

Ch. 10

Hair Service Preparation

PART 03:
Hair Services

Learning Objectives

After completing this lesson, the learner will be able to:






- LO 1** Explain why cosmetologists need a thorough understanding of shampooing, conditioning, and basic scalp care.
- LO 2** Explain the benefits of the three-part hair care service.
- LO 3** List important information to gather about your client before performing a shampoo and conditioning service or scalp massage.
- LO 4** Demonstrate appropriate draping for a basic shampooing and conditioning service and for a chemical service.
- LO 5** Describe how to properly brush the hair and how hair brushing contributes to a healthy scalp.
- LO 6** Describe the benefits of a scalp massage during a shampoo and conditioning service.
- LO 7** Describe treatments for normal to mild scalp conditions.
- LO 8** Describe the uses and benefits of the various types of shampoos.
- LO 9** Outline the uses and benefits of the various types of conditioners.


FACILITY	RESOURCES		
Theory classroom	Student	Instructor	Resources
TIME ALLOTMENT	X	X	<i>CIMA™ for Milady Standard Cosmetology</i>
4 to 6 hours (adjust based on school schedule and learner participation/activities)	X	X	<i>Milady Standard Cosmetology (print or eBook)</i>
PRIOR STUDENT ASSIGNMENT	X		<i>Milady Standard Cosmetology Workbook</i>
<ul style="list-style-type: none"> • Read <i>Milady Standard Cosmetology</i> Chapter 10 • Other _____ 		X	<i>Milady Standard Cosmetology Exam Prep (print or digital)</i>
			<i>Milady Standard Cosmetology Course Management Guide (Lesson Plans and Instructor Support Slides)</i>
	X	X	<i>Milady Standard Cosmetology Videos</i>
	X	X	<i>Tablet/Laptop</i>

Educator Preparation


1. Review lesson plan, instructor support slides, chapter, and CIMA™ prior to teaching the lesson.
2. Review Subject Outline and determine how to divide the class into segments for effective presentation and time constraints.
3. Review Lesson Activities and Learner Assignments.
4. Gather all materials and supplies needed prior to starting class.
5. Ensure all technology is working properly before class.

Subject Outline

-  **LO 1** Explain why cosmetologists need a thorough understanding of shampooing, conditioning and basic scalp care.
 - Why Study Hair Service Preparation?
-  **LO 2** Explain the benefits of the three-part hair care service.
 - Three-Part Client Service Process
 - Part One: Pre-Service Procedure
 - Part Two: Service Procedure
 - Part Three: Post-Service Procedure
-  **LO 3** List important information to gather about your client before performing a shampoo and conditioning service or scalp massage.
 - Client Consultation
 - Scalp Analysis
-  **LO 4** Demonstrate appropriate draping for a basic shampooing and conditioning service and for a chemical service.
 - Professional Draping
-  **LO 5** Describe how to properly brush the hair and how hair brushing contributes to a healthy scalp.
 - Hair Brushing
 - Brushing and Detangling Implements

 **LO 6** Describe the benefits of a scalp massage during a shampoo and conditioning service.

- Scalp Massage

 **LO 7** Describe treatments for normal to mild scalp conditions.

- Scalp Treatments
 - Normal Scalp Treatments
 - Dry Hair and Scalp Treatment
 - Oily Hair and Scalp Treatment
 - Antidandruff Treatment

 **LO 8** Describe the uses and benefits of the various types of shampoos.

- Shampoo Types
 - Selecting the Proper Shampoo
 - Shampoo Types
 - Shampooing Clients with a Disability
 - Client Product Education

 **LO 9** Outline the uses and benefits of the various types of conditioners.

- Conditioner Types
 - Co-Wash
 - Other Conditioning Agents
 - Deep-Conditioning Treatment

Lesson Activities

- 1. Client Consultation.** Have students ask a partner the shampoo-specific questions.
- 2. Draping.** Have students pair up and practice all three types of draping on their partner.
- 3. Types of Brushes.** In small groups, have students discuss the brushes they have in their kit. Have them identify each type of brush and what it is best used for. In addition to their kit brushes, which brushes do they like to use?
- 4. Share the Massage Experience.** Have students pair up with a partner. One will act as the stylist and the other the client. On dry hair, the stylist will practice the effleurage movement on the temples of the head, moving toward the crown. Then they will practice petrissage in the same area. Ask them to share how the different sensations felt. Was the massage relaxing? Have them switch roles and repeat the massage routine, sharing their thoughts.
- 5. Scalp Treatments.** Working with a partner, have the students make notes on an index card as to the various treatments that are offered at the school. List the name of each product, the brand, which type of scalp condition that it is for, and what benefits it will have.
- 6. Place the Product on the pH Scale.** For this activity you will need large poster board and markers. You will also need bottles of various shampoos and conditioners used at your school. You could also include other professional shampoos and conditioners as well as over-the-counter products. Create one set for each group. Divide the class into small groups. Have them draw the pH scale on their poster board. Then have the students take the shampoos and conditioners and place them on the pH scale at the right location.
- 7. Types of Shampoos.** Working in small groups, have students make a chart of all the shampoo products used at the school. They should identify each type of shampoo, what the shampoo does, and the type of hair or scalp condition it would best serve.
- 8. Role-Play Recommending Products.** Role-playing is a good way to practice recommending retail products to clients. There is a sample role-play in the textbook, found on page 221. Ask for two volunteers. Have them read through the scene. Now that students have seen an example of a role-play, ask them to pair off with a classmate and role-play recommending products. One will play the client, the other the stylist. Then switch.
- 9. What Conditioner Do I Need?** Have students pair up and evaluate their partner's hair to determine and recommend the appropriate type of conditioning needed. Then have them discuss with the class what their recommendation is and why they have chosen it.
- 10. Story Moment Questions.** Place students in groups and ask them to review the story questions located at the end of the Instructor Support Slides. Have each group review, discuss, and answer the questions. Once they are completed, have the groups share what they discussed.
- 11. Review Activity.** Remind students that we want to make the shampoo service the greatest experience for the client. In small groups, have the students review the Focus On found on page 216 that shares the seven ways to make a good shampoo experience great. Have them discuss what they need to do when giving a shampoo to make a good shampoo experience great.

Lesson Activities Supplies

STUDENT	INSTRUCTOR	ITEMS
X		Activity 3. Set of brushes from their kit
X		Activity 5. Index cards
X		Activity 6. Poster board, markers, and various shampoos and conditioners

Learner Assignments

- 1. Scalp Analysis.** Have students to conduct a scalp analysis on five models.
- 2. Brushing.** Have students pair up in the student salon and properly brush one another’s hair. The student who is having their hair brushed must give the other student feedback on how the brushing feels—if it’s too strong or weak, if the brush bristles are scratchy, and so on.
- 3. Product Comparisons.** Ask students to list all the shampoo and conditioner products used at your school, along with the hair types appropriate for each. Have them analyze one or two classmates’ hair and recommend a particular shampoo and conditioner, then list each product’s benefits for that particular “client.” With your guidance, they might even try using their recommended choices on their classmates. They should keep a record of what products they use, how the hair feels and behaves afterward, and their classmates’ own opinions about the products.
4. Have students practice the procedures found in Chapter 10.
5. Direct the students to make flash cards of the glossary words to use to study this chapter.
6. Have students complete Chapter 10 in *CIMA for Milady Standard Cosmetology*.
7. Have students complete Chapter 10 of *Milady Standard Cosmetology Workbook*.
8. Have students complete Chapter 10 of *Milady Standard Cosmetology Exam Prep*.
9. On the lines below, write any activities, assignments, or ideas that have been used effectively with this lesson to aid other instructors who may use this lesson plan in the future.

Instructor Demo / Student Perform

Instructor will review and demonstrate (show a video), and students will practice the following procedures:

- Ⓟ **10-1: Pre-Service Procedure**
- Ⓟ **10-2: Post-Service Procedure**
- Ⓟ **10-3: Draping**
- Ⓟ **10-4: Hair Brushing and Detangling**
- Ⓟ **10-5: Shampooing and Conditioning**
- Ⓟ **10-6: Scalp Massage**

Motivational Thought of the Day

“Life is more beautiful when you meet the right hairdresser.”

Peter Coppola | Salon Owner, Hairstylist, Businessman



- Learning Objectives
- Warm Up Quiz

Group Discussion

What does this quote mean to you?

Learning Motivation

Have you ever shampooed your hair before?

Okay . . . yes . . . silly question! Of course, you have shampooed your hair. Most likely thousands and thousands of times! Shampooing is nothing new to you. But yet here we are, with an entire chapter dedicated to hair service preparation . . . shampooing!

