**Esthetics Competition Standards**

*(Please note major changes highlighted in yellow, to conform to National competition.)*

**PURPOSE**

To evaluate each contestant’s preparation for employment and to recognize outstanding students for excellence and professionalism in the field of esthetics.

## ELIGIBILITY

Open to active SkillsUSA members enrolled in programs with cosmetology/esthetics as the occupational objective.

**CLOTHING**

**CONTESTANTS –**

* White Polo shirt
* Black Dress Slacks (no jeggings or leggings, no spandex, no yoga pants, no skin-tight pants, no denim)
* Black belt with no ornamentation (if slacks have belt loops)
* Black dress socks or black or skin-tone hose is allowed under slacks,
* Black leather work shoes (closed toe)
* No jewelry or facial piercings is Allowed in the Esthetics competition (based on national Esthetics Competition Technical Standards and Guidelines).

**Smock (Optional):**Contestants may wear a white smock over their polo shirt.

*If students show up in attire that is unprofessional, they are not allowed to compete.*

**MODELS *(Must be SkillsUSA Members)* –**

* Solid Black Round neck (crew) shell/shirt
* Black Dress Slacks (no jeggings or leggings, no spandex, no yoga pants, no skin-tight pants, no denim)
* Black belt with no ornamentation (if slacks have belt loops)
* Black dress socks or black or skin-tone hose is allowed under slacks
* Black leather work shoes (closed toe)
* Hair must be secured away from the face

## EQUIPMENT AND MATERIALS

**Supplied by the technical committee:**

* + Tables, beds and chairs
  + Small table for products
  + Towel steamers/warmers / Hot cabbies
  + First Aid Kit and Blood Spill Kit

## Supplied by contestant:

* + A written description of the theme for the fantasy makeup portion of the contestant’s theme interpretation is limited to one page typewritten in a legible font and contained within a plastic sleeve. The description must be submitted at the contestant orientation. No exceptions; late descriptions will result in a 10-point deduction.
  + 1 8x10 color photograph of the competitor’s completed work of the fantasy make-up.
  + Portable kit organizer (to transport and store items needed during the contest)
  + All items necessary for daytime makeup application.
  + Linens
  + All items necessary for basic facial and massage skills including:
* Cleanser
* Exfoliator
* Mask
* Toner
* Moisturizer
* Massage Cream
  + All necessary product applicators such as:
* Spatulas
* Cotton swabs
* Fan and mask brushes
* Cotton 4x4 pads or sponges
* Tissues
* Mascara wand
* Makeup brushes
* All applicators must be disposable or sanitizable
* **Esthetic products must be in original packaging/containers (No mock products allowed)**
  + False eyelashes
* Lashes (either strip or tab form)
* Adhesives
* Lash application tools
* Alcohol wipes and sanitizers
  + Minimum of six clean, white terry cloth towels in standard salon size (no holes or stains). For beauty portion contestants can use set-up sheets/paper towels. Contestants will donate two towels to the contest to put in hot towel steamer.
  + Headband
  + Proper draping supplies (cape for makeup application and one fitted and one flat white, clean, twin-size sheet for massage and facial skills)
  + Sealable plastic bags for sanitation and soiled linens (large zip-lock bags are recommended that fit linens and towels)
  + Latex-free gloves (at least two pair)
  + Paper towels or tissues (can be mini travel size)
  + Decontamination supplies for equipment and implements must be in their original containers and EPA approved, e.g., (but not limited to) Barbicide, Utronics, etc.
  + Hand Sanitizer
  + Stainless steel bowl for water (1½ quart minimum size)
  + Note Pad (for Oral Communications Segment)
  + 1 container of clean water, labeled “Clean Water”, and 1 empty container labeled “Dirty Water”. BOTH containers must have lids to prevent spills.
  + 2 Trash bags / Brown Paper Grocery bags with liner, suitable for “standing up” -- 1 labeled TRASH, 1 labeled SOILED LINENS

**GENERAL CONTEST INFORMATION**

* **Resume –** All contestants will be required to turn in during orientation a typed, 1-page, professional resume.
* **Cell phones or other electronic devices** are ***NOT*** allowed in the competition area.
* **Talking –** No talking to other contestants, instructors, or audience members during the competition is allowed. Doing so may result in disqualification. If you have a question, raise your hand and a sage or the competition chairperson will see to your needs. **Conversation between contestant and model is limited.**
* **Breaks –** Breaks will be given during competition. Contestants are not allowed to leave the area except with a chaperone for restroom visits or emergencies. If contestant gets sick during the competition and need to leave the contest area, no extra time will be allotted.
* **Work Time –** You can begin the contest when the chairperson signals so and you must stop when time is called. Continuing to work will result in point deductions. All contestants must participate in all phases of the competition, including written (if applicable) and Oral Communications.
* **Sanitation** – Contestant must disinfect and clean-up their work station/area, which includes a total breakdown of their work station/area. Sanitation for this contest includes –
* Disinfecting the workspace at the beginning
* Disinfecting the workspace at the end
* Dispose of all single-use and unused products/materials into the trash bag following infection control standards
* Secondary contestants will compete against secondary and postsecondary will only compete against postsecondary.
* JUDGES DECISIONS ARE FINAL

## SCOPE OF THE CONTEST

# Knowledge Performance

The contest will include a skill-related written knowledge test of 50 multiple-choice questions assessing knowledge of esthetics. Contestants will have 30 minutes to complete the exam.

The test bank is from *Milady Standard Fundamentals.*

# Skill Performance

An oral communication portion of the contest will assess the verbal presentation skills of the contestant. The technical skill performance tasks will assess skills in facial massage, basic facial, beauty and fantasy makeup application at multiple performance stations. Creativity is assessed in the fantasy makeup application, while technique is scored in the performance of massage, basic facial and beauty makeup application. An emphasis on safety and sanitation 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.

