

ESTHETICS UPDATE: SLSC25

PROJECT INFORMATION

SKILL PERFORMANCE

An oral communication test will assess contestant verbal presentation skills. The technical skills performance tasks will assess skills in facial massage, basic facial, and beauty and fantasy makeup application at multiple performance stations. Technique is scored in the performance tasks of facial massage, basic facial, and beauty and fantasy makeup application, and creativity is additionally assessed in the fantasy makeup application. An emphasis on safety and sanitation will be used in all segments of the skill performance areas. Observations during each segment and evaluation of the finished product will be considered in scoring.

Regional: daytime AND evening makeup; *State and National:* daytime OR evening, AND fantasy makeup

CONTEST GUIDELINES

1. The contest rules will be reviewed at the scheduled Orientation. The contestant will turn in their résumé, written theme and 8"x10" photograph (State/ National) at Orientation.
2. The Fantasy make-up theme for the 2025 Esthetics competition is "Under the Sea".
3. Contestants must keep their working area clean and organized.
4. Contestants must follow sanitation and safety procedures throughout the contest and will be assessed throughout the contest by floor monitors/ judges.
5. Contestants must bring a live model for the competition.
6. Contestants and models must wear required competition clothing meet all dress code requirements.
7. Contestants will prepare and perform (up to) a three-minute oral assessment.
 - a. **Regionals Topic:** Verbal/oral communication about the color cosmetics and approach they chose for the daytime and evening makeup look.
 - b. **State and Nationals Topic:** Verbal/oral communication about the contestant's interpretation and /or approach to the yearly theme for fantasy makeup application.
8. Time limits:
 - a. **30 minutes for the written exam**
 - b. **45 minutes for the facial:** 5 min consultation/oral exam, 20 min basic facial, 7 min facial massage, 10 min mask, 3 min moisturizer.
 - c. **Makeup:**
 - i. **Regional: 60 minutes for the makeup:** 45 min daytime makeup, 15 min nighttime
 - ii. **State/ National: 60 min beauty makeup, 75 min fantasy.** Judges may adjust time limits, provided all competitors are given the same amount of time.
9. Disqualification or penalties can occur for any rule not followed, with no exceptions!
 - a. Leaving the competition area before completion of task (contestant or model) without escort
 - b. Unauthorized use of a product that is not allowed or that doesn't appear in the above listing
 - c. Any product that appears to have been altered. All products/ solutions must be properly identified with manufacturer's original packaging/ labeling. Product labels cannot be defaced.
 - d. Any violation of the contest Technical Standards or General Regulations.
10. Professional attitude and communication are expected throughout the contest.
11. The use of cell phones is not permitted during the contest, except with express permission of the judges.
Examples: emergencies, photos after makeup application contest are completed.

PRACTICAL PROBLEM

SET UP AREA:

- *Model/Client information card and consultation to be completed before competition starts.*
- Client information card should include: skin analysis, skin type, skin condition, health condition, products to be used and home use recommendations.
- Assemble supplies and equipment. Contestants will set up for facials on Day 1, and makeup on Day 2.

BEGIN FACIAL:

Time suggestion: 20min

- Cleanse face/ neck 2x
- Removal of cleanser
- Exfoliate/ scrub
- Removal of scrub
- Toner
- Sanitation

MASSAGE: APPLY MASSAGE CREAM, DEMONSTRATE MASSAGE MOVES.

Time suggestion: 7min

Judges will stop and observe each contestant as they demonstrate massage movements. Once a student has been observed they may continue the massage, may perform a hand and arm massage (no extra points will be added or deducted), or they may wait patiently until the judges have completed their observations.

- Effleurage
- Petrissage
- Tapotement
- Vibration
- Notice contact with the skin
- Sanitation

MASK:

Time suggestion: 10min

- Apply mask
- Remove mask
- Sanitation

MOISTURIZER:

Time suggestion: 3min

- Apply moisturizer
- Sanitation

MAKEUP APPLICATION:

Regional: Day time (45 min) then Evening (15 min)

State and National: Day/ Evening (60 min) then Fantasy (60 min)

- Cover-up
- Foundation
- Blush
- Eyeshadow
- Eyeliner
- Mascara
- Lip/ lip liner
- Sanitation

WRITTEN EXAM

The 2025 Regional and State written exam will be taken from Milady's Standard Fundamentals Esthetics 11th edition and/ or Milady's Cosmetology standard.

CLOTHING REQUIREMENTS

CONTESTANTS:

- SkillsUSA Competition Attire Class F: Competition Specific – Barbering, Cosmetology, Esthetics, Nail Care
- Review State General Regulations for exceptions
- Hair must be pulled back
- No jewelry, no facial piercings
- Short natural nails not artificial, no polish

MODELS:

- Plain Black T-shirt
- Black dress slacks
- Black or skin-toned seamless hose or socks
- Black leather shoes
- No jewelry
- Hair pulled away from face
- Face clean and cosmetic-free.