Why do you think that is?

The simple fact is, there is more to shampooing than getting the hair clean. As a professional, you must have a thorough understanding of not only shampooing the hair but also consultations, scalp analysis, draping, hair brushing, scalp care, shampoo types, the pH scale, types of water, and conditioner types.

You are learning to be a professional, and that means understanding everything that impacts the hair and scalp during a shampoo service. It also means using professional language.

What do you do to clean your clothes? Wash them!

What do you do to clean your car? Wash it!

What about cleaning the dishes? Wash them!

And how do we clean the hair? Don't say wash! You might have said it your entire life, but as of today, you shampoo the hair! Being a professional isn't only about knowing how to do the services, it is also behaving and speaking like a professional and using the correct terminology.

Another reason this chapter is so critical is that it's all about customer service.

Clients come to the salon to be pampered, to relax, to let go of the stress from their everyday lives. Think about yourself . . .

When you get a manicure, what is your favorite part? The massage—right?

What about a pedicure? Again—the massage!

What about a facial? Are you seeing a pattern?

You want to give the client the greatest experience they have ever had, which begins with the shampoo and includes a great scalp massage and professional products that you have chosen to meet their needs. Do this, and you will win a client for life!

Outline

1. Why Study Hair Service Preparation

1  Slides 3–6

In-Depth Notes

Cleansing and conditioning the hair and scalp is a necessary part of maintaining good health and hygiene. You must understand the different types of shampoo and conditioning products available and what they offer for various hair types, textures, and hair and scalp conditions.

- Effective hair cleansing, rinsing, and conditioning provides a clear canvas for styling and finishing.
 - Always consider hairstyling, hair texture, and lifestyle when making decisions about shampoo, conditioner, and scalp massage services.
- In addition to removing excess sebum, dirt, environmental debris, and product buildup, a gentle massage—whether done as part of the shampoo and conditioning service, or a scalp treatment—builds vitality and provides relief to the scalp area.
 - Offer massage during the shampoo or conditioning process, or both.
 - A scalp massage provides a pleasurable and memorable experience that can build client loyalty, repeat business, and your reputation as a stylist.
 - Offer massage during the shampoo or conditioning process or both.
- Performing a scalp treatment is also recommended at prescribed intervals based on scalp conditions or required maintenance. If not properly maintained, even a normal scalp may develop sebum and dirt buildup.
 - Scalp treatments are encouraged to maintain a healthy scalp environment or correct minor conditions such as excess oiliness, dry scalp, or mild forms of dandruff.
- Cosmetologists should study and have a thorough understanding of scalp care, shampooing, and conditioning for all hair types because:
 - The shampoo service is the first opportunity to establish your position as a professional who attends to your clients' specific needs.
 - Product category knowledge allows you to recommend the best preparations and services to your clients.
 - You will be able to examine and identify hair and scalp conditions that require referral to a physician



Why Study?

- Video
- Discussion

1

Group Discussion

What experiences have you had in the salon that were enjoyable?
 Have you ever had a salon experience that you did not enjoy?

Check In

1. Why is it important to study basic scalp care, shampooing, and conditioning hair?

Answer:

The shampoo service is the first opportunity to establish your position as a professional who attends to your clients' needs. Product category knowledge allows you to recommend the best preparations and services to your clients. You will be able to examine and identify hair and scalp conditions that require referral to a physician.

Group Discussion

We are about to look at the three-part client service process.
 What do you think is included in the pre-service?
 What do you think is included in the actual service?
 What do you think is included in the post-service?

2. Three-Part Client Service Process

2

PP Slides 7–9

A. PART ONE: PRE-SERVICE PROCEDURE

It is easier to keep track of what you are doing, remain organized, and give consistent service if you break your hair care procedures into three individual parts:

1. Pre-service
2. Requested service
3. Post-service

The pre-service procedure is an organized, step-by-step plan for cleaning and disinfecting your implements, assembling materials, organizing your station, and meeting your client.

- This is the time to perform an effective client consultation to gain information about service expectations.

B. PART TWO: SERVICE PROCEDURE

The service procedure is an organized, step-by-step plan for accomplishing the actual service the client has requested, such as a shampoo, haircut, haircoloring, and/or chemical service.

C. PART THREE: POST-SERVICE PROCEDURE

The post-service procedure is an organized, step-by-step plan for caring for your client after the procedure has been completed.

- It details how to help your client through the scheduling and payment process and allows you to close the service by offering rebooking dates and retail home care purchases.



Three-Part Client Service

- Reading
- Part 1 Sequence
- Part 3 Sequence
- Quiz

2

Check In**2. Describe the benefits of using the three-part procedure and list the parts.****Answer:**

It is easier to keep track of what you are doing, remain organized, and give consistent service. The three-part procedure includes the pre-service, actual service, and post-service.

3. Client Consultation

3



Slides 10–14

Every salon service should include a client consultation to cover a variety of important points.

Here are some questions specific to the shampooing, conditioning, and scalp massage service to ask your clients:

1. Do you find a shampoo and conditioning service pleasurable?
2. Do you prefer a light touch? Cool or warm water?
3. Are you taking any medications that contraindicate a wet shampoo service or scalp massage?
 - Scalp stimulation increases blood flow, which some clients must avoid because of health conditions.
 - A physician may request a client use a dry shampoo for a medical reason, or the client may not be able to access the shampoo bowl.
4. Have you had any negative or concerning experiences with prior shampoo and conditioning services?
5. Do you have neck problems or any other health issues that I should be aware of when shampooing and conditioning your hair?
6. When was the last time you shampooed? How often do you shampoo?
 - This allows you to select the best shampoo to properly treat the scalp and hair.
7. Have you recently removed hair additions from your hair such as braids, tape-ins, fusion extensions, or full-head sew-in extensions?
8. Have you been using any natural non-professional treatments, such as coconut oil, olive oil, or shea butter?
 - This helps determine if clarifying shampoo /treatment is needed.

**Client Consultation**

- Reading
- Practice
- Essay
- Quiz

⚡ Activity 1: Client Consultation

Have students ask a partner the shampoo-specific questions.

3

A. SCALP ANALYSIS

A scalp analysis is an important preliminary step prior to every scalp treatment, shampoo, and conditioning service.

- It helps determine any challenges you should address or that may require a physician's care.
- Proper scalp analysis requires a good view of the scalp.
- It may require sectioning or mild detangling to perform properly.
- If there are indications of the following, you must decline the service and recommend that the client seek medical attention:
 - Abnormal scalp flaking such as large scaled patches
 - Open wounds or scalp irritations
 - Scalp disorders or diseases
 - Tick or lice infestation
 - Abnormal hair loss that may indicate folliculitis. The client may need to see a dermatologist for antibiotic treatment.

≡ Learner Assignment 1: Scalp Analysis

Have students conduct a scalp analysis on five models.

☑ Check In

3. What are three questions to ask during a client consultation pertaining to shampooing, conditioning, and scalp care?

Answer:

Answer may include three of the following:

- Do you find a shampoo and conditioning service pleasurable?
- Do you prefer a light touch? Cool or warm water?
- Are you taking any medications that contraindicate a wet shampoo service or scalp massage?
- Have you had any negative or concerning experiences with prior shampoo and conditioning services?
- Do you have neck problems or any other health issues that I should be aware of when shampooing and conditioning your hair?
- When was the last time you shampooed? How often do you shampoo?
- Have you recently removed hair additions from your hair such as braids, tape-ins, fusion extensions, or full-head sew-in extensions?
- Have you been using any natural non-professional treatments, such as coconut oil, olive oil, or shea butter?

4. Professional Draping

4



Slides 15–18

- **Shampoo Draping**

- **Cutting or Styling Draping**

- **Chemical Draping**

After the client consultation and before any professional cosmetology service begins, the client must be appropriately draped for the planned service(s).

