

A dark blue horizontal banner with the word "ESTHETICS" in white, bold, uppercase letters. On either side of the text are white line-art illustrations of a hand holding a cosmetic tool, such as a waxing stick or a facial roller.

ESTHETICS

PURPOSE

To evaluate each competitor's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of Esthetics.

ELIGIBILITY

Open to active NYS SkillsUSA members enrolled in programs with Cosmetology/Esthetics as the occupational objective.

CLOTHING REQUIREMENTS

NYS SkillsUSA Contest Specific Cosmetology

- white dress shirt.
- Black dress slacks.
- Black socks or black or skin-tone seamless hose.
- Black or white leather work or dress shoes Note: Professional black or white smock may be worn over the white shirt. Students' names or school names may not appear on any item of clothing.

***Note:* Contestants must wear their contest clothing to the contest orientation meeting. Also bring #2 pencil, resume, safety assurance form and conference program.**

Note: Competitors and models must wear their official contest clothing to the contest orientation meeting.

For models: Plain black T-shirt, black dress slacks, black or skin-tone seamless hose and black leather shoes; no jewelry. Competitors must have hair pulled away from the face; models must have a clean, cosmetic-free face. Jewelry may be included on the model only during the prop application time in the fantasy portion of the competition.

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee will be a workstation consisting of the following:
 1. Facial bed/tables (for use in performance of facials)
 2. Chair (for model)
 3. Small table for products
 4. Water
2. Supplied by competitor:
 1. Models must be student members dressed appropriately as described in the required clothing statement; must maintain hair pulled away from the face; must have a clean, cosmetic-free face; and must not wear earrings, facial piercings or necklaces. (Jewelry may be worn in the fantasy portion of the competition.) Models are not required to take a skill-related written test or submit a resume.
 2. A written description of the theme for the fantasy makeup portion of the competition: This written description is limited to one page that is typewritten in a legible font and contained within a plastic sleeve. The description must be submitted at the competition orientation. There will be no exceptions. Late descriptions will result in a 10-point deduction.
 3. Portable kit organizer (to transport and store items needed during the competition).
 4. All items necessary for daytime makeup application
 5. All items necessary for fantasy makeup application (use of any item not intended for use on the skin will result in a 10-point penalty)
 6. All necessary product applicators of your choice such as:
 - 1.) Spatulas
 - 2.) Cotton swabs
 - 3.) Fan and mask brushes
 - 4.) Cotton 4x4 pads
 - 5.) Sponges
 - 6.) Tissues
 - 7.) Mascara Wand
 7. All items necessary for basic facial and massage skills
 - 1.) Cleanser
 - 2.) Toner
 - 3.) Moisturizer
 - 4.) Exfoliator
 - 5.) Mask
 - 6.) Massage cream
 - 7.) Makeup brushes (All applicators must be disposable or sanitized.)

8. False eyelash kit
 - 1.) Lashes (both strip and tab forms)
 - 2.) Adhesives
 - 3.) Lash application tools
 - 4.) Alcohol wipes and sanitizers
9. Competitors must bring a minimum of six clean, white terry cloth towels in standard salon size (no holes or stains). Competitors will donate two towels to the competition to put in the hot towel steamer.
10. Headband
11. Proper draping supplies (cape for makeup application and one fitted and one flat white, clean, twin-size sheet for massage and facial skills)
12. Closeable plastic bags for sanitation and soiled linens
13. Latex-free gloves (at least two pairs)
14. Paper towels or tissues (can be mini travel size)
15. Decontamination supplies for equipment and implements (must be EPA approved), e.g., (but not limited to) Barbicide, Utronics, Clorox wipes
16. Decontamination supplies for hands
17. Stainless steel bowl for water (1½ quart minimum size)
18. Blood spill kit must have a properly labeled biohazard bag. A first aid kit by itself is not acceptable.

Note: All products to be in contact with the skin must be in the original manufacturer's packaging. All decontamination chemicals must be in the original manufacturer's packaging.

RESUME REQUIREMENT

All competitors must create a one-page résumé and submit a hard copy at orientation. Failure to do so will result in a 10-point penalty.

Note: Your resume may be judged as part of your contest"

DEVICES

Cell phones or other electronic devices not approved by the NYS Chairperson will be collected by the contest chair during the competition. Chairpersons will announce their acceptance by listing it on their standard or at the orientation meeting. In case of emergencies advisors should allow the competitors to take their phones to the contest areas.

If the competitor uses their device in a manner which compromises the integrity of the competition, the competitor's score may be penalized.

