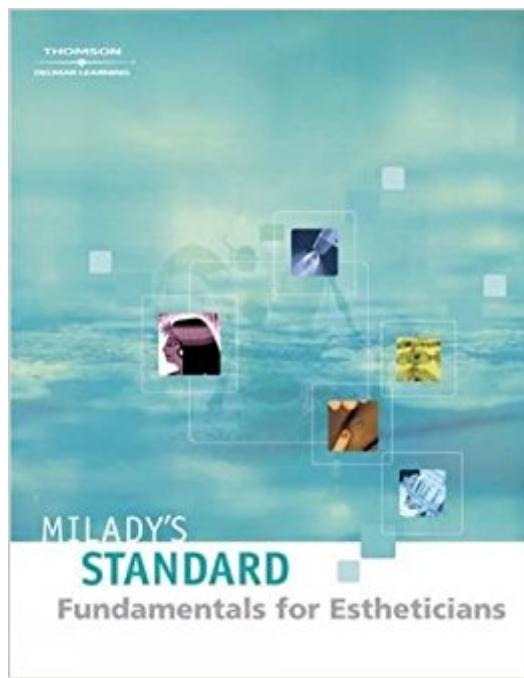


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Milady's Standard: Fundamentals For Estheticians



Synopsis

Now in its' ninth edition, Milady's Standard Textbook for Professional Estheticians has been thoroughly revised to include the most up-to-date information available today. Written by Joel Gerson, one of the industry's top authorities on skin care, and Alison O'Neil, a leading expert in the medical esthetics arena, this updated text contains all the essential information needed to ensure greater success for students taking the state board examinations. For the first time, this text is presented in full-color, incorporating a brand new, user-friendly four-color design that will help students learn the common links between the concepts and principles of skin care. Over 500 new full-color photographs and illustrations support the text content and include new step-by-step photographs for many of the procedures presented. All new photos have been incorporated in the chapter on skin disorders and diseases, special esthetic procedures, client consultation and skin analysis, and color theory and cosmetic techniques. A running glossary in each chapter helps the student become familiar with the language of skin care, and procedural notes and safety tips help to reinforce concepts. Expanded discussion on safety and sanitation topics reflects changes made in OSHA rulings and decontamination and infection control. Added discussion on advanced topics including AHAs, BHAs, glycolic, and microdermabrasion techniques give students exposure to those skills that will make them more marketable. Milady's Standard Textbook for Professional Estheticians, 9th ed., is the essential textbook for basic esthetics training.

Book Information

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Customer Reviews

PART I: Getting Started/Orientation, Skin Care: History and Opportunities, Your Professional Image.

PART II: General Sciences, Sanitation and Disinfections, Anatomy and Physiology, Chemistry and Analysis, Cosmetic Chemistry, Basics of Electricity. PART III: Skin Sciences, History of the Skin, Skin Types and Conditions, Skin Disorders and Diseases. PART IV: The Principles of Basic Esthetics, The Treatment Rooms, Massage, Basic Facials and Treatments, Intermediate Skin Treatments, Machines, Basic Hair Removal Techniques, Advanced Skin Treatments; an Overview, The World of Makeup. PART V: The Business of Skin Care, The Salon/Spa Business, Selling Products and Services, Career Planning.

Joel Gerson has been called the "Master of Skin Care Education" because he is a firm believer in education; as a teacher of skin care, facial treatments, and makeup, he has developed a number of educational audio-visual teaching aids. Mr. Gerson also travels extensively throughout the United States, Europe, and the Far East presenting educational seminars and lectures. He has served as a consultant for a number of major manufacturers working on product development for the industry, and his educational concepts have been presented at major cosmetology shows. Mr. Gerson's professional credits include: Resident makeup artist for The House of Revlon, NY, Spokesman for Lever Brothers, NY, Vice President of Education for Christine Valmy, Inc., NY, Technical Director for the International School for Estheticians and Makeup Specialists, NY. Mr. Gerson is a licensed cosmetologist and holds a teaching license for Esthetics, Scientific Facial Treatments, and Makeup from the University of the State of New York.

Books that are organized based on learning research that makes learning easy to follow without lose end are hard to find...and some that delve into that aspect of education might over do it. They bring it down to the basics before you even start reading so that you are able to understand the objectives and goals and vocabulary before beginning each chapter and do self checks kinda like math. Great method. However, I do still believe there is an audience that would like more complex...so I think you still have a large market out there of folks whose learning needs have not been met based on the rigours of market. GREAT and EXCELLENT job. The language is clear and modern and easy to read. The margins are large enough on the sides so that you can bullet to memorize or the authors should be highlighting the to know fundamentals and phrases. Otherwise it's a lot of reading and when you read once...you may not have the time as busy as we are to read again...I would definitely create a separate book as an Outline or skeleton...which is another format or a book with all kinds of graphics for comparisons etc as another means of learning and

documenting information and remember and a quick reference...and it would go excellently or can be included with the workbook. Anything to improve memory and recall and issue for anyone in education. The greatest concern has always been matching up the product with the client and client-therapist compatibility...just like a doctor patient compatibility....so not sure this book is safe at all for the market...and in general the fitness of service has more to do with your clients which should be your immediate family members..thats where the tradition lies...outside those parameters and concept of safety...there is no tradition and we're over zealot.

As the most widely used textbook for estheticians in the world, this text provides comprehensive information on skin care science, professional esthetic procedures, and various spa treatments. Although I am not an esthetician student, I was formerly a pre-med student and was delighted to find that the material presented in Dr. Joel Gerson's book was interesting, clearly written, and founded on solid, scientific principles. The chapters were very easy to follow and included many full-color diagrams that clearly portrayed the relevant details discussed in the text. After reading one to two chapters a day, my notes soon contained a complete, personalized skin care regimen that I could not have otherwise afforded on my budget. Now I possess a greater understanding of how to properly sterilize and disinfect my equipment and home, basic cosmetic chemistry, skin physiology, and the scientific principles behind various skin care equipment and procedures used by estheticians (which will help me to choose the best services available at the spa). Thank you Milady!

I used this book to study before I took my State license test. This book has been very useful and I refer back to it often when I need to look at a skin issue. Milady's is very detailed and has a large vocabulary. If you are a makeup artist you should also buy this book and study the skin. Your clients would be impressed that you understand the skin so well.

These textbooks are good for lay ppl to use as reference especially when looking at products or deciding what is good or bad as far as skin is concerned. You wont to buy a lot of gimmicky products because they have done the research.

this book is fine, mediocre really. it said it was in "very good" condition but there is writing and highlighting on almost every page.the thing that really got to me was that it took almost a MONTH to get to me from salvation army books. ridiculous. there's no reason it should take that long for anything to ship within the country.

This has been superseded by the CD version. What a lot of text to wade through. I'm not sure how you work out how to actually learn and master all this information. Maybe it's just meant to be a reference book?

That's good book.

Just as advertised....

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