- Client draping is an important aspect of every service because it contributes to the client's safety and comfort.
- Without proper draping, the client's clothing can become wet or even damaged from chemicals such as haircolor or relaxer.
 - These experiences are completely avoidable when the stylist ensures a professional draping.
- Before draping, have the client remove their jewelry and glasses, and secure all personal items as desired.
 - Inform the client of the risk of their jewelry getting damaged or lost during the service to cover you as a professional, even if the client chooses not to remove jewelry.
 - Ensure each cape has been laundered before use.
 - Always use a protective neck strip and/or towel between the client's neck and the cape's band to ensure protection for the client.
 - Neck strips are made of absorbent tissue paper or cloth that stretches to fit comfortably around the client's neck.
- There are three types of draping used in the salon:
 1. Shampoo draping
 2. Chemical service draping
 3. Cutting or styling draping
- Sometimes called a *wet draping*, it is used when a client is in the salon for a shampoo and styling or a shampoo and haircutting service. This draping is done with a plastic shampoo cape.
- Once the shampoo service is complete, you may replace the plastic cape with a haircutting or styling cape, which uses a haircutting or styling cape. This cape has a smaller neck strip that allows a natural fall to the hair for more precision while cutting.
- This is used for chemical services or treatments, such as a haircoloring, permanent wave, or chemical hair relaxing. The chemical drape remains in place until the chemical service is complete.



Professional Draping

- Reading
- Sequence
- Quiz

4

INSTRUCTOR DEMO / STUDENT PERFORM

Instructor will review and demonstrate (show a video), and students will perform the following procedures:

10-3: Draping

- Procedure
- Video
- Rubric

Activity 2: Draping

Have students pair up and practice all three types of draping on their partner.

Check In**4. List and describe three types of professional draping.****Answer:**

- Shampoo draping—used when a client is in the salon for a shampoo and styling or a shampoo and haircutting service
- Cutting or styling draping—has a smaller neck strip that allows a natural fall to the hair for more precision while cutting
- Chemical service draping—used for chemical service or treatment, such as a haircoloring, permanent wave, or chemical hair relaxing

5. Hair Brushing

5

PP Slides 19–25

Correct hair brushing stimulates microcirculation to the scalp; helps remove dust, dirt, and hairspray buildup from the hair; and gives it added shine.

- Brushing also aids in detangling and control for tighter curl patterns. For straight to wavy textures, thoroughly brush hair before shampooing.
- For tighter curl patterns, hair must be detangled first prior to wetting hair to be shampooed.
- Consider brushing during or after the conditioning portion of the shampoo service to reduce breakage and possible client discomfort.
- When performing a scalp treatment, pay attention to the pressure used when brushing.
 - Brush gently to remove debris and buildup, and do not allow the brush to overstimulate or prick the scalp. Brush the scalp and hair with slow, methodical strokes
- There are certain times when brushing, massaging, or shampooing the scalp is not recommended.



- Hair Brushing**
- Reading
 - Image Analysis
 - Research
 - Contraindications Quiz
 - Implements Quiz

5

- Brushing should be avoided:
 - If the scalp is irritated
 - Before a chemical service (follow manufacturer's directions)
 - Before or after a semipermanent or permanent haircolor service
 - Before or after bleach lightening or highlighting services (follow manufacturer's directions)
- If the manufacturer recommends shampooing before a chemical service, lightly brush and gently shampoo the hair to avoid scalp irritation.
 - Rinse with cool (not cold) water.

⚠ Caution

Curly or textured hair may require careful detangling and brushing prior to shampooing. Skipping this step could cause the hair to become matted and tangled during the shampooing process, which could lead to hair loss and density reduction.

A. BRUSH TYPES AND DETANGLING IMPLEMENTS

There are many brushes on the market.

- Refer to **Table 10-1**.
- Brushes with natural bristles are highly recommended for straight to wavy hair textures during the shampoo and conditioning service and before the scalp massage.
- Natural bristles have many tiny overlapping layers or scales, which clean and add luster to the hair.
- Paddle brushes with rubberlike bristles, wet-type brushes, collapsible brushes, and plastic vent brushes with sturdy bristles such as 7 or 9 row brushes are widely used to detangle wet hair.
- For tighter curl patterns, a wide-toothed comb may be required for detangling wet or dry hair.
- Finger detangling may also be necessary before brushing to detangle textured or highly tangled hair.
- Finger detangling allows for manual removal of large knots and helps separate the hair into workable sections for brushing to reduce breakage and client discomfort.

? Did You Know?

On straight to wavy textures where the cuticle is closed, the sebum will sit on top of the hair strands making it appear oily. For these hair textures, natural oils can be brushed down and through the hair daily for luster and shine. Curly hair has a naturally raised cuticle, therefore the hair at the scalp tends to absorb the natural sebum from the scalp before it can be carried down to the mid-lengths and ends. Curly hair is not able to be brushed daily to distributing the sebum.

5

⚡ Activity 3: Types of Brushes

In small groups, have students discuss the brushes they have in their kit. Have them identify each type of brush and what it is best used for. In addition to their kit brushes, which brushes do they like to use?

Ⓟ INSTRUCTOR DEMO / STUDENT PERFORM

Instructor will review and demonstrate (show a video), and students will perform the following procedures:

Ⓟ10-4: Hair Brushing

C

- Procedure
- Rubric

☰ Learner Assignment 2: Brushing

Have students pair up in the student salon and properly brush one another's hair. The student who is having their hair brushed must give the other student feedback on how the brushing feels—if it's too strong or weak, if the brush bristles are scratchy, and so on.

☑ Check In

5. Why is hair brushing important for maintaining a healthy scalp and hair?

Answer:

Stimulates microcirculation to the scalp; helps remove dust, dirt, and hairspray buildup; and gives it added shine

6. Scalp Massage

6

PP Slides 26–30

• Massage

The two basic requirements for a healthy scalp are cleanliness and stimulation.

- Since similar manipulations are given with some scalp treatments, scalp massage is a procedure you will perform often and should learn to do well.

A method of manipulating the scalp by rubbing, tapping, kneading, or stroking it with the hands

- Benefits include increasing scalp microcirculation and calming tenseness.
- Scalp massages are recommended for relaxation and to address scalp conditions such as dryness, minimal flaking, excess oiliness, and tight scalp.
- Scalp massage is performed directly on the scalp and may be implemented before or after a shampoo service depending on the hair texture and client scalp needs.

There are two techniques frequently used together in giving a scalp massage.

C

Scalp Massage

- Reading
- Sequence
- Role-Play
- Quiz

6

• Effleurage

Uses stroking and circular hand movements. This technique is most often used for scalp massage.

- It can be done gently and rhythmically to relax your client, stimulate the microcirculation, and bring nutrients to the scalp.
- It is usually done with the balls of the fingers in forward-to-backward movements.

• Petrissage

Involves gentle pushing and kneading the scalp with the palms, fingers, and thumbs of the hand to help soothe muscles.

- Petrissage is often used in a therapeutic massage to loosen up dead skin cells from the scalp.

With both techniques, start the gentle stroking movements at the hairline and slowly move toward the crown with your fingers inside the hair, ensuring you touch the scalp.

- Hair may need to be separated or sectioned based on texture and density to perform proper massage.
- Do not touch, scrape, or scratch the scalp with your fingernails.
- Apply consistent and gentle pressure using the balls of your fingers.
- It is best to stroke the scalp sideways following the shape of the hairline.
- Encourage clients to take deep breaths as you massage the scalp to increase oxygen flow in their body and promote relaxation.
- Indulging your clients in this service for three to five minutes is recommended.
- When massaging during the conditioning phase, the conditioner is distributed throughout the hair, followed by massage manipulations.
 - This allows the conditioning product to penetrate more evenly, improves the scalp's microcirculation, relaxes the scalp and neck, and restores hair to a more balanced state.
 - For those with tighter texture, it may be appropriate to have the client sit up at the shampoo bowl during a conditioning massage service to allow for separation and sectioning.
 - Follow the recommended instructions and timing for the conditioning service and apply gentle pressure during the massage to avoid irritating the scalp.

6

- When performing a scalp massage, keep the client's head supported and maintain contact with the head at all times.
 - Use slow, deliberate motions and a soft touch.
 - Ensure you are manipulating the scalp and not the hair to prevent tangling throughout the service.
- Make sure your hands, fingers, and shoulders are relaxed and free of stiff, mechanical movements throughout the service.
 - Utilize proper body positioning to maintain your balance and rhythm control.

⚡ Activity 4: Share the Massage Experience

Have students pair up with a partner. One will act as the stylist and the other the client. On dry hair, the stylist will practice the effleurage movement on the temples of the head, moving toward the crown. Then they will practice petrissage in the same area. Ask them to share how the different sensations felt. Was the massage relaxing? Have them switch roles and repeat the massage routine, sharing their thoughts.

🕒 INSTRUCTOR DEMO / STUDENT PERFORM

Instructor will review and demonstrate (show a video), and students will perform the following procedures:

🕒 10-6: Scalp Massage

C

- Procedure
- Rubric

✅ Check In

6. What are the benefits of scalp massage?

Answer:

Increasing scalp microcirculation and calming tenseness

7. Describe the motions used when performing an effleurage massage.

Answer:

Effleurage massage uses stroking and circular hand movement.

