



**HAIR STYLING**  
ESSENTIALS

THE HAIR STYLING ESSENTIALS HANDBOOK



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# WELCOME TO THE WORLD OF HAIR STYLING!

QC's Hair Styling Essentials course is a great first step towards a career in beauty and fashion. By learning even the simplest hair styling techniques, you are preparing yourself for success. Techniques like blow drying, back combing, braiding, and curling expand your skill set and make you an attractive prospect to potential employers. Understanding the fundamentals of hair styling also prepares you to work with clients professionally. You are on your way to mastering essential styling techniques and training as an expert in the field you're passionate about!







# YOUR CAREER IN HAIR STYLING

You know what hair stylists do, but do you want to learn more about their daily routine and responsibilities? This course is a great first step towards a successful styling career. Professional training builds a solid foundation for you to develop your skills.

## THE HAIR STYLIST'S SKILL SET

Becoming an expert requires a particular set of skills and personality traits. You're part way there because you have a passion for hair design, but you must be ready to practice each skill as well.

- **Be creative:** The more unique your hair styles are, the more in demand your skills will be. Remember, however, that creative doesn't necessarily mean crazy!
- **Be Organized:** Keep track of your schedule, meet your clients on time, and always have the equipment you need cleaned and ready to go.
- **Be prepared:** Even when you're well organized, things can go wrong. Be prepared to adapt and adjust to new circumstances. The best hair stylists are problem solvers who can think outside the box.
- **Be personable:** Hair styling is a client-driven industry, so the happier you can make your clients, the more positive referrals you'll receive. Good reviews mean more business for you. Communication and approachability are key tools in making your clients feel comfortable and well cared for.
- **Be hungry:** The most successful professional hair stylists never stop practicing and learning, even once they've reached an expert level.

## THE HAIR STYLIST AT A GLANCE

Check out this list of characteristics! How many skills do you share with professional hair stylists? Don't be too hard on yourself if you don't feel confident in very many of these areas. Remember, you're still learning!

### A GOOD HAIR STYLIST:

- Is a creative person with an artistic eye
- Has a good sense of visual appeal and style
- Has confidence
- Has a good eye for detail
- Is energetic and has good stamina (you might work long days!)
- Is exceptional at listening and taking direction
- Can take on a leadership role
- Is a "people person"
- Is friendly, approachable and a good communicator
- Is flexible and adapts well to new situations
- Is punctual and reliable
- Is a problem solver
- Is willing to take risks
- Is professional and trustworthy
- Is passionate about the beauty industry
- Is willing to invest time in learning about new trends and techniques



