the eyes and relax the whole body.

- Observe the total posture of the body. Make the necessary adjustments by moving forward or backward until balance and alignment are experienced. Perfect alignment indicates the correct posture of padmasana.

Benefits : Padmasana allows the body to be held completely steady for long periods of time.It holds the trunk and head like a pillar with the legs as the firm foundation . As the body is steadied the mind becomes calm.This steadyness and calmness is the first step towards the real meditation.
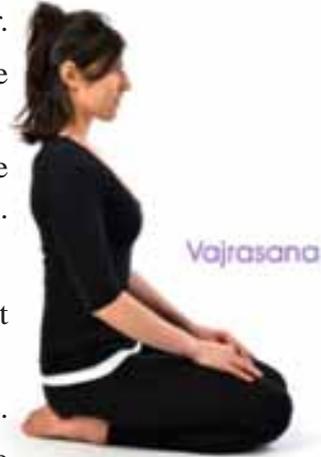

SUKHASANA(Easy pose)

- Sit with the legs straight in front of the body.

- Bend one leg and place the foot under the opposite thigh.

- Bend the other leg and place the foot under the opposite thigh.

- Place the hands on the knees in the chin mudra.

- Keep the head ,neck and back upright and straight, but without strain. Close the eyes.

- Relax the whole body. The arms should be relaxed and not held straight.

Benefits : Sukhasana is the easiest and the most comfortable of the meditation postures .It can be utilised without ill effect by persons who are unable to sit in the more difficult meditation postures.It facilitates mental and physical balance without causing strain or pain.

Vajrasana (Thunderbolt pose)

- Kneel on the floor with the knees close together.
- Bring the big toes together and separate the heels.
- Lower the buttocks on the inside surface of the feet with the heels touching the sides of the hips.
- Place the hands on the, palms down.
- The back and the head should be straight but not tense.
- Avoid exercise backward arching of the spine.
- Close the eyes ,relax the arms and the whole body.
- Breathe normally and fix the attention on the flow of the air passing in and out of the nostrils.

Benefits : Vajrasana alters the flow of blood and nerves impulses in the pelvic region and strengthen the pelvic muscles.It is a preventive measure against hernia and also helps to relieve piles.

Surya namaskara

Surya namaskara is the dynamic exercise which makes our system keep healthy. It must be done by facing the sun at the time of rising.By doing this exercise you will get sun energy for keeping energised.

Surya namaskara consists of a group of asanas each one has its own benefits.

Surya namaskara consists of a group of asanas each one has its own benefits.

1.Namaskara Mudra

Close your legs ,Place your hands in namaskara mudra near your chest region.

2.Hastha Uthanasana

Inhale ,raise your hands upward.

3.Pada Hasthasana

Exhale ,bend forward ,try to catch the legs and try to touch your nose on your knee.

4.Aswa Sanchalana

Inhale , step your left leg backward and touch the knee on the ground, raise your head and place hands on either side of your body and look at the center of your eyebrow.

5. Parvathasana

Exhale step the right toe to the left toe and raise the knee upward and touch the flat of the two foots on the ground and the stay the body as a parvatha(rock).

6.Sashtanga namaskara

Hold breath ,firstly touch both of your knees at the ground then chest and then your chin.

7.Bhujangasana

Lay freely to the ground ,inhale ,raise your body by the help of your hands , stay the buttock on the ground and look at the eyebrow centre.

8.Parvathasana

Exhale , come to the rock posture as done early.

9.Aswasanchalana

Inhale ,place your right legs in between your hands and do same as above.

10.Padahastasana

Exhale close left leg to the right leg, raise upward and bend body and stay the position as done above.

11.Hasthauthanasana

Inhale ,raise your body and hands upwards .Do as same as above.

12.Namaskara mudra

Exhale ,come to the initial stage as done above.

Shavasana

Lay down on the ground ,place your legs and hands apart and close your eyes, relax your body and try to concentrate on your natural breathing.

Shavasana is a relaxation technique .It relaxes your whole body and mind rejuvenated.

Assessment Activities

1. Seminar
2. Project
3. Written test
4. Oral test
5. Demonstration
6. Practical test
7. Identification
8. Preparation
9. Collection

TE QUESTIONS

1. Definition and meaning of emotional health and emotional wellness.
2. Seven dimensions of wellness.
3. Components of physical fitness.
4. Prepare a menu plan for an adolescent girl.
5. Various types of exercise.
6. Types of asanas.
7. Benefits of yoga.
8. Short note
   a) Body composition
   b) Exercise

UNIT4.3
PERSONALITY DEVELOPMENT

4.3.1 Introduction

Personality Development means enhancing and grooming one's outer and inner self to bring about a positive change to your life. Each individual has a district persona that can be developed polished and refined. This process includes boosting one's confidence, improving communication and language speaking abilities, widening ones scope of knowledge, adding style and grace to the way one looks, talks and walks.

