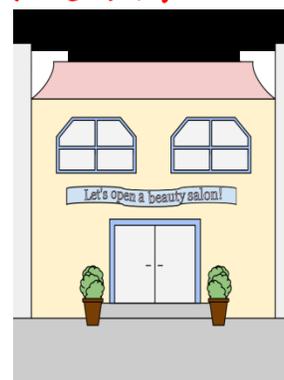




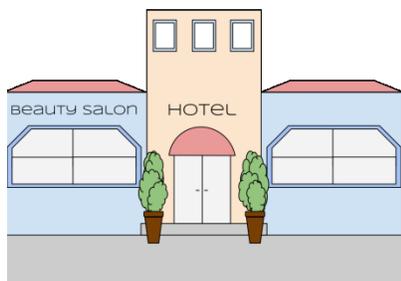
## Kozmetični tehnik

*LET'S OPEN A BEAUTY SALON!*

*...and*



*EXPANDING YOUR BUSINESS.*



*Eva Mernik*



Učno gradivo je nastalo v okviru projekta Munus 2. Njegovo izdajo je omogočilo sofinanciranje Evropskega socialnega sklada Evropske unije in Ministrstva za šolstvo in šport.



# SPLOŠNE INFORMACIJE GRADIVA

*Izobraževalni program:*

Kozmetični tehnik

*Ime modulov:*

Kozmetična nega obraza – KNO 1, 2, 3, 4, 5

Komunikacija – KOM 1, 2, 3, 4

*Naslov učnih tem ali kompetenc, ki jih obravnava učno gradivo:*

## 1. vsebinski sklop – Kozmetična nega obraza

- Organiziranje dela, sprejemanje strank in vodenje dokumentacije – KNO 1
- Priprava kože obraza za kozmetično nego in načrtovanje kozmetične nege obraza – KNO 2
- Izvajanje kozmetične nege obraza in uporaba aparatov – KNO 3
- Zaščita kože po kozmetični negi, izvajanje ličenja in svetovanje strankam – KNO 4
- Izvajanje osnovne kozmetične nege rok in nohtov – KNO 5

## 2. vsebinski sklop – Komunikacija:

- Poznavanje in razumevanje principov kakovostne medsebojne komunikacije in smiselna uporaba v praksi – KOM 1
- Poznavanje in razumevanje principov učinkovitega vodenja sestanka in poslovnega pogovora ter njihova smiselna uporaba – KOM 2
- Poznavanje in razumevanje principov učinkovite predstavitve in njihova uporaba pri delu – KOM 3
- Poznavanje in razumevanje kodeksa poklicne etike in ravnanje v skladu z njim. – KOM 4

*Naslov enot učnega gradiva:*

- Let's open a beauty salon! (1. vsebinski sklop – KNO)
- Expanding your business! (2. vsebinski sklop – KOM)



## POVZETEK

### 1. vsebinski sklop – Kozmetična nega obraza:

Učno gradivo obravnava rabo angleščine pri organiziranju dela, sprejemanju strank in vodenju dokumentacije ter besedišče o pripravi, načrtovanju in izvajanju nege, uporabi aparatov in ličenju ter negi rok in nohtov.

### 2. vsebinski sklop – Komunikacija:

Učno gradivo obravnava rabo angleščine za kakovostno medsebojno komunikacijo, vodenje učinkovitega sestanka ali poslovnega pogovora in predstavitev ter besedišče v zvezi z kodeksom poklicne etike.

### **Ključne besede:**

#### 1. vsebinski sklop – Kozmetična nega obraza:

organiziranje dela, sprejemanje strank in vodenje dokumentacije, priprava, načrtovanje in izvajanje nege, uporaba aparatov, ličenj, nega rok in nohtov, v angleščini.

#### 2. vsebinski sklop – Komunikacija:

kakovostna medsebojna komunikacija, vodenje učinkovitega sestanka, poslovni pogovor, predstavitev, kodeks poklicne etike v angleščini.

**Avtor:** Eva Mernik

**Recenzent:** Maja Barbara Kokot

**Lektor:** Maja Barbara Kokot

**Datum:** Avgust 2012



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## PREDSTAVITEV CILJEV ENOT

### Let's Open A Beauty Salon:

What do you know about beauty therapy and beauty salons? For each unit try to answer the following questions.

Have you ever wondered about...

UNIT 1:	
Reading	... why you or someone else wants to become a beauty therapist?
Grammar	Or maybe how you say something you are doing at the present time? Do you know what stative verbs are?
Writing	How would you advertise your salon?
Speaking	What about the prices? Low or high?
Listening	If you opened a beauty salon, what would you say on your grand opening?
Vocabulary	Which furniture would you buy for your salon?

Do you know ...

UNIT 2:	
Grammar	... how to say that something is going to happen in the future?
Speaking	What about what to say to your first client?
Vocabulary	Can you name the parts of the face?
Listening	How would you describe the steps of the treatment to a new client?
Reading	Do you know what ingredients are used in certain creams and beauty products?
Writing	What is the best way of writing down the steps of the treatment?

What about...

UNIT 3:	
Listening	... filling in record cards? Can you do that?
Speaking	How would you communicate with a client during the treatment?
Grammar	How do you express past events? Do you know what "if"-clauses are?
Vocabulary	Can you describe equipment by providing simple definitions?
Reading	Do you know how to use all the equipment? How about how to use their manuals?
Writing	How would you contact the manufacturer of equipment?



UNIT 4:	
Reading	Do you know how to apply professional makeup?
Grammar	What are modal verbs? How is Present Perfect used?
Vocabulary	Which makeup do you own and which would you like to have? Could you describe each item in simple words?
Speaking	Which shades of makeup do you usually use? Which colours suit your skin?
Listening	What is the order of applying makeup?
Writing	Can you briefly describe how to remove makeup?

UNIT 5:	
Reading	Do you think it is important to provide other services that just facial treatments?
Grammar	What and how do you express wishes in English?
Vocabulary	Can you name the parts of the nail and hand? What about the tools and equipment needed for manicure?
Writing	How do you write an advertisement?
Listening	What is a good ad?
Speaking	Can you enumerate and describe different types of manicure?

### Expanding your business:

UNIT 6:	
Grammar	Do you know how to use English tenses?
Listening	What to do if you have to cancel an appointment?
Vocabulary	Which are the most typical phrases you use when writing a letter?
Writing	How do you write a formal letter?
Reading	How would you deal with a complaint?
Speaking	Or how to talk to an unsatisfied client?

UNIT 7:	
Grammar	How do you form passive voice? Do you know how to use the most typical collocations used in relation to beauty business?
Speaking	What are the features of a good presentation?
Reading	What are the typical mistakes a person makes when writing a formal letter?
Vocabulary	Which are typical phrases used when looking for a job? Or writing a letter?
Listening	What can you expect of a job interview?
Writing	How do you respond to a formal letter?



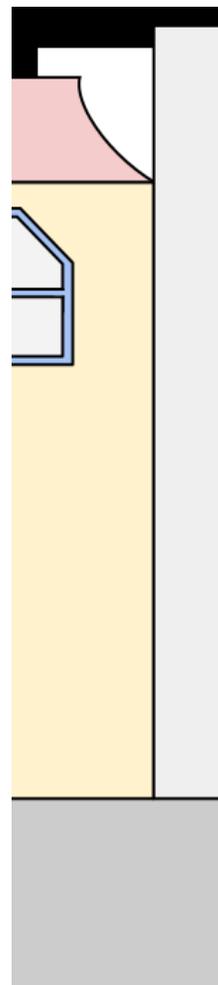
UNIT 8:	
Grammar	Do you know how to express futurity with different tenses?
Reading	What is important when choosing the right beauty products?
Vocabulary	What vocabulary is needed when you want to talk about beauty products? Which words would you use to present your salon successfully?
Listening	Which questions are important to ask a distributor of beauty products?
Speaking	What would you say in front of a video camera when asked about your salon?
Writing	What features must be taken into account when writing an article?

UNIT 9:	
Reading	The code of ethics? What is it?
Speaking	How would you present rules in your salon and familiarise your staff with the code of ethics?
Listening	What other laws must be respected when owning a beauty salon?
Grammar	What are modal verbs and when to use them?
Vocabulary	Which words are used when talking about laws and different acts or rules?
Writing	Do you know how to effectively present your code of ethics to clients?

Well, now you can do all those things and get the answers to the above questions by following these two coursebooks!

ologija 1 -

Y SALON!



## *Let's Open a Beauty salon!*

*Education programme:*

Cosmetology

*Title of the module:*

Cosmetic face care – KNO 1, 2, 3, 4, 5

*Title of topics or competences:*

- Organizing work, welcoming clients and managing documentation.
- Preparation of skin for the cosmetic treatment and planning the cosmetic face care.
- Performing the cosmetic face care and using the equipment.
- Protecting the skin after the cosmetic treatment, applying makeup and giving advice to clients.
- Performing the basic cosmetic hand and nail care.

*Title of the coursebook:*

- Let's open a beauty salon!

*Author:* Eva Mernik

*Reviewer:* Maja Barbara Kokot

*Proofreader:* Maja Barbara Kokot

*Date and place:* Avgust 2012, Celje



## CONTENTS PAGE

- 1) Introduction
- 2) Units

	LANGUAGE SKILLS				LANGUAGE KNOWLEDGE	
	Reading	Listening	Speaking	Writing	Vocabulary	Grammar
<b>UNIT 1: Organizing work</b>	My wish!	The big day	How much?	Leaflet	Furniture	Present tenses Stative verbs
<b>UNIT 2: Preparations and Planning</b>	How to use it?	How is it done?	Hello or Welcome?	Report.	Parts of the face	Future tenses
<b>UNIT 3: Treatment and Equipment</b>	How to use it?	Keeping records	Is everything OK?	Letter of inquiry	Equipment	Past tenses Conditional clauses
<b>UNIT 4: Makeup</b>	A once-in-a- lifetime opportunity	Hairdresser's instructions	A reply from the editor!	Notes	Makeup expressions Tools	Present Perfect tense
<b>UNIT 5: Hands and Nails</b>	A new service!	Ad proposals	I need more info...	Advertisement	Hands, nails and manicure	Wishes

- 3) Conclusion
- 4) Appendix:
  - a. Grammar reference
  - b. Tape scripts
  - c. Writing a formal letter
- 5) Sources

## UNIT 1: Organizing work

### INTRODUCTION

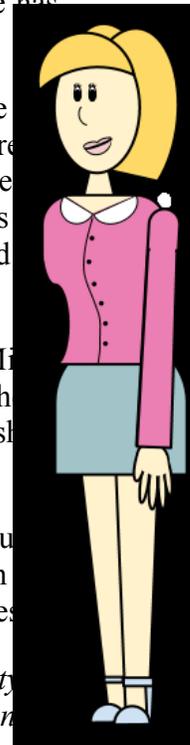
This is Mia. She would like to start her own business and open a beauty salon. She has been thinking about this for years and she feels now is the time to fulfil her wish.

