Program of Study Guide:
Careers in Cosmetology - DRAFT

Comprehensive and course standards for the Personal Care Services pathway

Office of College and Career Pathways

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MARYLAND STATE DEPARTMENT OF EDUCATION

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DOCUMENT HISTORY

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Purpose

The purpose of this document is to communicate the required Career and Technical Education (CTE) academic standards for the Careers in Cosmetology Program of Study. The academic standards in this document are theoretical and performance based. The standards contain content from multiple state departments of education, the Maryland Board of Cosmetology, and the PSI Cosmetology Test Taking Guide. They have been reviewed and vetted by members of the Maryland business and industry community.

In addition to academic standards, the Maryland State Department of Education (MSDE) has incorporated into this document Labor Market Information (LMI) definitions and explanations for the Program of Study; program aligned Industry Recognized Credentials; and Work-Based Learning resources and requirements by course level.

This document is intended for use by educational administrators and practitioners. A similar document is available for each state-approved CTE Program of Study.

Sources of Standards

The standards for the Cosmetology I-IV courses are derived from a combination of authoritative resources that provide comprehensive guidelines and best practices in cosmetology education. These sources collectively provide a robust foundation for developing comprehensive and industry-aligned standards for the Cosmetology I-IV courses, ensuring that students acquire the necessary skills and knowledge to succeed in the field of personal care services.

Below is a list of these sources, along with descriptions, their applications in course development, and corresponding web links:

1. **Milady Standard Cosmetology, 14th Edition**
   A. **Description:** This textbook is a widely recognized resource in cosmetology education, offering in-depth coverage of fundamental and advanced cosmetology concepts, techniques, and procedures.
   B. **Usage:** The textbook serves as the primary curriculum guide, informing the development of course standards and ensuring alignment with industry practices.
   C. **Source:** Milady Standard Cosmetology, 14th Edition: https://www.milady.com/catalog/milady-standard-cosmetology

2. **Advance CTE's Career Clusters Framework**
   A. **Description:** Advance CTE provides a framework for career and technical education, outlining essential knowledge and skills across various career clusters, including Health and Human Services.
   B. **Usage:** The framework guides the integration of core academic skills and industry-specific competencies into the cosmetology curriculum, ensuring a well-rounded educational experience.
   C. **Source:** Advance CTE Career Clusters: https://careertech.org/career-clusters

3. **State-Specific Cosmetology Licensing Requirements**
   A. **Description:** Each state has unique licensing requirements for cosmetology professionals, detailing necessary training hours, competencies, and examination criteria.
   B. **Usage:** These requirements inform the structuring of course content to ensure students meet all criteria for licensure upon program completion.
   C. **Source:** Cosmetology License Requirements by State: https://cosmetologyprep.com/cosmetology-license-requirements-by-state/

4. **National Accrediting Commission of Career Arts and Sciences (NACCAS) Standards**
   A. **Description:** NACCAS is a recognized accrediting agency for cosmetology schools, establishing standards for curriculum quality, institutional integrity, and educational effectiveness.
   B. **Usage:** Adherence to NACCAS standards ensures the program meets national benchmarks for cosmetology education, facilitating accreditation and recognition.
   C. **Source:** NACCAS Official Website: http://naccas.org/

Course Descriptions

Course Level	Course Information	Description
Required Core: Course 1	Cosmetology I SCED: <XX> Grades: 9-12 Prerequisite: None Credit: 1	Cosmetology I introduces students to foundational skills in the cosmetology industry, focusing on hair, nail, and skincare services. Students will develop an understanding of workplace professionalism, infection control, and basic hairstyling techniques.
Required Core: Course 2	Cosmetology II SCED: <XX> Grades: 10-12 Prerequisite: Cosmetology I Credit: 1	Building on the foundational skills of Cosmetology I, Cosmetology II delves deeper into food safety, advanced cooking techniques, and menu planning. Students will explore more complex food preparation methods, including grilling, roasting, and baking, while practicing food presentation and portion control.
Required Core: Course 3	Cosmetology III SCED: <XX> Grades: 11-12 Prerequisite: Cosmetology I and II Credit: 1	Cosmetology III advances students' technical skills in hairstyling, chemical services, and wellness practices while preparing them for the Hairstylist license. Students gain expertise in advanced techniques such as corrective coloring, multi-dimensional color applications, intricate nail art, and specialized facials.
Required Core: Course 4	Cosmetology IV SCED: <XX> Grades: 11-12 Prerequisite: Cosmetology I, II and III Credit: 1	Cosmetology IV focuses on preparing students for the Cosmetology License examination and successful entry into the workforce. Students refine their mastery of advanced hairstyling, chemical treatments, and wellness services while integrating business and entrepreneurship concepts. Work-based learning, including internships or salon apprenticeships, allows students to gain hands-on experience and meet state licensing requirements.