Personality development is a tool / that helps you realize your capabilities and your strengths making you a stronger a happier and a cheerful person.

Learning Outcomes

The learner

• gets an idea about personality

• defines personality.

• defines describe and put in to practice the different techniques of personality

• gets an idea about personal grooming

• defines and describe stress.

• identifies different sources of stress in life.

• gets an idea about to describe methods and techniques for preventing stress.

• identifies and experiences - different methods of dealing with stress.

• analyses individual stress and demonstrate several stress control techniques

• explains Traits of Personality development

• Know about leadership qualitites.

• acquires skill in communication.

• calrifies the concepts related to Performance Appraisal

• gets efficiency in time Management.

• gets motivated.

Leadership

To important knowledge, sharpen skills and orient attitudes of participants. So that they are capable of performing better in their roles as leaders based on the situation

Content

Leadership - Importance and significance the concept categories of leaders-Leadership styles.

Methodology

Lecture	Games
GD	Case studies

Communication

Objectives

To empower participants to be better communications by providing relevant inputs and also sharpening their skills.

Content

Introduction to communication - communication as a process - communication as a concept. Importance of communication -

Types of Communication - Effective communications Model of Communication process - Communication categories - Barriers to effective communication.

Lectures, exercise, game, inventories and case studies.

Performance appraisal

Objectives

To clarify the concepts related to performance appraisal and create an awareness regarding its method of implementation and its contribution to personality development.

Content

Performance Appraisal and overview - Techniques of performance Appraisal - Application of performance Appraisal - Designing a performance Appraisal system.

The points should be covered

- Concept of performance Appraisal
- Need of performance Appraisal
- Ways to performance Appraisal

Time management

Objectives

To important relevant knowledge sharpen the requisite skills and orient attitudes of participants so that they become more efficient with regards to the management of time.

Content

The concept of time and time management uniqueness of time as a resource - the cost of time - Importance of the need for time management - Cause of time - Mismanagement. Urgency addiction and time management matric- demands of one's time -different time management styles time- short term time management good ideas for time management - managing meeting effectively - step towards better time management.

Methodology

Lectures, inventories , exercise, discussion and film show.

Motivation

Objective

To make the participants aware of the multifaced impact of the concept of Motivation upon efficient organization.

Content

Introduction - Relevance and types of Motivation. Theories of motivation. Analysis of Motivation - Motivation the subordinates.

4.3.4 Personal grooming

Personal grooming refers to an art which helps individuals to clean and maintain their body. Personal grooming helps in enhancing an individual's self esteem and also goes a long away in developing an attractive personality. Selfconfidance and being well grommed go hand in hand. Grooming enhances outer appearance .Grooming is very important for creating good image.

Personal grooming makes you more sophisticated with the following traits:

Self assessment

Communication Skill

Conversational Skill

Build self confidence and self esteem

Voice modulation

Making a great first impression

Making proper introductions

Paying and receiving compliments

Body language

Time managing

Correct body posture

Pleasing personality

Stress management

Stress produces numerous physical and mental symptoms which vary according to each individual's situational factors. These can include physical health decline as well as depression.

The process of stress management is named as one of the keys to a happy and successful life in modern society.

Many practical stress management techniques are available, some for use by health professional, and other for self help, which may help an individual reduce their levels of stress, provide positive feelings of control over one's life and promote general well being.

Many techniques cope with the stressers life brings

- Autogenic paining
- Social Activities
- Cognitive Therapy
- Conflict Resolution
- Getting a hobby
- Meditation
- Mindfulness
- Music as a coping strategy
- Deep Breathing

- Yoga

- Reading Books

- Relaxation Techniques

- Humour

- Physical Exercise

- Progressive Relaxation

- Spas

- Stress Balls

- Natural Medicines

- Time Management

- Planning and decision Making

- Listening Music

- Spending free time with pets

Stress in Work Place

In order to manage stress in work place, employees can provide stress management programme such as therapy, communication programmes and a more flexible work schedule.

Stress Management Programmes

Many business today have begun to use stress management programmes for employees who are having trouble to adapt stress at the work place or at home

Employee Assistance Programmes

Employee Assistance Programmes can include in house and counselling programmes on managing stress. Another way of reducing stress at work is by simply changing the work load for an employee. Improving communications among employees also sounds like a simple approach to reduce stress . Changing the physical qualities of the work place may reduce stress.

Meditation

It is a practice where an individual trains the mind or induces mode of conciousness. Meditation that includes techniques to promote relaxation, build internal energy of life force and develop compassion, love, patience, generosity

and forgiveness. Meditation is often used to clear the mind and ease many health concerns such as high blood pressure, depression and anxiety.