She wants to open her salon in one of the biggest cities in Slovenia. She has not quite decided in which city she will rent business premises. However, she knows for sure that she wants to have her salon located in a busy street in the very centre. The location of the salon is very important for business in order to attract as many clients as possible. Preferably, Mia would like to be situated near a hotel, as this would attract many new customers beside regular clients.

Being close to a hotel and having a lot of their guests may, however, mean that Mia will have to use English a lot in order to communicate with foreigners. Not only all the promotional leaflets, but also price lists and advertisements will have to be in English as well.

That sounds like a lot of work, which is why she needs your help! She would like you to become her business partner and be the manager of the salon. You will help her run the salon and assist her when speaking English, as Mia is not so good at foreign languages.

*You can start by deciding on the name of the salon and creating a logotype. Furthermore, decide where the salon is going to be located, fill in the salon's identity card and draw the logo on the board on the cover page.*



### *The Identity Card of the beauty salon*

Name of the salon:	
Logotype:	
Address:	
Telephone number:	
Website:	
E-mail:	



## 1.1 Reading – MY WISH!

### PRE-READING ACTIVITY

*Work with your partner and try to answer the following questions.*

- Why have you decided to become a cosmetologist?
- Where would you like to work after you finish school?
- Mia obviously wants to work in her own beauty salon. Why do you think she wants that?
- Would you like to be the owner of a beauty salon yourself one day? Why?

### WHILE-READING ACTIVITY

Mia has had a special wish what to become when she grows up.

*While reading about it:*

- *underline all the unknown words,*
- *try to guess from the context what they mean.*

### *My Wish!*

Mia first got this wonderful idea of opening a beauty salon one day when she was still a little girl. While all her friends were playing with dolls, she was mixing some ingredients she had found on the ground and pretended she was making a beauty cream. Everyone thought she was pretending to be a chef. Until college she had almost forgotten about her dream of being a beauty therapist, but she reconsidered the idea again after finishing her studies.

Mia decided to fulfil her dream and started saving money for the salon. Last week she finally got her loan application approved at the bank and now she is ready to invest into her business.

She wants to have three big, beautifully decorated rooms. One room will serve as a waiting room and reception. She wishes to put a comfortable sofa in it and a counter desk with a computer. This room will lead to the second one in which therapies and treatments will be performed. It will contain all the necessary equipment needed for a therapy. She has already decided that it would be furnished in dark violet colour. She read that this colour has a relaxing effect on the client and besides, it is also very trendy nowadays. The third room will be used as storage for all the products.

If the business goes well, she thinks she will expand it and also start offering other treatments, such as massages. Someday she may even include a sauna and create her very own little spa centre.

## POST-READING ACTIVITY

Think about your own wish. Write a short paragraph about what you wish to do professionally. Think of the previous discussion and what Mia has written. Include the following points:

- explain what career you want to pursue,
- why you want to do this kind of work for a living,
- what your dream job would be like.



### 1.2 Grammar – WHO IS MIA?

Your dream may partly come true now that you are helping Mia in the beauty salon .....(NAME). In order to be able to successfully work with her, you need to get to know her a bit better.

Read some facts about her and fill in the missing gaps with the most appropriate forms of the verbs in brackets by using Present Simple or Present Continuous. If necessary, look at the grammar section.

Mia ..... (be) 25 years old. She ..... (live) in Celje. She ..... (study) cosmetology at The Faculty of Pharmacy.

Every day she ..... (go) to the library of the faculty to study there. She ..... (wake up) at 7 o'clock, ..... (eat) breakfast and ..... (take) a bus to school.

Actually she ..... (just finish) her diploma thesis now and she will soon have a degree. Tomorrow she ..... (meet) her mentor at 7 a.m. to discuss the final details of her work, which is why she has to wake up earlier than usual, because the bus ..... (leave) the station already at 6.30.

The topic of the thesis she ..... (research) is connected to opening a beauty salon and its management. She ..... (be) really interested in this process and managing a beauty salon ..... (represent) a real challenge for her. This is also why she probably ..... (want) to own a salon herself.



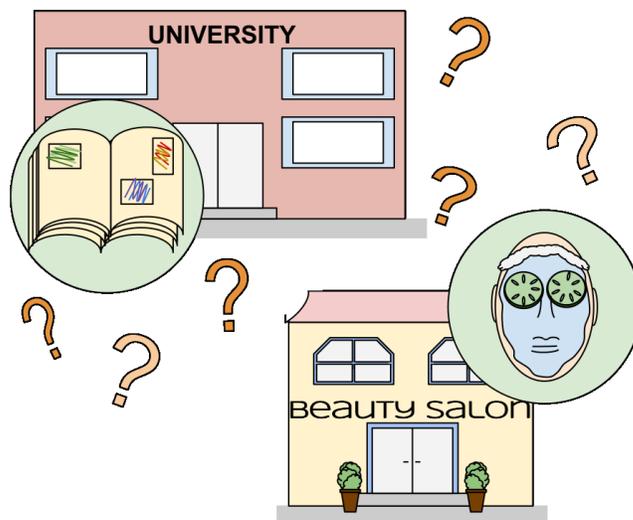
### 1.3 Grammar – PLANS FOR THE FUTURE.

Read what Mia is planning for the future and insert the most appropriate forms of the verbs in brackets into the gaps by using Present Simple or Present Continuous. Be careful about stative verbs. If in doubt, check the grammar section.

Besides her degree, Mia ..... (also think) about continuing her studies and signing up for a Master's Degree in this field. In Slovenia The Higher School of Applied Sciences ..... (offer) a MA programme in cosmetology, but Mia ..... (have) a wish to study abroad.

But before she ..... (do) that she will work for a while, as she ..... (believe) it ..... (be) necessary to work first. When you ..... (work) for a period of time you ..... (also gain) more practical knowledge and ..... (get) more experience.

This ..... (enable) you to get to know the work in the salon better. It also ..... (help) you to decide what field you ..... (wish) to be specialised in and consequently also which fields of studies you ..... (prefer). For this reason, it ..... (seem) to make more sense to work in a salon for a few years first and only later continue with the studies.





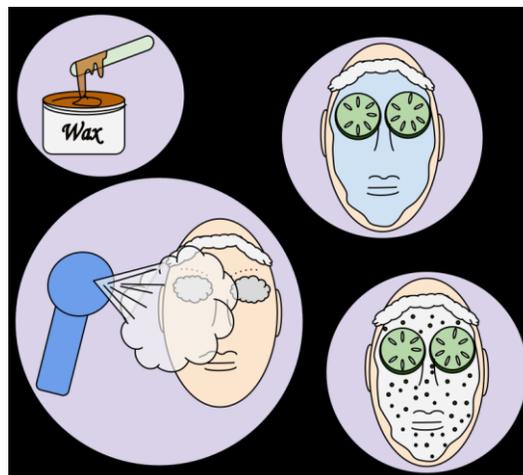


## 1.5 Speaking – HOW MUCH?

Mia needs to set the prices and she needs your advice.

### PRE-SPEAKING ACTIVITY

- What are the factors which contribute to the height of the prices?
- Do you think it is important where the salon is located or how much your competition charges?



*In class, form two groups, one doing Activity 1 and the other group Activity 2.*

### SPEAKING ACTIVITY 1

*In pairs, discuss and suggest reasonable prices for the following treatments in the salon: facial, waxing, oxygen facial treatment, skin peeling. Try to agree in your group on the prices and find arguments for your decisions.*

### SPEAKING ACTIVITY 2

*Try to estimate the costs of products needed for the treatment given below and the time needed to give the treatment. Combine the two and try to estimate the cost of the following treatments: facial, waxing, oxygen facial treatment, skin peeling.*

### SPEAKING ACTIVITY 3

*Compare suggestions from Group 1 and estimations of the costs in Group 2. Discuss the prices based on the findings of both groups and correct them if necessary. Once you agree on the prices for all treatments, fill in the price list for the beauty salon.*

*The Services Price List of* .....(NAME)

Type of service	The cost of products needed	Time needed	Price for the treatment
FACIAL			
WAXING			
OXYGEN FACIAL...			
SKIN PEEL			

The price list is valid from \_ / \_ / \_\_; .....(CITY).

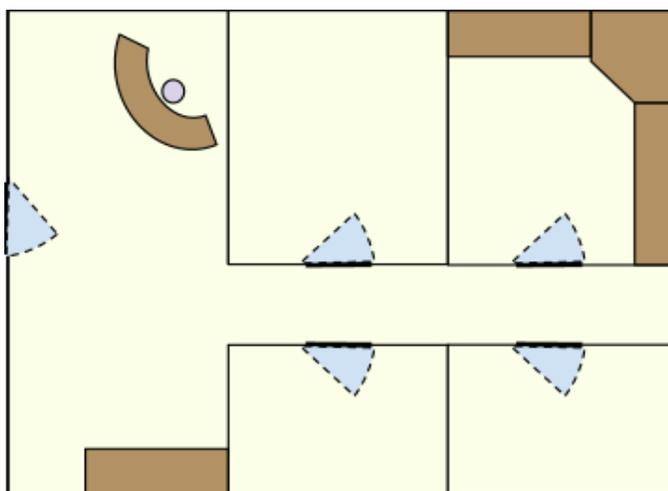


## 1.6 Vocabulary –LET’S DECORATE!

Setting the prices is not the only important thing in the salon. Also interior design of the salon is very important, so that clients feel comfortable in the salon.

*Below there is a floor plan of the salon. Together with your classmate, help Mia to decide on the layout of the rooms by labelling them and using the following expressions:*

waiting room,  
 reception,  
 therapy room,  
 storage,  
 toilet,  
 entrance,  
 changing room.



