



CHAPTER 11
MAINTAINING GOOD APPEARANCE
AND BEHAVIOUR



11.1 Appearance and Behaviour

11.1.1 Clothing Uniform:

Most of the Salons and Spa provide with uniforms to their employees, it is important to wear the uniforms during the work hours in the salon as it spells better confidence, professionalism and work culture. The beauticians will be responsible for maintaining the cleanliness and appearance of that garment

11.1.2 Washing:

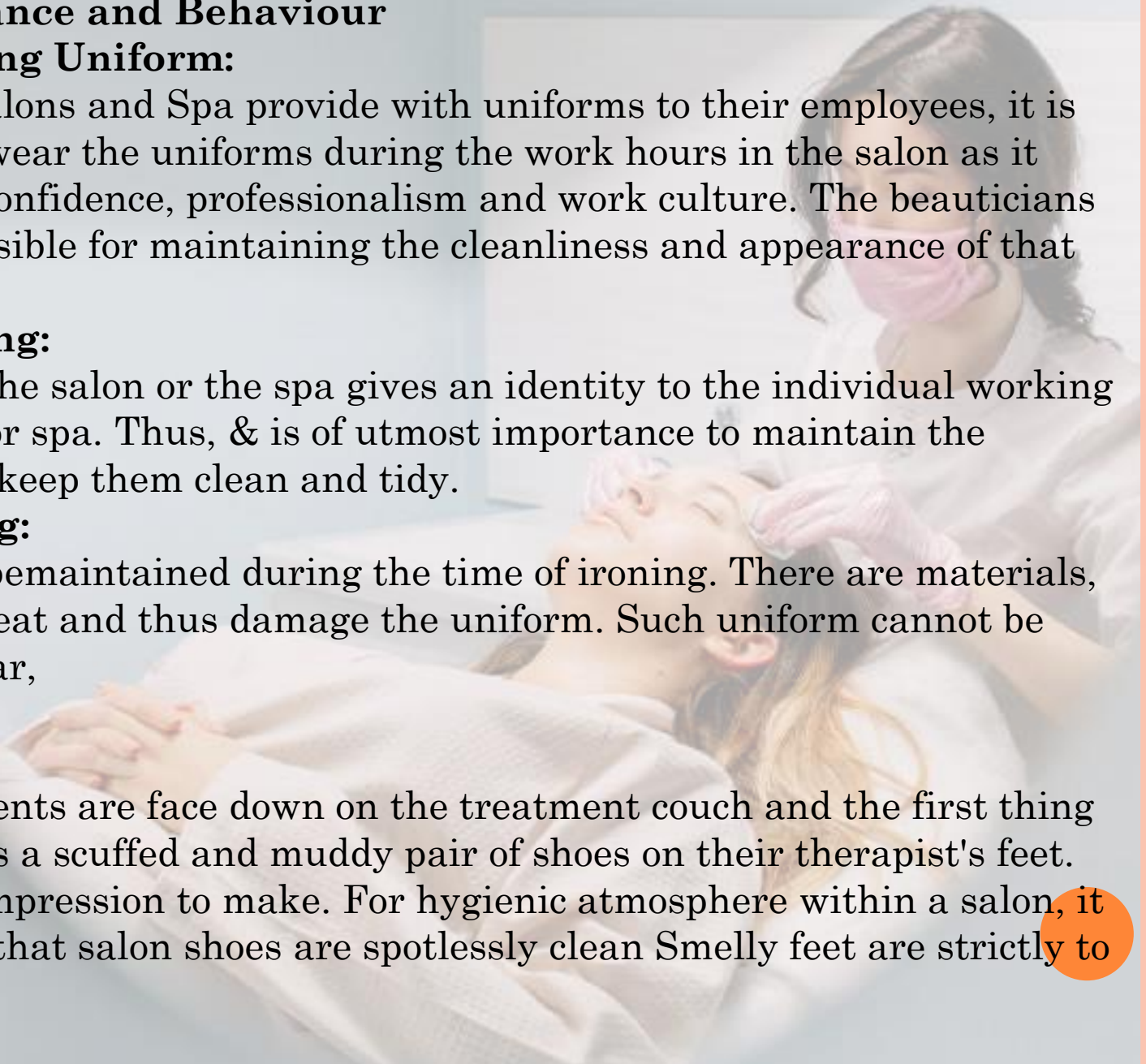
A uniform of the salon or the spa gives an identity to the individual working in that salon or spa. Thus, & is of utmost importance to maintain the uniforms and keep them clean and tidy.