Dual Enrollment and Career Connected Learning Experiences Must be Aligned to the CTE Core.

Industry-Recognized Credentials and Work-Based Learning

Industry-Recognized Credentials – The standards in this document are aligned to the following certifications:
By the end of Cosmetology III: Limited Hairstylist License **By the end of Cosmetology IV:** Cosmetology License

Work-Based Learning Examples and Resources			
Cosmetology I: Career Awareness	**Cosmetology II: Career Preparation**	**Cosmetology III:**	**Cosmetology IV:**
• Industry Visits • Guest Speakers • Participation in Career and Technical Student Organizations • Postsecondary Visits – Program Specific Site Tours • Mock Interviews	• All of Career Awareness plus the following: • Job Shadow • Paid and Unpaid Internships	• Paid and Unpaid Internships • Apprenticeships	• Paid and Unpaid Internships • Apprenticeships

Labor Market Information: Definitions and Data

Labor market information (LMI) plays a crucial role in shaping Career and Technical Education (CTE) programs by providing insights into industry demands, employment trends, and skills gaps. This data helps education leaders assess the viability of existing programs and identify opportunities for new offerings. By aligning CTE programs with real-time labor market needs, schools can better prepare students for in-demand careers and ensure that resources are effectively used to support pathways that lead to high-quality, sustainable employment.

Standard Occupational Code (SOC) and Aligned Industry:

Indicator	Definition	Pathway Labor Market Data
High Wage[1]	Those occupations that have a 25th percentile wage equal to or greater than the most recent MIT Living Wage Index for one adult in the state of Maryland, and/or leads to a position that pays at least the median hourly or annual wage for the DC-VA-MD-WV Metropolitan Statistical Area (MSA). *Note: A 25th percentile hourly wage of $24.74 or greater is required to meet this definition.*	**Standard Occupational Code:** 39-5012: Hairdressers, Hairstylists, and Cosmetologists **Hourly Wage/Annual Salary:** 25th Percentile: $14.36 / $29,869.00 50th Percentile: $16.82 / $34,986.00 75th Percentile: $24.12 / $50,170.00
High Skill	Those occupations located within the DC-VA-MD-WV Metropolitan Statistical Area (MSA) with the following education or training requirements: completion of an apprenticeship program; completion of an industry-recognized certification or credential; associate's degree, bachelor's degree, or higher.	**Typical Entry-Level Education:** Barbers, hairstylists, and cosmetologists usually must complete a state-approved barber or cosmetology program. Admission to these programs varies by state. Programs typically involve a mix of classroom studies and hands-on training and lead to a certificate or other postsecondary nondegree award.
In-Demand	Annual growth plus replacement, across all Maryland occupations, is 405 openings between 2024-2029.	**Annual Openings**

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[1] Living Wage Calculator: https://livingwage.mit.edu/states/24

Labor Market Information Data Source

Lightcast Q4 2024 Data Set. Lightcast occupation employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Lightcast earnings by industry. Foundational data for the state of Maryland is collected and reported by the Maryland Department of Labor.

Methodology for High Wage Calculations

To combine labor market data across multiple Standard Occupational Classifications (SOCs), a weighted average approach was used to ensure accurate representation of the marketplace. Median wages for each SOC were weighted based on their respective employment levels, reflecting the relative demand for each occupation. This method ensures that occupations with higher employment contribute proportionately to the overall wage calculation. Additionally, job openings from all relevant SOCs were summed to determine the total projected demand. For example, if Mechanical Engineers account for 67% of total employment and Electrical Engineers for 33%, their respective wages are weighted accordingly, and job openings are aggregated to provide a comprehensive view of labor market opportunities. This approach delivers a balanced and accurate representation of both wages and employment demand for the program.

Methodology for In-Demand Calculations

The baseline for annual job openings, taking into account new positions and replacement positions, was determined by taking the average of all annual job openings between 2024 and 2029 across all 797 career sectors at the 5-digit SOC code level. For the 2024-2029 period, average job openings (growth + replacement) is 405.