Now that you have decided what purpose each room serves, you need to decorate them. Here is the list of furniture Mia has bought.

salon chair 	cabinet	stool	rollabout
couch 	trolley	wardrobe	waste bin
computer	telephone	locker	toilet
mirror	display case	sink	counter

*Together with a classmate, decide how to decorate each room by drawing furniture into the floor plan and see how it all fits into the rooms. Complete the list below, so that the delivery service will know where to put things.*

Rooms:	Furniture:
waiting room	
reception	
therapy room	
storage	
toilet	
changing room	



## 1.6 Listening – THE BIG DAY.



Today is the day of the grand opening of the beauty salon .....(NAME) in .....(CITY) and Mia is preparing the speech she is going to give in front of all the invited guests and potential clients.

### PRE-LISTENING ACTIVITY

However, she has some problems with her speech and does not know what to say to the guests. Do you have any suggestions?

*In pairs discuss what her speech should go like and write down some points you advise her to mention. For example:*

- Greet guests and ... .
- Say why you decided to open a beauty salon and... .
- Present.

### WHILE-LISTENING ACTIVITY

Your suggestions helped Mia finally finish her speech. However, she still has some problems delivering it.

*Listen very carefully as she practices to see if she forgot to mention something by ticking off the statements in the table below.*

Statement:	true	false	not given
Mia first greets the guests and introduces herself.	✓		
She is grateful that so many guests have come.			
She has wanted to own a salon since she was 9 years old.			
She is grateful to her two sisters and her mother.			
Her mother didn't want to buy her makeup in the past.			
The name of the salon was chosen by you.			

### POST-LISTENING ACTIVITY

So, how did you like her speech? Was she convincing?

*In small groups, discuss what the important characteristics of a good speech are and give Mia some final guidelines before the big night.*



## 1.8 Unit 1 – WHAT HAVE I LEARNT?

*Answer the following questions in order to figure out what you have learnt and how helpful you have been to Mia.*

1. Introduce Mia and her wishes in a few sentences.

---

---

---

2. Describe Mia's beauty salon.

---

---

---

3. Have you written a promotional leaflet? YES/NO.

4. Have you set the price list of the treatments? YES/NO.

5. Have you listened to Mia practicing her speech? YES/NO.

6. Which rooms did you decorate in the salon? waiting room, \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

## UNIT 2: Preparations and Planning



### 2.1 Grammar – THE FIRST CLIENT.

The beauty salon .....(NAME) will get its first client tomorrow. It is important to know as much as possible about the client prior to the treatment. The following text explains how the client feels about having a beauty treatment for the first time in her life.

*Read it and try to fill in the missing gaps with the most appropriate forms of the verbs in brackets by using Will Future and Going to Future. Consult the grammar section.*

Tomorrow I ..... (go) to a beauty therapist. I have my appointment at 9 a.m. I ..... (not probably sleep) tonight, because I am so excited. I have never been to a beauty treatment before, that is why I ..... (be) nervous for sure tomorrow.

I have problems with skin and my doctor advised me to go to a beauty salon to see if they can do something about it. I hope they ..... (able) to do something about my skin problem, otherwise I ..... (see) a dermatologist.

I have very dry skin and in winter time. I hope it ..... (not get) worse. I used to have the normal type of skin, but ever since I started using a new face cream I have had problems. My doctor says that some nutritious masks ..... (not be) enough and that visiting a beauty salon a few times ..... (help). Usually they know how to deal with these kinds of problems.

When I called there, they explained the whole procedure, step by step. They said: “First we ..... (look) at your skin to see what type of skin you have. That is what we always do first. Then, we are going to decide on the treatment procedure. Probably we ..... (first do) a facial. You ..... (come back) again in a week’s time, to see if there are any improvements. I assume around 5 sessions..... (be) needed, so I ..... (plan) your therapy for 5 weeks.”



## 2.2 Grammar –FINALLY THE FIRST TREATMENT.

Not just the client, but Mia also is excited about tomorrow.

*Read about how she feels and try to choose the most appropriate forms of the verbs in brackets. You may use Will future, Going to Future and Present Tenses. Be careful about time clauses and consult the grammar section if needed.*

Mia ..... (be) very excited, because very soon she ..... (get) her first customer into her salon. She ..... (hope) everything ..... (go) according to her plan.

The client ..... (have) an appointment on Monday at 10 o'clock. Mia believes politeness is the key to success. That is why when the first customer ..... (come), first of all, she ..... (greet) her and ..... (escort) her to the treatment room. This is how she ..... (plan) her first session with a client:

She ..... (prepare) for the type of treatment well in advance. She ..... (get) the room and all the products needed ready before the customer ..... (arrive).

The customer ..... (arrive) in the morning, that is why she ..... (offer) her some coffee.

After coffee they ..... (go) to the treatment room. Mia ..... (explain) her the whole procedure to make sure the customer ..... (understand) it completely.

Then Mia ..... (turn on) some music for relaxation and she ..... (begin) with the treatment.

She ..... (expect) that the treatment ..... (take) approximately 60 minutes.

After the treatment ..... (be) over Mia ..... (ask) the client to fill in a short questionnaire to express how she feels about the treatment. Such feedback from a client ..... (be) very important so that Mia can improve anything if needed.

In the end Mia ..... (ask) the client to sign her guestbook which ..... (be) available at the reception.



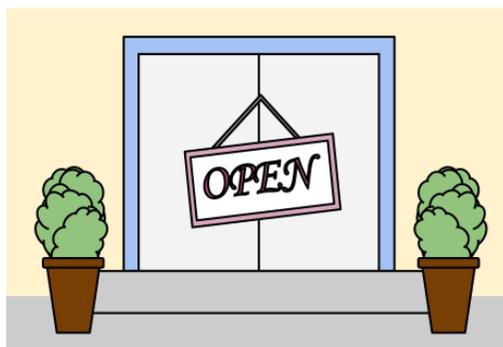


## 2.3 Speaking – HELLO? OR WELCOME?

Today is the day when the first customer is coming to the beauty salon. Since this is the first client, Mia is a bit unsure how to approach her. What is more, the client does not speak Slovene, which is why Mia is even more nervous. She wants everything to be perfect, which is why you need to help her by suggesting possible ways of speaking to the client.

### PRE-SPEAKING ACTIVITY

- *In groups discuss what the possible ways of greeting a new client are and write them down.*
- *Which of the mentioned phrases are formal, informal and which are very polite?*
- *After the greetings and introduction, how would you continue the conversation? Try to find at least 5 possible ways or topics to talk about with the client when you first meet.*



*ROLEPLAY. Pick one topic from those your group has suggested and in pairs act out a short dialogue. Try to simulate the situation in which Mia greets the client and continues the conversation connected to the treatment she is about to give.*

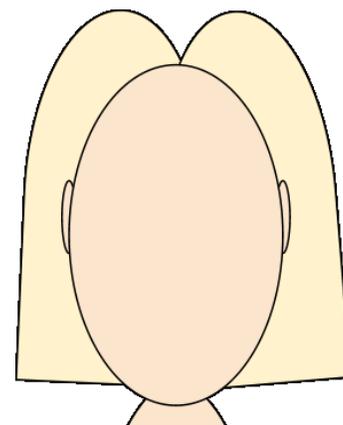


## 2.4 Vocabulary – PARTS OF THE FACE.

After the introductory conversation, Mia explains the client the procedure of the treatment in detail, as the client has never had a facial treatment before.

*For a better and more vivid explanation of the treatment, use the sketch of the face below. Firstly, draw the basic features of the face and mark the following parts on it:*

hair	forehead	ears	eyes	eyebrows	eyelids
lips	nose	mouth	chin	cheeks	neck





## 2.5 Listening – HOW IS IT DONE?

Now that you have created a poster of the face and its features, Mia will explain the procedure of the treatment to her client more easily.

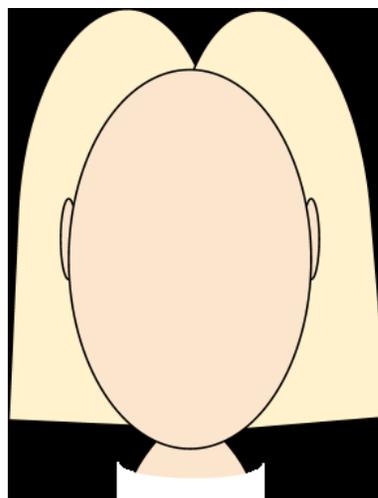
### PRE-LISTENING ACTIVITY

- How would you describe a facial to a new client?
- *Make a list of the things Mia absolutely must inform her client about before giving the treatment.*

### WHILE-LISTENING ACTIVITY

#### ACTIVITY 1

*You are going to listen to the description of the facial. While Mia is speaking, try to draw the procedure she is explaining in such a way that you draw the lines on the face according to the ongoing of the treatment.*



*ACTIVITY 2. When listening to Mia explaining the procedure of the treatment for the second time, try to fill in the missing gaps with phrases from the text.*

1. Before the treatment begins, all the hair is pinned with a .....
2. The next step is .....
3. In order to ..... this procedure is done two times.
4. This step finishes by cleaning the face with fresh water with the help of .....
5. After the cleansing ..... is used.
6. Then the ..... is used for about 4 minutes.
7. The skin is then ready for the removal of .....
8. In the end ..... is applied on the face.

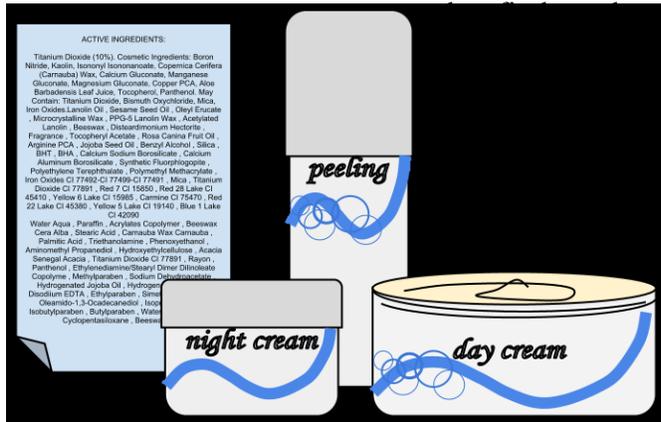
### POST-LISTENING ACTIVITY

- What would you recommend to the client after having a facial? What should they avoid and how to take care of their skin?
- What other procedures of doing a facial are there?  
*Choose one and write down the steps in a similar manner as Mia described them.*



## 2.6 Reading – HOW TO USE IT?

In the introductory conversation, Mia finds out that the client has had problems with creams containing citric acid and alcohol in the past. The client is not allergic to these substances in general, but she finds some products too aggressive for her very sensitive skin. Mia recommends that the client should use products that do not contain any of these substances. When the client intends to use a product, she wants you to check the ingredients list of the products.