8. In addition to general massage benefits, what are petrissage manipulations used for?

Answer:

Petrissage is often used in a therapeutic massage to loosen dead skin cells from the scalp.

7. Scalp Treatments

7

 Slides 31–35

A. NORMAL SCALP TREATMENT

B. DRY HAIR AND SCALP TREATMENT

Contribute to the overall health of the scalp and hair

- Maintaining proper hydration and keeping the scalp free of excess sebum and dead skin cells creates an ideal environment for healthy hair and scalp.
- Educate clients about any concerns related to their scalp and help them understand the benefits of a professional scalp treatment combined with proper home maintenance.
- Whether the hair lacks moisture, protein, or vitamins, understanding the needs of each client's scalp allows you to perform the correct treatment.

The purpose is to maintain a clean and healthy scalp.

- This generally includes a gentle brushing at the scalp area on straight to wavy textures, a shampooing and conditioning service, and a scalp massage lasting up to 10 minutes for relaxation and to improve scalp vitality.
- Weather changes can affect the hair and scalp, so clients with normal scalp health benefit from having a scalp treatment performed with every season change.

This should be used when there is a natural oil deficiency on the scalp and hair.

- Many things can cause a dry scalp. Environmental elements such as sun, water, and wind can dry the scalp and hair.
- Chemicals, harsh soaps, and topical products can also contribute to dryness.
- Hair texture, such as curl pattern and porosity, can contribute to scalp dryness.
- To address this condition, select scalp preparations containing moisturizing and emollient ingredients.
- Avoid using cleansers with a high detergent content, preparations containing occlusive oils such as mineral oil, greasy preparations, and lotions with a high alcohol content.
- Prebrushing to help loosen dead skin cells is a good first step for straight to wavy textures.
 - Textures with a tighter curl pattern will require detangling to be able to prebrush or gently scrape debris from the scalp.
 - This helps ensure that any buildup is removed and the scalp can fully absorb the treatment benefits.



Scalp Treatments

- Reading
- Video
- Reflection
- Quiz

7

C. OILY HAIR AND SCALP TREATMENT

- Keep the strokes light and quick to ensure you remove only surface flakes and do not scrape the scalp.
- During a dry hair and scalp treatment, a scalp steamer, which resembles a hooded dryer, can be used to help restore the hair's moisture balance, especially dry, brittle hair.
 - It is also an effective tool to soften hair with tighter textures and aid in detangling.
 - Through the use of steam, water and treatment products are more effectively delivered to the hair and scalp.
 - Infrared heating lamps and traditional hooded dryers, which warm the scalp and encourage penetration, are also used for dry hair and scalp treatments.

Overactive sebaceous glands cause excessive oiliness.

- These glands are sometimes active due to genetics but can also be aggravated by overexertion, misuse and layering of heavy products, and physical changes in the body.
- During this type of massage, manipulate the scalp using a kneading technique to increase microcirculation to the skin.
- This will also reduce any hardened sebum that has collected in the scalp's pores.
- Using a deep cleansing shampoo during the shampoo and conditioning phase is also recommended.

D. ANTIDANDRUFF TREATMENT

Dandruff is visibly shed skin cells caused by a fungus called **malassezia**.

- Dandruff can sit on the scalp and create dryness, itchiness, and discomfort.
- Modern antidandruff shampoos, conditioners, and topical lotions contain antifungal agents that control dandruff by suppressing malassezia growth.
- These antifungal products often contain mint or other stimulating oils to promote a tingling effect on the scalp.
- Prebrushing is not recommended with an antidandruff treatment because you risk overstimulating delicate scalp issues.
- Because fungus can resist treatment, recommend additional salon treatments and regular use of antidandruff home care products.

7

- Before a dandruff treatment, ensure the scalp is free of any punctures or signs of overstimulation.
- Antidandruff treatments and shampoos are designed to correct the growth of malassezia on the scalp but can dry the hair as well.
- These treatments may need to be paired with a deep hair conditioning to restore moisture.

⚡ Activity 5: Scalp Treatments

Working with a partner, have the students make notes on an index card as to the various treatments that are offered at the school. List the name of each product, the brand, which type of scalp conditions it is for, and what benefits it will have.

☑ Check In

9. How should a dry scalp and hair be treated?

Answer:

Select scalp preparations containing moisturizing and emollient ingredients

10. How should an oily scalp and hair be treated?

Answer:

Manipulate the scalp using a kneading technique to increase the microcirculation to the skin

Group Discussion

Have you ever given any thought to how shampoo cleans the hair?

Does it just happen?

Is it magic fairy dust? Or are there scientific facts that can explain how it happens?

8. Shampoo Types

8

 Slides 36–60

To determine which shampoo will provide the best results for your client, you must understand the chemical and botanical ingredients most often found in shampoos.

- Many shampoos have ingredients in common.
- Small formulation differences can, however, make one shampoo better than another for a particular hair texture or condition.
- In most shampoos, water is usually the first ingredient listed, which indicates that the shampoo contains more water than anything else.



Shampoo Types

- Reading
- Video
- Research
- Video
- Fill in the Blank Quiz
- Matching Quiz

8

- Generally, it is not just plain water but rather purified or **deionized water** that has had impurities that would make a product unstable—such as calcium and magnesium and other metal ions—removed.
- From there, ingredients are listed in descending order, according to the percentage of each ingredient in the shampoo.
- The second ingredient that most shampoos have in common is the primary **surfactant** (also known as base detergent).
 - Surfactants are cleansing or surface-active agents.
 - A surfactant molecule has two ends: a hydrophilic, or water-attracting, head and a lipophilic, or oil-attracting, tail.
 - During the shampooing process, the hydrophilic head attracts water, and the lipophilic tail attracts oil.
 - This creates a push–pull process that causes the oils, dirt, and deposits to roll up into little balls that can be lifted off by the water and rinsed from the hair.
 - Even shampoos marketed as surfactant-free have gentle cleansing agents added to the base.
- Other ingredients are added to the base surfactants to create a wide variety of shampoo formulas.
 - **Moisturizer**, a product formulated to add moisture to dry hair or promote moisture retention, is a common additive along with oil, protein, foam enhancer, and fragrance.

A. SELECTING THE PROPER SHAMPOO

The shampoo service is a good opportunity to ensure the hair and scalp are properly cleansed and nourished, providing a great canvas for styling and ongoing hair care.

- This is also the best time to educate your client about the importance of home hair care and suggest hair care products to use at home.
- Understanding product ingredients will help you with these selections.
- Hair should be shampooed as often as necessary to keep the hair and scalp in good condition.
 - Excessive shampooing strips the hair of the fatty or oily secretion (sebum) that lubricates the skin and preserves the hair’s softness.
 - As a rule, oily hair needs to be shampooed more often than normal or dry hair.

8

- **The pH Scale and Shampoo**

- Always read labels and accompanying literature carefully to make informed decisions about the use of various shampoos.

- Thorough knowledge of your products will help you choose the right products and recommend them to your clients as home care items.

Understanding pH levels will help you select the proper shampoo for your client. In ***Standard Foundations, Chapter 6 Chemistry & Chemical Safety***, we looked at the important chemistry basics, including pH and surfactants. The following is a brief review of pH as it applies to shampoo.

- The amount of hydrogen in a solution, which determines whether it is alkaline or acidic, is measured on a pH scale that has a range from 0 to 14. The pH of a neutral solution, one which is neither acidic nor alkaline, is 7.
 - A shampoo that is acidic will have a pH ranging from 0 to 6.9; a shampoo that is alkaline will have a pH of 7.1 or higher.
 - The more alkaline the shampoo, the stronger and harsher it is.
 - A high-pH shampoo can leave the hair dry, brittle, and porous.
 - A high-pH shampoo can cause fading in color-treated hair.
 - A slightly acidic shampoo more closely matches the ideal pH of hair.

⚡ Activity 6: Place the Product on the pH Scale

For this activity you will need large poster board and markers. You will also need bottles of various shampoos and conditioners used at your school. You could also include other professional shampoos and conditioners as well as over-the-counter products. Create one set for each group. Divide the class into small groups. Have them draw the pH scale on their poster board. Then have the students take the shampoos and conditioners and place them on the pH scale at the right location.

- **Water and Shampoo Results**

Water is the most abundant and important element on Earth.