Course Standards: Cosmetology I

1. **GENERAL REQUIREMENTS.** This course is recommended for students in Grades 9-12.

2. **INTRODUCTION**
   A. Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
   B. The Healthcare and Human Services Career Cluster encompasses careers for in-home and personal care support and offer esthetics and wellness services such as hairdressing, nail care, skincare, fitness, and massage therapy. Professionals in this field focus on enhancing personal appearance and promoting relaxation and well-being while remaining grounded in a thorough understanding of health and safety practices.
   C. The Careers in Cosmetology Program is a sequential, multi-level course series designed to prepare students for licensure and successful careers in the cosmetology industry. Spanning foundational to advanced skills, the program integrates classroom instruction, laboratory practice, and work-based learning experiences. Students develop proficiency in hairstyling, chemical treatments, nail care, skincare, and wellness services while adhering to strict health and safety protocols. Emphasis is placed on professionalism, customer service, and career readiness, including entrepreneurship and salon management. By the completion of Cosmetology IV, students will have gained the technical expertise, industry knowledge, and licensure preparation needed to excel in the dynamic field of cosmetology.
   D. Cosmetology I provides students with classroom and laboratory instruction that emphasize safe use of tools, anatomy and physiology of hair and skin, and principles of customer service. Students begin accumulating hours toward licensure while exploring career opportunities in the cosmetology field. Work-based learning experiences, including guest speakers and industry tours, enhance students' understanding of career pathways.
   E. Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational interviews or job shadowing relevant to the program of study.
   F. Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO activities is an expectation for CTE programs in the state of Maryland.

3. **KNOWLEDGE AND SKILLS**
   A. **The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:**
      1. Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a clean and safe work environment, and pride in work.
      2. Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn.
      3. Employ effective reading, writing, and technical documentation skills.
      4. Solve problems using critical thinking techniques and structured troubleshooting methodologies.
      5. Demonstrate leadership skills and collaborate effectively as a team member.

6. Implement safety procedures, including proper use of software and following privacy guidelines.
7. Exhibit an understanding of legal and ethical responsibilities in the personal services field, following copyright laws and regulations.
8. Demonstrate time-management skills and the ability to prioritize tasks in a technical setting.

B. **The student identifies various career pathways in the personal care service field. The student is expected to:**
1. Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles in cosmetology.
2. Create a professional resume and portfolio that reflect skills, projects, certifications, and recommendations.
3. Demonstrate effective interview skills for roles in personal care service fields.

C. **The student develops technology and digital literacy skills. The student is expected to:**
1. Use digital platforms to research, compare, and evaluate professional-grade products, tools, and equipment for salon use.
2. Create and maintain a professional digital portfolio showcasing completed work, certifications, and skills for career development.
3. Use scheduling and point-of-sale software to manage client appointments, track inventory, and process transactions in a salon environment.
4. Apply social media and digital marketing strategies to promote salon services, attract clients, and build a professional brand.
5. Demonstrate the ability to navigate and interpret online safety data sheets (SDS) to ensure proper handling and storage of chemical products.

D. **The student integrates core academic skills into cosmetology practices. The student is expected to:**
1. Apply mathematical concepts, such as ratios and percentages, to accurately mix chemical solutions, calculate product usage, and determine service pricing..
2. Use scientific principles, including anatomy, physiology, and chemistry, to understand hair, skin, and nail structure and reactions to products and treatments.
3. Demonstrate effective written and verbal communication skills by documenting client consultations, maintaining service records, and providing clear aftercare instructions.
4. Interpret and adhere to workplace regulations, such as Occupational Safety and Health Administration (OSHA) and Environmental Protection Agency (EPA) guidelines, to ensure health and safety compliance.

E. **The student demonstrates professional standards and employability skills relevant to the cosmetology industry. The student is expected to:**
1. Demonstrate professionalism through appropriate dress, speech, and conduct in salon settings.
2. Adhere to ethical standards and compliance with industry regulations.
3. Use conflict-management strategies to maintain a harmonious workplace.
4. Identify career opportunities, including entrepreneurship in the cosmetology field.
5. Demonstrate effective communication skills for interactions with clients, coworkers, and supervisors.