### ACTIVITY

- Do you personally find these two ingredients in creams problematic?
- List 5 products you would personally use when doing a facial in the case when a client has sensitive skin.

### WHILE-READING

- For each product decide on the brand which you think is the best. Compare your choice of products with classmates.
- Now that you have the list of 5 specific products, check their ingredients. Visit the websites of these brands and try to find the lists of the ingredients of their products.
- Check whether the above mentioned substances are used in these products.

### POST-READING ACTIVITY

- In class, discuss which ingredients could be more appropriate instead of using these two and decide on possible alternatives.



## UNIT 3: *Treatment and Equipment*



### 3.1 Listening – KEEPING RECORDS.

The news about the new beauty salon .....(NAME) in .....(CITY) has spread quickly and there are new customers coming every day.

*You are going to hear a dialogue between Mia and a new client. They are having an introductory conversation and Mia is trying to get some personal information needed for the treatment.*

#### PRE-READING ACTIVITY

- Which information does a therapist need to have about the client before the treatment?
- *Discuss with a partner and think of at least 3 questions you would ask your client.*

#### WHILE-READING ACTIVITY

*While Mia is talking to the client, your job is to fill in the record card.*

*The Record Card of* \_\_\_\_\_ (NAME and SURNAME)

Address:			
Telephone number:			
E-mail:			
	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> I would like you to send me your newsletter or notify me of special offers		
Date of birth:			
Medical history:			
Treatment history:	Type of treatment	Therapist	Reactions afterwards

#### POST-READING ACTIVITY

- Did Mia get all the information you believe is necessary for a therapist to have?  
*If not, write down a few notes suggesting any additional questions she should ask next time.*



## 3.2 Speaking – IS EVERYTHING OK?

After the introductory conversation and filling in the record card, Mia accompanied the client to the treatment room and started the treatment.

While performing the treatment, conversation with the client is also one of the most important parts of the procedure. It is essential to talk to the client not only to get some important additional information for carrying out the treatment, but also in order to find out how the client is feeling and to improve, correct or change anything which might appear disturbing.

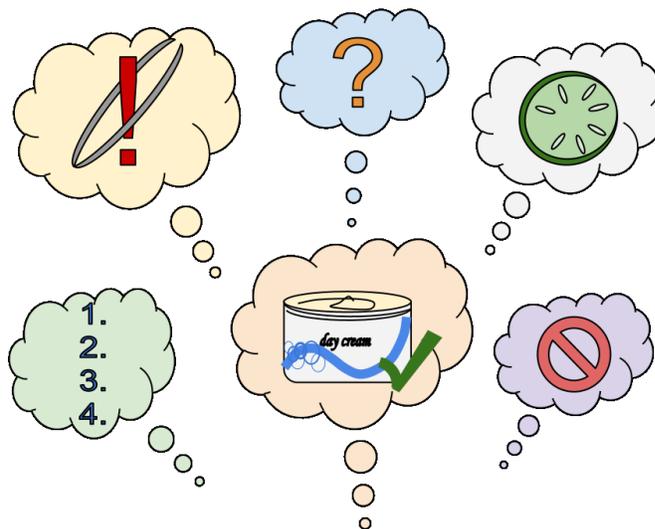
### PRE-SPEAKING ACTIVITY

- Have you ever had a facial done? How did your beauty therapist communicate with you?
- *Discuss in pairs and compare your experience. Did you like the way your therapist communicated with you? Would you suggest Mia to say something differently?*

### SPEAKING ACTIVITY 1

- *In small groups (preferably 6 students), discuss what to talk about during the treatment. Should the therapist describe what is being done during the procedure or not?*
- *Name at least 3 topics you could discuss with your client.*

**ROLE PLAY.** *Each pair should choose one topic you have come up with as a group and act it out to present it to Mia, so that she will be able to successfully carry out the treatment. Prepare a 3-minute conversation in which one of you is Mia, the other the client, and present it to your class.*

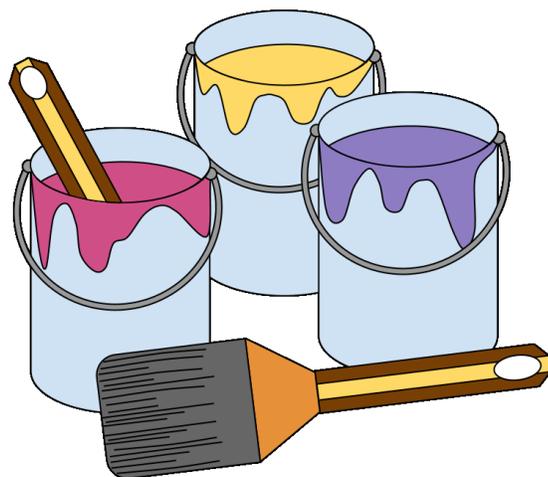




### 3.3 Grammar – A TERRIBLE DAY.

After you had shown Mia how to approach a client during the treatment, she managed to successfully communicate with the client. However, not everything went so well. Yesterday Mia had a very tiring day.

*Read about it and fill in the missing gaps with the appropriate forms of Past Simple and Past Continuous of the verbs in brackets. Check grammar reference for the use of these two tenses if needed.*



After the first client, she realized how much more equipment she needs in her salon. Luckily, she ..... (already choose) and ..... (order) it last month. It ..... (be) due to arrive on Saturday, but it ..... (not arrive).

For the first treatment on Monday she ..... (not need) much equipment, but for the next one she will certainly do.

The whole day on Tuesday she ..... (try) to call the supplier to find out what ..... (go) wrong on Saturday. When she finally ..... (reach) them, they ..... (explain) her for 30 minutes that it was not their fault and that it ..... (be) probably the delivery service to blame for the delay.

When she ..... (speak) to the secretary of the company which ..... (not deliver) the equipment, they ..... (assure) her that the goods would be delivered the next day.

Hearing the news Mia ..... (be) relieved. She ..... (start) preparing the rooms and made a plan where and how to arrange the equipment. She ..... (clean) the salon the whole morning from 8 until 11. Then, she ..... (meet) her friend and together they ..... (have) lunch. From 1 to 3 p.m. Mia ..... (paint) the walls in the storage room and at 5 o'clock she finally ..... (finish) with all the preparations. She ..... (leave) the salon at 6 p.m.



### 3.4 Grammar – CRISIS!

*Fill in the missing gaps with the most appropriate forms of the verbs. Be careful about the conditionals and check the grammar section if necessary.*

It was already Wednesday morning and Mia..... (wake up) early and ..... (leave) for the salon at 7 a.m. If she ..... (be) late, she ..... (miss) the delivery service. If that ..... (happen), it ..... (be) a disaster, because she needed equipment as the following week the salon needed to be fully ready for the clients and equipped with machines for any kind of treatment.

She..... (wait) for 2 hours, but nobody came to deliver the equipment. She..... (start) to panic, because she needed the equipment.

She thought: “If they ..... (not deliver) the equipment today, I ..... (not have) enough time to prepare the salon to start operating normally.” She was so angry. She couldn’t understand how they could be so irresponsible. “If I ..... (be) in their shoes, I..... (not certainly behave) in such a way.” she said.

If a customer ..... (pay) for the goods, the company usually ..... (deliver) them within 8 days. If Mia..... (not already pay) for them, she ..... (choose) another company which ..... (probably be) more responsible and serious about their business. But now, there was nothing she could do.

She finally decided and called the secretary of the delivery company. She found out they didn’t have the right address which caused problems with the delivery and consequently resulted in a delay. If she ..... (not call) her, the delivery ..... (probably take) much longer or maybe they simply ..... (not come).



### 3.5 Vocabulary – NEW EQUIPMENT.

Mia is planning to invest in the latest equipment to ensure high quality treatments, which consequently means satisfied clients. In order to present the equipment to her clients, she needs to be able to explain the functions of the equipment in simple and clear language.

*Help her provide simple definitions and explain the basic features of the following equipment. Use the Internet if you are unsure how to explain certain words. In order to make the definitions more easily understandable, also use the following expressions.*

- This is a machine/product...
- It is used for...
- It helps to reduce...
- We use it after/when...

EQUIPMENT:	DEFINITION:
wax heater	<i>is a machine which is used to melt the wax.</i>
electrolysis machine	
laser	
IPL (Intense Pulse Light)	
steamer	
micro-current	
oxygen treatment machine	
micro-pigmentation	
spray tanning machines	



### 3.6 Reading – HOW TO USE IT?

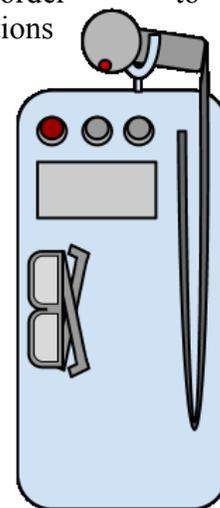
The salon finally got the equipment. Among other things she also decided to invest into a laser for hair removal. Before operating it, it is essential to read the instructions carefully in order to familiarise yourself with its proper use. Mia has asked you to read the instructions carefully and help her understand how it works.

#### PRE-READING ACTIVITY

- Which information do you find essential when getting to know a laser?  
*Make a list of questions which you would personally find important to be answered in the text.*
- Compare the questions with your classmates and together make a short list of the most important ones.

#### WHILE-READING ACTIVITY

Here is the introduction to the user manual of the hair removal laser.  
*Try to answer the questions which you have set in the previous task.*





## SONIC® Laser Hair Removal Equipment

...remove the unwanted hair with SONIC® laser!

### Introduction.

Removing hair is one of the most popular beauty procedures. Many people wish to remove the unwanted hair from various parts of their body, such as the face, legs, forearms, underarms, back or bikini line. There are several techniques of doing that, for instance shaving, waxing, tweezing and similar, however, only the laser procedure may be used to permanently reduce the amount of body hair.