SCOPE OF THE COMPETITION

The competition is designed to measure the skill levels of the professional, entry-level esthetician. The SkillsUSA Framework serves as a foundation for the industry-based technical standards. Areas of focus for the esthetics competition incorporate concepts of theoretical knowledge, professional communications, demonstration of technical skills, practices of safety and health, and professional work ethic.

KNOWLEDGE PERFORMANCE

The competition will include a skill-related written test of questions assessing knowledge of esthetics. There will be additional questions related to professional development.

All competitors are required to take the NYS SkillsUSA professional development test online.

SKILL PERFORMANCE

An oral communication portion of the competition will assess the verbal presentation skills of the competitor. The technical skill performance tasks will assess skills in facial massage, basic facial, beauty and fantasy makeup application at multiple performance stations. Technique is scored in the performance tasks of facial massage, basic facial and beauty makeup application, and creativity is additionally assessed in the fantasy makeup application. An emphasis on safety and health will be used in all segments of the skill performance areas. Observations during each segment and evaluation of the finished product will be considered in the scoring.

COMPETITION GUIDELINES

1. The competition rules will be reviewed at the scheduled orientation. At the orientation, please be prepared to submit a written theme in a plastic sleeve and 8"x10" photograph of completed fantasy makeup in a plastic sleeve. At orientation, competitors must be dressed in official competition clothing, provide items for the kit check and complete the written esthetics knowledge test.
2. All competitors must keep their working area clean and always organized.
3. All competitors must follow sanitation and safety procedures throughout the competition. Floor monitors/judges will assess decontamination procedures and safety practices throughout the competition.
4. All competitors must bring a model for the competition. Competitors must have natural nails (short and not artificial) with no nail polish. Hair must be pulled back. No jewelry or facial piercings. (A penalty will result if these rules are not followed.)
5. Models must maintain hair off the face, and cosmetic-free skin.
6. Competitors will prepare and perform an oral communication presentation. This will consist of a two- to three-minute oral presentation of an analysis of the skin and client consultation. Competitor will be given a skin type and should be able to recommend a skin care treatment and home care regimen.

7. Time limits:
 - a. Knowledge exam: 30 minutes
 - b. Oral presentation: 2-3 minutes
 - c. Facial station setup: 5 minutes
 - d. Cleansing massage: 15 minutes
 - e. Basic facial procedure: 30 minutes
 - f. Beauty makeup application: 60 minutes
 - g. Fantasy makeup application: 75 minutes
8. Penalty points can occur for the following:
 - a. Any rule not followed, with no exceptions
 - b. Leaving the competition area before completion of task (applies to both competitor and model) without proper escort
 - c. Any product used that is not as manufacturer intended
 - d. Any product that appears to have been altered or not properly identified with the manufacturer's original packaging and original labeling, i.e., product labels cannot be defaced
9. A professional attitude and communication are expected throughout the competition
10. Once time is called, the competitor must stop working
11. Cell phones or other forms of communication technology are not to be in the competition area. If models and/or competitors are using any digital communication device (other than when permitted), points will be deducted. See "Prohibited Devices" above for more information.
12. Setup should only consist of items needed for the specific task in progress. Time will be allowed between each task to reset the table. All items should be brought to the competition site in an organized fashion.
13. Required implements and products must be clean, accounted for and professionally organized. Proper control and usage of products and tools will be always expected.
14. Props such as hair ornaments, wigs and jewelry may be used in the fantasy section but will not be considered in the judging. The chair will provide competitors time to add final props to the fantasy portion after judging is complete.
15. All products used in any portion of the skill competition must be considered safe for application to the skin. This includes any item used on or attached to the skin in the fantasy makeup application.
16. Conversation between competitor and model is limited. Any form of communication with observers, judges and other competitors is prohibited during the competition.

2023/2024 THEME: DOLL FACE

STANDARDS AND COMPETENCIES

EST 1.0 — Professionalism

- 1.1. Dresses appropriately and professionally
 - 1.1.1. Image is conducive to industry
 - 1.1.2. Guidelines of technical standards are followed
- 1.2. Demonstrates self-assuredness

- 1.3. Demonstrates self-accountability through preparation and follow-through of tasks
- 1.4. Models respect for others
- 1.5. Pays attention to detail when projecting self-image
- 1.6. Exhibits dependability through punctuality
- 1.7. Effective and efficient completion of assigned tasks
- 1.8. Completed projects display high degree of quality attained with enthusiasm
- 1.9. Applies significant effort to achieve optimal results
- 1.10. Demonstrates optimism and positivity in expressing themselves
- 1.11. Demonstrates knowledge of active and attentive listening skills
- 1.12. Demonstrates personal management skills
- 1.13. Works to establish and adhere to timelines
- 1.14. Adheres to guidelines of acceptable use of technology
- 1.15. Demonstrates accurate knowledge and skills related to competition tasks
- 1.16. Demonstrates awareness of industry trends

