

2025 Cosmetology

Program Standards

CONTENT STANDARD 1.0: PROFESSIONAL ORGANIZATIONS AND LEADERSHIP

Performance Standard 1.1: Student Leadership in Career Technical Student Organizations (CTSO) and Professional Associations

- 1.1.1 Explore the role of professional organizations and/or associations in the Cosmetology industry.
- 1.1.2 Define the value, role, and opportunities provided through career technical student organizations.
- 1.1.3 Engage in career exploration and leadership development.

CONTENT STANDARD 2.0: SAFETY PROCEDURES

Performance Standard 2.1: Safety Rules and Sanitation Procedures

- 2.1.1 Describe general safety rules and sanitation procedures.
- 2.1.2 Demonstrate personal/professional hygiene practices.
- 2.1.3 Classify infectious and contagious diseases.
- 2.1.4 Demonstrate workplace sanitation and safety practices (e.g., work area, implements, equipment, blood spills).
- 2.1.5 Identify federal, state, and local regulatory agencies and their functions.
- 2.1.6 Describe procedures for proper sanitation, storage, and maintenance of tools, implements, and equipment.

CONTENT STANDARD 3.0: PROFESSIONAL BEHAVIORS

Performance Standard 3.1: Communication Skills

- 3.1.1 Conduct a comprehensive client consultation/needs assessment.
- 3.1.2 Demonstrate customer service skills (i.e., address, consult, provide feedback to the customer), using professional etiquette.
- 3.1.3 Demonstrate effective listening skills.
- 3.1.4 Maintain client records for cosmetology services.
- 3.1.5 Demonstrate conflict management and resolution techniques with dissatisfied, angry, or emotional clients or peers.

Performance Standard 3.2: Life Skills and Professional Image

- 3.2.1 Describe the importance of time management.
- 3.2.2 Describe the importance of workplace ethics, career, and professional habits.
- 3.2.3 Identify professional image-building basics and appropriate workplace attire.
- 3.2.4 Create a resume.
- 3.2.5 Maintain a professional portfolio.

CONTENT STANDARD 4.0: HAIR AND SCALP CARE

Performance Standard 4.1: Hair and Scalp Analysis

- 4.1.1 Describe the structure and natural composition of the hair strand.
- 4.1.2 Describe the structures of the hair root and scalp.
- 4.1.3 Identify the phases of hair growth.
- 4.1.4 Identify the most common types of hair loss and causes.
- 4.1.5 Identify common disorders of the hair and scalp.
- 4.1.6 Describe texture, density, porosity, elasticity, and wave pattern.
- 4.1.7 Perform a hair analysis.
- 4.1.8 Determine the pH (i.e., acid mantle) of hair and skin to select pH-balanced products.

Performance Standard 4.2: Shampooing and Conditioning

- 4.2.1 Apply the proper client draping for shampoo and conditioning treatment.

- 4.2.2 Determine the correct shampoo and conditioner for different hair and scalp types.
- 4.2.3 Describe procedures for shampooing and conditioning for various hair textures.

CONTENT STANDARD 5.0: HAIR DESIGN

Performance Standard 5.1: Styling Techniques

- 5.1.1 Describe the principles of hair design and their importance in creating hairstyles.
- 5.1.2 Describe types of hairstyling (e.g., wet, thermal, natural).
- 5.1.3 Identify tools and equipment used in thermal hair styling, based on their functions.
- 5.1.4 Demonstrate the safe and proper use of all thermal tools.
- 5.1.5 Describe types of styling products, procedures for their applications, and their intended outcomes.

Performance Standard 5.2: Haircutting

- 5.2.1 Perform a one-length haircut and a layered (i.e., graduated) haircut.
- 5.2.2 Describe angles, elevations, over direction and guidelines used for haircuts.
- 5.2.3 Identify texturizing tools and techniques.
- 5.2.4 Describe how head shape, growth patterns, and hair type influence a haircut.
- 5.2.5 Identify the proper techniques for using shears, clippers, and trimmers, including client protection, blood spill procedure, sanitation, and storage.

CONTENT STANDARD 6.0: CHEMICAL SERVICES

Performance Standard 6.1: Hair Coloring and Lightening Techniques

- 6.1.1 Analyze the color wheel and color tones and their relationship to color formulation.
- 6.1.2 Identify the levels of color and associated contributing pigments.
- 6.1.3 Describe the different categories of hair color and hair lighteners and their uses.
- 6.1.4 Identify the effects of acidic and alkaline solutions on skin and hair.
- 6.1.5 Compare a patch test and a strand test.
- 6.1.6 Demonstrate virgin hair, single-process application.
- 6.1.7 Demonstrate a retouch application.
- 6.1.8 Demonstrate foiling applications (e.g., coloring, highlighting, balayage and cap techniques).
- 6.1.9 Describe the role light and dark colors play regarding color placement.

Performance Standard 6.2: Chemical Texture Services

- 6.2.1 Identify the appropriate types of materials and tools needed for chemical texture services.
- 6.2.2 Describe the chemical action involved in the oxidation and reduction process.
- 6.2.3 Identify the types of permanent waving solutions.
- 6.2.4 Perform physical sectioning and rod placement patterns.
- 6.2.5 Demonstrate safety practices when performing chemical portions in permanent waving.

CONTENT STANDARD 7.0: NAILS AND SKIN CARE

Performance Standard 7.1: Manicures and Pedicures

- 7.1.1 Describe the structure, composition, and growth of the nail.
- 7.1.2 Identify nail diseases and disorders.
- 7.1.3 Identify the products and tools used in a typical manicure and pedicure.
- 7.1.4 Describe safety and sanitation requirements regarding manicure and pedicure implements and equipment.
- 7.1.5 Analyze the skin and nails for a manicure and pedicure procedure.
- 7.1.6 Identify common massage manipulations used in the manicure and pedicure service.

Performance Standard 7.2: Skin Care Services

- 7.2.1 Identify skin types.
- 7.2.2 Describe skin structure.
- 7.2.3 Describe the effects of sun exposure and sun-damage prevention methods.
- 7.2.4 Identify characteristics of the seven face shapes.
- 7.2.5 Identify skin tones (e.g., cool, warm, neutral).
- 7.2.6 Apply cosmetics based on color theory.



- 7.2.7 Identify common cosmetic application strategies for daytime, evening, and special occasions.
- 7.2.8 Describe sanitation precautions for makeup and skin tools.
- 7.2.9 Identify types of skin care therapies (e.g., electrotherapy, light therapy) and possible contraindications.
- 7.2.10 Describe permanent and temporary methods of hair removal.

CONTENT STANDARD 8.0: SALON SKILLS

Performance Standard 8.1: Workplace Readiness

- 8.1.1 Research career and educational opportunities in cosmetology.
- 8.1.2 Identify licensing and industry credentialing requirements.
- 8.1.3 Describe trends, new products, and technologies emerging in the cosmetology industry.

Performance Standard 8.2: Business Management and Operations

- 8.2.1 Compare booth rental, commission, or hourly employment.
- 8.2.2 Create a business plan for opening a cosmetology establishment within state licensing requirements.
- 8.2.3 Describe the importance of being professionally engaged (e.g., marketing, public relations, consumer information) on media platforms.
- 8.2.4 Analyze the factors that contribute to building and maintaining clientele.
- 8.2.5 Describe the impact of retail sales within a cosmetology business.
- 8.2.6 Create short-term and long-term goals for a career in cosmetology.