

CTE JOURNEYS | HANDBOOKS

Beauty and Cosmetology



CAREER AND TECHNICAL EDUCATION

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SECTION 1

Is This the Field for You?

Are you creative? Do you find joy in making people feel good? Trying new styles can be exciting. This industry is perfect for artists. It connects people through self-expression. Many careers are waiting for those who bring a personal touch. If this sounds appealing, a job in beauty and **cosmetology** may be in your future.

Chapter 1 ›

Inside the Industry

The field of beauty and cosmetology is about helping people feel and look their best. Cosmetology is working with hair, skin, or nails. People often join this field to work with others. There are many ways to do this. Some cut, dye, and style hair. Other jobs focus on skin. Makeup artists apply **cosmetics** to the face. Bodyworkers soothe sore muscles. There are also beauty roles that work with nails.





Clients are the focus of this field. Beauty and cosmetology workers enjoy seeing them. Some people get a haircut every month. Perhaps a weekly **massage** is part of their routine. It is important to build relationships. A client who enjoys the service might come back. Return clients mean steady work.





This is a fast-paced industry. The world of beauty is always changing. Styles come and go. Imagine what was fashionable in the past. Today's trends look very different. Workers must be able to keep up. If they can, there is room for growth. New skills can always be learned. Many people do more than one role. One worker might offer skincare and makeup. Another could practice waxing and nail care.

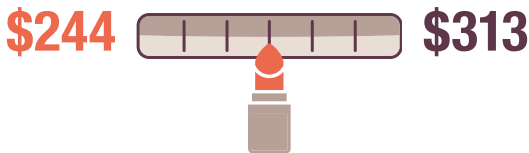
If you are creative, beauty may be for you. These jobs practice art every day. Self-expression is prized. You may get to work with other creative people. There are not many barriers to get started. Most roles do not require a degree. Some require a license. Flexible hours are common. Your perfect job might be waiting.





Did You Know?

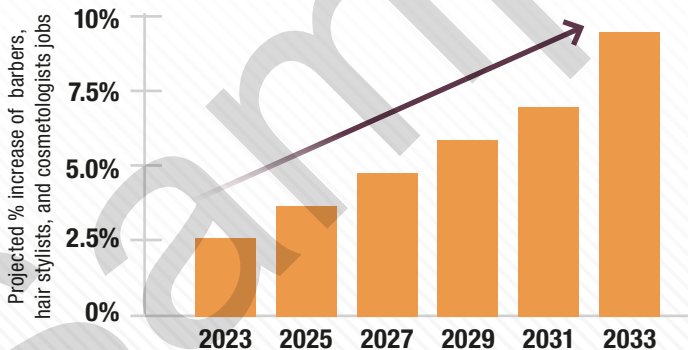
The average American spends between \$244 and \$313 on cosmetics every month.



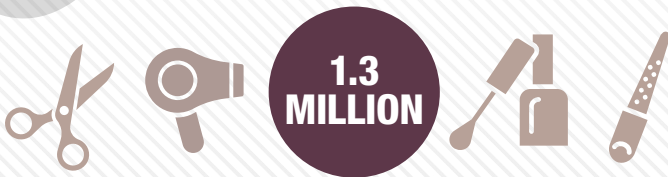
In 2022, the beauty industry made more than \$400 billion.

 **\$400,000,000,000**

Experts estimate that jobs for barbers, cosmetologists, and hair stylists will jump 7 percent from 2023 through 2033.



There were more than 1.3 million salon and nail businesses in the U.S. in 2023.



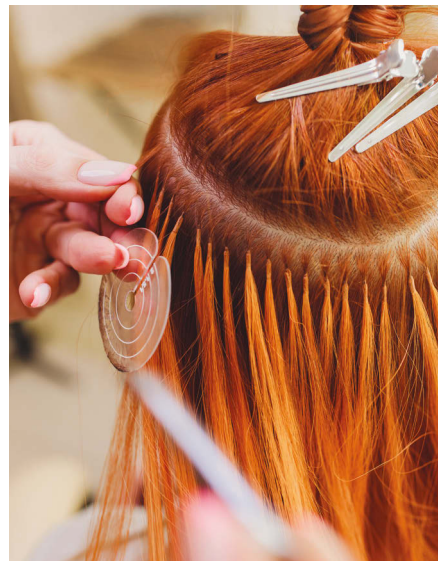


This field offers a wide range of jobs. They take place in many settings. Each type of workplace has different roles. Here is a close-up look at a few scenes.