EST2.0—Setup and Client Protection—judged in all technical skill task areas of competition (basic facial, beauty and fantasy makeup) – 5-minute time limit

- 2.1. Sanitize hands
- 2.2. Disinfect work area or uses protective covering
- 2.3. Set up work area
- 2.4. All supplies in original packaging
- 2.5. All products, materials and supplies are maintained in sanitary condition
- 2.6. Disinfect or cover chair
- 2.7. Dispose of soiled materials using infection control procedures
- 2.8. Apply body drape or cover for protection
- 2.9. Apply hair drape or cover
- 2.10. No cross-contamination of products to skin or skin to product

EST3.0—Cleansing Massage–15 minutes

- 3.1. Preparation of workstation
- 3.2. Demonstration of cleansing the face
 - 3.2.1. Cleansing of the lips
 - 3.2.2. Cleansing of the eye area
 - 3.2.3. Distribution of cleansing product
 - 3.2.4. Cleansing of entire face
- 3.3. Demonstration of facial massage
 - 3.3.1. Distribution of massage product
 - 3.3.2. Demonstration manipulations includes the following:
 - Effleurage
 - Petrissage
 - Tapotement
 - Friction/Vibration
- 3.4. Manipulation techniques demonstrate smoothness, flow and rhythm
- 3.5. Maintain continuous contact during massage
- 3.6. Removal of massage product without dragging or pulling

EST 4.0 — Basic Facial (consisting of exfoliation, steaming, facial mask, toner and moisturizer), 30 minutes

- 4.1. Exfoliation
 - 4.1.1. Safe and sanitary product use, distribution and application
 - 4.1.2. Safe manipulation of exfoliation product
 - 4.1.3. Removal of exfoliation product from the skin
- 4.2. Steaming
 - 4.2.1. Proper preparation for steaming of the face
 - 4.2.2. Test towel temperature on wrist safely
 - 4.2.3. Demonstration of steaming the face
 - 4.2.4. Drape towel to cover the face so nose and/or mouth are uncovered
 - 4.2.5. Lift towel from face safely
- 4.3. Facial Mask
 - 4.3.1. Proper preparation for facial mask
 - 4.3.2. Remove mask product from container using infection control procedures
 - 4.3.3. Application of facial mask
 - 4.3.4. Mask product application sufficiently covers skin of the face, excluding eyes, lips and nasal passages
 - 4.3.5. Mask coverage is consistently maintained
 - 4.3.6. Remove all residual mask product safely
- 4.4. Apply toner, freshener or astringent safely
 - 4.4.1. Product is applied as directed
 - 4.4.2. All applicable facial skin is treated
- 4.5. Face is moisturized
 - 4.5.1. Product is applied as directed
 - 4.5.2. All applicable facial skin is treated
- 4.6. Infection Control
 - 4.6.1. Dispose of soiled materials using infection control procedures
 - 4.6.2. Practice infection control procedures and safety throughout all portions of basic facial
 - 4.6.3. Maintain work area in a safe manner throughout service

EST 5.0 — Beauty Makeup (application of daytime or evening makeup following current trends), 60 minutes

- 5.1. Preparation
 - 5.1.1. All items necessary for beauty makeup and application must be in original packaging
 - 5.1.2. Protect clothing with protective covering or cape
 - 5.1.3. Secure hair off face
 - 5.1.4. Sanitize hands
- 5.2. Demonstration of facial beauty makeup
 - 5.2.1. Prepare the face for cosmetic applications
 - 5.2.2. Foundational treatments applied to balance and enhance the coloration of the skin
 - 5.2.3. Application of setting product
 - 5.2.4. Treatment of eye lids enhance the natural beauty

- 5.2.5. Liner product enhances the shape of the eye
- 5.2.6. Lash product enriches the length, color and volume of lashes
- 5.2.7. Eyebrows are treated to provide definition and balance
- 5.2.8. Lip Liner provides balanced lip shape
- 5.2.9. Lip color offers cohesiveness to overall look
- 5.2.10. Cheek color provides vibrance
- 5.2.11. All cosmetic products applied enhance skin and features without lines of demarcation and resulting in a professional appearance
- 5.3. Safety and infection control
 - 5.3.1. Dispose of soiled materials using infection control procedure
 - 5.3.2. No evidence of cross-contamination is present
 - 5.3.3. All products applied to the skin are used as intended
 - 5.3.4. Practice infection control procedures safely throughout service
 - 5.3.5. Maintain work area in a safe manner throughout service

Note: Time or supplies are not provided to remove beauty makeup; product removal may be done during the scheduled break time at the competition site.