### How hair growth and the structure of the skin.

Before beginning with the treatment it is important to understand the process of hair growth. Hair grows in a three-phase cycle at different rates of growth in different individuals. The length of growth also depends on the type of hair as well as on the part of the body it grows on.

Read more about the hair growth cycle under the anatomy section in the manual.

### How laser hair removal works.

A laser for hair removal emits light energy, which is absorbed by the pigment in the hair. The hair in the active growth has the largest amount of pigment and therefore absorbs the light energy from the laser the most. The energy absorbed then damages the hair and causes inability for the hair follicle to grow hair again. Due to the damage made, the hair, being exposed to the laser, eventually fall out. The result is lessening hair growth.

### Who is SONIC® laser for?

Research shows that generally the light energy is absorbed better if the hair colour is darker than the patient's skin colour. Therefore, the result of the treatment with SONIC® hair removal laser is likely to be less successful with the individuals with darker complexion and the individuals with light colour hair. To achieve the same results, more treatments are usually needed for those individuals.

### Hair removal procedure.

The procedure of removing hair with the help of SONIC® laser may take just minutes for smaller areas and up to about an hour for larger parts of the body.

During the treatment both, the technician and the patient are required to wear special protective glasses to protect eye-sight.

The procedure of the hair removal starts by choosing the area of treatment, as well as the size of it. Then the selected area of the body is exposed to the laser's light energy by the technician guiding the laser over the skin. After being exposed to the laser, the damaged hair falls out.

For the complete treatment the procedure has to be repeated several times due to cyclical hair growth. It is advisable to repeat the treatment in 4 to 8 weeks after the last treatment has been carried out. Usually it takes from 6 to 8 treatments to achieve the desired result; however, the exact number of treatments varies according to the skin complexion and the colour of hair of an individual, as described above.

### After the procedure.

After the procedure the skin of the treated area may turn red or appear irritated. This effect usually disappears within a few days. If not, it is necessary to consult a doctor regarding the skin condition. The patient must not use any cosmetic products immediately after the treatment which may cause potential problems to the damaged skin.

## POST-READING ACTIVITY

- Have you got the answers to all your previously set questions?  
*If not, find a website of a manufacturer of hair removal lasers to search for the missing information there.*



### 3.7 Writing – UNCERTAINTY.

Despite having read the instructions and visiting the website, some things are unclear to Mia. This is why she would like you to write a letter and get the information which still puzzles her.

*Write a letter of inquiry to the laser manufacturer. Check the Appendix to study the layout of a formal letter and to get some ideas of what to write about.*

*In the letter you can ask specific questions which you still haven't found the answer to. Your letter should include:*

- *a brief introduction,*
- *inquiry about the unclear instructions or specific detail of the laser you are interested in,*
- *an explanation of the sources you have already checked in order to find the required information,*
- *a polite request to send you the answer,*
- *your contact details.*

*Find the contact details of the recipient of the letter on the manufacturer's website.*

### 3.8 Unit 3 – WHAT HAVE I LEARNT?

*Answer the following questions and see what you have learnt in this unit.*

1. When new clients come to the salon, the first thing to do is to
  - a) get personal information.
  - b) ask about the experience with beauty treatments.
  - c) gossip.
2. During the treatment it is the most appropriate to talk about
  - a) other clients.
  - b) how the client is feeling.
  - c) your profession and business secrets.
3. Unwanted hair can be permanently removed with the help of
  - a) skin peeling.
  - b) wax.
  - c) a hair removal laser.
4. If you are unsure about how the equipment in the salon is used, you can get additional information and write a letter of:
  - a) complaint.
  - b) inquiry.
  - c) application.

## UNIT 4: *Makeup*



### 4.1 Reading – A ONCE-IN-A-LIFETIME OPPORTUNITY.

#### PRE-READING ACTIVITY

- What do you think a once-in-a-lifetime opportunity is for a beauty therapist?  
*Try to guess what opportunity Mia is talking about and think of at least 5 possibilities.*

#### WHILE-READING ACTIVITY

*The paragraphs of the following text are not in the correct order. While reading, try to put them in the correct order by numbering them.*

#### TEXT

a	So far she has already been to 5 meetings with the people in charge of this shooting. She has met the stylist, who showed her the clothes the models will be wearing. She has also spoken to the photographer. He explained the setting and the lighting in which the photo shooting will take place. The editor of the magazine has been trying very hard to explain to her the whole concept of the shooting. She has also been introduced to the hair-dresser.
b	Mia has been given the opportunity of a lifetime!
c	Although she has tried very hard to persuade everyone to give her the job for all month, she thinks she has not done enough to convince them. She is especially worried, because she has never done such make-up before and is afraid they will not hire her due to her lack of experience.
d	In spite of having had all these meetings, she has been worried about this job lately. Although she has been trained to do fashion make-up, she has never done one for money, and especially not for a well-known magazine. She has been considering whether to take the job, because meeting all these people and pleasing their requests will be very difficult. This is the first time she has been offered such a job and additionally, she has to prove herself to so many people.
e	However, last week she got a call from an important client. She was offered to do make-up for a photo shooting for a popular fashion magazine. They have never heard of her, that is why she has been trying for the whole month to persuade them she is suitable for the job by going to several meetings and sending photos of her previous work.
f	The problem is that she has been looking for such an opportunity since the beginning of the opening of her salon. The name of her salon has never appeared anywhere else in the magazines, but in the section of advertisements, which readers rarely notice. She has always dreamt of having her name as a make-up artist right next to the name of the model and the photographer. She has always wanted to do make-up for famous top models. She has always found their faces so perfect and making them even more beautiful has always represented a challenge for her. After all, her dream of having a salon on her own started by putting her mother's lipstick on at a very young age.
g	Recently she has advertised her salon in many magazines. Unfortunately, her advertisements were not so successful. Since she put her advertisement in one of the most widely read international magazines called Fashionist, only few people have called and she has doubts if investing into advertising was such a good idea.

### POST-READING ACTIVITY 1

- Do you think Mia will get the job?
- Would you hire her if you were in charge?

### POST-READING ACTIVITY 2

- *The text uses quite a lot of grammatical structures using the verb “have”. Try to find all such structures and highlight them.*
- *Additionally, underline all the other verbs.*
- *Can you work out the rule when to use the above mentioned structure?*

### POST-READING ACTIVITY 3

Here is the short summary of the text.

*Transform the following sentences by using Present Perfect Tense so that the meaning stays the same. If necessary, check the structure and usage of this tense in the grammar section.*

Mia has a great opportunity to promote her salon. There was no such opportunity before.

..... NEVER

She is still waiting for the editor to call her about the job.

..... NOT CALLED

Mia doesn't have experience as a make-up artist.

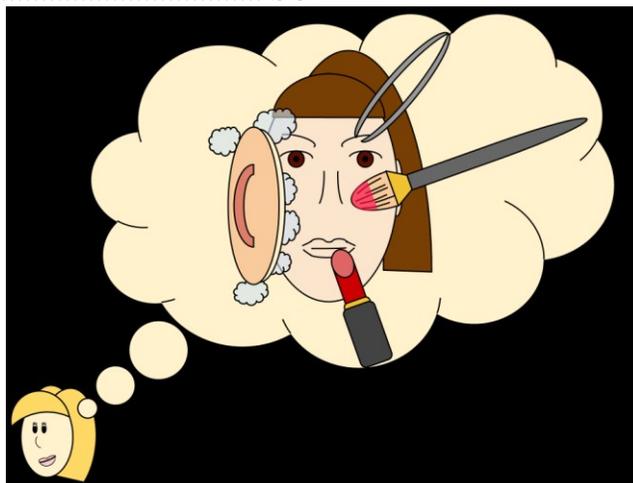
..... WORKED

To be a make-up artist is her dream.

..... DREAMT

She met two people last week, three yesterday and another person today.

..... SO FAR





## 4.2 Grammar – SOME TIPS.

This morning the stylist of the Fashionist magazine sent an email. Because this is an international magazine, everyone involved in the shooting communicates in English. As your English is better than Mia's she asked you to read it and make short notes for her.

*Use modal verbs to transform the sentences in such a way that the meaning stays the same.*



From: Jane Colins

Date: 12.11.

Subject: **Tips for Mia**

Hi! I'm Jane, the stylist of the photo shooting. I have notices Mia is worried whether she will get the job or not, which is why I have some tips for her.

She doesn't have experience, which is why there is a possibility she won't get a job.

Nevertheless, I hope she will be able to persuade the editor to give her the job.

In order to do that, it is necessary for her to send the photos of her previous work.

Getting the job would be great, as it is likely that doing a shooting will be a very good promotion.

In the past her advertisements probably weren't so successful, because she didn't get new clients.

That is why, she is now willing to do anything to get the job for the famous magazine.

It is necessary for her to show the editors how good she is... And also what she is able to do.

Unfortunately, I feel she hasn't done enough to prove herself to the editor.



### 4.3 Grammar – LET’S BUY SOME MAKEUP!

Mia has done everything Jane advised her to do and now she is nervously waiting for the editor to reply. Read about what she is doing in the meantime in order to prepare for the shooting in case they choose her.

*Put the verbs in brackets into the most appropriate forms, using Present Perfect Tense and Past Tenses.*

In the meantime, while Mia is waiting for the editor’s reply she ..... (buy) the professional kit with all the makeup which experienced makeup artists use.

She ..... (always want) to have a collection of carefully selected items and now she finally has it.

She ..... (get) herself more than 20 different products, together with all the necessary equipment. The kit consists of products appropriate for various skin types and complexions.

When she ..... (pay) for it, the shop assistant ..... (recognize) her, as she is her client. She ..... (say): “You ..... (always be) nice to me and I ..... (not have) skin problems since I ..... (start) using the product you ..... (recommend) to me last month.”

The assistant also ..... (give) Mia a bit of discount. However, the kit ..... (be) pretty expensive. Mia ..... (pay) 99, 87€ for it, which is the most expensive bill she ..... (ever pay) for makeup since she ..... (open) the salon.

However, when she ..... (calculate) the price of every product, she ..... (find out) each ..... (cost) her less than 5€; which is pretty cheap for professional make up. Although this investment ..... (seem) expensive at the beginning, it is quite cheap, considering she ..... (got) so many products included. Actually, Mia ..... (never buy) so many things at such a low price.