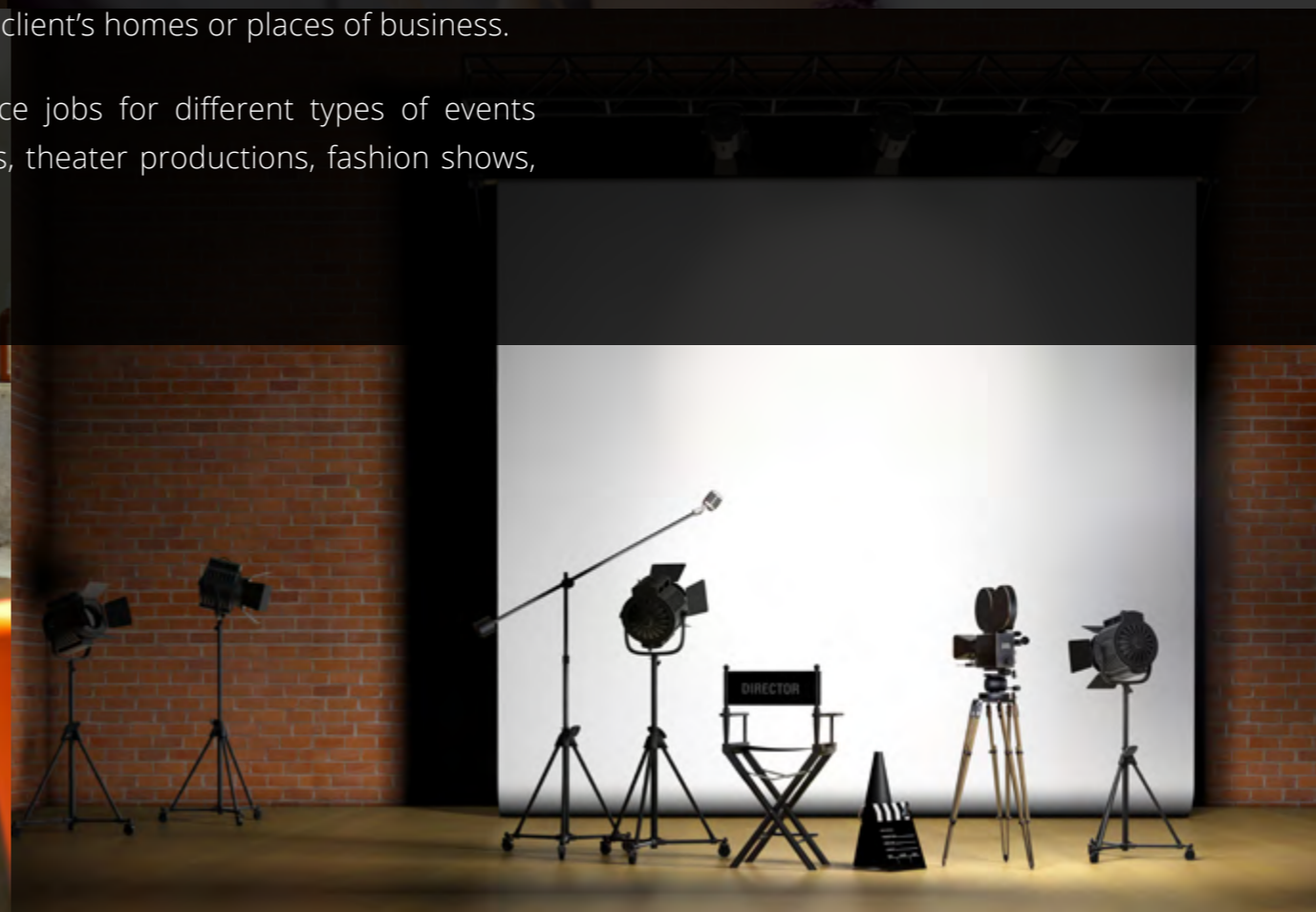
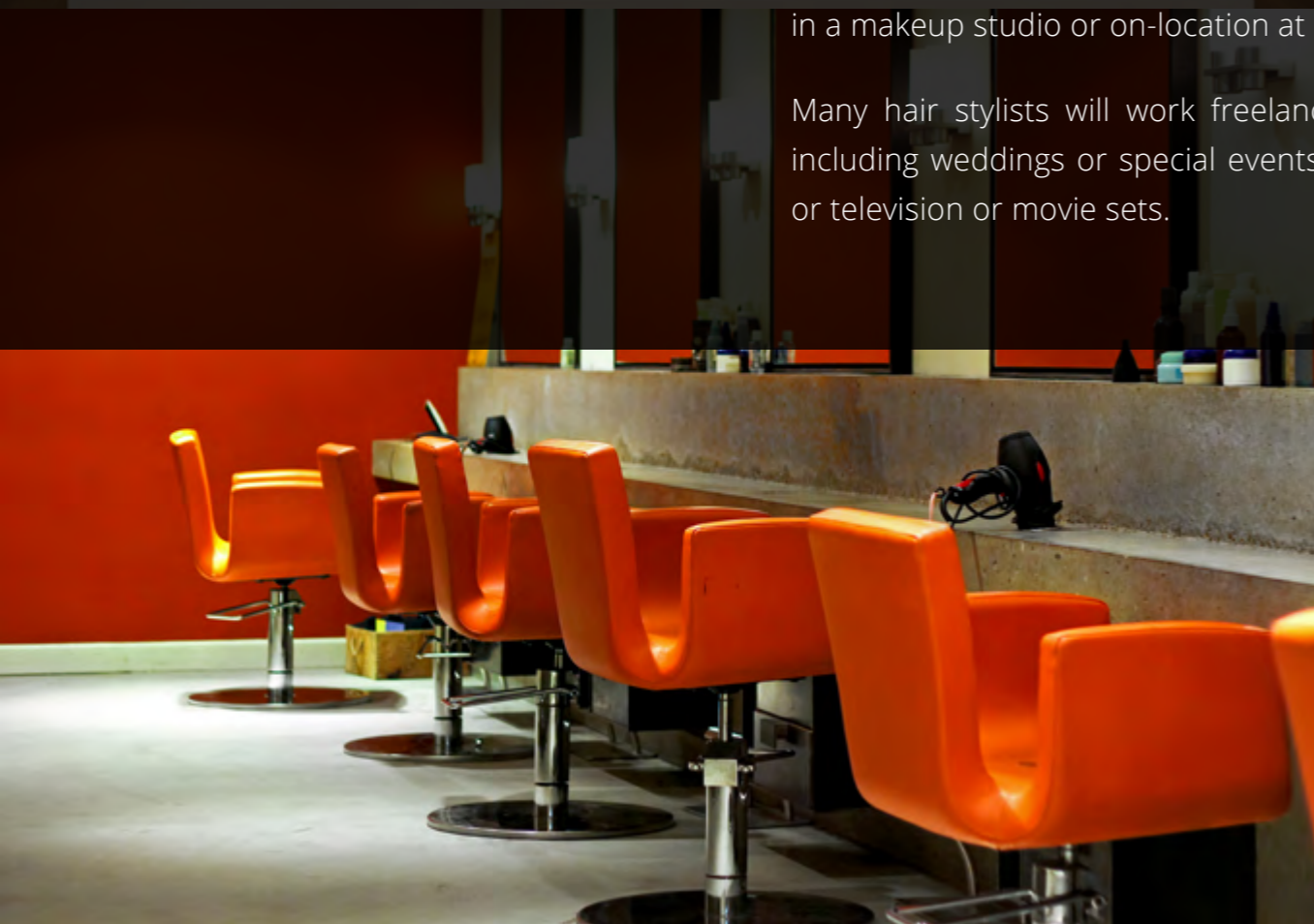