- It is classified as a universal solvent because it is capable of dissolving more substances than any other solvent known to science.
- Water is of crucial importance in the cosmetology industry because it is used for shampooing, mixing solutions, and many other functions.

8

- The type of water in your salon and the temperature play a critical role in your shampoo choices and service.
 - Depending on the kinds and amounts of minerals present in water, water can be classified as either soft or hard.
 - You will be able to make a more professional shampoo selection if you know whether the water in your salon and area is soft or hard.
 - Most water-softener companies can supply you with a water-testing kit to determine how hard or soft your water is (soft, slightly hard, moderately hard, hard, or extremely hard).
- **Soft Water**
 - Rainwater or chemically softened water that contains only small amounts of minerals and, therefore, allows soap and shampoo to lather freely. For this reason, it is preferred for shampooing.
 - **Hard Water**
 - Often found in well water and contains minerals that reduce the ability of soap or shampoo to lather. Hard water may also change the results of the haircoloring service. A water treatment process can soften hard water.

Group Discussion

What are your experiences with hard or soft water?

If you have ever taken a shower in extremely softened water, you may have that feeling of never being able to get the shampoo out of your hair. Or maybe the water was so hard, it didn't seem like the shampoo would lather at all.

Have you ever thought about it?

Have you ever noticed a difference in water?

Always remember to monitor the temperature and pressure of the water before and during the professional service.

- Warmer, tepid water is adequate for rinsing shampoo and chemical product.
- Cooler water works well to close the cuticle post-service, helping to add shine and vibrancy to the hair.

Focus On

8

Seven Ways to Make a Good Shampoo Experience Great!

1. Always massage the scalp according to the client's preference. Some clients have a sensitive scalp and want a very light massage, while others want a firm massage.
2. Ask the client if the water feels too warm, too cool, or just right; adjust the temperature accordingly. Dense curlier texture may require sectioning before the client can feel the water temperature.
3. Do not allow the water or your hands to touch the client's face during the shampoo. Allowing the face to get wet may cause irritation or remove makeup and can potentially turn an otherwise great shampoo into an unpleasant experience.
4. It is easy to miss the nape of the neck when shampooing and rinsing. Always double-check this area before escorting the client to your station.
5. Throughout the shampoo, be very careful not to drench the towel draped around the client's neck. If the towel becomes damp, replace it with a clean, dry towel before leaving the shampoo area.
6. When blotting the hair after the shampoo, be careful not to touch the face. If you remove your client's makeup, they may feel self-conscious during the visit.
7. As you learn to give a great shampoo, also focus on perfecting a great relaxing massage. You will one day hear clients tell you they love it, which is always satisfying to know you are making your clients feel good!

B. SHAMPOO TYPES

Shampoo is the most widely purchased hair care product.

- Consumer studies show that the fastest growth items in the shampoo market are products that address specific hair and scalp concerns.
- Many good shampoos exist for every hair type and scalp condition.
 - There are shampoos for dry, oily, fine, coarse, curly, highly textured, limp, lightened, permed, relaxed, and color-treated and chemically treated hair.
 - Some shampoos help tone color, deposit color, and cleanse hair of styling product buildup, mineral deposits, and so forth.
- The ingredient list is your key to determining which shampoo will leave a client's hair supple and manageable, treat a scalp or hair condition, or prepare the hair for a chemical treatment.

? Did You Know?

Clients are increasingly well informed about beauty products as online information increases. They also gain knowledge from do-it-yourself (DIY) social media influencers, beauty publications, and consumer reports. Ensure you are current with product knowledge for all hair types and technical theory for proper hair care. Your credibility as a professional will be in question if your client is better informed than you are.

8

- **Balancing Shampoo**

For oily hair and scalp, **balancing shampoo** or **neutralizing shampoo** will wash away excess oiliness, while preventing the hair from drying out.

- The opposite is true if used on dry hair. This will cause dry hair to be drier.
- A balancing or neutralizing shampoo rebalances the hair's pH level by neutralizing any alkali or unwanted residues in the hair.
- It works on all hair types to help return the hair to its average pH after a chemical interaction.
- A balancing or neutralizing shampoo is most often used as part of the chemical relaxing process.

- **Clarifying Shampoo**

An alkaline shampoo formulated with a pH of 7 or higher

- It can be used when product buildup is evident, after swimming, and before chemical services because they remove excess oils and residual minerals that cling to the hair.
- The latter is accomplished with an active chelating agent that binds to metals (such as iron and copper) and removes them from the hair.
- Clarifying shampoos are not for everyone because they are harsh and drying and can create hard, brittle hair.
- Refer to **Figure 10-6**.

Though it is recommended to wash curly hair less often, it can benefit from a clarifying shampoo due to abundant product use and length of time between washes.

- When using a clarifying shampoo for curly hair, a two-step shampoo process is recommended with a secondary shampoo applied using a lower pH to restore the cuticle.
- Highly textured hair mostly lacks moisture.
- Using a clarifying shampoo strips the hair of natural oils, and those oils need to be replenished.
- A moisture-based shampoo will revitalize and restore the stripped oils to the hair.
- For hair that has buildup, the first step is to use a clarifying shampoo. The second step is to follow immediately with a moisturizing shampoo.
- Alkaline shampoos should be followed by a deep moisturizing (balancing) treatment to restore the hair's pH level.

8

- **Color-Enhancing Shampoo**

Is created by combining the surfactant base with direct-dye color pigments

- Traditionally, the results are similar to a temporary color rinse because the shampoo is attracted to porous hair and results in only slight color changes that are removed with plain shampooing.
- These color-enhancing shampoos are particularly effective when neutralizing unwanted yellows in the hair.
- In recent years, true color-depositing shampoos (and conditioners) have been introduced to add rich pigments to the hair and refresh haircolor between services.
 - The efficacy of color-depositing shampoos depends on the existing haircolor level.
 - For instance, to create true pastel pink hair, the hair would need to be a level 10, lightest blonde.

- **Conditioning Shampoo**

Also known as *moisturizing shampoo*, makes the hair appear smooth and shiny and improves its manageability

- Protein and biotin are two examples of conditioning agents that boost these shampoos.
- These conditioning agents restore moisture and elasticity, strengthen the hair shaft, and add volume.
- They are also **non-stripping**, meaning they do not remove as much artificial color from the hair.

- **Dry Shampoo**

Sometimes a client's health makes a wet shampoo uncomfortable or hard to manage.

- For instance, an older client may experience some discomfort at the shampoo bowl due to pressure on the back of the neck.
- In such cases, it is advisable to use **dry shampoo**, also known as *powder shampoo*, which cleanses the hair without soap and water.
- The powder picks up dirt and oils and adds volume.
- Unless medically necessary, dry shampoo should not replace regular shampooing.
- It can alternatively be used between shampoos to rid the hair and scalp of excess oils and extend the life of a style.
- Eliminating oils promotes hair luster and allows volume to return to the hairstyle until the next shampoo.

8

- Some popular dry shampoo products on the market are dispensed with aerosol, which makes them easy to apply for those that prefer sprays to use between shampoos.
 - There are also loose powder products applied directly from the container to add texture that can aid in formal styling on fine, limp hair.
 - Follow the manufacturer's directions, as they will vary.
 - Exclusive use of dry shampoo can cause buildup and scalp irritation.
 - Dry shampoo is not suggested before performing a chemical service.
- **Medicated Shampoo**

Contains special ingredients that are very effective in reducing dandruff or relieving other scalp conditions

 - A physician must prescribe some medicated shampoos.
 - They can be strong and could affect the color of color-treated or lightened hair.
 - In some cases, the shampoo must remain on the scalp for a longer period than other shampoos for the active ingredient(s) to work.
 - Always read and follow the manufacturer's instructions carefully.
- **Oil Shampoo**

Oil shampoos include oil to soften and hydrate dry, brittle hair.

 - They are ideal for clients who live in dryer climates and have curly or brittle hair.
 - As with any product that contains oil, too much could lead to buildup on the scalp and block hair follicles.
- **pH-Balanced Shampoo**

Is balanced to the pH of the skin and hair

 - Many shampoos are pH balanced by adding citric, lactic, or phosphoric acid.
 - Most experts believe that an acidic pH of 4.5 to 5.5 is essential for preventing excessive dryness and hair damage during the cleansing process.
 - Shampoos that are pH balanced close the hair cuticle and are strongly recommended for color-treated or lightened hair.
- **Shampoo for Hairpieces and Wigs**

If shampooing is recommended, use a gentle shampoo such as one you would use for color-treated hair or one specially developed for wigs. Always follow the manufacturer's instructions.

