Esthetics
NYS

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

This year’s theme is Greek Mythology.

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

**Clothing Requirements**
NYS Business Casual - which consists of:
- Button-up collared, white dress shirt, white blouse (collarless or small-collared) or white turtleneck, with any collar.
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose)
- Black dress shoes - no open back or open-toed shoes
- A white cosmetology smock can be worn, no jewelry

For models: Plain black T-shirt, black dress slacks, black or skin-tone seamless hose and black leather shoes; no jewelry. Contestants 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 contest.

Note: Contestants and models must wear their official contest clothing to the contest orientation meeting. Also #2 pencil, resume, and safety assurance form.

**Equipment and Materials**
Supplied by the technical committee will be a workstation consisting of the following:
1. Small tables (for use in performance of facials)
2. Chairs (for model)
3. Hot towel steamers
4. Water

Supplied by contestant:
a) Models: must be SkillsUSA 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; must not wear earrings, facial piercings or necklaces (jewelry may be worn in the fantasy portion of the contest). Models are not required to take the Professional Development Test or the skill-related written test.

b) All competitors and model must create a one-page resume and submit a hard copy to the contest chair at orientation. Failure to do so will result a 10-point penalty.

Note: Your contest may also require a hard copy of your résumé as part of the actual contest. Check the Contest Guidelines and/or the updates page on the NYS SkillsUSA Web site: [http://www.nysskillsusa.org/](http://www.nysskillsusa.org/)

c) A written description of the theme for the fantasy makeup portion of the contestant: 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 contestant orientation. No exceptions; late descriptions will result in a 10-point deduction.

d) One 8”x10” color photograph of the completed contestant work of the fantasy makeup. Photograph is expected to be contained within a plastic sleeve and turned in at the orientation meeting.

e) Portable kit organizer (to transport and store items needed during the contest)

f) All items necessary for daytime makeup application

g) 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.)

h) 2 All items necessary for basic facial and massage skills, including:
• Cleanser (appropriate for cleansing)
• Exfoliants – **mechanical only**
• Mask (not clear in color)
• Massage cream
• Toner or freshener
• Moisturizer

i) All necessary product applicators of your choice 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 sanitized.

j) False eyelash kit
• Lashes (both strip and tab forms)
• Adhesives
• Lash application tools
• Alcohol wipes and sanitizers

k) Minimum of six clean, white terry cloth towels in standard salon size (no holes or stains). Contestants will donate two towels to the contest to put in the hot towel steamer.

l) Headband: White for models

m) Proper draping supplies Spa wrap (cape for makeup application and one fitted and one flat white, clean, twin-size sheet for massage and facial skills)

n) Closeable plastic bags for sanitation and soiled linens

o) Latex-free gloves (at least two pair)

p) Paper towels or tissues (can be mini travel size)

q) Decontamination supplies for equipment and implements (must be EPA approved), e.g., (but not limited to) Barbicide, Utronics, Clorox wipes

r) Decontamination supplies for hands

s) Stainless steel bowl for water (1½ quart minimum size)

t) Blood spill kit must have a properly labeled biohazard bag. First aid kit by itself is not acceptable.

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

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**SCOPE OF THE CONTEST**

The contest is designed to measure 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 contest incorporates concepts of theoretical knowledge, professional communications, demonstration of technical skills, practices of safety and health, and professional work ethic.

**Knowledge Performance**

The contest will include a skill-related written knowledge test of questions assessing knowledge of esthetics. There will be additional questions related to professional development. Contestants will have 30 minutes to complete the exam.

**Skill Performance**

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.

**Contest Guidelines**

1. The contest rules will be reviewed at the scheduled orientation. **DO NOT bring kits to orientation.** At the orientation, please be prepared to submit contestant and model résumés, written theme in a plastic sleeve, and 8”x10” photograph of completed fantasy makeup in a plastic sleeve.

Contestants will be required to be dressed in official contest clothing and complete the written esthetics knowledge test. Kit check will happen during set-up of the competition.

2. All contestants must keep their working area clean and organized at all times.
3. All contestants must follow sanitation and safety procedures throughout the contest at all times. Judges will assess decontamination procedures and safety practices throughout the contest.

4. All contestants must bring a model for the competition. Models are not required to attend the orientation.
   a. 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.)
   b. Models must maintain hair off the face, and cosmetic-free skin.

5. Contestants may be asked to 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 makeup application.

6. Time limits
   a. Knowledge exam: 30 minutes
   b. Facial station setup: 5 minutes
   c. Basic facial procedure: 50 minutes
   d. Beauty makeup application: 45 minutes
   e. Fantasy makeup application: 60 minutes

7. 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 contestant and model) without proper escort
   c. Any product use 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. Product labels cannot be defaced.