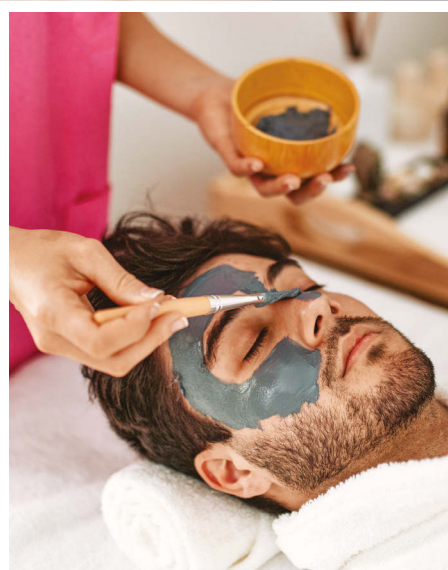
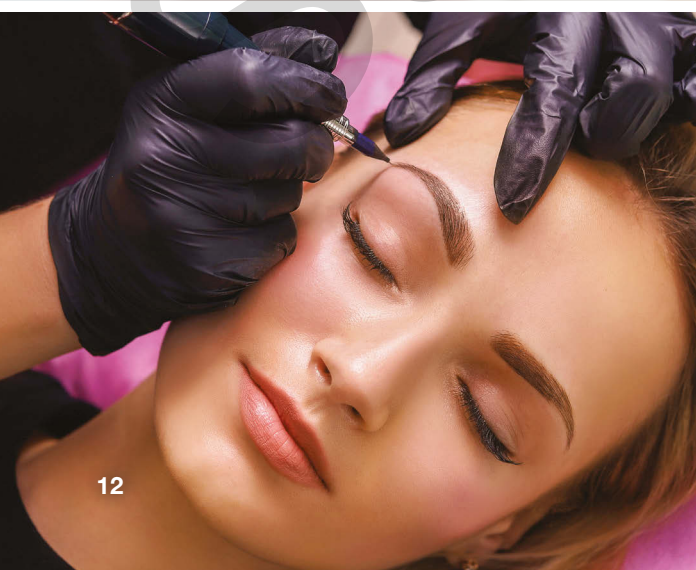
Scene #1: Hair

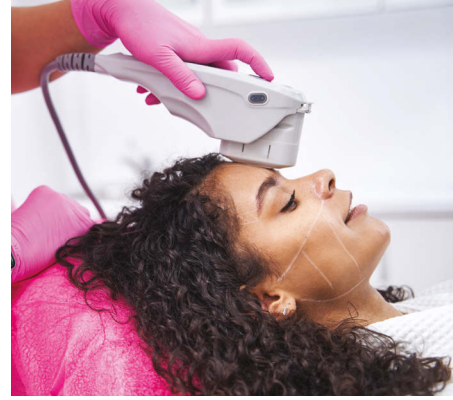
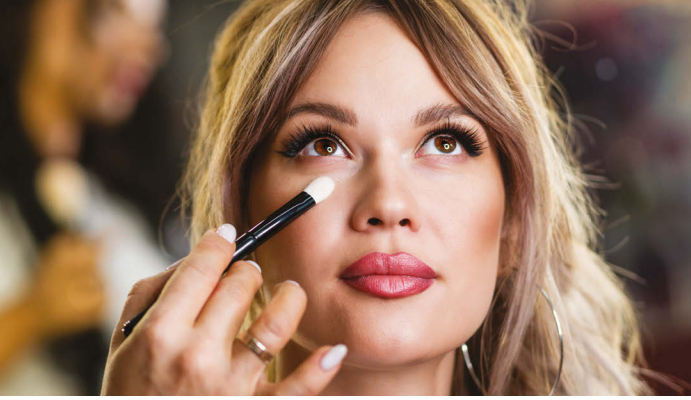
Haircuts and styling happen in salons. Some salons are small. Others have many workers. A **salon assistant** greets clients.

Stylists use blow dryers and cut hair. A client has an event. She needs an updo. Another person is getting his beard trimmed. This is done by a **barber**. A woman needs her long hair braided. A **hair braider** twists her hair into a trendy style.