## WHERE DO HAIR STYLISTS WORK?

Hair stylists can work in many different places depending on their skills and qualifications. As a hair stylist, you might work in a professional beauty salon, in a makeup studio or on-location at client's homes or places of business.

Many hair stylists will work freelance jobs for different types of events including weddings or special events, theater productions, fashion shows, or television or movie sets.





# QUALITIES THAT WILL HELP YOU BE SUCCESSFUL

Becoming a professional hair stylist involves much more than simply making your clients look their best. In order to build your business, you must also build strong relationships with your clients. You must pay attention to their needs, address their expectations, and practice good etiquette and hygiene.

Remember that you'll be standing very close to your client and touching her head, face, and hair. It will be very important to conduct yourself professionally and respectfully so that your client feels comfortable working with you.

## YOUR APPEARANCE

How you present yourself to your clients speaks volumes. Dress professionally but comfortably, and make sure your clothes allow you to move easily.

Ensure that you always take care of your personal hygiene. Your clothing should be wrinkle free and you should smell pleasant but not overly perfumed. Carry breath mints rather than chewing gum.

To your clients, your own appearance is a reflection of your skills. Your hair should be neat, clean, and well styled so that clients feel confident in your ability to make theirs the same.

## SENSITIVITIES AND ALLERGIES

Clients might be sensitive to certain ingredients in hair styling products. Ask each person if they have any known allergies before you start, and if there is any doubt, conduct a small skin test. Apply a trace of the product on their inner arm, wait a few minutes, and then check for signs of redness.

## MAKING CONVERSATION

Professional stylists let their clients steer the conversation. Some people are comfortable with small talk and will enjoy engaging with you. Others will prefer to sit quietly while you work. You should interact with your clients in whichever way seems to make them comfortable.

If your client uses bad language, tells inappropriate jokes, or makes rude remarks, however, do not reciprocate. Maintain your professionalism at all times.

## BEING RESPECTFUL

Some professional hair stylists get the opportunity to work with public figures. Behaving respectfully is always important, but it is especially crucial if you are working with a celebrity. Upsetting someone with a lot of influence won't be good for your career.

Make polite conversation, but avoid bringing up what you've read in the tabloids. Treating the client how you would like to be treated is the best approach.





## TEN TIPS AND TRICKS FOR HAIR STYLING!

Here is a glimpse into some of the techniques and tricks that are taught in QC's Hair Styling Essentials Course. Tips like these help to form the base on which you'll build more advanced skills.



1

## KEEP IT CLEAN

Just like other beauty experts, hair stylists must take special care to keep their tools and work space clean and hygienic. Tools that are not properly cleaned can become a home for bacteria, fungus, and parasites, which can be passed from client to client.