8

- **Shampoos with Keratin Protein Added**

Shampoo with added keratin protein helps temporarily strengthen the hair as it cleanses.

- It is manufactured with artificial protein molecules in the shampoo base to cling to the hair's natural protein.
- If a client does not need added strength, this shampoo type could cause the hair to become hard and dry, causing breakage.

- **Shampoos for Thinning Hair**

Shampoos marketed for thinning hair are usually formulated to be gentler and have a lighter molecular weight that encourages a clean environment for healthy hair growth.

- These shampoos contain volume-boosting ingredients that give the illusion of additional volume and density to the hair.
- These shampoos are favorable for all hair types.

- **Strengthening Shampoo**

Contains various strengthening and nourishing ingredients to add strength to weak, damaged, or brittle hair.

- It is not designed for clients who are not exhibiting weakness or brittleness.
- Applying this to a client who does not need strength could cause extreme dryness and brittleness because that particular hair does not need to be fortified or strengthened.
- Balance this treatment with a moisturizing product to add softness so that the hair has pliability to avoid breakage.

- **Sulfate-Free Shampoos**

Sometimes called *soap-free shampoo*, they are formulated with little to no alkaline soap base.

- They are manufactured as wetting agents to be compatible with hair and soft water sources.
- They are generally gentle on artificial haircolor and beneficial for maintaining the hair's natural oils.
- This type of shampoo is favorable on all hair types.
- Clients who need a clarifying shampoo should not use the sulfate-free shampoo because the buildup will remain.

- **Vegan Shampoo**

Is formulated without any animal ingredients, nor has it been tested on animals

- It is created with organic or natural ingredients and provides its user with plant-based treatments to correct hair and scalp conditions.
- Most clients who choose vegan shampoo do so because of environmental, ethical, dietary, or lifestyle choices.

8

- Vegan shampoo contains fewer harmful ingredients and is usually plant-based.
- Be sure to thoroughly research the brand prior to purchase to ensure the product is vegan certified.

⚡ Activity 7: *Types of Shampoos*

Working in small groups, have students make a chart of all the shampoo products used at the school. They should identify each type of shampoo, what the shampoo does, and the type of hair or scalp condition it would best serve.

C. SHAMPOOING CLIENTS WITH A DISABILITY

Clients with a disability will usually tell you how they prefer to be shampooed.

- Some clients in wheelchairs will allow you to shampoo their hair while they remain seated in the wheelchair, facing the shampoo bowl and bending forward, with a towel to protect the face.
- If the wheelchair is the correct height in relation to the shampoo bowl, shampoo as normal while the client remains in the wheelchair.
- If you are servicing a client with a communication disability, find out from the caretaker what is the best way to communicate with the client to be successful with your service.

D. CLIENT PRODUCT EDUCATION

Let clients know what shampoo and conditioner you are using and why you have selected those products especially for their hair.

- Mention that these products are available for purchase and emphasize their benefits.
- Making the products available in the salon or at a dedicated online retail store enables clients to purchase products that will help them re-create the styling services at home.

⚡ Activity 8: *Role-Play Recommending Products*

Role-playing is a good way to practice recommending retail products to clients. There is a sample role-play in the textbook, found on page 221. Ask for two volunteers. Have them read through the scene. Now that students have seen an example of a role-play, ask them to pair off with a classmate and role-play recommending products. One will play the client, the other the stylist. Then switch.

8

≡ Learner Assignment 3: *Product Comparisons*

Ask students to list all the shampoo and conditioner products used at your school, along with the hair types appropriate for each. Have them analyze one or two classmates' hair and recommend a particular shampoo and conditioner, then list each product's benefits for that particular "client." With your guidance, they might even try using their recommended choices on their classmates. They should keep a record of what products they use, how the hair feels and behaves afterward, and their classmates' own opinions about the products.

☑ Check In

11. What shampoo is recommended to address dandruff?

Answer:

The shampoo most recommended to address dandruff is a medicated shampoo.

12. What shampoo is recommended to address product buildup?

Answer:

The shampoo most recommended for product buildup is a clarifying shampoo.

13. What shampoo is recommended to address damaged hair?

Answer:

The shampoo most suggested for damaged hair is a strengthening shampoo.

9. Conditioner Types

9

PP Slides 61–69

- **Rinse-out conditioner**

Conditioners deposit protein or moisturizer to the hair.

- They help restore the hair's strength, infuse moisture, give hair body, and protect hair against possible breakage.
- There are also "repair" formulas that temporarily reconstruct the hair by penetrating the cortex and reinforcing the hair from within.
- Many conditioners also contain **humectants**, substances that attract moisture or promote moisture retention.
- All clients, especially those who shampoo frequently or have chemical or thermal services, will benefit from routine conditioning.
- Conditioners are available in the following basic categories:
 - Sometimes called daily conditioners, these finishing rinses or cream rinses are rinsed out after they are worked through the hair to detangle and deposit moisturizing benefits.



Conditioning Types

- Reading
- Matching Quiz
- Fill in the Blank Quiz

9

- Conditioner has a lower pH than shampoo and helps close the cuticle to prepare for styling.
 - Rinse-out conditioners need to be rinsed thoroughly.
 - Residue or leftover conditioner in the hair can weigh the hair down and impede styling, especially for fine textures.
- **Treatment or repair conditioner**
- Deep penetrating conditioners restore protein and moisture and sometimes require longer processing time or the application of heat or steam.
 - They are great for an add-on salon service.
- **Oil treatment/oil as a conditioner**
- Oil treatments are ideal for dry scalp and hair.
 - The fatty acids in the oils can replace the lack of natural lipids in the hair to help avoid breakage.
 - Oils can be combined with conditioner or used as a standalone deep conditioner treatment.
 - The low molecular weight allows for even coating and deep cuticle penetration.
 - Oil treatments sometimes require longer processing time or the application of heat or steam.
 - Oils such as olive oil, coconut oil, and ucuuba butter can be used naturally or found in professional products.
 - Essential oils can be added for additional benefits and aromatherapy.
 - It's important to note that too much oil can lead to blocked hair follicles and excess buildup on the scalp, which could actually promote dry hair.
- **Leave-in conditioner**
- This conditioner type is applied to the hair and not rinsed out.
 - Typically, they are formulated with a low molecular weight to not weigh down the hair and to add hydration for dryer textures.

Some of these conditioners contain silicone and moisture-binding humectants to attract moisture from the air and bind the cuticle or cortex layer depending on the hair's porosity.

- Humectants help prevent dryness.
- However, they can render hair flat and without body if not used sparingly.
- Silicone reflects light and makes the hair appear shiny.

9

A. CO-WASH

- Other ingredients reduce frizz or bulk up the hair.
- Most treatments and leave-ins contain proteins, which bind to the hair to reinforce any frayed gaps in the cuticle.
 - They leave the hair feeling less fragile with more ability to reflect light and promote shine and flexibility.

Refers to conditioner and water used as an in-between or before a shampoo service.

- Regular shampoo products typically contain additives such as glycerin and silicones, but clients with natural curly to coily hair types may prefer not to use them due to possible dryness and excessive coating of the hair after they shampoo.
- The natural hair community and curly hair market often embrace light conditioning and water as the foundation for weekly cleansing.
- Co-washes are used between standard shampoos as a form of cleansing, detangling, and restyling the hair without drying it out.
 - Co-washing exclusively is not recommended.
 - It does not replace standard shampooing because cleansing the scalp is vital for maintaining a healthy scalp and hair.
 - Always follow the manufacturer's directions and warnings.
 - Excessive use of this cleansing method can create follicle blockage and encourage malfunctioning of sebaceous oil production.
 - Dulling or coating and weakening of the hair due to over conditioning can also occur.

B. OTHER CONDITIONING AGENTS

Other conditioning agents you must be familiar with include the following:

- **Spray-on thermal protector**
 - Can be applied to hair before any thermal service to protect it from the harmful effects of blowdrying, thermal irons, or electric rollers.
- **Scalp conditioner**
 - Usually found in a cream base, softens and improves the scalp's health. It contains moisturizing and emollient ingredients.
- **Medicated scalp lotion**
 - A conditioner that promotes scalp healing.
- **Scalp astringent lotion**
 - Removes oil accumulation from the scalp. It is used after a scalp treatment and before styling.
- Table 10-2 lists the types of products suitable for various hair types.

9 C. DEEP-CONDITIONING TREATMENT

Also known as a *hair mask or conditioning pack*, this is a chemical mixture of concentrated proteins and intensive moisturizers that penetrate the cuticle layer.