# Contest Guidelines

* All contestants must bring a model for the competition. Models are not required to attend the orientation.
  + Contestants must have natural nails (short and not artificial) with no nail polish. Hair must be pulled back; no jewelry or facial piercings. (Penalty will result if these rules are not followed.)
  + 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. Skin condition (and type) will be selected randomly by the judges.
* **Contestants will prepare and perform an oral communication presentation**. This will consist of a two- to three-minute oral presentation of the contestant’s interpretation and/or the approach to the yearly theme for the fantasy make-up application.
* Penalty points can occur for the following:
  + Any rule not followed, with no exceptions
  + Leaving the competition area before completion of task (applies to both contestant and model) without proper escort
  + Unauthorized use of a product that is not allowed or that doesn’t appear in the above listing
  + Any product that appears to have been altered. All products and solutions must be properly identified with the manufacturer’s original packaging and original labeling. Product labels cannot be defaced.
* Setup can 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 contest site organized by task.
* Required implements and products must be accounted for and professionally organized. Proper control and usage of products and tools will be expected at all times.
* 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 give contestants time to add final props to the fantasy portion after judging is complete**. DO NOT ADD THESE UNTIL JUDGING IS COMPLETED.**

Standards and Competencies

1.0 — Professionalism

* Dresses appropriately and professionally
  + Image is conducive to industry
  + Guidelines of technical standards are followed
* Demonstrates self-assuredness
* Demonstrates self-accountability through preparation and follow-through of tasks
* Models respect for others
* Pays attention to detail when projecting self-image
* Exhibits dependability through punctuality
* Effective and efficient completion of assigned tasks
* Completed projects display high degree of quality attained with enthusiasm
* Applies significant effort to achieve optimal results
* Demonstrates optimism and positivity in expressing themselves
* Demonstrates knowledge of active and attentive listening skills
* Demonstrates personal management skills
* Works to establish and adhere to timelines
* Adheres to guidelines of acceptable use of technology
* Demonstrates accurate knowledge and skills related to competition tasks
* Demonstrates awareness of industry trends

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

* Sanitize hands
* Disinfect work area or uses protective covering
* Set up work area
* All supplies in original packaging
* All products, materials and supplies are maintained in sanitary condition
* Disinfect or cover chair
* Dispose of soiled materials using infection control procedures
* Apply body drape or cover for protection
* Apply hair drape or cover
* No cross-contamination of products to skin or skin to product

3.0 — Cleansing Massage – 15 minutes

* Preparation of workstation
* Demonstration of cleansing the face
  + Cleansing of the lips
  + Cleansing of the eye area
  + Distribution of cleansing product
  + Cleansing of entire face
* Demonstration of facial massage
  + Distribution of massage product
  + Demonstration manipulations includes the following:
    - Effleurage
    - Petrissage
    - Tapotement
    - Friction/Vibration
* Manipulation techniques demonstrate smoothness, flow and rhythm
* Maintain continuous contact during massage
* Removal of massage product without dragging or pulling

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

* Exfoliation
  + Safe and sanitary product use, distribution and application
  + Safe manipulation of exfoliation product
  + Removal of exfoliation product from the skin
* Steaming
  + Proper preparation for steaming of the face
  + Test towel temperature on wrist safely
  + Demonstration of steaming the face
  + Drape towel to cover the face so nose and/or mouth are uncovered
  + Lift towel from face safely
* Facial Mask
  + Proper preparation for facial mask
  + Remove mask product from container using infection control procedures
  + Application of facial mask
  + Mask product application sufficiently covers skin of the face, excluding eyes, lips and nasal passages
  + Mask coverage is consistently maintained
  + Remove all residual mask product safely
* Apply toner, freshener or astringent safely
  + Product is applied as directed
  + All applicable facial skin is treated
* Face is moisturized
  + Product is applied as directed
  + All applicable facial skin is treated
* Infection Control
  + Dispose of soiled materials using infection control procedures
  + Practice infection control procedures and safety throughout all portions of basic facial
  + Maintain work area in a safe manner throughout service

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

* Preparation
  + All items necessary for beauty makeup and application must be in original packaging
  + Protect clothing with protective covering or cape
  + Secure hair off face
  + Sanitize hands
* Demonstration of facial beauty makeup
  + Prepare the face for cosmetic applications
  + Foundational treatments applied to balance and enhance the coloration of the skin
  + Application of setting product
  + Treatment of eye lids enhance the natural beauty
  + Liner product enhances the shape of the eye
  + Lash product enriches the length, color and volume of lashes
  + Eyebrows are treated to provide definition and balance
  + Lip Liner provides balanced lip shape
  + Lip color offers cohesiveness to overall look
  + Cheek color provides vibrance
  + All cosmetic products applied enhance skin and features without lines of demarcation and resulting in a professional appearance
* Safety and infection control
  + Dispose of soiled materials using infection control procedure
  + No evidence of cross-contamination is present
  + All products applied to the skin are used as intended
  + Practice infection control procedures safely throughout service
  + 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.

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

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

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

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

**SCORING INFORMATION**

* Set-up and Client Protection – 100 points
* Cleansing Massage – 100 points
* Basic Facial – 100 points
* Beauty Make-up – 300 points
* Fantasy Make-up – 300 points
* Oral Communications - 100 possible points
* Point Penalty Categories:
* Late Arrival penalty – 200 point deduction
* Sanitation / Clean-up – up to 100 point deduction.
* Kit Check – up to 30 point deduction
* Clothing penalty – up to 10 point deduction
* Resume penalty – 10 point deduction