If you style your clients' hair without cleaning your tools or hands properly and someone gets a scalp infection as a result, it can have a disastrous effect on your reputation.



2

## GETTING TO KNOW YOU

Professional hair stylists want to get to know their clients, but they also want to get to know their clients' hair. Before styling, conduct a consultation meeting. When this meeting takes place and who will attend depends on the type of job you're doing. For a wedding, you will meet with the bride several weeks before the big day. For a photo shoot, you will meet with models, designers, and photographers.

One of the most important parts of the consultation meeting is learning about the client's hair. Ask her about how she normally styles her hair and whether her hair has undergone any chemical treatments, including bleaching or dye jobs. These procedures affect the strength and overall health of the hair, and therefore influence how you style it. You should also check whether the client has extensions.

Finally, don't forget to analyze the scalp. Brushing the hair will help you determine whether the scalp is healthy or whether you should avoid styling.



3

### TOOLS OF THE TRADE

One of the most important things you can learn during your hair styling training is how each tool and product is used. Applying the right products to the hair and using the correct tools properly are both essential to successful hair styling.

Getting to know the equipment in your styling kit will help you manipulate the hair to move and sit how you need it to for each look. Familiarizing yourself with products, tools, and their uses isn't hard, but it does take practice.

Using the wrong products can make styling more difficult than it might be otherwise. Using the wrong tools, or using your tools improperly, can affect your styling process and even damage your client's hair. Tool use takes practice, just like everything else!



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### BUILDING STYLES, BUILDING CONFIDENCE

Hair stylists do more than just make their clients look nice for a few hours. You're helping each client you style feel confident and happy.

This means that you should do your best to design a style that suits each person's features, facial structure, and personality. The style should also be appropriate for the occasion. Being able to assess which styles suit your client will help you give her a look that makes her feel confident, stylish, and happy.



## 5

## TIPS FOR BLOW DRYING

Blow drying is a versatile skill. You can give your client's hair body and volume or make it appear sleek and smooth. You can create volume at the base for further styling or leave the hair blown smooth and voluminous for a simple, classic look. Here are some tips for effective blow drying:

- Always blow dry in layers.
- Always dry from root to tip.
- Avoid over-drying at all costs.
- Let hair dry 70% on its own before blow drying.
- Always use the right products for your client's hair.



## 6

## TIPS FOR CURLING

Hair stylists use many different tools to curl hair. The technique for each tool is similar, but creating successful curls with each type takes practice. Regardless of which curling method you're using, keep the following tips in mind:

- Make sure your ends are curled around the roller, iron barrel, or curling tool with the rest of the strand.
- Pay attention to where you place the curl in relation to the base. When you wind the curling tool under from the tips of the hair toward the roots, it will naturally pull in the direction that you're rolling.
- Remember that the size of your curling tool will determine the size of your curls.



# 7

## TIPS FOR BACK COMBING

Back-combing is an effective method of creating volume at the roots, particularly near the crown of the head. You might also hear it referred to as back-brushing, teasing, or rattig. Pay attention to the following tips as you practice back-combing:

- Never back-comb wet hair.
- When teasing the hair, always move your comb in a circular direction.
- Never rub the comb teeth or brush bristles up and down the hair strand, or you will cause breakage and cuticle damage.
- Try teasing the crown for height before creating a wedding updo.



# 8

## BRAIDS

Most braided styles build on the techniques that you'll learn in the basic three-strand braiding pattern. Once you've mastered this fundamental style, you'll be able to practice French braids, Dutch braids, rope braids, fish tail braids, and four-strands braids by altering the basic technique slightly and practicing different ways of weaving the hair. Some hair stylists even invent their own braiding patterns. Once you've mastered a few different types of braids, try some of the following styling tips:

- Try holding the middle strand of a three-strand braid and pushing the other strands so they slide upward.
- Creating a French braid that runs up the back of the head from the nape of the neck under a high bun can be a simple way to alter a classic style.
- Braids of all styles are versatile and can be incorporated into updos in an unlimited number of ways, so get as creative as you like.