- A hair mask is the chosen therapy when a moisturizing and/or protein treatment is desired.
- These conditioners come in creams, lotions, and sometimes oil form.

⚡ Activity 9: What Conditioner Do I Need?

Have students pair up and evaluate their partner's hair to determine and recommend the appropriate type of conditioning needed. Then have them discuss with the class what their recommendation is and why they have chosen it.

✓ Check In

14. What is the action of conditioner on the hair?

Answer:

Conditioners deposit protein, moisturizers, or both to help restore the hair's strength, infuse moisture, give it manageable body, and protect it against possible breakage.

Ⓟ INSTRUCTOR DEMO / STUDENT PERFORM

Instructor will review and demonstrate (show a video), and students will perform the following procedures:

- Ⓟ 10-1: Pre-Service Procedure
- Ⓟ 10-2: Post-Service Procedure
- Ⓟ 10-5: Shampooing and Conditioning



- Procedures
- Video
- Rubrics

⚡ Activity 11: Story Moment Questions

Place students in groups and ask them to review the story questions located at the end of the Instructor Support Slides. Have each group review, discuss, and answer the questions. Once they are completed, have the groups share what they discussed.

Summary and Review

Going to the salon is usually a monthly or bimonthly event for some. Making sure that the client is receiving the products and services that would benefit them is important. Not only does this make the client feel special, but it lets them know that their concerns about their hair are being heard. It's a feeling that doesn't happen often in the world of social media and automated messages. Giving the best all-around service can make a world of difference to a client.

Review Questions

- What stands out to you as the most important thing you now know about the professional service of shampooing?

Activity 11: Review Activity

Remind students that we want to make the shampoo service the greatest experience for the client. In small groups, have the students review the Focus On found on page 216 that shares the seven ways to make a good shampoo experience great. Have them discuss what they need to do when giving a shampoo to make a good shampoo experience great.

CIMA™

- Reading Check In
- Chapter Review: Discussion
- Chapter Review: Slides
- Chapter Review: Flashcards
- Chapter Exam

✓ Check In - Questions and Answers**1. Why is it important to study basic scalp care, shampooing, and conditioning hair?****Answer:**

The shampoo service is the first opportunity to establish your position as a professional who attends to your clients' needs. Product category knowledge allows you to recommend the best preparations and services to your clients. You will be able to examine and identify hair and scalp conditions that require referral to a physician.

2. Describe the benefits of using the three-part procedure and list the parts.**Answer:**

It is easier to keep track of what you are doing, remain organized, and give consistent service. The three-part procedure includes the pre-service, actual service, and post-service.

3. What are three questions to ask during a client consultation pertaining to shampooing, conditioning, and scalp care?**Answer:**

Answer may include three of the following:

- Do you find a shampoo and conditioning service pleasurable?
- Do you prefer a light touch? Cool or warm water?
- Are you taking any medications that contraindicate a wet shampoo service or scalp massage?
- Have you had any negative or concerning experiences with prior shampoo and conditioning services?
- Do you have neck problems or any other health issues that I should be aware of when shampooing and conditioning your hair?
- When was the last time you shampooed? How often do you shampoo?
- Have you recently removed hair additions from your hair such as braids, tape-ins, fusion extensions, or full-head sew-in extensions?
- Have you been using any natural non-professional treatments, such as coconut oil, olive oil, or shea butter?

4. List and describe three types of professional draping.**Answer:**

- Shampoo draping—used when a client is in the salon for a shampoo and styling or a shampoo and haircutting service
- Cutting or styling draping—has a smaller neck strip that allows a natural fall to the hair for more precision while cutting
- Chemical service draping—used for chemical service or treatment, such as a haircoloring, permanent wave, or chemical hair relaxing

5. Why is hair brushing important for maintaining a healthy scalp and hair?**Answer:**

Stimulates microcirculation to the scalp; helps remove dust, dirt, and hairspray buildup; and gives it added shine.

6. What are the benefits of scalp massage?**Answer:**

Increasing scalp microcirculation and calming tenseness

7. Describe the motions used when performing an effleurage massage.**Answer:**

Effleurage massage uses stroking and circular hand movement.

8. In addition to the accepted benefits of massage, what are petrissage manipulations used for?**Answer:**

Petrissage is often used in a therapeutic massage to loosen dead skin cells from the scalp.

9. How should a dry scalp and hair be treated?**Answer:**

Select scalp preparations containing moisturizing and emollient ingredients.

10. How should an oily scalp and hair be treated?**Answer:**

Manipulate the scalp using a kneading technique to increase the microcirculation to the skin.

11. What shampoo is recommended to address dandruff?**Answer:**

The shampoo most recommended to address dandruff is a medicated shampoo.

12. What shampoo is recommended to address product buildup?**Answer:**

The shampoo most recommended for product buildup is a clarifying shampoo.

13. What shampoo is recommended to address damaged hair?**Answer:**

The shampoo most suggested for damaged hair is a strengthening shampoo.

14. What is the action of conditioner on the hair?**Answer:**

Conditioners deposit protein, moisturizers, or both to help restore the hair's strength, infuse moisture, give it manageable body, and protect it against possible breakage.

Story Moment Questions and Answers

A mother and young daughter come to the salon. The mother is a business executive in a fast-paced job, and the daughter is 11 and likes to play outside with her friends. She also enjoys swimming. The mother's hair is well kept, but the condition is a bit dry, and she would like to get her haircolor retouched. She does use a flat iron to style her hair Monday through Friday. The daughter's hair is dry and matted in some areas and needs a cut. She has long hair, and it is fine.

1. What type of shampoo is recommended for the mother during the pre-service?

- a. color-enhancing shampoo
- b. dry shampoo
- c. conditioning shampoo
- d. medicated shampoo

Answer: conditioning shampoo

2. What type of cape will be used to drape the mother for her service?

- a. shampoo cape
- b. hair cutting cape
- c. chemical cape
- d. styling cape

Answer: chemical cape

3. What styling product would you recommend to help the mother with her daily routine?

- a. leave-in conditioner
- b. heat protectant
- c. dry shampoo
- d. medicated scalp lotion

Answer: heat protectant

4. What product would you recommend for the daughter to help her be able to brush her hair?

- a. heat protectant
- b. detangler
- c. dry shampoo
- d. oil conditioner

Answer: detangler

5. What type of shampoo would you recommend for the daughter?

- a. color-enhancing shampoo
- b. dry shampoo
- c. medicated shampoo
- d. conditioning shampoo

Answer: conditioning shampoo

Student Name: _____ Date: _____

Rubric
Shampoo

YES	NO	CRITERIA	INSTRUCTOR COMMENTS
Preparation			
		1. Prepared work area with equipment and supplies.	
		2. Equipment and supplies were clean and disinfected.	
		3. Reviewed client's consultation card.	
		4. Greeted the client.	
		5. Escorted client to work area and ensured client is seated comfortably.	
		6. Performed client consultation.	
		7. Washed hands.	
Procedure			
		8. Properly draped client for service.	
		9. Cape did not touch the skin.	
		10. Asked client to remove all hair ornaments, jewelry, glasses and put in a secure place.	
		11. Conducted a scalp analysis.	
		12. Selected correct shampoo and conditioner for hair type.	
		13. Brushed and detangled hair.	
		14. Seated client properly at shampoo bowl with cape over back of chair.	
		15. Tested water temperature.	
		16. Saturated hair with water, protecting face, ears, and neck from spray.	
		17. Applied the correct amount of shampoo.	
		18. Properly performed scalp manipulations.	
		19. Rinsed thoroughly with warm water.	
		20. Correctly applied conditioner.	
		21. Rinsed hair thoroughly with cool water.	
		22. Gently removed excess water with towel.	
		23. Escorted client back to station.	
Completion			
		24. Cleaned shampoo bowl.	
		25. Followed all infection control and safety procedures.	
		TOTAL NUMBER OF YES'S AND NO'S	
		FINAL SCORE (Total Yes's divided by 25)	

Instructor: _____ Date: _____

Name: _____ Date: _____

Test

Read each statement carefully. Circle the letter of the answer that correctly completes each of the following statements.