This kit will surely help her achieve excellent results as a makeup artist. She ..... (not work) with professional makeup since she ..... (be) at school when they ..... (have) a class devoted entirely to makeup and styling. Because she lacks experience there is no room for improvising, so the products used play an even more important role.



## 4.4 Vocabulary – A NEW KIT.

ACTIVITY 1. *On the Internet find a kit which contains as many products as you would like to own and recommend Mia to buy. Firstly, name all the products which are included.*

ACTIVITY 2. Which kit did your classmate choose? *Ask your partner questions to find out which products you have in common and which not. Discuss the differences and make a list of the products which you advise Mia to buy.*

ACTIVITY 3. Here is the picture of Mia's kit. *She has asked you to check all the products she bought. Match the items in the picture with items stated in the catalogue.*

The kit contains:

- concealer - natural, lilac, green,
- crème base foundation - light, medium, dark
- translucent loose powder,
- 8 eyeshadows,
- 4 crème eyeshadows,
- 3 blushers (1 new addition),
- eye emphasiser - black, brown, grey,
- lash crème - black, brown,
- 4 lipsticks,
- lip emphasiser - medium natural, medium synthetic, dark natural, dark synthetic,
- lip gloss,
- liquid eyeliner – black,
- professional mixing palette,
- pack of wedges,
- 1 Pencil sharpener,
- highlighter / shader,
- bronzer (NEW),
- 9 piece professional brush
- disposable mascara brushes (NEW),
- disposable sponge applicators (NEW).



ACTIVITY 4.

Mia packed her things and went to a friend to practise doing professional make up. She only took the products which she assumed she would need and left the rest in the salon.

*Work in pairs. Cover the photo on the right and find out which products she will use and which she left at home by asking your partner questions.*



### ACTIVITY 5.

Mia has also done professional makeup for a client for a wedding she attended. On the photo there are the products she used.

Now swap roles with your partner and answer the questions.



## 4.5 Speaking – A REPLY FROM THE EDITOR!

Mia received a letter from the editor saying she was given the job of a makeup artist for their photo shooting. She is very excited about the project and is meeting the editor, who is in charge of the whole shooting, to work out the final details.

### PRE-SPEAKING ACTIVITY 1

Firstly, look at the following verbs which may be used when talking about makeup.

apply	conceal	use	remove	touch up
put on	wear	do	wash off	correct

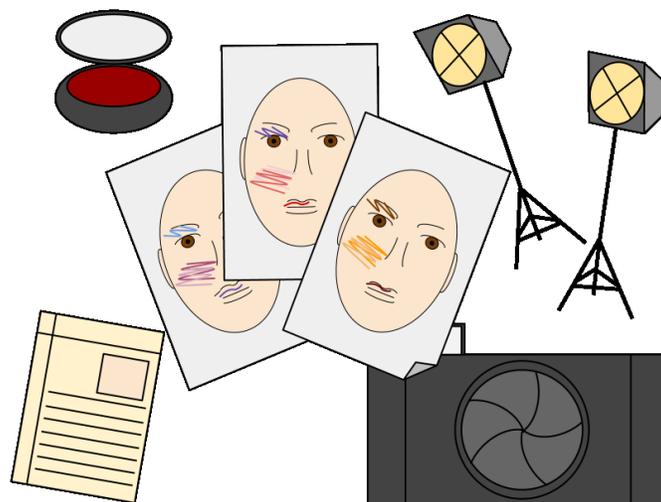
### SPEAKING ACTIVITY

Mia wants to discuss the following points with the editor:

- the techniques she could use,
- the colours she proposes,
- the makeup that needs to be provided for her work,
- the time she needs for one model,
- additional information.

Help her with ideas. In pairs or small groups, discuss the possible suggestions Mia might have for the editor. Here are some examples.

- I could apply.... to achieve deeper eyes.
- For the natural light the photographer might like ...colour.
- I can mix ...colours.
- I might need...
- I can do make-up in ...minutes.



**ROLE PLAY:** Illustrate possible outcomes of the meeting. With the help of the above information act out a dialogue with your partner in which one pretends to be Mia and the other the editor. In your conversation use the points Mia wants to discuss. Additionally, make three dramatic versions of the dialogue – one in which the editor is very pleased with Mia, in the other he is very rude and in the last dialogue he screams at her.



## 4.6 Listening – HAIR DRESSER'S INSTRUCTIONS.

The editor thinks it will be much more efficient if Mia works together with the hairdresser.

### PRE-LISTENING ACTIVITY

- *In pairs, discuss what you think the hairdresser will instruct Mia to do.*
- *How is the work of a makeup artist connected with that of a hairdresser?*

The hairdresser tried to reach Mia on her cell phone, but she didn't answer, so he is calling you.

### WHILE-LISTENING ACTIVITY

*Listen to what the hairdresser has to say and take notes.*

*First you must...*  
\_\_\_\_\_  
*After that you...*  
\_\_\_\_\_  
*Then...*  
\_\_\_\_\_  
*In the end...*  
\_\_\_\_\_



### POST-LISTENING ACTIVITY 1

Unfortunately the connection is very poor and you could not understand exactly what he is saying. *Try to guess what he was talking about by filling in the gaps with the missing words of the following sentences:*

1. *Please use the ..... carefully, otherwise the face is always too oily.*
2. *While waiting you have to ..... concealer and .....*
3. *Please make sure you apply ..... and ..... on the eyes last.*
4. *After that you must quickly do the final touch .....*

### POST-LISTENING ACTIVITY 2

Luckily he has also left a message for Mia on the recording machine. Check if you have guessed correctly what the hairdresser has said.

*Work in pairs in which you ask your partner, who has listened to the recording machine, to repeat the information with the help of the transcript at the back of the book. Use polite questions and form requests in order to find out from your partner what the hairdresser has in mind.*

### POST-LISTENING ACTIVITY 3

- *How does the procedure of applying makeup follow according to the hairdresser?  
Organise your notes and write short instructions for Mia.*



## 4.7 Writing – AFTER THE SHOOTING.

Wearing professional make-up all day can make the skin dry or sometimes also cause some allergic reactions.

Mia is busy with the preparations for the shooting. She would be grateful if you could write short instructions for the models on how to remove makeup and treat skin after the shooting.

*In 120-150 words write some instructions for the models taking into account the following frequently asked questions.*

- *How to remove makeup?*
- *Which products to use for treating the skin after the shooting?*
- *What to do in case of allergic reactions?*

*NOTE. Try to use as many modal structures as possible to express obligation, to give advice and to warn about potential problems.*

*After the shooting you must ...*

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*Additionally, you should use ...*

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*There is the possibility of ...*

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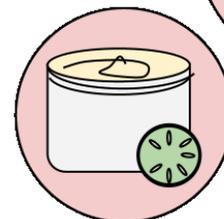
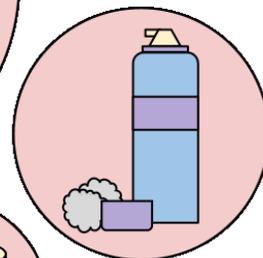
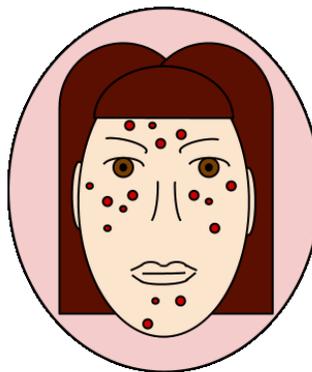
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## 4.8 Vocabulary – NEW KNOWLEDGE.

The shooting was a success. Mia not only represented the salon very well, but also gained valuable experience. For example, she learnt what the function of specific products is and made notes.

ACTIVITY 1. Since she was very busy at the shooting, all her notes got mixed up. *Put them in the correct order so that you match the expression on the left with the definition on the right.*

Face primer  
 Foundation  
 Concealer  
 Face powder  
 Rouge, blush(er)  
 Lipstick  
 Lip gloss  
 Bronzer  
 Mascara  
 Eyeliner  
 Makeup remover

- a A powder, cream or liquid used for colouring the cheeks.
- b A finish which is used for colouring the skin, giving it a golden or darker colour.
- c A pencil used for drawing a line around the eyes to make them appear darker or bigger.
- d It is used to hide the marks on the skin or to cover any other imperfections.
- e A product which is primarily used to colour the lips.
- f A product used for removing make up.
- g Product which is applied before foundation and used in order to reduce the appearance of pores, eases the application of makeup and prolongs its durability.
- h This product, which may also be waterproof, is applied on the eyelashes to make them appear darker, longer or thicker.
- i It is used to conceal the spots or uneven colour of skin.
- j A kind of lipstick in a liquid form.
- k A product which sets the foundation and gives a matte finish, conceals small imperfections on skin.

ACTIVITY 2. In addition to makeup, Mia also learnt a lot about other equipment and tools used when doing a professional makeup, however, the paper with their definitions written is lost. *Explain the following items by saying that a certain item:*

- *is a product for...*,
- *is used for...*,
- *serves as...*

False eyelashes	
Brush	
Sponge	
Eyelash curler	
Eyelash glue	
Eye-brow gel	
Setting spray	





## 4.9 Unit 4 – WHAT HAVE I LEARNT?

*In a paragraph, describe what you and Mia have been doing this month, when she applied for the job of a makeup artist.*

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## UNIT 5: *Hands and nails*



### 5.1 Reading – A NEW SERVICE!

Mia has decided to expand the services the beauty salon is offering, but she has very little experience in this field, which is why she needs your help.

#### PRE-READING ACTIVITY

*Discuss the following questions:*

- What other services besides facial treatments do beauty salons usually offer?
- Which services would you suggest Mia to include?

### *Expanding the business*

After the shooting, Mia's salon was really busy. In the last month she has had a lot of customers – 30 in fact. She has never had so many customers before. She wishes she had taken part in the shooting earlier so that her salon would have become so well-known sooner. Working a lot was, although trying, also rewarding this gave her both – new motivation as well as the financial support to start working on new projects.

At the moment one of her projects is to get manicure and pedicure equipment. During this month the clients have told her a lot about their previous experience with beauty salons, and Mia realised that almost all of them had also had a manicure or pedicure done at least twice or three-times a year before they became her clients. One client even wished this salon offered manicure, as she needed to look her best for a party she attended that day.

This really made Mia think. She realised she was only offering face treatments. She offered facials, acne treatments and even make-up for special occasions. But besides beautiful makeup and carefully selected clothes, special events also require beautiful nails and toes. For this reason, Mia now wishes she could offer her clients these treatments as well.