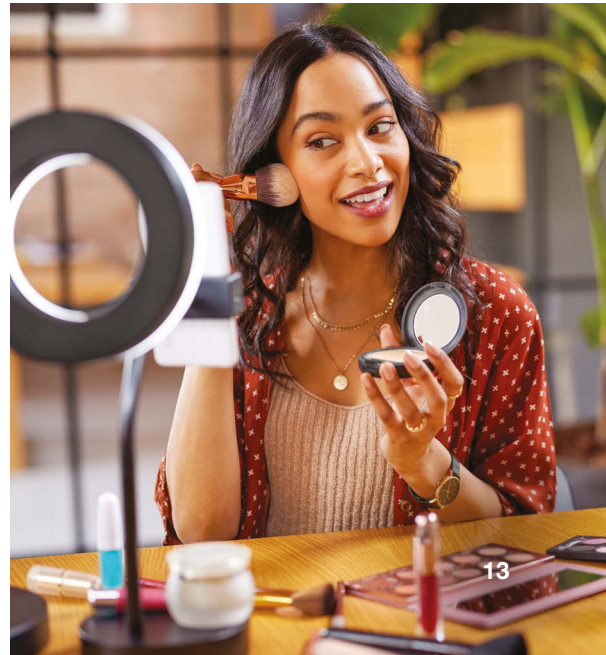


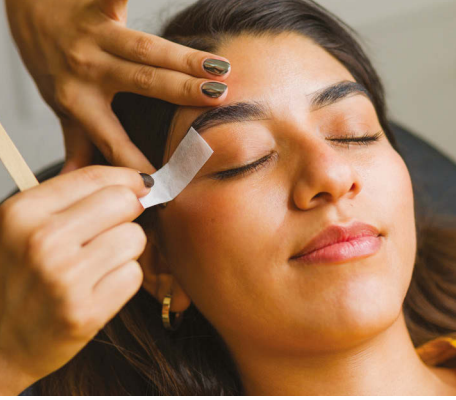




Scene #2: Face

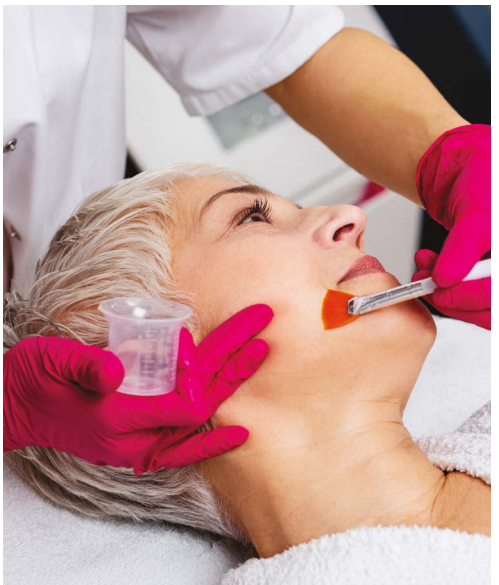
Makeup artists need to have steady hands. They create looks for clients. A **permanent makeup artist** is very careful. She applies color with a small tool. A **lash extension tech** is hard at work. She applies each lash one by one. This creates a natural look. A **beauty sales manager** walks in the door. He sets up a meeting. His goal is for the salon to sell his products.

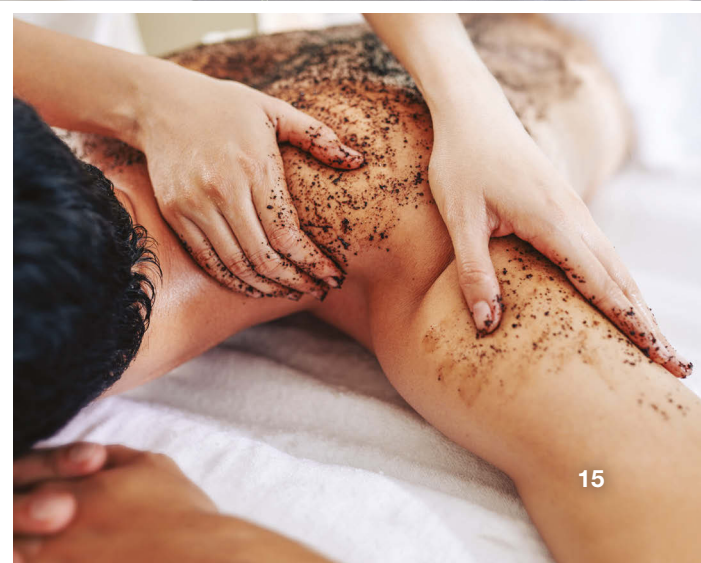
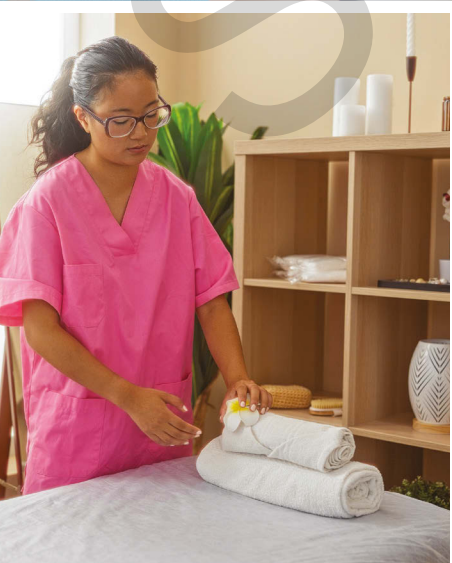




Scene #3: Body

Body treatments usually happen at a spa. This is a place to relax. Workers there help clients feel peaceful. There is soft music playing. A **massage therapist** prepares a bed. In another room, a **facialist** applies a chemical peel. One client needs an eyebrow wax. A **waxer** warms the wax strips. More clients call to make appointments. The **receptionist** answers the phone.





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