F. **The student applies knowledge of infection control and workplace safety. The student is expected to:**
   1. Implement infection control procedures, including proper sanitation and sterilization techniques for tools and workstations.
   2. Recognize and manage potential hazards in compliance with OSHA and EPA guidelines.
   3. Apply universal precautions to handle hazardous materials and ensure client safety.

G. **The student develops technical proficiency with tools, equipment, and materials. The student is expected to:**
   1. Safely use tools and ergonomically designed equipment for client services.
   2. Create a digital portfolio showcasing design elements relevant to cosmetology.
   3. Explore the functions and safe applications of technologies used in professional salons.

H. **The student demonstrates foundational hairstyling techniques. The student is expected to:**
   1. Perform sectioning, finger waving, and comb-out techniques.
   2. Create wet hairstyles using rollers and other implements.
   3. Use thermal styling tools to straighten and style hair safely and effectively.

I. **The student develops knowledge of chemical hair treatments. The student is expected to:**
   1. Analyze the structure and properties of hair to determine suitability for chemical services.
   2. Differentiate among temporary, semi-permanent, and permanent hair coloring processes.
   3. Perform hair treatments, including permanent waving and chemical straightening, adhering to all safety protocols.

J. **The student explores business practices and career planning in the cosmetology industry. The student is expected to:**
   1. Formulate salon service menus based on industry trends and client needs.
   2. Develop an employment portfolio including certifications, evaluations, and work samples.
   3. Analyze marketing strategies and client retention techniques.

Course Standards: Cosmetology II

1. **GENERAL REQUIREMENTS.** This course is recommended for students in Grades 10-12.

2. **INTRODUCTION**
   A. Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
   B. The Healthcare and Human Services Career Cluster encompasses careers for in-home and personal care support and offer esthetics and wellness services such as hairdressing, nail care, skincare, fitness, and massage therapy. Professionals in this field focus on enhancing personal appearance and promoting relaxation and well-being while remaining grounded in a thorough understanding of health and safety practices.
   C. The Careers in Cosmetology Program is a sequential, multi-level course series designed to prepare students for licensure and successful careers in the cosmetology industry. Spanning foundational to advanced skills, the program integrates classroom instruction, laboratory practice, and work-based learning experiences. Students develop proficiency in hairstyling, chemical treatments, nail care, skincare, and wellness services while adhering to strict health and safety protocols. Emphasis is placed on professionalism, customer service, and career readiness, including entrepreneurship and salon management. By the completion of Cosmetology IV, students will have gained the technical expertise, industry knowledge, and licensure preparation needed to excel in the dynamic field of cosmetology.
   D. Cosmetology II emphasizes client consultations, understanding facial shapes, and customizing services. Students explore business practices such as service pricing and salon operations, preparing them for the Hairstylist certification in future courses. Work-based learning opportunities allow students to apply classroom knowledge in real-world settings.
   E. Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational interviews or job shadowing relevant to the program of study.
   F. Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO activities is an expectation for CTE programs in the state of Maryland.

3. **KNOWLEDGE AND SKILLS**
   A. **The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:**
      1. Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a clean and safe work environment, and pride in work.
      2. Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn.
      3. Employ effective reading, writing, and technical documentation skills.
      4. Solve problems using critical thinking techniques and structured troubleshooting methodologies.
      5. Demonstrate leadership skills and collaborate effectively as a team member.

6. Implement safety procedures, including proper use of software and following privacy guidelines.
7. Exhibit an understanding of legal and ethical responsibilities in the personal services field, following copyright laws and regulations.
8. Demonstrate time-management skills and the ability to prioritize tasks in a technical setting.

B. **The student identifies various career pathways in the personal care service field. The student is expected to:**
   1. Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles in cosmetology.
   2. Create a professional resume and portfolio that reflect skills, projects, certifications, and recommendations.
   3. Demonstrate effective interview skills for roles in personal care service fields.

C. **The student develops technology and digital literacy skills. The student is expected to:**
   1. Use digital platforms to research, compare, and evaluate professional-grade products, tools, and equipment for salon use.
   2. Create and maintain a professional digital portfolio showcasing completed work, certifications, and skills for career development.
   3. Use scheduling and point-of-sale software to manage client appointments, track inventory, and process transactions in a salon environment.
   4. Apply social media and digital marketing strategies to promote salon services, attract clients, and build a professional brand.
   5. Demonstrate the ability to navigate and interpret online safety data sheets (SDS) to ensure proper handling and storage of chemical products.

