**ESTHETICS (VIRTUAL)**

**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.

Contestant number must be visible at all times

Theme is Carnival

**CLOTHING REQUIREMENTS**

Contest Clothing Notes (Apply ONLY to Virtual Competitions):
- Official NYS SkillsUSA Competition Clothing minus the jacket recommended but NOT required.
- Contestant clothing options include the following:
  - Official Competition Clothing.
  - Trade Appropriate Clothing.

- Clothing must meet industry safety standards.
- No identification of the contestant, school or state is allowed on clothing.
- No offensive, vulgar or inappropriate images or text are allowed on contestants clothing.
- No shorts or sleeveless shirts are allowed.
- Skirts must be at least knee-length.
- Proper Personal Protective Equipment (PPE) must be worn by contestant to meet all state, local and school requirements due to COVID-19.
- Scoring deductions may only be given and/or disqualification of contestant if clothing safety standards are not met.

**EQUIPMENT AND MATERIALS**

Supplied by contestant:
1. Facial bed/tables (for use in performance of facials)
2. Chair (for model)
3. Small table for products
4. Towel steamers
5. Water
6. Bowl
7. All items necessary for basic facial and massage skills will be provided by the technical committee and will include:
8. Cleanser
9. Toner
10. Moisturizer
11. Exfoliator (Mechanical)
12. Mask
13. Massage cream
14. Computer with high-speed internet capability and camera to use applications such as Zoom, Teams, etc. The minimum recommended internet bandwidth speeds for joining Zoom meetings, accessing on-demand curriculum and other online operations is 2.0 Mbps up and down. You can test your current internet speeds by following this link: [http://www.speedtest.net](http://www.speedtest.net). Allow the page to load and click on GO.
15. A secondary camera(s) may be required to provide judges with the ability to view contestants from different angles. Additional camera requirements will be located on the SkillsUSA website at nysskillsusa.org
16. A contest Proctor will be required to be on site to assist judges. A local industry expert is preferred to serve as the Proctor and shall not be an individual that has been involved with the training of the contestant(s). The Proctor will serve as the onsite “hands and eyes” for the judges. Proctor will follow instructions from the judges for safety and operations related to the competition. Proctor may be asked by judges to perform several tasks such as operating a portable camera to show specific components or steps, measure parts, or any task that will provide judges with information needed to assist in accurate scoring of the contestant’s work or presentation. However, the Proctor shall not serve as a judge nor have any influence on contestant scores.
17. The contestant’s instructor or advisor shall be on site to observe all competition
activities to ensure a safe and healthy competition experience for all participants. That instructor or advisor will not be allowed to interact or interfere with the competitor unless a safety issue arises that requires interaction. Any other support or interaction between the contestant and the instructor/advisor will result in disqualification.

18. 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 contest.) Models are not required to take a skill-related written test.

19. 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.

20. One 8”x10” color photograph of the completed contestant work of the fantasy makeup. Photograph is expected to be contained within a plastic sleeve.

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

22. All items necessary for daytime makeup application

23. 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.)

24. All necessary product applicators of your choice such as:
   a. Spatulas
   b. Cotton swabs
   c. Fan and mask brushes
   d. Cotton 4x4 pads or sponges
   e. Tissues
   f. Mascara wand
   g. Makeup brushes
      All applicators must be disposable or sanitized.

25. False eyelash kit
   a. Lashes (both strip and tab forms)
   b. Adhesives

   c. Lash application tools
   d. Alcohol wipes and sanitizers

26. 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.

27. Headband

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

29. Closeable plastic bags for sanitation and soiled linens

30. Latex-free gloves (at least two pair)

31. Paper towels or tissues (can be mini travel size)

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

33. Decontamination supplies for hands

34. Stainless steel bowl for water (1½ quart minimum size)

35. 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.

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, and fantasy makeup application at multiple performance stations. Technique is scored in the performance tasks of facial massage, 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. All contestants must keep their working area clean and organized at all times.
2. All contestants must follow sanitation and safety procedures throughout the contest at all times. Floor monitors/judges will assess decontamination procedures and safety practices throughout the contest.
3. 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.
4. 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 makeup application.
5. Time limits
   a. Knowledge exam: 30 minutes
   b. Facial station setup: 5 minutes
   c. Cleansing massage: 15 minutes
   d. Basic facial procedure: 30 minutes
   e. Video explanation of makeup to be applied. (Instead of a written document)
   f. Fantasy makeup application: 75 minutes
6. 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.
7. Professional attitude and communication is expected throughout the contest.
8. Once time is called, the contestant must stop working.
9. Cellphones or other forms of communication technology are not to be in contest area. If models and/or contestants are using any digital communication device, (other than when permitted), points will be deducted.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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**

*Note for Virtual Competitions:* Contestants may not be required to perform all the standards and competencies listed in this section. However, contestants should be prepared to perform components in all areas. Prior to the competition, the technical committee may determine which standards and competencies contestants will be perform for the virtual contests. The technical committee will determine if additional information is
needed for contestants prior to the competition. These changes will be posted on the SkillsUSA Championships contest update website at the NYS SkillsUSA web site.

**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 in all technical skill task areas of contest (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

**EST 3.0 — 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
   3.3.3 Manipulation techniques demonstrate smoothness, flow and rhythm
   3.3.4 Maintain continuous contact during massage
   3.3.5 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 (Mechanical)
   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 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

Written Test
(Date to be announced)
• Video setup for procedure

• Once all is set up video final set up
• Read directions (Do not need to record)
• Video whole procedure
• Video cleanup with procedure
• Take a picture of Fantasy makeup setup
• Record fantasy makeup in time lapse mode
• Take a few pics from different angels of completed makeup before added adding uncalculated items. Such as wig etc.

Upload 3 videos under contestant’s number:
• Set up
• Full facial procedures/clean up
• Time lapse Fantasy makeup
• Final pictures of Fantasy makeup Implements the creative process
6.2.3 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