Mindfulness

It is the practice bringing one's attention to the internal and external experiences occurring in the present moment which can be developed through the practice of meditation.

Music as a coping strategy

It involves the use of music in order to reduce many of the psychological and physical manifestations of stress.

Conflict Resolution

It is conceptualized as the methods and process involved in facilitating a peaceful ending of conflict.

Conflict Management

It is the label for the variety of ways by which people handle grievances

When personal conflict leads to frustration and loss of efficiency, counselling may prove helpful.

Assessment Activities

1. Seminar
2. Project
3. Written test
4. Oral test
5. Demonstration
6. Identification

TE QUESTION

1. Definition and characteristics of personality .
2. Techniques of personality development.
3. Short note on the following.

    a)Stress management

    b) Grooming.

UNIT 4.4
BEAUTY ENTREPRENEURSHIP

4.4.1 Introduction

As an entrepreneur the cosmetologist searches for change, responds to it and exploits change as an opportunity. The main function of cosmetologist, as an entrepreneur is the introduction of new combinations or methods thereby leaving the old methods obsolete. She can also

1. Stimulate Economic growth.

2. Provide employment opportunities.

3. Alleviating reduce poverty.

4. Increase standard of living.

Learning Outcomes

The learner

- knows about qualities of Entrepreneurs

- identifies the scope of entrepreneurship is beauty business.

- knows the career opportunities

- knows about the success stories of women entrepreneurs.

- analyses the Strength, Weakness, Opportunities and Threats in beauty entrepreneurship.

Qualities of an entrepreneur

1. Creativity - Push for innovation.

2. Dedication - What motivates the entrepreneur to work hard.

3. Determination - Strong desire to achieve success.

4. Flexibility - Ability to move quickly in response to changing market needs.

5. Leadership - Ability to create rules and to set goals.

6. Passion - What gets entrepreneur started and keeps them there.

7. Self confidence - Confidence in own ability.

4.4.2 Scope of Entrepreneurship in Beauty Business

Beauty has been seen as a significant element in life among other ultimate values like goodness, truth and justice. Hence it is a universal desire of people to take good care of their beauty and appearance in any occasions. Consequently, it creates huge opportunities for entrepreneurs within the beauty industry all over the world.

GOVERNMENT	PRIVATE SECTOR	SELF EMPLOYMENT
• Teacher	• Make Up Artist	• Beauty Parlour Owner
• Instructor	• Manicurist	
• Lab Technical Assistant	• Pedicurist	• Make Up Artist
• Yoga Instructor	• Nail Artist	• Manicurist
• Freelance Writer	• Mehandi Designer	• Pedicurist
• Cosmetologist	• Health Club Trainer	• Mehndi Designer
	• Personal Groomer	• Beautician
	• Sales Promoter	• Health Instructor
	• Beauty Advisor	• Health Club Owner
		• Hair Stylist
		• Jewellery Making
		• Bouquet Setting

Beauty as a Career

1. A minimum high school education is required to join the course.
2. It provides a means of income.
3. It involves working in a feminine environment.
4. There is no age limit.
5. It is possible to open a salon in residential area even in own home.
6. Provide job satisfaction.

4.4.3 Women Entrepreneur

Govt of India has defined women entrepreneur as owning and controlling an enterprise with a woman having a minimum interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.

Success Story

Women entrepreneur in beauty business in India

Shahanaz Husain is a successful woman entrepreneur in India. She popularized Herbal treatments for beauty and health problems. Her company, Shahanaz Husain Herbals, is the largest of its kind in the world and has a strong presence in over 100 countries, from the USA to Asia.

4.4.4 SWOT Analysis in Beauty Entrepreneurship

To identify the internal and external factors. SWOT analysis will help the saloon to know the areas which require improvements and adjustments. SWOT refers to Strengths, Weaknesses, Opportunities and Threats.

Strengths

- A variety of exclusive products - Shampoos, Conditioners, Hair Colouring etc.
- Well trained and professional staffs.
- Special machines and equipments are employed.
- Modern design and decoration saloon.
- Quickly adapt new hair trends.
- Appropriate price with high-quality services.
- Convenient location: near some shopping centres, having a large parking space and easy to get to the salon from other main districts.
- Free Wi-Fi and drinks will be served in store.
- Magazines and comics' are always available for customers and their children.

Weaknesses

- A startup company without any reputation.
- Lack of experiences in salon.
- Small business premises.
- Financial limitations.
- Limited services.

Opportunities

- Large market demand.
- Celebrities hair style in the world is on trend.
- Christmas, New Year and wedding season is coming.
- Using viral marketing and social media as free and efficient advertising techniques.

Threats

- High competition threats from other saloons.
- No barriers to entry.
- High rate of employee turn over.

