

## **SUBJECT: YOUR PROFESSIONAL IMAGE**

### **LESSON OBJECTIVES:**

Upon completion of the lesson, the student will be able to.

- Understand professional hygiene
- Explain the concept of dressing for success
- Use appropriate methods to ensure personal health and well-being
- Demonstrate an understanding of ergonomic principles and ergonomically correct postures and movement

Inspirational thought for the day: “High achievement always takes place in a framework of high expectation.” – Jack Kinder

### **I) YOUR PROFESSIONAL IMAGE**

- A) Definition
- B) Role model for clients
- C) Beauty and wellness
  - 1) Personal hygiene
  - 2) Hygiene pack
    - (a) Toothbrush and toothpaste
    - (b) Dental floss
    - (c) Mouthwash
    - (d) Deodorant/antiperspirant
    - (e) Sanitizing wipes
  - 3) Looking good
    - (a) Put thought into appearance
    - (b) Keep cut and color at best
    - (c) Keep skin well cared for
    - (d) Maintain nails
    - (e) Maintain trendy style
- D) Personal grooming
  - 1) Maintain wardrobe:
    - (a) Clean, fresh, in step with fashion
    - (b) Functional and stylish
    - (c) Accessorize appropriately
    - (d) Comfortable shoes
  - 2) The art of makeup
    - (a) Accentuate best features
    - (b) Minimize less flattering features

### **II) YOUR PHYSICAL PRESENTATION**

- A) Posture
  - 1) Show off figure
  - 2) Can convey image of confidence
  - 3) Can prevent fatigue
  - 4) Can prevent other physical problems
- B) Guidelines for good posture
  - 1) Keep head up and chin parallel to floor
  - 2) Keep neck elongated and balanced directly above shoulders
  - 3) Keep chest out and up, don't slouch.

- 4) Keep shoulders level and relaxed
- 5) Keep spine straight, not curved
- 6) Keep abdomen flat
- 7) Keep hips level horizontally
- 8) Flex knees slightly; position over feet

C) Ergonomics

- 1) MSDs
- 2) Prevention is key
- 3) Self-monitor
  - (a) Gripping too tightly
  - (b) Bending wrist constantly
  - (c) Holding arms away from body
  - (d) Holding elbows away from body
  - (e) Bending/twisting body
  - (f) Inappropriate positioning of client on facial bed
- 4) Preventive measures
  - (a) Adjust chair height
  - (b) Keep wrists straight or neutral
  - (c) Don't reach across table
  - (d) Use ergonomically designed equipment
  - (e) Keep back and neck straight
  - (f) Use cushioned mat for standing