D. **The student integrates core academic skills into cosmetology practices. The student is expected to:**
   1. Apply mathematical concepts, such as ratios and percentages, to accurately mix chemical solutions, calculate product usage, and determine service pricing..
   2. Use scientific principles, including anatomy, physiology, and chemistry, to understand hair, skin, and nail structure and reactions to products and treatments.
   3. Demonstrate effective written and verbal communication skills by documenting client consultations, maintaining service records, and providing clear aftercare instructions.
   4. Interpret and adhere to workplace regulations, such as Occupational Safety and Health Administration (OSHA) and Environmental Protection Agency (EPA) guidelines, to ensure health and safety compliance.

E. **The student refines professional standards and employability skills for the cosmetology industry. The student is expected to:**
   1. Demonstrate advanced professionalism through adherence to workplace ethics and customer service excellence.
   2. Apply leadership and teamwork skills to support salon operations and collaborative tasks.
   3. Develop strategies for managing time, prioritizing tasks, and maintaining workflow in a salon environment.
   4. Create a personal career development plan emphasizing entrepreneurship and salon ownership pathways.

F. **The student enhances knowledge and application of workplace infection control and safety standards. The student is expected to:**
    1. Perform advanced sanitation and sterilization techniques for a variety of tools and equipment.
    2. Implement risk management strategies to address potential hazards in chemical services.
    3. Ensure compliance with OSHA and EPA guidelines during all cosmetology procedures.
    4. Manage waste disposal and hazardous material handling in alignment with regulatory requirements.

G. **The student advances technical proficiency with hairstyling tools, equipment, and techniques. The student is expected to:**
    1. Use advanced hairstyling techniques, including thermal waving, curling, and flat ironing, to meet client preferences.
    2. Design and execute hairstyles tailored to individual facial shapes and client consultations.
    3. Safely operate advanced tools such as clippers, shears, and specialized combs for precision cuts and styling.
    4. Maintain, clean, and organize tools and equipment to extend their usability and effectiveness.

H. **The student deepens understanding of chemical hair treatments and color theory. The student is expected to:**
    1. Perform chemical straightening, relaxers, and soft curl reformation while ensuring client safety.
    2. Explore the chemistry of hair coloring, including pH levels, developers, and pigment mixing.
    3. Execute advanced coloring techniques such as highlights, balayage, and multi-tonal applications.
    4. Apply corrective color techniques to address uneven tones or previous dye errors.

I. **The student demonstrates mastery of nail and skincare techniques. The student is expected to:**
    1. Perform advanced manicure and pedicure techniques, including nail enhancements and gel applications.
    2. Demonstrate the use of skincare products and equipment for facials and skin treatments.
    3. Recognize and address contraindications to nail and skincare services based on client health assessments.
    4. Incorporate massage techniques to promote client relaxation and enhance service quality.

J. **The student develops business acumen and prepares for Hairstylist certification. The student is expected to:**
    1. Formulate strategies for client retention and satisfaction through personalized service.
    2. Analyze financial aspects of salon management, including budgeting, inventory control, and service pricing.
    3. Participate in mock Hairstylist certification assessments to build confidence and identify improvement areas.
    4. Develop a professional portfolio showcasing advanced skills and techniques for career opportunities.

Course Standards: Cosmetology III

1. **GENERAL REQUIREMENTS.** This course is recommended for students in Grades 10-12.

2. **INTRODUCTION**
   A. Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
   B. The Healthcare and Human Services Career Cluster encompasses careers for in-home and personal care support and offer esthetics and wellness services such as hairdressing, nail care, skincare, fitness, and massage therapy. Professionals in this field focus on enhancing personal appearance and promoting relaxation and well-being while remaining grounded in a thorough understanding of health and safety practices.
   C. The Careers in Cosmetology Program is a sequential, multi-level course series designed to prepare students for licensure and successful careers in the cosmetology industry. Spanning foundational to advanced skills, the program integrates classroom instruction, laboratory practice, and work-based learning experiences. Students develop proficiency in hairstyling, chemical treatments, nail care, skincare, and wellness services while adhering to strict health and safety protocols. Emphasis is placed on professionalism, customer service, and career readiness, including entrepreneurship and salon management. By the completion of Cosmetology IV, students will have gained the technical expertise, industry knowledge, and licensure preparation needed to excel in the dynamic field of cosmetology.
   D. Cosmetology III emphasizes professionalism, customer retention strategies, and leadership skills in the salon environment. Students continue to accumulate hours toward licensure through work-based learning experiences, internships, or apprenticeships under licensed professionals. This course also introduces students to mock licensing exams and portfolio development.
   E. Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational interviews or job shadowing relevant to the program of study.
   F. Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO activities is an expectation for CTE programs in the state of Maryland.