Model Project Proposal

Beauty Parlour

    I. Introduction.

Beauty Parlour

    II. Total Cost of the Project:

Building on Rent Basis	
Equipments, Implements	
Beauticians	
Electricity Charges	
Water Charges	

List of Equipments and Cosmetics

Eye lashes curler (Small, medium, big)	Moisture tester
Warts remover	Air brush
Infra red lamp	Beauty trolleys
Magnifying lamp	Ultrasonic machine
Elliptical bicycle	Rower

Swiss ball	Dumbells
Cleanser	Tonner
Moisturizer	Make up primer
Concealer	Stick foundations
Loosen powder	Eye shadows
Cake eyeliner or eye gel	Muscara
Lipstick	Lip gloss
Rouge	Finishing Spray
Bindi	Bindi gum
False eyelashes	Face wash
Mehandi cone	Liquid foundation
Pan cake	Make up sponge
Cotton	Powder puff
Eye brow pencil	Eye brow brush
Eye liner brush	Lip liner
Lip brush	Make up brushes
Rouge brush	Water sprayer
Safety pins	Silver wire/ golden wire
Green tape	Thread (No. 100)
Scissors - small	Organdy cloth (various colours)
Aluminium wire	Socks various colour
Pips various colour	Building wire
Beeds (different colour & size)	Brown tape
Steen wire	Finix paper
Green crape paper (various colours)	Glue
Fish wire tape (various colours)	Thin copper wire
Satin cloth (various colour)	Fresh flowers (various colours)

Fresh leaves (various)	Crystal headed pin
Hair spray	Fevicol
Satin ribbon (various colours)	Thermocol
Plastic cover	Bangles (frame)
Embroidery thread (various colours)	White pearls
Needle	Elastic thread
Vegetables	Fruits
Sugar	Salt
Green gram	Solar wood (various colour)
Soft wood	Pots
Flower vase	Baskets (Big, small, medium)
Oasis	Artificial fillers
Golden colour pins	Golden colour thread
Black thread	Slide
Hair clips	Make up remover
Eye make up remover	Professional hair brushes
Vanki	Crown & net (Christian bride)
Net (Muslim bride)	Chutty
Matty	Dust brush
Towel	Turkies
Hip chain	Artificial jewellery
Chart paper	Marker
Sketch pen	Pencil
Eraiser	Sharpener
Fabric Paint	Paint
Varnish	Paint Brush (small, medium, large)
White paper (A4 Size)	

SERVICE LIST

Clean Up	Ordinary Facials
Pearl, Platinum Pearl and	Gold Glow Facial
Golden, Diamond, Platinum(Shahanaz)	Vitamine C Facial
Whitening Facial	Chemical Peeling
Pimple Treatments	Pedicure (Spa)
Manicure (Spa)	Henna +hot oil massage and wash
Hair Spa	Straight Cut
U,V, Layer, Step cut etc	Hair straightening, Smoothening
Voliumising	Kera Smoothening
Hair Curling	Hair Colouring High Lights
Hair dye	Waxing arms & legs
Bridal Make-Up	Dandruff Treatments
Bouquet Setting (Rose Flowers, Fresh Flowers)	

Assessment Activities

1. Seminar
2. Project
3. Written test
4. Oral test
5. Identification
6. Collection

TE QUESTIONS

1. Qualities of entrepreneur

2. Scope of entrepreneurship in beauty business.

3. Short note

    a) SWOT analysis

    b) Women enterprenuer

4. Prepare a model project.

5. List out equipments and cosmetics of a beauty parlour.

EXTENDED ACTIVITIES

Activity 1

Prepare a personal resume.

Activity 2

Students of the class may be divided in to different groups and each group maybe assigns to set up model parlour with the help of available cosmetics, furniture's, equipments, etc and the group and individual performance is evaluated.

Activity 3

A seminar conducted on the topic "The point to consider to start a beauty parlour and how to run it successfully" and paper is presented.

Activity 4

Ice breaking session.

Activity 5

Game on team work - leadership

Activity 6

Communication skill development.

LIST OF PRACTICALS

4.1　Beauty Business

- Décor and layout.
- Advertisement posture design.
- Mock parlour setting.
- Visiting card preparation.

4.2　Health and Wellness

- Measuring and evaluating body composition.
- Preparation of fresh juices, salads, sprouted grams etc.
- Exercise for Hip, Arm, Abdomen etc.
- Yogasanas - Suryanamaskar, Savasana, Salabhasana, Gomukasana, Padmasana etc.
- Personality development:- Questionnaire, Ice breaking session, role play case study.
- Postures:- Standing, sitting, walking
- Stress Management:- Stress control techniques, stress reducing exercise

4.4　Beauty Entrepreneurship

- Model resume.
- Interview with women entrepreneur.
- Newspaper preparation.

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