Mia could not believe how she had forgotten about this idea before the salon was opened. She wished she had thought of this sooner, as manicure and pedicure turned out to be such an important service. Realising that, she decided to start offering these as well.

#### WHILE-READING ACTIVITY 1

- *While reading the text, underline all unknown vocabulary and try to guess what specific words mean by looking at the context.*



## WHILE-READING ACTIVITY 2

*In order to make sure you understand her new project, read again the text carefully. Focus on the following points and find out if the statements are true (T), false (F) or not given (NG).*

Statements	T/F/NG
After the shooting Mia was very busy.	
She believes that if the shooting had been done earlier she would have become well-known sooner.	
Because she was working hard she didn't have a lot of motivation.	
She did not buy the equipment for manicure, because it was too expensive.	
Only few of her clients had a manicure before.	
The new service will bring more customers.	
She had planned to offer pedicure and manicure before she opened the salon.	

## POST-READING ACTIVITY

- Do you think offering manicure and pedicure to the clients is a good idea?
- *Read the text again, pay attention to the use of tenses, especially any particular grammar structures, and think of possible reasons for their use. Consult the grammar section.*



### 5.2 Grammar – WISHES.

*In the text Mia talked about her wishes all the time. In order to make sure you understand what she wants, it would be a good idea to paraphrase the sentences, so that you transform all of them from wishes into facts. Use the guidelines in the grammar reference for additional help.*

"She did not take part in the shooting earlier." ... but she wished she had taken part in the shooting earlier...

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...but she wishes she had a manicure and pedicure equipment.

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...but one client even wished this salon had offered manicure.

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...but Mia now wishes she could offer her clients also these treatments.

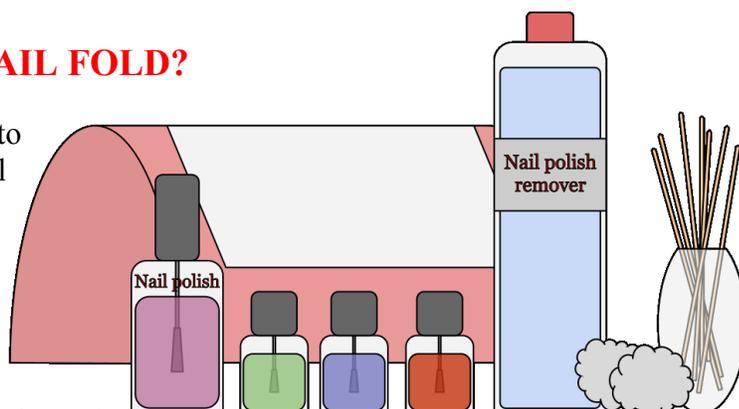
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...but she wished she had thought of this sooner.



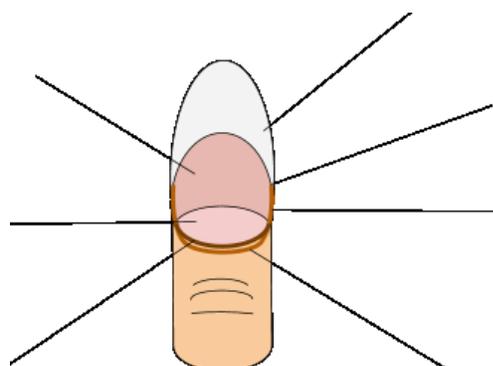
## 5.3 Vocabulary – WHAT IS A NAIL FOLD?

If Mia really wants to include the manicure into her services, then skilfully applying nail polish is not enough. It is also essential to get some additional information about the expressions connected to nails and hands, as well as to be completely familiarised with the equipment needed for such treatment.



ACTIVITY 1. *Help her with your knowledge of manicure and name the parts of the nail in the picture with the following expressions:*

distal “free” edge of nail,  
distal nail fold,  
lateral nail fold,  
proximal nail fold,  
cuticle,  
lunula,  
nail plate.



ACTIVITY 2. *Draw the shape of a hand and mark the following parts:*

index finger,  
joint,  
middle finger,  
nail,  
palm,  
little finger,  
ring finger,  
thumb,  
wrist.



ACTIVITY 3. *For manicure and pedicure specific tools and equipment are needed. Which parts of the nail or hand are the following expressions associated with?*

- Nail clippers/cutters
- Nail brush
- Pumice stone
- Cuticle remover
- Towel
- Pusher/orange stick
- Emery board
- Buffer
- Hand and/or feet moisturizer
- Soaking basin
- Clear nail polish



## 5.4 Writing – ADVERTISING.

Mia has decided to advertise the new services of her salon. Help her create two advertisements in English in order to promote the salon to tourists.

*The first advertisement should contain only around 90 characters (with spaces) and 25 characters for the title which is written in bold, as it is going to be published on Facebook under the advertisement section. Add also a picture.*

*The other advertisement should be a radio ad which lasts for 3 minutes. Prepare the text for it, containing a minimum of 100 words, and think of possible sound effects to make your ad more memorable.*

*The advertisement should contain the following features:*

- a catchy slogan,
- a short description of the new services the salon is offering (manicure,...),
- general benefits of these types of treatments and recommendations,
- advantages which only this salon offers (nail brand you are using...),
- general information of the salon (name, contact details...).







## 5.6 Speaking – I NEED MORE INFO...

1. Find a classmate who evaluated your work with the same number of points as you gave him/her.
2. Take a look at the two features of the ad for which you gave the least points.
3. Imagine you are a new client and your partner is Mia. Act out a telephone conversation, in which you inquire about the information, poorly presented in the ad.

Example:

catchy slogan	description of services	general benefits	advantages of the salon	info of the salon	catchy	funny	informative	price included	memorable	good speed
1	0	1	0	0	3	5	2			2

The client:

- Hello, I am calling to....
- I would like to ask you to describe your services a bit more to me.
- I didn't quite catch the name and the location of your salon. Could
- ...



## 5.7 Vocabulary – Expressions.

ACTIVITY 1. Mia is explaining the whole procedure of manicure to a client, but she is a bit uncertain about the appropriate vocabulary. *Help her by filling in the missing gaps with the appropriate words from the box.*

oil	base coat	nail polish	quick dry
soak	cuticle remover	file	clipped

The manicure always starts by choosing the colour of the ..... . Then you ..... your hands in the water for a few minutes. Then, I cut and ..... your nails and apply ..... and then soak your hands again. After that, cuticles are pushed back and ..... if needed. After this procedure, cuticle ..... is applied and massaged into the skin. When all this is done, we can start applying nail polish. First of all ..... is used, then usually two coats of polish are applied and to finish the manicure I spray a ..... . It is recommended to wait for 5 to 10 minutes for the manicure to get fully dry.



ACTIVITY 2. Work in pairs. Imagine you are a foreign client and your partner pretends to be Mia. As a client, ask about the types of manicures the salon is offering and ask for further explanation of the procedure. You may choose from the following types of manicure:

- classic/regular manicure,
- French manicure,
- reverse French manicure,
- paraffin wax manicure,
- European manicure,
- gel manicure.

When explaining the procedure, see the previous task.

## 5.8 Unit 1 – WHAT HAVE I LEARNT?

*Answer the following questions in order to figure out how helpful you have been to Mia?*

1. Have you suggested Mia to start a new business? YES/NO, I .....
2. Have you taught Mia new vocabulary related to hands and nails? YES/NO, I .....
3. Have you written the TV advertisement in Slovene? YES/NO, I .....
4. Have you presented your version of the radio advertisement? YES/NO, I .....

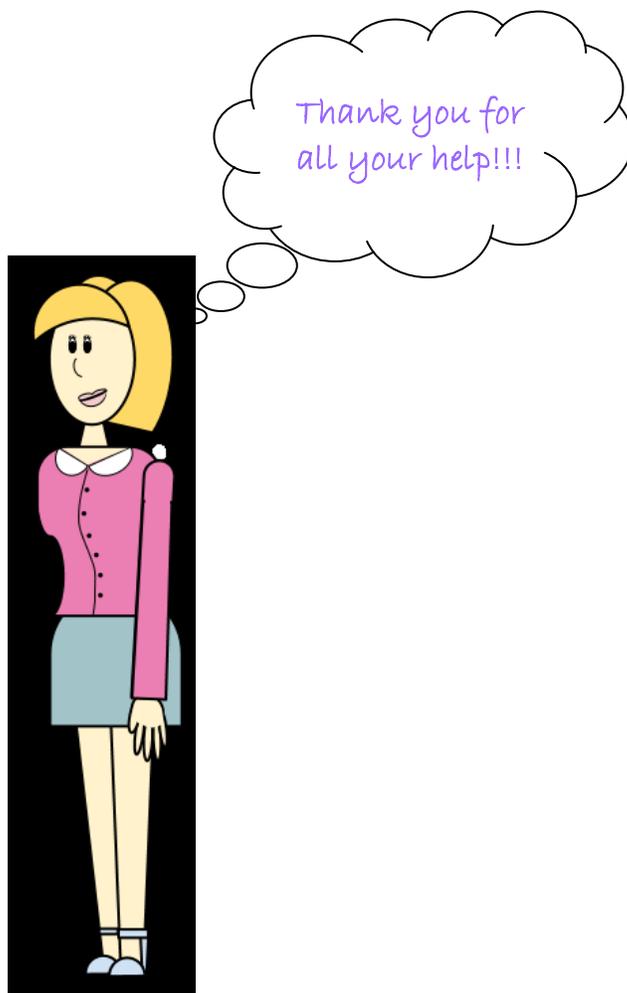
## CONCLUSION

In the past few months Mia's business has really improved. Now she has more than 50 satisfied regular clients.

She has not only paid off the loan she took when she opened the salon, but with your help and expert managing she has also managed to put some money aside.

Now that her dream of having a beauty salon is fulfilled, she can set herself new goals. She is already thinking of expanding the salon and starting to offer new services, including body treatments. With your help she is bound to succeed.

However, for now, both of you are going to have a well-deserved break, as Mia is going on holiday next week and she advises you to do the same in order to get new strength for the upcoming challenges.



# APPENDIX



## GRAMMAR SECTION

### 1. Present Simple and Present Continuous

#### PRESENT SIMPLE

1. Habits: I smoke.
2. Repeated events: I watch TV every day.
3. General truth, facts: The Earth rotates.
4. Timetables: The bus leaves at 5 o'clock.