3. **KNOWLEDGE AND SKILLS**
   A. **The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:**
      1. Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a clean and safe work environment, and pride in work.
      2. Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn.
      3. Employ effective reading, writing, and technical documentation skills.
      4. Solve problems using critical thinking techniques and structured troubleshooting methodologies.
      5. Demonstrate leadership skills and collaborate effectively as a team member.

6. Implement safety procedures, including proper use of software and following privacy guidelines.
7. Exhibit an understanding of legal and ethical responsibilities in the personal services field, following copyright laws and regulations.
8. Demonstrate time-management skills and the ability to prioritize tasks in a technical setting.

B. **The student identifies various career pathways in the personal care service field. The student is expected to:**
   1. Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles in cosmetology.
   2. Create a professional resume and portfolio that reflect skills, projects, certifications, and recommendations.
   3. Demonstrate effective interview skills for roles in personal care service fields.

C. **The student develops technology and digital literacy skills. The student is expected to:**
   1. Use digital platforms to research, compare, and evaluate professional-grade products, tools, and equipment for salon use.
   2. Create and maintain a professional digital portfolio showcasing completed work, certifications, and skills for career development.
   3. Use scheduling and point-of-sale software to manage client appointments, track inventory, and process transactions in a salon environment.
   4. Apply social media and digital marketing strategies to promote salon services, attract clients, and build a professional brand.
   5. Demonstrate the ability to navigate and interpret online safety data sheets (SDS) to ensure proper handling and storage of chemical products.

D. **The student integrates core academic skills into cosmetology practices. The student is expected to:**
   1. Apply mathematical concepts, such as ratios and percentages, to accurately mix chemical solutions, calculate product usage, and determine service pricing..
   2. Use scientific principles, including anatomy, physiology, and chemistry, to understand hair, skin, and nail structure and reactions to products and treatments.
   3. Demonstrate effective written and verbal communication skills by documenting client consultations, maintaining service records, and providing clear aftercare instructions.
   4. Interpret and adhere to workplace regulations, such as Occupational Safety and Health Administration (OSHA) and Environmental Protection Agency (EPA) guidelines, to ensure health and safety compliance.

E. **The student demonstrates advanced professional standards and employability skills for the cosmetology industry. The student is expected to:**
   1. Display leadership qualities in salon settings by mentoring peers and contributing to team success.
   2. Develop advanced problem-solving skills to address client concerns and ensure service satisfaction.
   3. Refine time management techniques to optimize productivity and efficiency in a salon environment.

4. Investigate career pathways that lead to obtaining the Hairstylist license, including required competencies and application processes.

F. **The student refines expertise in infection control and workplace safety practices. The student is expected to:**
   1. Implement advanced sanitation protocols, including management of cross-contamination risks during complex services.
   2. Monitor and maintain compliance with state regulations for workplace safety in cosmetology practices.
   3. Conduct hazard assessments to proactively identify and mitigate risks in the salon environment.
   4. Educate peers on best practices for infection control and the safe handling of tools and materials.

G. **The student masters advanced hairstyling techniques and tools. The student is expected to:**
   1. Create intricate and specialized hairstyles tailored to diverse client preferences and events, such as weddings or formal occasions.
   2. Employ advanced thermal styling techniques, including the use of multiple tools to achieve layered effects.
   3. Use clipper cutting and razor techniques to enhance precision in haircuts and create modern, trend-driven styles.
   4. Incorporate advanced tools and equipment, such as texturizing shears, to achieve desired client outcomes.

H. **The student applies expertise in chemical hair treatments and color services. The student is expected to:**
   1. Formulate advanced color solutions, including corrective and multidimensional techniques, while considering hair integrity.
   2. Apply balayage, ombre, and other freehand coloring methods to achieve seamless transitions and natural effects.
   3. Safely perform complex chemical services, including relaxers and permanent waving, with minimal risk to hair health.
   4. Analyze and execute advanced color corrections to address client issues such as banding or uneven tones.