EST 6.0 — Fantasy Makeup (a general theme is provided annually), 75 minutes

- 6.1. Preparation
 - 6.1.1. Written theme demonstrates accurate and appropriate use of logic, spelling, grammar and punctuation
 - 6.1.2. All items for fantasy makeup application must be in original packaging
 - 6.1.3. Protect shoulders with protective covering or a cape
 - 6.1.4. Sanitize hands
- 6.2. Demonstration of facial fantasy makeup
 - 6.2.1. Proper application of all necessary fantasy make-up products
 - 6.2.2. Display of creativity while staying within the theme
 - 6.2.3. Implements the creative process
 - 6.2.4. Completed look — impact of change
- 6.3. Safety and infection control
 - 6.3.1. Dispose of soiled materials using infection control procedures
 - 6.3.2. No evidence of cross-contamination is present
 - 6.3.3. All products applied to the skin are used as intended
 - 6.3.4. Practice infection control procedures safely throughout service
 - 6.3.5. Maintain work area in a safe manner throughout service

EST 7.0 — Oral Presentation — Apply the knowledge and skills necessary for professional communication, 2-3 minutes

- 7.1. Present oral communication to judges; professional oral communication monitors personal language and actions
- 7.2. Maintain a professional attitude and models appropriate behavior
- 7.3. Presentation communicates a clear purpose
- 7.4. Use eye contact
- 7.5. Voice is used appropriately, including volume and tone
- 7.6. Professional terminology is used, including grammar
- 7.7. Organization of thoughts exhibits flow

COMMITTEE IDENTIFIED ACADEMIC SKILLS

The technical committee has identified that the following academic skills are embedded in this competition.

Math Skills

- Use fractions to solve practical problems
- Use proportions and ratios to solve practical problems
- Solve practical problems involving percentages
- Measure angles
- Find volume and surface area of three-dimensional objects
- Apply transformations (rotate or turn, reflect or flip, translate or slide, and dilate or scale) to geometric figures
- Construct three-dimensional models
- Make predictions using knowledge of probability
- Solve problems using proportions, formulas and functions
- Use basic math skills for the purpose of marketing and bookkeeping: addition, subtraction, multiplication, division and percentages

Science Skills

- Describe and recognize elements, compounds, mixtures, acids, bases and salts
- Describe and recognize solids, liquids and gases
- Describe characteristics of types of matter based on physical and chemical properties
- Use knowledge of physical properties (shape, density, solubility, odor, melting point, boiling point, color)
- Use knowledge of chemical properties (acidity, basicity, combustibility, reactivity)
- Describe and demonstrate simple compounds (formulas and the nature of bonding)
- Predict chemical changes to matter (types of reactions, reactants and products, and balanced equations)
- Use knowledge of potential and kinetic energy
- Use knowledge of mechanical, chemical and electrical energy
- Use knowledge of heat, light and sound energy
- Use knowledge of temperature scales, heat and heat transfer
- Use knowledge of the nature and technological applications of light
- Use knowledge of simple machines, compound machines, powered vehicles, rockets and restraining devices
- Use knowledge of principles of electricity and magnetism
- Use knowledge of static electricity, current electricity and circuits

Language Arts Skills

- Demonstrate use of such verbal communication skills as word choice, pitch, feeling, tone and voice
- Demonstrate use of such nonverbal communication skills as eye contact, posture, and gestures using interviewing techniques to gain information
- Demonstrate comprehension of a variety of informational texts

- Use text structures to aid comprehension
- Understand source, viewpoint and purpose of texts
- Demonstrate knowledge of appropriate reference materials
- Use print, electronic databases and online resources to access information in books and articles

CONNECTIONS TO NATIONAL STANDARDS

State-level academic curriculum specialists identified the following connections to national academic standards.

Math Standards

- Geometry
- Measurement
- Problem solving
- Communication
- Connections
- Representation

Science Standards

- Understands the principles of heredity and related concepts.
- Understands relationships among organisms and their physical environment.
- Understands the nature of scientific inquiry.

Language Arts Standards

- Students apply a wide range of strategies to comprehend, interpret, evaluate and appreciate texts. They draw on their prior experience, their interactions with other readers and writers, their knowledge of word meaning and of other texts, their word identification strategies, and their understanding of textual features (e.g., sound-letter correspondence, sentence structure, context, graphics).
- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes.
- Students use spoken, written and visual language to accomplish their own purposes. (e.g., for learning, enjoyment, persuasion and the exchange of information.)