# Cosmetology

## Criticality Survey (2025)

### CONTENT STANDARD 1.0: PROFESSIONAL ORGANIZATIONS AND LEADERSHIP

**Performance Standard 1.1: Effective Leadership and Participation 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. | 1.67 |
| 1.1.2 | Define the value, role, and opportunities provided through career technical student organizations. | 1.89 |
| 1.1.3 | Engage in career exploration and leadership development. | 1.56 |

### 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. | 2.77 |
| 2.1.2 | Demonstrate personal/professional hygiene practices. | 2.54 |
| 2.1.3 | Classify infectious and contagious diseases. | 2.50 |
| 2.1.4 | Demonstrate workplace sanitation and safety practices (e.g., work area, implements, equipment, blood spills). | 2.81 |
| 2.1.5 | Identify federal, state, and local regulatory agencies and their functions. | 2.38 |
| 2.1.6 | Describe procedures for proper sanitation, storage, and maintenance of tools, implements, and equipment. | 2.77 |

### CONTENT STANDARD 3.0: PROFESSIONAL BEHAVIORS

**Performance Standard 3.1: Communication Skills**

| | | |
|---|---|---|
| 3.1.1 | Conduct a comprehensive client consultation/needs assessment. | 2.52 |
| 3.1.2 | Demonstrate customer service skills (i.e., address, consult, provide feedback to the customer), using professional etiquette. | 2.48 |
| 3.1.3 | Demonstrate effective listening skills. | 2.52 |
| 3.1.4 | Maintain client records for cosmetology services. | 2.24 |
| 3.1.5 | Demonstrate conflict management and resolution techniques with dissatisfied, angry, or emotional clients or peers. | 2.44 |

**Performance Standard 3.2: Life Skills and Professional Image**

| | | |
|---|---|---|
| 3.2.1 | Describe the importance of time management. | 2.63 |
| 3.2.2 | Describe the importance of workplace ethics, career, and professional habits. | 2.42 |
| 3.2.3 | Identify professional image-building basics and appropriate workplace attire. | 2.29 |
| 3.2.4 | Create a resume. | 2.25 |
| 3.2.5 | Maintain a professional portfolio. | 2.21 |

### 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. | 2.29 |
| 4.1.2 | Describe the structures of the hair root and scalp. | 2.17 |

| 4.1.3 | Identify the phases of hair growth. | 2.25 |
|---|---|---|
| 4.1.4 | Identify the most common types of hair loss and causes. | 2.25 |
| 4.1.5 | Identify common disorders of the hair and scalp. | 2.29 |
| 4.1.6 | Describe texture, density, porosity, elasticity, and wave pattern. | 2.54 |
| 4.1.7 | Perform a hair analysis. | 2.58 |
| 4.1.8 | Determine the pH (i.e., acid mantle) of hair and skin to select pH-balanced products. | 2.13 |
| Performance Standard 4.2: Shampooing and Conditioning | | |
| 4.2.1 | Apply the proper client draping for a shampoo and conditioning treatment. | 2.63 |
| 4.2.2 | Determine the correct shampoo and conditioner for different hair and scalp types. | 2.38 |
| 4.2.3 | Describe procedures for shampooing and conditioning for various hair textures. | 2.38 |

## 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. | 1.88 |
| 5.1.2 | Describe types of hairstyling (e.g., wet, thermal, natural). | 2.13 |
| 5.1.3 | Identify tools and equipment used in thermal hair styling, based on their functions. | 2.33 |
| 5.1.4 | Demonstrate the safe and proper use of all thermal tools. | 2.67 |
| 5.1.5 | Describe types of styling products, procedures for their applications, and their intended outcomes. | 2.46 |
| Performance Standard 5.2: Haircutting | | |
| 5.2.1 | Perform a one-length haircut and a layered (i.e., graduated) haircut. | 2.92 |
| 5.2.2 | Describe angles, elevations, over direction and guidelines used for haircuts. | 2.83 |
| 5.2.3 | Identify texturizing tools and techniques. | 2.67 |
| 5.2.4 | Describe how head shape, growth patterns, and hair type influence a haircut. | 2.75 |
| 5.2.5 | Identify the proper techniques for using shears, clippers, and trimmers, including client protection, blood spill procedure, sanitation, and storage. | 2.92 |