I. **The student enhances proficiency in skincare, nail care, and wellness services. The student is expected to:**
   1. Perform advanced facials, incorporating exfoliation, masks, and specialized treatments to address specific skin concerns.
   2. Execute advanced nail techniques, such as acrylic overlays, gel enhancements, and intricate nail art designs.
   3. Provide relaxation-focused services, such as scalp massages, aromatherapy, and stress-relief techniques, as part of wellness offerings.
   4. Recognize contraindications for advanced nail and skincare services and modify treatments accordingly.

J. **The student prepares for the Hairstylist license and future certification opportunities. The student is expected to:**

1. Demonstrate mastery of practical and theoretical skills required for the Hairstylist license examination.
2. Participate in mock Hairstylist certification assessments to refine test-taking strategies and identify areas for improvement.
3. Develop a professional portfolio showcasing advanced work, certifications, and accomplishments.
4. Research continuing education opportunities to enhance expertise and maintain licensure in the cosmetology field.

K. **The student develops business acumen and career readiness. The student is expected to:**
1. Analyze marketing strategies and branding techniques to attract and retain clients in a competitive salon industry.
2. Investigate financial strategies for salon management, including budgeting, inventory control, and service pricing.
3. Create a business plan for a hypothetical salon, incorporating staffing, marketing, and operational strategies.
4. Explore pathways to entrepreneurial ventures in cosmetology, such as salon ownership or mobile services.

Course Standards: Cosmetology IV

1. **GENERAL REQUIREMENTS.** This course is recommended for students in Grades 10-12.

2. **INTRODUCTION**
   A. Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
   B. The Healthcare and Human Services Career Cluster encompasses careers for in-home and personal care support and offer esthetics and wellness services such as hairdressing, nail care, skincare, fitness, and massage therapy. Professionals in this field focus on enhancing personal appearance and promoting relaxation and well-being while remaining grounded in a thorough understanding of health and safety practices.
   C. The Careers in Cosmetology Program is a sequential, multi-level course series designed to prepare students for licensure and successful careers in the cosmetology industry. Spanning foundational to advanced skills, the program integrates classroom instruction, laboratory practice, and work-based learning experiences. Students develop proficiency in hairstyling, chemical treatments, nail care, skincare, and wellness services while adhering to strict health and safety protocols. Emphasis is placed on professionalism, customer service, and career readiness, including entrepreneurship and salon management. By the completion of Cosmetology IV, students will have gained the technical expertise, industry knowledge, and licensure preparation needed to excel in the dynamic field of cosmetology.
   D. In Cosmetology IV, students will complete professional portfolios, participate in mock licensing exams, and develop career plans to support their transition to the cosmetology industry. This capstone course ensures students are fully prepared to pursue licensure and employment opportunities.
   E. Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational interviews or job shadowing relevant to the program of study.
   F. Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO activities is an expectation for CTE programs in the state of Maryland.

3. **KNOWLEDGE AND SKILLS**
   A. **The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:**
      1. Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a clean and safe work environment, and pride in work.
      2. Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn.
      3. Employ effective reading, writing, and technical documentation skills.
      4. Solve problems using critical thinking techniques and structured troubleshooting methodologies.
      5. Demonstrate leadership skills and collaborate effectively as a team member.

6. Implement safety procedures, including proper use of software and following privacy guidelines.
7. Exhibit an understanding of legal and ethical responsibilities in the personal services field, following copyright laws and regulations.
8. Demonstrate time-management skills and the ability to prioritize tasks in a technical setting.

B. **The student identifies various career pathways in the personal care service field. The student is expected to:**
1. Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles in cosmetology.
2. Create a professional resume and portfolio that reflect skills, projects, certifications, and recommendations.
3. Demonstrate effective interview skills for roles in personal care service fields.

C. **The student develops technology and digital literacy skills. The student is expected to:**
1. Use technology as a tool for research, organization, communication, and problem-solving.
2. Use digital tools, including computers, mobile devices, collaboration platforms, and cloud services, to access, manage, and create information.
3. Demonstrate proficiency in using emerging and industry-standard technologies, including cosmetology skills and applying creative techniques to create healthy and visually appealing hairstyles.
4. Understand ethical and legal considerations for technology use, including the principles of data protection, copyright, and responsible technology use.