11.1.3 Ironing:

Care should be maintained during the time of ironing. There are materials, which catch heat and thus damage the uniform. Such uniform cannot be allowed to wear,

11.1.4 Shoes:

Often your clients are face down on the treatment couch and the first thing they will see is a scuffed and muddy pair of shoes on their therapist's feet. NOT a good impression to make. For hygienic atmosphere within a salon, it is imperative that salon shoes are spotlessly clean Smelly feet are strictly to be avoided.



11.1.5 Hair:

Nothing looks more professional than a beauty therapist with long hair tied up in a neat pony tail or bun. It creates a clean and well-groomed image if hair is tied back neatly. This is not just for aesthetic reasons but for health, safety and hygiene also. No one wants to be constantly moving their hair out of the way of the face while Waxing a client, performing a massage. Apart from being unhygienic it's also tiring.

11.1.6 Make up nails and skin

Clients WILL judge the professional ability of the Beautician by her first look. Light day make-up is more than enough to flaunt your knowledge about appropriate application techniques. Furthermore, take special care of your skin as best as you can afford to, so that the clients will look up to you for setting an example on excellent skin care. Nails must be kept short and neat in Spas or Salons that provides facials and massages for safety and hygiene reasons and nail polish or extensions should not be worn to avoid clients having allergic reactions.

11.1.7 Personal Hygiene.

The work natures of Salon professionals are extremely close with client's personal space. Body odour can be a major issue in the hot Spa environment so ensure wearing clean uniform every day and use a non-perfumed deodorant.

. Fresh breath is a **MUST** and **DO NOT** have onions in lunch before proceeding for any facials. Take care when preparing food the night before as the smell of garlic or fish can linger on your hands long after washing them and your clients **WILL** smell your hands when they are on their face Smoking should be avoided during work hours, the tobacco smell remains in hands and breath

Bad smelling treatments are un-professional and prevent your clients from revisiting you.

11.2 Grooming and Personal Behaviour

It is important to demonstrate a professional approach to all aspects of the client's visit. Personal presentation and behaviour are very important at all times. Looking smart and wearing appropriate protective clothing, such as a Salon uniform, will bring the client's confidence in beauticians.

a) Appearance:

Personal appearance is usually defined by the way we groom and dress ourselves. Therefore, Special care and attention should be given to how you look in order to make the best impression. In a working environment, a dress code is often obligatory. This situation means the employee has little or no problem in following the code. A person's attitude is extremely important as the wrong one can have a negative effect and spoil their chances of promotion. The wrong attitude can result in someone appearing to be offensive and truculent

giving a false impression. Attitude has a lot to do with confidence and can provide the wrong signals to other people.

- **Show confidence through your body movement and position.** Sit up straight, smile, and show that you are in control of yourself and confident in what you are saying.
- **Have eye contact, but do not stare.** If there are several people you are talking to give them all some eye contact to create a better connection and see if they are listening. Too much eye contact is creepy, too little and you can seem insecure.
- **Take up some space.** For example, sitting or standing with your legs slightly apart, signals self-confidence and that you are comfortable in your own skin.
- **Relax your shoulders.** Tension is often demonstrated in your shoulders—they might move up and forward a bit. Deliberately loosen your shoulders up by shaking them out and moving them back and down slightly.
- **Nod when people are talking.** This indicates that you are listening. However, take care not to over do it.
- **Smile and laugh.** Lighten up do not take yourself too seriously. Relax, smile, and laugh when someone says something funny. People will be more inclined to listen to you, if you seem to be a positive person, but do not be the first to laugh at your own jokes. It makes you seem nervous and needy. **Smile** when you are introduced to someone, but do not keep a smile plastered on your face, you will seem insecure.

