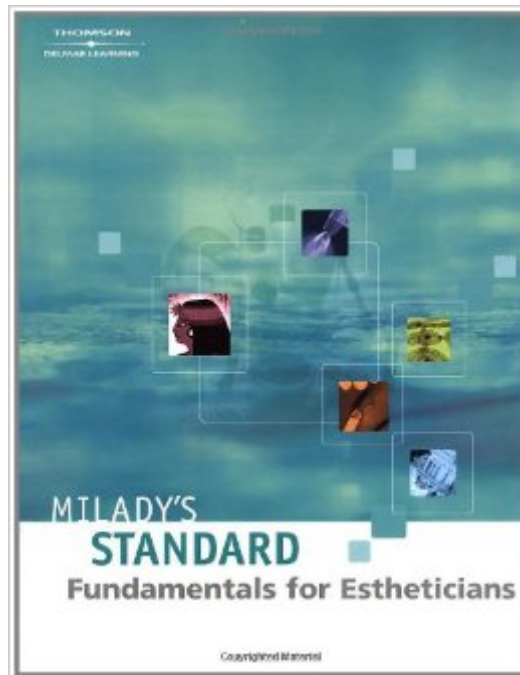


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Milady's Standard: Fundamentals For Estheticians



Synopsis

Now in its' ninth edition, Milady's Standard Textbook for Professional Estheticians has been thoroughly revised to include the most up-to-date information available today. Written by Joel Gerson, one of the industry's top authorities on skin care, and Alison O'Neil, a leading expert in the medical esthetics arena, this updated text contains all the essential information needed to ensure greater success for students taking the state board examinations. For the first time, this text is presented in full-color, incorporating a brand new, user-friendly four-color design that will help students learn the common links between the concepts and principles of skin care. Over 500 new full-color photographs and illustrations support the text content and include new step-by-step photographs for many of the procedures presented. All new photos have been incorporated in the chapter on skin disorders and diseases, special esthetic procedures, client consultation and skin analysis, and color theory and cosmetic techniques. A running glossary in each chapter helps the student become familiar with the language of skin care, and procedural notes and safety tips help to reinforce concepts. Expanded discussion on safety and sanitation topics reflects changes made in OSHA rulings and decontamination and infection control. Added discussion on advanced topics including AHAs, BHAs, glycolic, and microdermabrasion techniques give students exposure to those skills that will make them more marketable. Milady's Standard Textbook for Professional Estheticians, 9th ed., is the essential textbook for basic esthetics training.

Book Information

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Customer Reviews

This book is poorly written and dangerously flawed. There is a photo showing an infected cheek and it is labeled as Herpes. This is an error. The photo is of Impetigo. This is a very dangerous mistake. There is a section in this book that has the back muscles listed in the wrong area of the back. There is another diagram where the eyebrows are mislabeled. The review book is just wrong in so many instances. To the authors of the book, Fix this! This book sets a very low standard for estheticians and then provides a faulty education. I am ashamed. I am also afraid to read this book and study from it for my test.

Most of the chapters are well written and understandable. I have found some discrepancies in the information, and feel that the book could have been edited a little better. The book explains sanitation but does not go into the correct method of sanitizing all items that one would use during a service. The material is quite dry, and could really use something to get the student excited about the occupation that they have chosen.

Books that are organized based on learning research that makes learning easy to follow without loose ends are hard to find...and some that delve into that aspect of education might over do it. They bring it down to the basics before you even start reading so that you are able to understand the objectives and goals and vocabulary before beginning each chapter and do self checks kinda like math. Great method. However, I do still believe there is an audience that would like more complex....so I think you still have a large market out there of folks whose learning needs have not been met based on the rigors of market. GREAT and EXCELLENT job. The language is clear and modern and easy to read. The margins are large enough on the sides so that you can bullet to memorize or the authors should be highlighting the to know fundamentals and phrases. Otherwise it's a lot of reading and when you read once...you may not have the time as busy as we are to read again...I would definitely create a separate book as an Outline or skeleton...which is another format or a book with all kinds of graphics for comparisons etc as another means of learning and documenting information and remember and a quick reference...and it would go excellently or can be included with the workbook. Anything to improve memory and recall and issue for anyone in education. The greatest concern has always been matching up the product with the client and client-therapist compatibility...just like a doctor patient compatibility....so not sure this book is safe at all for the market...and in general the fitness of service has more to do with your clients which should be your immediate family members..that's where the tradition lies...outside those parameters and concept of safety...there is no tradition and we're over zealous.

I used this book to study before I took my State license test. This book has been very useful and I refer back to it often when I need to look at a skin issue. Milady's is very detailed and has a large vocabulary. If you are a makeup artist you should also buy this book and study the skin. Your clients would be impressed that you understand the skin so well.

These textbooks are good for lay ppl to use as reference especially when looking at products or deciding what is good or bad as far as skin is concerned. You wont to buy a lot of gimmicky products because they have done the research.

This has been superseded by the CD version. What a lot of text to wade through. I'm not sure how you work out how to actually learn and master all this information. Maybe it's just meant to be a reference book?

As this is the ninth edition of what is alledgedly the most widely used text for beginning estheticians, then the persistent use of mediocre-to-poor science is inexcusable. Doesn't the author consult *anyone* in the scientific/medical community before sending this thing off to the printers? It is *not*, for instance, an established fact that vitamin A protects human beings from cancer of any sort. There is certainly data that looks promising, but that's it. And since vitamin K is manufactured in the intestinal tract, why is paper wasted insisting that students, many of them fresh out of high school, should be memorizing the names of the food sources of this abundant nutrient? Many of these kids struggle with the science that *is* relevent to the profession they hope to enter. My husband is a doctor, I'm an RN, and neither of us has ever used the term "non-striated" muscle. It's "smooth" muscle, for crying out loud! And while I'm on the subject of muscles, absolutely none - not one - healthcare professional I'm acquainted with has ever learned anything about the "belly" of the muscle! No matter - 18 year-old kids have to learn what is not required of first-year medical students. Please. Yes, as a basic introductory text it has much to recommend it; all the more reason to get the science right. S.T., RN, Rochester, NY

As the most widely used textbook for estheticians in the world, this text provides comprehensive information on skin care science, professional esthetic procedures, and various spa treatments. Although I am not an esthetician student, I was formerly a pre-med student and was delighted to find that the material presented in Dr. Joel Gerson's book was interesting, clearly written, and

founded on solid, scientific principles. The chapters were very easy to follow and included many full-color diagrams that clearly portrayed the relevant details discussed in the text. After reading one to two chapters a day, my notes soon contained a complete, personalized skin care regimen that I could not have otherwise afforded on my budget. Now I possess a greater understanding of how to properly sterilize and disinfect my equipment and home, basic cosmetic chemistry, skin physiology, and the scientific principles behind various skin care equipment and procedures used by estheticians (which will help me to choose the best services available at the spa). Thank you Milady!

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