Chapter 10: Hair Service Preparation

- Each of the following is a reason cosmetologists should understand shampooing, conditioning, and basic scalp care EXCEPT:
 - Hair service preparation is an effective opportunity to begin disinfecting scalp and hair infections prior to styling.
 - The shampoo service is an opportunity to convey that cosmetologists are professionals who tend to their client's needs.
 - During hair service preparation, cosmetologists can examine and identify hair and scalp conditions that require referral to a healthcare provider.
 - Knowledge of the product category allows cosmetologists to recommend the best preparations and services to the client.
- During which part of the three-part client services process do cosmetologists clean and disinfect implements?
 - pre-service
 - trans-service
 - requested service
 - post-service
- Each of the following is a benefit of using the three-part hair care services EXCEPT:
 - It is easier to keep track of what a cosmetologist is doing.
 - It keeps the cosmetologist in compliance with state rules.
 - It helps cosmetologists remain organized.
 - It ensures a cosmetologist gives consistent service.
- Why should a cosmetologist ask if a client has been using natural, non-professional treatments such as shea butter?
 - to determine whether a conditioning treatment is needed
 - to determine whether there is a danger of excess hair loss during treatment
 - to determine whether a clarifying treatment is needed
 - to determine whether a scalp massage treatment should be offered

5. When is it most effective for a cosmetologist to seek information on a client's hair and scalp needs?
- a. Before services begin, have a dedicated consultation.
 - b. After the shampoo and conditioning service, ask questions before the hair is styled.
 - c. Ask detailed questions about each step in the service while proceeding.
 - d. At the end of a salon service, ask whether the client is satisfied.
6. Which of the following is a reason that a cosmetologist must decline to perform a service and recommend the client seek the care of healthcare provider?
- a. an oily scalp with flaking
 - b. abnormal scalp flaking such as large, scaled patches
 - c. excessively tangled hair that is clumping
 - d. hair badly damaged by chemical treatments
7. Which type of draping has a smaller neck strip to allow the hair to fall naturally?
- a. shampoo draping
 - b. chemical draping
 - c. wet draping
 - d. styling draping
8. Each of the following is a question related to shampooing and conditioning that a cosmetologist should ask a client during the consultation EXCEPT:
- a. Are you taking any medications that may prevent you from having a wet shampoo?
 - b. Do you use any non-professional or natural treatments?
 - c. How often do you brush your hair when it is wet?
 - d. How often do you shampoo your hair?
9. Which statement describes a step in draping clients for a chemical service?
- a. Lay a towel over the client's lap.
 - b. Place a towel across the client's shoulders and under the chin. Put on the cape. Then, add a second towel over the cape.
 - c. Ask clients to drape themselves so you can start preparing the chemicals needed for the service.
 - d. Place a single towel over the drape to protect the drape from getting damaged.
10. Each of the following is a step in the professional draping procedure EXCEPT:
- a. Ask the client to remove jewelry and glasses.
 - b. Ask the client to fasten the cape around the neck.
 - c. Use a protective neck strip.
 - d. Pin long hair up and out of the way.

11. A cosmetologist should avoid brushing the scalp _____.
- a. before a permanent haircolor service
 - b. if the scalp needs debris or product buildup removed
 - c. if the client has coily hair
 - d. when the client has already shampooed that day
12. During shampoo service, a cosmetologist observes that a client with tight curl patterns needs the wet hair detangled. Which brush type should the cosmetologist use?
- a. plastic vent brush
 - b. wet-type brush
 - c. paddle brush with rubberlike bristles
 - d. a wide-tooth comb
13. How are the effleurage and the petrissage techniques for scalp massage different?
- a. Effleurage massages begin at the back of the head and move toward the hairline, whereas petrissage moves from the hairline to the crown.
 - b. Effleurage uses movements along the scalp, whereas petrissage uses pushing and kneading of the scalp.
 - c. Effleurage loosens hardened sebum, whereas petrissage loosens dead skin cells.
 - d. Effleurage uses slow, deliberate motions, whereas petrissage uses brisk, random motions.
14. Each of the following is a benefit of scalp massage EXCEPT _____.
- a. increased scalp microcirculation
 - b. calming and relaxing
 - c. decreased natural hair loss
 - d. minimized flaking
15. Why might a cosmetologist choose to give a client a scalp massage using the petrissage technique?
- a. to loosen dead skin cells from the scalp
 - b. to detangle hair
 - c. to remove excess moisture after shampooing
 - d. to bring nutrients to the scalp
16. At which stage of service should a cosmetologist perform a scalp massage to help restore hair to a more balanced state?
- a. before shampooing
 - b. during shampooing
 - c. during conditioning
 - d. after all other services

17. A cosmetologist performing a dry hair and scalp treatment determines that the client's hair is dry and brittle. How could the cosmetologist design a treatment to improve the client's hair?
- a. The cosmetologist should stimulate the scalp with a shampoo that contains a stimulating oil.
 - b. The cosmetologist should attempt to restore the hair's moisture balance using a scalp steamer.
 - c. The cosmetologist should stimulate the follicles using effleurage techniques.
 - d. The cosmetologist should avoid overworking the hair strands by massaging the scalp with fingernails to minimize contact with the scalp.
18. Which massage technique is most effective in an oily hair and scalp treatment?
- a. a gentle action at the root area
 - b. a kneading technique
 - c. light, quick strokes under an infrared heating lamp
 - d. lifting the scalp with a rotary motion
19. What is the most appropriate scalp treatment plan for a client with straight, textured hair who is seeking relief for a dry scalp?
- a. Massage the scalp with a kneading action to reduce hardened sebum, then use a deep cleansing shampoo.
 - b. Do not prebrush to avoid overstimulating the scalp; wash with a shampoo containing mint or other stimulating oils.
 - c. Prebrush the scalp to loosen dead skin cells, then treat the scalp with a moisturizing preparation that does not have high detergent content or occlusive oils.
 - d. Massage the scalp using fingernails to scrape off loose skin cells, then treat with a lotion with a high alcohol content.
20. A salon has recently moved from a building in an urban area to another building in a more rural area outside the town. After the move, the cosmetologists working in the salon have raised concerns that their services are not up to their usual standards: shampoo services do not lather well, and haircoloring results are unsatisfactory. How should the salon manager respond to these concerns?
- a. The manager should check the temperature of the water heater in the new building as the water temperature may be too tepid.
 - b. The manager should have the water tested as the plumbing in the new building may be affecting the pH levels of the water.
 - c. The manager should have the heating and air conditioning system tested as the new building may be drying the air to unacceptable moisture levels.
 - d. The manager should have the water tested for hardness as the new building may use a water source that supplies hard water.

21. In which situation would a clarifying shampoo be recommended?
- a. when there is product buildup
 - b. when the scalp and hair are oily
 - c. when the hair needs improved manageability
 - d. when dry, brittle hair needs softening
22. Which shampoo type would benefit a client with dry, brittle hair that needs softening?
- a. balancing shampoo
 - b. shampoo with added keratin protein
 - c. medicated shampoo
 - d. oil shampoo
23. During a scalp and hair analysis of a new client who will be receiving a chemical relaxing treatment, a cosmetologist notices that the client's hair and scalp are oily. Which shampoo type should the cosmetologist use when washing the client's hair?
- a. a conditioning shampoo
 - b. a balancing shampoo
 - c. an oil shampoo
 - d. a pH-balanced shampoo
24. How do conditioners benefit hair?
- a. Conditioners strengthen hair by attaching artificial protein molecules to the hair's natural protein.
 - b. Conditioners remove excess oils and residual minerals from hair.
 - c. Conditioners give the illusion of additional volume and density to hair.
 - d. Conditioners infuse moisture and protect against breakage.
25. A client consults with a cosmetologist about a recent problem with dry hair that has not been previously experienced. When asked by the cosmetologist if there is anything different in the client's hair care practices, the client describes using olive oil as a treatment for dry scalp. What conclusion can the cosmetologist make about a possible cause of the dry hair?
- a. The client is not using enough oil for the dry scalp treatment, so the hair is unable to absorb enough moisture.
 - b. The client is using too much oil for the dry scalp treatment, and excess buildup on the scalp is contributing to the dry hair.
 - c. The client is shampooing too often, which is drying both the scalp and the hair.
 - d. The client should not use an oil treatment for dry scalp and should seek out a different treatment for dry scalp.

Answer Key

Chapter 10: Hair Service Preparation

ANSWER	LEARNING OBJECTIVE NUMBER
1. a	10-1
2. a	10-2
3. b	10-2
4. c	10-3
5. a	10-3
6. b	10-3
7. d	10-4
8. c	10-3
9. b	10-4
10. b	10-4
11. a	10-5
12. d	10-5
13. b	10-6
14. c	10-6
15. a	10-6
16. c	10-6
17. b	10-7
18. b	10-7
19. c	10-7
20. d	10-8
21. a	10-8
22. d	10-8
23. b	10-8
24. d	10-9
25. b	10-9