



FIGURE 1



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YOU are judged by the value you place on your appearance. It is impossible for career minded aestheticians to promote who they are, if they neglect their professional image. When you finish reading this article you will have a better understanding of the psychology of appearance. You will also know the importance of constructing and marketing the right professional image for yourself and learn how to observe and analyze other people to stimulate a greater sales effort.

In the aesthetics industry it is an absolute necessity to clothe and present yourself appropriately if you expect to convey interest in your vocation. When you consider that the very word aesthetic is defined in the dictionary as relating to beauty, it is easy to understand how an impressive appearance and success are intertwined. Because your clients place such a high value on beauty you should consider image development enormously important. You should think twice before looking less than presentable. It is your professional responsibility to learn how to make yourself appear as attractive as possible and to stay in sync with fash-

ion and with the times. It is just smart business sense to put considerable time and effort into doing so. If you were to make a Serious study of the principles of fashion, not only would you be able to improve your own appearance, but you could offer advice to your clients as well. The result of this extra effort would be an opportunity to add on some very lucrative services and increase your financial revenue.

Numerous experiments and studies have been carried out to define to-what extent your appearance has on others One such study identified as the "halo effect" cited social interaction occurring within the first four minutes of an initial encounter. In this brief amount of time, the study concluded, all opinions and assumptions are formulated. The initial impression you convey through your clothing immediately indicates to others your experience, background, how cultured or uncultured you are, your level of education and your socio-economic status. Most people are unaware of the meaning and ramifications of those first four minutes. Aestheticians who deliberately mastermind their outer image effectively increase their chances of success and greatly reduce the odds of being misunderstood in business transactions. A well thought out image will immediately communicate that you are capable, responsible and passionate about what you do. No matter how skilled you are technically, a poor appearance will betray you. What you wear and how you wear it strongly communicates to others how you feel about yourself. Aestheticians who want to be viewed as competent must present a dynamic front to their clients to ensure they are perceived as self-assured.

Lasting Impressions

Even when you pay little attention to your outward appearance you must remember that you are still on display, under the watchful eyes of others. Despite your ambivalence about what you may be wearing you are sending out a wide range of revealing messages, telling others the truth about who you are and how you feel about yourself and the world. Clashing patterns and textures or seasonal fabrics worn together without a hint of discretion will make you look disorganized. Undressed, ripped or stained clothing announces that you are lazy and perhaps you'd be unwilling to exert extra effort if it were required. Drab colored, non-descript, outdated clothing styles suggest that you are unaware of the newest innovations. Aesthetic clients, particularly, have a keen eye for this type of neglect.

Likewise, a fresh, well-put-together look will tell your clients that you are conscientious. The essence of good taste is refined, uncluttered sim-

plicity = simplicity with polish. Tasteful attire is never ostentatious, never overdone, never offensively revealing in cut or fit and always appropriate. Well-attired aestheticians are conservative rather than spectacular, so that they, not their clothes are the star attraction. If an aesthetician dresses like a business professional he or she will be treated like one.

The Well Dressed Aesthetician

Once upon a time, all you needed was a clean, starched white laboratory coat to convey dependability and professionalism. But, although sensible, a



white medicinal looking uniform says little about who you are and what a client can expect from you.

Think about it, does the way you look set you apart from others in the field? Uniformity is a natural by-product of an automated society. It is highly important for aestheticians to preserve their originality. You are not made up of merely muscle and bone, you are a creature of spirit, of mind and imagination. You have many moods, talents and many ways in which to express yourself. Personal style works when it is just that, personal. Let the clients first impression of you be of your own invention.

Exposure to good fashion is an excellent teacher. Through constant awareness of fashion you will find many ideas you can apply to your own wardrobe. Investigate and find a style that you can modify to make uniquely yours, one that will reflect

your warmth and personality Amplify that message with your signature look to inspire and influence your clients and it will help do your selling for you.

Exquisite fashion sense is rarely inborn, but it can be acquired. Your taste can be sharpened by constant awareness and analysis of what is stylish. The best advice when it comes to learning anything new is to imitate the masters The smart aesthetician studies women and men wearing tasteful attire, fashion magazines, clothing ads and the window displays of upscale boutiques and department stores. What you observe can help you to evaluate your current image and experiment with different options until you find a suitable style that will enhance your personal and professional image.

Seven Habits of Well-dressed Aestheticians

1. Well dressed aestheticians analyze their needs and their lifestyle before adding an item to their professional wardrobe, they ask themselves, "Is this clothing

garment functional and could I work comfortably in the salon wearing this?"

2. Well-dressed aestheticians carefully study their physical proportions, learn to accept what they cannot change and focus on their assets. Camouflaging in clothing is, as with cosmetics, a matter of attracting the eye to the best features and distracting the eye away from any figure imperfections.

3. Well-dressed aestheticians make an effort to carefully plan out and coordinate what they are going to wear to work the night before to prevent them from haphazardly throwing their look together. They do not wait until they are rushing out the door to discover that the outfit they are wearing has a stain on it or that it is ripped or wrinkled.

4. Well-dressed aestheticians shop for quality accessories that will add a special effect to their clothing. They refrain from wearing gaudy, jangly, clanging trinkets.

5. Well-dressed aestheticians use the seasonal color system as a guide for making clothing choices. choosing only shades that flatter their complexion, eyes and hair color.

6. Well-dressed aestheticians are always on the alert for hairstyling ideas that will accentuate their face shape and features. They know a good haircut is essential for their hair to look its best. When getting ready in the morning, they allow enough time to skillfully apply their make-up. They let the face they show the world advertise their technical expertise.

7. Well-dressed aestheticians view their career as an investment knowing that their clients will automatically size up what they are wearing by the quality, cut and how they have pulled their entire look together. ■

In part II of "How to Rebuild Your Image for Success" you will learn how to create a new image for yourself.