8. Professional attitude and communication is expected throughout the contest.

9. Once time is called, the contestant must stop working. Touching the model after time is called will result in three penalty points.

10. Cellphones or other forms of communication technology are not to be in contest/holding area. If models and/or contestants are using any digital communication device, (Other than when permitted), points will be deducted.

11. 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 contest site in an organized fashion.

12. Required implements and products must be clean, accounted for and professionally organized. Proper control and usage of products and tools will be expected at all times.

13. 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 contestant’s time to add final props to the fantasy portion after judging is complete.

14. All products used in any portion of the skill contest 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.

15. No electricity will be available for contestants. No extra lighting or airbrush machines allowed.

16. Conversation between contestant and model is limited. Any form of communication with observers, judges and other contestants is prohibited during the contest.

**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 contest tasks
1.16 Demonstrates awareness of industry trends

EST 2.0 — Setup and Client Protection—Judged of all areas of contest (10 min.) Model should have spa wrap on for facial and day time makeup application. (drape and black T-shirt for fantasy makeup)

2.1 Sanitize hands
2.2 Disinfect work area or uses protective covering
2.3 Set up work area
2.4 No cross-contamination of products to skin or skin to product
2.5 Disinfect or cover chair
2.6 Dispose of soiled materials using infection control procedures
2.7 Re-sanitize hands
2.8 Apply body drape or cover for protection
2.9 Apply hair drape or cover
2.10 Re-sanitize hands

EST 3.0 — Cleansing the Face and Massage (20 minutes)

3.1 Preparation of workstation
3.2 Remove cleanser from container using infection control procedures
3.3 Demonstration of cleansing the face
3.4 Cleanse the lips safely
3.5 Cleanse eye area safely
3.6 Distribute cleanser over entire face safely
3.7 Cleanse entire face safely (cleansing massage only); Remove first cleanse with wipes, second cleanse with one steam towel.
3.8 Demonstration of massaging the face
3.9 Distribute massage product over entire face safely
3.10 Demonstration of massaging the face
3.10.1 Demonstrate effleurage movement
3.10.2 Demonstrate petrissage movement
3.10.3 Demonstrate tapotement movement
3.10.4 Demonstrate friction movement/vibration
3.10.5 Maintain continuous contact during massage
3.11 Remove massage product with wipes without dragging or pulling skin
3.12 Remove all residual cleansing massage products with wipes safely

EST 4.0 — Basic Facial (consisting of exfoliation, steam towel procedure, facial mask, toner and moisturizer; 30 minutes)

4.1 Exfoliation — Manual Exfoliation ONLY
4.1.1 Remove exfoliation product from container using infection control procedures
4.1.2 Demonstration of mechanical exfoliation application to the skin
4.1.3 Safe manipulation of exfoliation product
4.1.4 Removal of exfoliation product from the skin using wipes
4.1.5 Use 1st steam towel to make sure product is totally removed.
4.1.6 Practice safety and infection control throughout exfoliation procedure

4.2 Steaming towel procedure (any time using a steam towel)
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 2nd towel to cover the face so nose and/or mouth are uncovered
4.2.5 Lift towel from face safely
4.2.6 Practice safety and infection control throughout steaming procedure

4.3 Facial Mask and completion of facial (You may NOT use a clear mask)
4.3.1 Proper preparation for facial mask
4.3.2 Remove mask product from container using infection control procedures
4.3.3 Apply mask product over entire face safely, excluding eyes, lips and nasal passages
4.3.4 Practice safety and infection control procedures throughout service

2020 SkillsUSA NY Standards
4.3.5 Apply toner or astringent safely
4.3.6 Apply moisturizer safely
4.3.7 Dispose of soiled materials using infection control procedures
4.3.8 Practice infection control procedures safely throughout service
4.3.9 Maintain work area in a safe manner throughout service

EST 5.0 — Beauty Makeup (application of daytime; 45 minutes) Every step must be applied with safety, sanitation and effectiveness with a goal to create a clean, polished look that can be for daytime

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 Apply primer/moisturizer to face
5.2.2 Apply foundation and concealer to enhance and balance the face
5.2.3 Apply setting powder
5.2.4 Apply eye shadow
5.2.5 Apply eyeliner (no liquid liners allowed)
5.2.6 Apply mascara to lashes
5.2.7 Groom eyebrows using shadow brow or brow pencil
5.2.8 Apply lip liner
5.2.9 Apply lip color
5.2.10 Apply makeup without lines of demarcation to have the face match the rest of the body in shade and even toned

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 will be provided to remove beauty makeup; product removal may be done during the scheduled lunch break. (You may use the bathroom.)

EST 6.0 — Fantasy Makeup (a general theme is provided annually; 60 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. Model should have black t-shirt on under covering.
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. Clean, crisp and effective lines, showing follow through in completed design
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