D. **The student integrates core academic skills into cosmetology practices. The student is expected to:**
1. Apply mathematical concepts, such as ratios and percentages, to accurately mix chemical solutions, calculate product usage, and determine service pricing..
2. Use scientific principles, including anatomy, physiology, and chemistry, to understand hair, skin, and nail structure and reactions to products and treatments.
3. Demonstrate effective written and verbal communication skills by documenting client consultations, maintaining service records, and providing clear aftercare instructions.
4. Interpret and adhere to workplace regulations, such as Occupational Safety and Health Administration (OSHA) and Environmental Protection Agency (EPA) guidelines, to ensure health and safety compliance.

E. **The student demonstrates advanced professional standards and employability skills essential for the cosmetology industry. The student is expected to:**
1. Use digital platforms to research, compare, and evaluate professional-grade products, tools, and equipment for salon use.
2. Create and maintain a professional digital portfolio showcasing completed work, certifications, and skills for career development.
3. Use scheduling and point-of-sale software to manage client appointments, track inventory, and process transactions in a salon environment.
4. Apply social media and digital marketing strategies to promote salon services, attract clients, and build a professional brand.

5. Demonstrate the ability to navigate and interpret online safety data sheets (SDS) to ensure proper handling and storage of chemical products.

F. **The student applies comprehensive infection control and workplace safety practices. The student is expected to:**
1. Adhere to all state and federal safety regulations, including OSHA and EPA standards, during cosmetology services.
2. Implement infection control protocols in real-world salon settings to prevent cross-contamination.
3. Maintain a sanitized and safe workspace while working with multiple clients in a day.
4. Educate clients on the importance of safety and sanitation practices to ensure their well-being.

G. **The student refines technical proficiency in advanced hairstyling techniques. The student is expected to:**
1. Perform advanced haircutting techniques, including layered cuts, texturizing, and precision cutting.
2. Create complex hairstyles, including updos, braids, and specialized styling for events.
3. Utilize advanced thermal tools and techniques to produce professional-level results while ensuring hair health.
4. Tailor hairstyling and cutting techniques to diverse hair types and textures.

H. **The student advances expertise in chemical treatments and color services. The student is expected to:**
1. Conduct advanced color consultations, including analyzing skin tones and personal preferences to recommend appropriate color services.
2. Perform multi-dimensional coloring techniques, such as foil placement, balayage, and color melting.
3. Apply advanced chemical processes, including texturizing treatments, while ensuring minimal damage to the hair.
4. Troubleshoot and resolve color-related issues, including corrective coloring and addressing client concerns.

I. **The student demonstrates mastery of nail care, skincare, and wellness services. The student is expected to:**
1. Provide advanced nail services, including sculptured nails, gel overlays, and intricate nail art designs.
2. Perform specialized facials and skincare treatments, incorporating professional-grade products and equipment.
3. Apply advanced massage techniques to promote relaxation and well-being in clients.
4. Recognize and adapt services based on client health, contraindications, and preferences.

J. **The student integrates academic knowledge into practical cosmetology applications. The student is expected to:**
1. Use advanced chemistry concepts to analyze product formulations and select the appropriate solutions for services.
2. Apply mathematical skills to calculate salon costs, service pricing, and inventory needs.
3. Develop detailed client records to track service history, preferences, and recommendations.
4. Interpret and follow manufacturer guidelines and safety data sheets (SDS) for all salon products.

K. **The student engages in work-based learning to align with licensure requirements. The student is expected to:**
    1. Participate in supervised work-based learning experiences, such as internships or apprenticeships, in licensed salons.
    2. Demonstrate the ability to adapt and perform services under the guidance of licensed professionals.
    3. Document hours and tasks completed in alignment with state licensing requirements.
    4. Reflect on work-based learning experiences to identify career readiness skills and areas for professional growth.

L. **The student prepares for the Cosmetology License examination. The student is expected to:**
    1. Demonstrate proficiency in all practical and theoretical skills required for the state licensure examination.
    2. Participate in mock exams to refine performance and build confidence for the licensure test.
    3. Compile a professional portfolio showcasing technical skills, certifications, and work-based learning experiences.
    4. Develop a study and preparation plan for successful completion of the Cosmetology License examination.

M. **The student enhances business and career development skills. The student is expected to:**
    1. Formulate strategies for establishing and maintaining a successful client base.
    2. Analyze salon business models and operations, including marketing, budgeting, and customer retention.
    3. Create a comprehensive career plan that includes continuing education and advanced certifications.
    4. Explore entrepreneurial opportunities, such as salon ownership or freelance cosmetology services.