- **Keep your head up.** Keep your head up straight and your eyes towards the horizon or towards people in the conversation. Do not look at the ground. You will come across as insecure and a bit lost
- **Slow down a bit.** Not only will you come across as more calm and confident. It will also help calm you down too. This goes for many things, such as walking talking and turning towards someone who addresses you.
- **Use your hands confidently.** Do not fidget- use your hands to describe something or add weight to a point you are trying to make, but not too much as it can become distracting.
- **Focus on your arms and legs.** Point them toward whomever you are interested in or paying attention to, as it indicates interest and draws people towards you.

b) Focus on Body Language

Body language is not just about how we hold and move our bodies. Body language potentially not always, depending on the definition you choose to apply) encompasses the following

How we position our bodies.

- . Our closeness to and the space between us and other people (proxemics), and how this changes.
- . Our facial expressions,
- . Our eyes especially how they move and focus, etc.



Our breathing, and other less noticeable physical effects, for example our heartbeat and perspiration.c) Personal Behaviour: Polite conversation.

- Asking if the client has visited the Salon before. Knowing if the client has regular treatments
 - Enquiring about other treatments the client has had in the past
 - Asking whether this treatment is for a special occasion
- Polite conversation is not:
- Ignoring the client in order to talk to other members of staff
 - Talking about yourself or another person, and not asking the client about them
 - Moaning about your last client or your job.
 - Telling the client your life story and about your problems at home.
 - Discussing serious news topics, religion or politics.

d) Staying free from intoxicants during work:

It is very important for the beauticians or any staff of the salon to stay free from intoxicants. Consumption of intoxicants while on duty, damages the quality of services. It influences the customers negatively. Hazardous accidents take place which can be life threatening. Other accidents can damage the property and equipments.

e) Etiquettes at the workplace

- Proper etiquette at the workplace generates efficiency.
- Establish cordial and respectful relationship with your staff, without being bossy.
- When you are introducing your staff to someone, use their full name.



Be aware of malicious gossips • Offer to help your colleague who is in trouble only if you are sure you can

- If you have an appointment at someone's office, do not be late.
 - Do not remain standing if your host is sitting. After the meeting send a Thank You note
- Standard of Services
- The rules and regulations of the salon contribute in the process of creating standardization of service within the salon
 - Employees are required to be trained and knowledgeable about the various services provided in the salon There are high preferences of employees who are institute trained with theoretical and practical knowledge
 - Sanitation must be a top priority for a beauty salon to meet industry and client cleanliness standards,
 - Every product, appliance or tool that comes in contact with a client must be disinfected and sanitized
 - Business must obtain the proper licenses and certificates to meet legal standards.
 - No chemical mixes, such as hair dye, should be left unattended, and any chemical spillage should be dealt with immediately.
 - Efficient disposals of Aerosols, chemical waste, glass, other sharp objects and recyclable materials are to be developed, and all employees should be trained in this protocol.

11.3 Task Execution)

Plan and Manage work

- Realizing the vision of the Salon, which is to provide quality services to the clients



- Plan the space in a way that can manage the guest experience.
- Keep loud hair dryers away from massage rooms
- Adjust lighting according to the type of services provided in each area
- Work management can be planned weekwise or monthwise
- Regular activities should be prepared through checklist so that no activity of the day is missed
- In a team, works should be assigned by the supervisors for limiting the probability of confusion.

b) Appropriate decisions regarding responsibilities

- Analysing the requirement of the customers
- Thorough communicating with the customer. Removing all areas of doubts
- Clarified the planned approaches regarding services with the customers
- Essential steps should get approved with the client
- Services like haircutting, requires client's approval in many of its stages specially for adjusting the length of the hair
- In services like nails treatments, the shape of the nails gives the customer concern.

c) Customer's expectations for treatment.