SUPPLIES AND MATERIALS

Supplied by SkillsUSA:

- Work area with small table for products, chairs for model and contestant, and facial bed/table
- Access to hot water
- Towel warmer/caddie

Supplied by the Contestant:

- Live model in appropriate attire with clean face, as outlined in the Technical Standards
- Completed client consultation cards (Regional/State)
- Brow brushes
- Bowls – stainless steel for water (1.5 qt min size)
- Cotton/ Esthetic wipes
- Drape/ robe and headband for model
- Disposable applicators
- Eyelash kit, lashes – both strip and tab, lash applicator tools, alcohol wipes, sanitizers
- Hand sanitizers and or alcohol wipes
- Paper towels and or baby wipes
- Resume in a page protector (Failure to present at orientation requires a 10-point penalty)
- Scissors
- Sheets (one flat, one fitted)
- Spatulas
- Sponges
- Towels (white cotton)
- Tweezers (to apply lashes)
- Make-up brushes
- 8x10 Color photo of completed fantasy makeup look in a plastic page protector. (State/Nationals)
- One page written Fantasy makeup interpretation/story in a page protector. (State/Nationals)

Makeup:

- Day and Evening make-up (Regionals); Day or Evening and Fantasy Makeup (State/Nationals)
- Blush, powder, highlighter
- Cape for makeup application
- Foundation
- Concealer/ cover-up
- Eyeliner, eye shadow, mascara
- Lip liner, lip stick

Facial Products:

- Cleanser
- Exfoliate/ scrub Moisturizer
- Toner
- Mask

Sanitation supplies:

- Blood spill kit – must be labeled biohazard.
- First aid kit – Band-Aids etc.
- Disinfectants for the table/ bed/ counter/ chairs etc.
- Closeable large and various sizes plastic bags (for garbage, soiled tools)
- Gloves (latex free)
- Bag for soiled laundry
- Neck strips

ALL SANITATION, DISINFECTION AND SET-UP MUST BE DONE BY THE CONTESTANTS.

ADDITIONAL SUPPLY INFORMATION

At the Regional and State level of competition contestants will be required to bring all their supplies to be used during competition.

The National Esthetics Contest Committee may supply facial products (example: cleanser, exfoliate, mask, toner, and massage cream) for contestants to use during competition. If the facial products are supplied by the Esthetic Contest Committee, contestants will not need to bring facial products to the contest. *When preparing for National competitions, look for updates on the National SkillsUSA website.*

During all Regional, State, and National contests, all products and solutions must be properly identified with the manufacturer's original packaging and original labeling. Product labels cannot be defaced.

FANTASY MAKE-UP: STATE AND NATIONAL COMPETITION

- The Fantasy make-up theme for the 2025 Esthetics competition is "Under the Sea".
- A typewritten description of your character and interpretation of the theme must be submitted to the judges at Orientation. The description is limited to one page and must be submitted in a plastic sleeve.
- One 8x10 photograph of the completed fantasy makeup look must be submitted in a plastic sleeve.
- Props such as hair ornaments, wigs, and jewelry, may be used in the fantasy section but will not be considered in the judging. All items must be placed within the timing of the fantasy portion of the contest, and placement must be completed within the time limit.

STATE COMPETITION SCHEDULE

This schedule is tentative and subject to change. Check the conference app after April 1 for the final schedule.

DAY ONE: FACIALS

Contestants may only bring supplies for the Facial Competition (including first aid, sanitation, and infection control supplies). Judges and facilitators may adjust start or end times to ensure a smooth flow of the contest.

| TIME | EVENT |
|----------|--|
| 8 AM | College/ Postsecondary contestants and models report for Orientation and Oral Assessment |
| 8:55 AM | Contestants set up for Facials |
| 9 AM | Facial cleanser and massage movements Basic facial procedure |
| 9:45 AM | Contestants cleanup and exit |
| 10 AM | High School contestants and models report for Orientation and Oral Presentation |
| 10:55 AM | Contestants set up for Facials |
| 11 AM | Facial cleanser and massage movements Basic facial procedure |
| 11:45 AM | Contestants cleanup and exit |

DAY TWO: MAKEUP APPLICATION

All contestants (both High School and College/Postsecondary) report for Makeup Application on Day Two. Contestants may only bring supplies for the Makeup Application portion of the contest (including first aid, sanitation, and infection control supplies). Contestants must bring their Fantasy Makeup Photo and Story, each in a clear plastic page protector. Judges and facilitators may adjust start or end times to ensure a smooth flow of the contest.

| TIME | EVENT |
|----------|--|
| 8 AM | All contestants and models report |
| 8:10 AM | Contestants set up for Beauty Makeup (5 min) |
| 8:15 AM | Beauty Makeup Application (1 hour) |
| 9:15 AM | Judges evaluate Beauty Makeup (20 min) |
| 9:35 AM | Contestants set up for Fantasy Makeup (10 min) |
| 9:45 AM | Fantasy Makeup Application (1 hour 15 min) |
| 11 AM | Judges evaluate Fantasy Makeup |
| 11:20 AM | Contestants cleanup; may help models change into costumes and add props (30 min) |
| 11:50 AM | Photos |
| 12 PM | Debrief to prepare for Esthetics Nationals |
| 12:20 PM | Lunch |