## 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 formula | 2.78 |
| 6.1.2 | Identify the levels of color and associated contributing pigments. | 2.74 |
| 6.1.3 | Describe the different categories of hair color and hair lighteners and their uses. | 2.65 |
| 6.1.4 | Identify the effects of acidic and alkaline solutions on skin and hair. | 2.43 |
| 6.1.5 | Compare a patch test and a strand test. | 2.52 |
| 6.1.6 | Demonstrate virgin hair, single-process application. | 2.52 |
| 6.1.7 | Demonstrate a retouch application. | 2.70 |
| 6.1.8 | Demonstrate foiling applications (e.g., coloring, highlighting, balayage and cap techniques). | 2.61 |
| 6.1.9 | Describe the role light and dark colors play regarding color placement. | 2.30 |

| Performance Standard 6.2: Chemical Texture Services | | |
|---|---|---|
| 6.2.1 | Identify the appropriate types of materials and tools needed for chemical texture services. | 2.43 |
| 6.2.2 | Describe the chemical action involved in the oxidation and reduction process. | 2.43 |
| 6.2.3 | Identify the types of permanent waving solutions. | 2.43 |
| 6.2.4 | Perform physical sectioning and rod placement patterns. | 2.39 |
| 6.2.5 | Demonstrate safety practices when performing chemical portions in permanent waving. | 2.65 |
| **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. | 2.26 |
| 7.1.2 | Identify nail diseases and disorders. | 2.35 |
| 7.1.3 | Identify the products and tools used in a typical manicure and pedicure. | 2.48 |
| 7.1.4 | Describe safety and sanitation requirements regarding manicure and pedicure implements and equipment. | 2.74 |
| 7.1.5 | Analyze the skin and nails for a manicure and pedicure procedure. | 2.43 |
| 7.1.6 | Identify common massage manipulations used in the manicure and pedicure service. | 2.13 |
| Performance Standard 7.2: Skin Care Services | | |
| 7.2.1 | Identify skin types. | 2.30 |
| 7.2.2 | Describe skin structure. | 2.17 |
| 7.2.3 | Describe the effects of sun exposure and sun-damage prevention methods. | 2.17 |
| 7.2.4 | Identify characteristics of the seven face shapes. | 2.00 |
| 7.2.5 | Identify skin tones (e.g., cool, warm, neutral). | 2.04 |
| 7.2.6 | Apply cosmetics based on color theory. | 2.09 |
| 7.2.7 | Identify common cosmetic application strategies for daytime, evening, and special occasions. | 1.74 |
| 7.2.8 | Describe sanitation precautions for makeup and skin tools. | 2.70 |
| 7.2.9 | Identify types of skin care therapies (e.g., electrotherapy, light therapy) and possible contraindications. | 1.91 |
| 7.2.10 | Describe permanent and temporary methods of hair removal. | 2.17 |
| **CONTENT STANDARD 8.0: SALON SKILLS** | | |
| Performance Standard 8.1: Workplace Readiness | | |
| 8.1.1 | Research career and educational opportunities in cosmetology. | 1.87 |
| 8.1.2 | Identify licensing and industry credentialing requirements. | 2.57 |
| 8.1.3 | Describe trends, new products, and technologies emerging in the cosmetology industry. | 1.83 |
| Performance Standard 8.2: Business Management and Operations | | |
| 8.2.1 | Compare booth rental, commission, or hourly employment. | 2.00 |
| 8.2.2 | Create a business plan for opening a cosmetology establishment within state licensing requirements. | 1.95 |

| | | |
|---|---|---|
| 8.2.3 | Describe the importance of being professionally engaged (e.g., marketing, public relations, consumer information) on media platforms. | 1.91 |
| 8.2.4 | Analyze the factors that contribute to building and maintaining clientele. | 2.36 |
| 8.2.5 | Describe the impact of retail sales within a cosmetology business. | 1.77 |
| 8.2.6 | Create short-term and long-term goals for a career in cosmetology. | 1.91 |