- Customers visit Salon with expectation of getting relaxed services .
- They come to pamper themselves and also get mental relaxation.
- The popularity of these kinds of treatment is the result of their beneficial effects and changing fashion trends.
- Customer expects professional attitude and work ethic

- Treatments received are expected to be as per the latest and modern technology .
- Professionals are expected to understand the customers requirements.

11.4 Code of Ethics in dealing with the clients

- Customers are the lifeblood of any small business, and more so in a service business catering to their self-image.
- Keep them happy, respond to their needs and desires Treat them with respect to retaining the current clients and attract new ones.
- Ensure the customer's privacy in the Salon
- Give stress in the commitment to protecting the client's privacy and maintaining their confidences scheduled appointments.
- Encourage their cooperation in adhering to Cherish g reputation. Never give a wrong suggestion or advice to your client.

Treat all your clients equally and honestly.

- Be faithful and sincere towards the profession. •
- Never gossip or criticize anyone, neither your client nor your co-worker
- Talk professionally about your services and trade.
- Listen attentively while others speak. Educational Society



- Be calm and do not argue
 - Be cordial while meeting people
- Be punctual in keeping appointments
- Don't be harsh while listening to complaints
- Avoid speaking in loud voice
- Never discuss your personal problems with your clients
 - Never involve in client's personal life or their issues
 - Never recommend any kind of medicines to the client.
- Do not chew gum/Tobacco or smoke in the presence of your clients.
- Avoid playing the Television or the Radio loudly in the presence of your clients.
- Practice high standards of sanitization always.

• **11.5 Communications and customer record**

As a good beauty professional, you want to make sure your clients are happy. This will result in clients coming back for repeated services. The following points focus on improving various factors of communication



a) Listening

- Focus on client by using eyes and ears to absorb what they are telling and showing.
- In a salon, things can be demanding at times but one needs to adapt to such situation and listen to each of the client carefully.
- In addition, listening to clients talking about their jobs, activities and home also give a life will indication of what style will work best for them .
- Maybe a style that requires a little bit longer in time may not work for a mom of two who works full.
- Knowing the details as stated above will make the client trust you so much more and value your expertise.

b) Understanding.

- As you are listening and consulting with your clients about their needs and wants, summarize what they said and repeat it back to them. If things are still not perfectly clear, make sure you ask enough questions and demonstrate what you think the style will look like use the right words, . Avoid using slang and jargon.
- If a client says, they want to take some of the weight off the back of their hair and you thought they meant to cut the length, when actually, they just wanted it thinned out. This is a big gap in understanding and can result in a very unsatisfied customer. Therefore, the communication needs to Also, help your clients understand you by making sure you speak clearly be transparent and clear

c) Non-Verbal Communication

Body language is also an important role when it comes to communicating with the clients. . You need to make your clients feel welcomed. The client should find you easily approachable . Keeping a good eye contact, up-right body posture, and a smile is a sign that you are confident in your work.

d) Records of client's responses.

- The client's record is a professional record of treatments or services that the client has already had at the Salon .
- At the client's record a therapist can register comments or suggestions for future treatments.the Salon.The client's record card may also give more information about the client's likes and dislikes, skin type, previous products used and more. .
- The records can be helpful in deciding the methods of treatment and the product to be used for a previously treated client.
- Relevant service can be provided through the system of keeping client's records that ultimately leadsto the Salon's growth.
- The personal details registered in the record creates the opportunity to give special offers on occasions that are important to the customer.



11.6 Barriers to communication

- Noise
- Inappropriate medium.
- Assumptions/ Misconceptions.
- Emotions
- Language differences.
- Poor listening skills
- Distractions