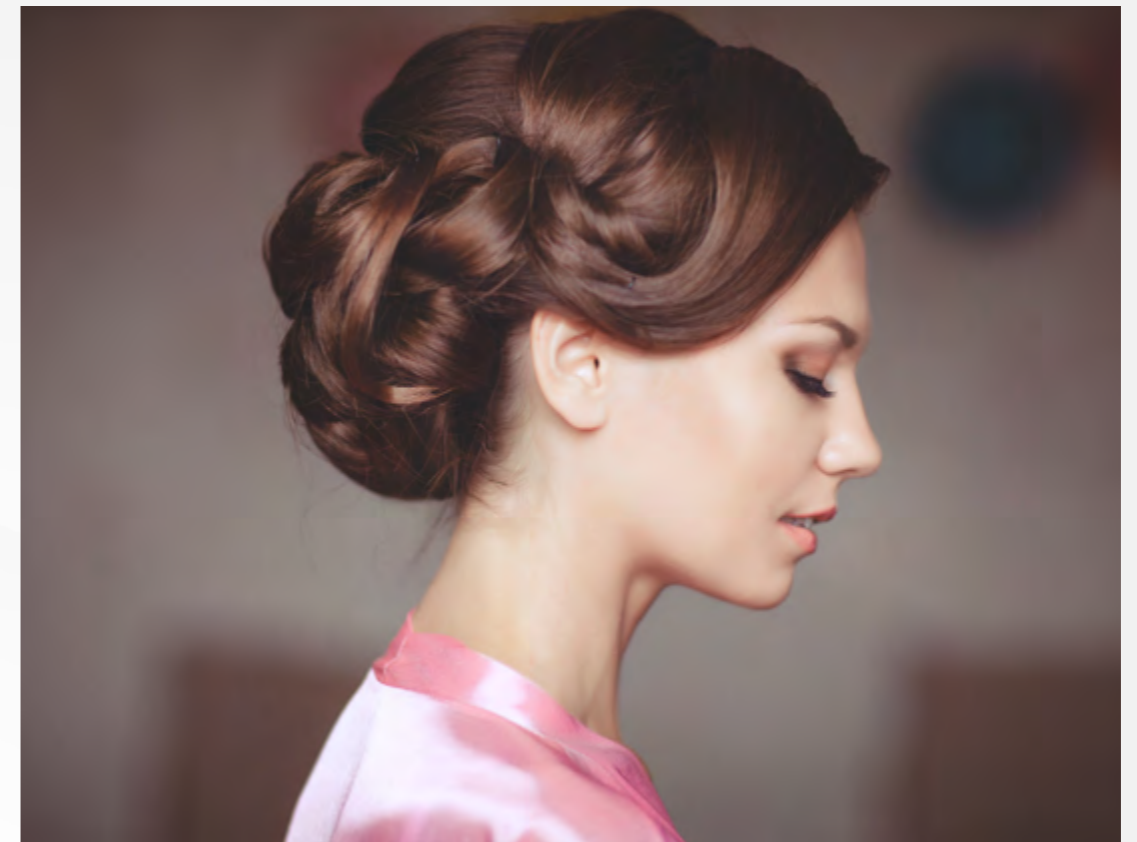


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## HAIR STYLING FOR MALE CLIENTS

Many professional stylists work with male clients on a regular basis. Like women's hair, men's hair can be styled with flat irons, hot rollers, and curling irons depending on its length.

The styles you'll create for men will vary from those you do for women, but the techniques and how you use your tools and products will remain the same. While you style, you'll consider face shape and facial structure just like you would for a female client, but you'll also pay attention to the hairline. Some men experience a receding hairline and some might feel self-conscious about it. Take your client's hairline into consideration like you would any other facial feature. Remember that you want the client to feel confident when he sees the final look.



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## PUTTING IT ALL TOGETHER

Mastering individual styling techniques is only half the battle when it comes to learning hair styling. As you gain experience, you'll find it easier to incorporate your own creativity and ideas into the looks you create.

By combining techniques and putting twists on classic styling elements like braids and buns, you'll be able to create your own custom updos. The best way to find unique styles that you like and that your clients will enjoy is to play with different styles and practice various combinations.

The opportunity to be creative and innovative is what will keep your passion for hair styling alive!

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# ABOUT QC MAKEUP ACADEMY

If you're interested in starting a career in hair styling, QC's Hair Styling Essentials course might be right for you! You'll get a chance to learn and practice the basics of hair styling on your own time with guidance from your personal tutor – a professional hair stylist.

## LEARN MORE ABOUT QC'S **HAIR STYLING ESSENTIALS COURSE**

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