

Milady, a division of Cengage Learning

Milady Standard Barbering 7th Edition

ISBN: 9798214080444

Subject/Adoption area: Barber 993435, 993350 & 993360

Grade Level: 9-12, CTE

Student Textbook

Milady has been influencing the barber and beauty industry for nearly a century—starting with our founder Nick Cimaglia, an Italian immigrant who launched a one-man barbering supply business. Our beginnings were humble, but they were also visionary—a vision that continues to guide us today.

For our students, this means providing a modern digital platform, up-to-date content, detailed step-by-step instructions, engaging visuals and videos, and inspiring concepts that are applicable no matter what product line the school, future salon or shop carries.

In response to advances in learning science and the growing importance of competency-based education, several features have been added or tweaked with the hope of making the learning experience more intuitive, more effective, and above all more relevant.

A team of Milady mentors, reviewers, authors, and educators have collaborated to lend decades of education and experience to this edition of Milady Standard Barbering. We have worked hard to provide the very best in education based on foundational barbering techniques and current industry research. We commit to continue to learn and grow with the industry and work to provide the tools needed to succeed.

This edition includes the classic techniques paired with the most contemporary looks to ensure success in school and beyond to employment. This text not only teaches the technical skills needed for success but also provides comprehensive education on the soft skills needed to become a successful professional.

Features and Benefits



Learning Objectives

At the beginning of every chapter is a list of learning objectives that tells you what important information you will be expected to know after studying the chapter. These learning objectives are attached to the major sections of each chapter for ease of reference and to reinforce the main competencies that are critical to learn for course completion and/or certification. In addition, learning objectives have been written to focus on measurable results, helping you know what it is you should be able to do after mastering each section.



Check-In Questions

Instead of placing review questions at the end of each chapter, Check In questions have been added to the end of the relevant section. This allows you to check your understanding as you progress through a chapter, as opposed to waiting until you have finished the chapter to check your memory. Check In questions also make it easier to find any answers you need help with.



Risk Takers and Barrier Breakers

These are the first of two new sidebars focusing on the inspirational stories of real beauty professionals. In Risk Takers and Barrier Breakers, you will learn about the personal journeys of industry professionals who put in the hard work to pursue their passion and find success despite the unknowns. These professionals show that anything is possible and demonstrate that a career in beauty leads to professional success and personal fulfillment.



Finding the Lining

The second of the new sidebars, Finding the Lining, presents the struggles and successes of professionals who have overcome adversity to get where they are today. These professionals might have failed, but they learned a great truth in the process. Maybe they were fired from one job, only to have it lead them to a better opportunity in the long run. Or perhaps they didn't know where they were going with their career, until they connected the dots and discovered where they truly belonged. Careers in beauty are not linear, and every step backwards or sideways can bring valuable lessons with it.

New Organization of Chapters

The information in this text and that of Milady Foundations, along with the educators' instruction, will enable the learner to develop the abilities they need to build a loyal and satisfied clientele. To help them locate information more easily, the chapters are grouped into three main parts.

Part 01: Barbering Fundamentals

Barbering Fundamentals consists of chapters covering the history and careers of barbering, general anatomy, and the structures, diseases, and disorders of the hair and skin. Chapter 1, History and Career Opportunities, outlines how the profession of barbering came into being and where it can take you. Chapter 2, General Anatomy and Physiology, explains the importance of understanding anatomical systems as they pertain to barbering services. Chapters 3 through 6 discuss the structures of the hair and skin, how they function, and the diseases and disorders that can affect your clients. Additional topics focused on professionalism, successful client interaction, safety on the job, and general chemistry and electrical information can be found in Milady Foundations, including: Life Skills, Professional Image, and Communicating for Success, Infection Control, The Healthy Professional, Chemistry & Chemical Safety, and Electricity & Electrical Safety.

Part 02: Barber Service Preparations

Barber Service Preparations offers information on hair design, an overview of general tools found in the barber shop, and how to prepare your client for their barber services. Chapter 7, Principles of Hair Design, includes detailed explanations and inspirational imagery to help you craft successful hair designs that best suit your clients' features and hair types. Chapter 8, Hair and Service Preparation, discusses the general tools and implements commonly found in the barber shop, plus provides guidelines for client consultations, hair analysis, pre- and post-service step-by-steps, effective shampooing techniques, proper hair brushing, and scalp massage and treatments.

Part 03: Barber Services

Barber Services covers everything you need to know to safely and effectively cut, style, chemically alter, and color your client's hair. It also includes in-depth instruction for performing professional shaving services properly and safely, trimming and designing facial hair, and providing facial treatments in the barber shop. This section concludes with the latest information on cutting and styling thinning hair and discussing hair loss treatment options with your clients. Throughout Barber Services you'll find detailed step-by-step procedures and a focus on the technical skills needed to succeed in the barber shop.

Appendix: Nail Care and Services

Nail Care and Services contains topics on nail anatomy, nail diseases and disorders, nail tools and implements, and how to safely perform a manicure service. Brief information describing other nail services is also included.

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ISBN

9798214080444

9798214499222

9780357639405

9798214499246

9798214499635

9798214499260

9798214499642

9798214080505

9798214499239

Title

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