+	Subject+ infinitive + (s)→he/she/it	DO: they I, we you, ,
-	Subject+ don't/doesn't + infinitive	DOES: he, she, it
?	Do/Does + subject + infinitive	

#### PRESENT CONTINUOUS

1. An action going on at the moment of speaking: I am reading at the moment.
2. An action which is time limited: She is staying with me until she finds a place to live.
3. Future arrangements and plans for the near future: We are having lunch at 2 p.m.
4. Always + Present Continuous express the speaker's annoyance: He's always leaving his things on the floor.

+	Subject+ am/is/are + verb+ing	AM: I
-	Subject+ am not/isn't/aren't + verb+ing	IS: he, she, it
?	Am/Is/Are + subject + verb+ing	ARE: we, you, they

## 2. Stative verbs

### STATIVE VERBS

= verbs not used in continuous tenses

= they express states

#### 1. verbs of thinking and opinion:

- think
- mind
- believe
- agree
- consider
- feel
- understand
- know

! **think**: I think she's pretty. But: I am thinking of moving.

#### 2. verbs of feelings:

- love
- hate
- adore
- like
- prefer
- want
- wish

#### 3. verbs of senses, perception:

SEE: I see that man.

I am seeing him tomorrow.

HEAR: I hear him. The police are hearing the witness.

SMELL: This perfume smells nice.

I'm smelling this perfume.

TASTE: This soup tastes awful.

The cook is tasting the soup.

LOOK: It looks delicious.

I am looking at you.

#### 4. verbs of possession and being:

- have: I have a dog. But: I'm having lunch. I'm having a shower.
- own: I own this dog.
- Seem: He seems nice.
- possess
- belong
- appear
- contain
- cost
- consist



## 5. Past Tenses

### PAST SIMPLE

- An action happened in the past: I saw Peter yesterday.
- Actions which followed each other in a story: I came home, ate dinner and went to bed.
- habits in the past: I used to smoke.

+	Subject+ verb+ed / the second form of the verb
-	Subject+ didn't + infinitive
?	Did + subject + infinitive

### PAST CONTINUOUS

- An action which was going on in the past: I was watching TV yesterday.
- An action which was interrupted: While I was having a shower, the phone rang.
- To describe: We were having fun, the sun was shining, the birds were singing, ...

+	Subject+ was/were + verb+ing
-	Subject+ wasn't/weren't + verb+ing
?	Was/Were + subject + verb+ing

## 6. CONDITIONALITY

### TYPE 1: for the FUTURE

- If it rains tomorrow, we will stay home.  
 Present Simple      Will Future

### TYPE 2: little or no possibility

- If I won the lottery, I would buy a villa.  
 Past Simple      would + infinitive
- If I were you, I would study more.  
 Past Simple      would + infinitive

### TYPE 3: for the PAST

- If I had studied, I would have passed the exam.  
 Past Perfect      would + have + Past Participle

### TYPE 0: for the PRESENT or PAST, for general truths, facts

- If you don't water flowers, they die.  
 Present Simple      Present Simple
- If you didn't water the flowers, they died.



Past Simple

Past Simple

## 7. Modal verbs

### 1. Modal verbs of OBLIGATION:

Strong obligation:

+ POSITIVE+:

**Must**:

Obligation comes from the speaker: I must remember to buy bread.

Order: Jan, you must clean your room!

Public warning: Dogs must be kept on the leash.

**Have to**:

Order from others: According to the doctor I have to stop smoking.

Duty: I have to feed my cat.

-NEGATIVE-:

Prohibition: You **mustn't** touch the painting.

Not obligatory: I **don't have to** learn on Sundays.

?QUESTIONS?:

Must I water the plants every day?

Do I have to eat this soup?

→TENSES→:

Tense	MUST	HAVE TO
Present Simple:	I must do my homework.	You have to do your homework
	We use must only in present tense. In other tenses forms of have to are used.	
Will Future:	I will have to do my homework.	
Past Simple:	I had to do my homework.	
Past Perfect:	I had had to do my homework.	

Mild obligation:

**Should**:

Suggestion: You should eat more fruit and vegetables.

Dissuasion: You shouldn't tell others my secret.

### 2. Modal verbs of PERMISSION:

**Can**: You can go home, if you want to.

**Can't**: You can't borrow my car. I need it.

**May**: She may go to the cinema.

**Be allowed to:**

Formal rule: You are not allowed to park your car here.

**3. Modal verbs of REQUEST:**

**Can**: Can you water my flowers while I'm on holiday, please?

**Could**: Could you water my flowers while I'm on holiday, please? (more polite)

**Will**: Will you water my flowers while I'm on holiday, please?

**Would**: Would you water my flowers while I'm on holiday, please? (more polite)

**4. Modal verbs of OFFER:**

**Will**: We offer to do something: I will help you.

**Shall, Should**: An offer, used only in question forms:

Shall I make some tea?

Should I take you to the station?

**Can**: We offer to do something, by using can in positive and question forms:

Can I help you?

I can help you, if you want.

**5. Modal verbs of ABILITY:**

**Can**: Expresses general ability: I can swim.

**Could**: Expresses general ability in the past:

I could understand German when I was young, but now I have forgotten most of it.

**Be able to**: Expresses specific ability in a certain situation:

Last season I was able to run a 42 km-marathon.

**Manage to**: Expresses something that was very hard for us to achieve:

He was training so hard and he finally managed to break the world record in swimming.

MODAL VERBS of DEDUCTION

**6. Modal verbs of CERTAINTY: (I'm sure/I'm positive/...)**

Present Simple: MODAL+Infinitive	+ I'm <u>sure</u> he works hard. He <b>must</b> work hard. - I'm sure he doesn't work hard. He <b>can't</b> work hard.	PRESENT
Present Continuous: MODAL+be+ing	+ I'm <u>positive</u> he is working very hard now. He <b>must be</b> working very hard now. - I'm positive he isn't working very hard now. He <b>can't be</b> working very hard now.	
Past Simple:	+ I'm <u>certain</u> he worked very hard last year.	P



MODAL+HAVE+3 <sup>RD</sup> form	He <b>must have worked</b> very hard last year. - I'm certain he didn't work very hard last year. He <b>can't/couldn't have worked</b> very hard last year.
Past Continuous: MODAL+have been+ verb+ing	+ I'm <u>convinced</u> he was working very hard all summer. He <b>must have been working</b> very hard last summer. - I'm convinced he wasn't working very hard all summer. He <b>can't/couldn't have been working</b> very hard last summer.

**7. Modal verbs of POSSIBILITY: (I'm not sure/I don't know exactly/...)**

Present Simple: MODAL+Infinitive	+He may/might/can/could work hard. - He <b>may/might not</b> work hard.	PRESENT PAST
Present Continuous: MODAL+be+ing	+ He <b>may/might/can/could be</b> working very hard now. - He <b>may/might not be</b> working very hard now.	
Past Simple: MODAL+HAVE+3 <sup>RD</sup> form	+ He <b>may/might/can/could have worked</b> very hard last year. - He <b>may/might not have worked</b> very hard last year.	
Past Continuous: MODAL+have been+ verb+ing	+ He <b>may/might/can/could have been working</b> very hard last summer. - He <b>may/might not have been working</b> very hard last summer.	

**8. Present Perfect**

**PRESENT PERFECT**

- An action which happened in the past and still goes on in the present:  
He has lived here since 1990. I have worked here for 20 years.
- A result of a past action: I have broken my leg.
- Experience: I have been to Spain.
- Historic events, facts → PAST TENSE:  
The Chinese invented printing.  
Prešeren wrote Zdravljica.  
Agatha Christie wrote detective stories.  
BUT: Desa Muck has written several books for youth.

QUESTIONS:

- When? → PAST TENSE
- How long? → PRESENT PERFECT

CLAUSES WITH SINCE: I have lived in Lj since 1995. I have lived in Lj since we **moved**.

ADVERBS: since, for, just, already, lately, recently, never, ever, yet, today.

+	Subject+ has/have + Past Participle
-	Subject+ hasn't/haven't + Past Participle
?	Has/Have + subject + Past Participle



## 9. Past Perfect

### PAST PERFECT

- An action which happened before another action in the past  
When I came home, I saw that someone had broken into my flat.  
After I had come home, I called my friend.  
Before I came home, I had called my friend.

ADVERBS: before, after, already, just

+	Subject+ had + Past Participle
-	Subject+ hadn't + Past Participle
?	Had + subject + Past Participle

## 10. Wishes

### WISHES

#### 1. Present → Past:

I am short. → I wish I was taller.

I live in the city. → I wish I lived in the country.

I wish I didn't live in the city.

I am going to the dentist. → I wish I wasn't going to the dentist.

#### 2. Past → Past Perfect:

I didn't have money. → I wish I had had money.

I didn't obey her. → I wish I had obeyed her.

I ate too much. → I wish I hadn't eaten that much.

#### 3. Future, annoyance → WOULD:

I will get up early. → I wish I wouldn't get up early.

I will lose my job. → I wish I wouldn't lose my job.

He will probably go on a long journey. → I wish he wouldn't go on a long journey.

- ! WISH = IF ONLY  
If only I was taller.  
If only I had had money.  
If only he wouldn't go ...



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA IZOBRAŽEVANJE,  
ZNANOST, KULTURO IN ŠPORT



KONZORCIJ ŠOLSkih CENTROV



*Naložba v vašo prihodnost*  
OPERACIJO DELNO FINANCIRA EVROPSKA UNIJA  
Evropski sklad za regionalni razvoj



## ***TAPE SCRIPTS***

### **1.6 Tape script:**

Mia:

Hello everyone. For those of you who don't know me, let me introduce myself. My name is Mia Smith\* and I am the owner of this beauty salon. I would like to thank all of you for coming here tonight and I am happy that I can share this wonderful moment with you.

Today is like my dream coming true. I have always wanted to have my own beauty salon since I was 19 years old. I liked being pretty, and making other people beautiful was an even greater joy for me. At this point, I would like to thank my sister for letting me paint her face with lipstick all the time when I was pretending to be a make-up artist and my mother for not being mad at me when some creams went missing. I would also like to thank everyone else for supporting me.

Let me say a few words about my salon now. First of all, the name was very difficult to pick. Since I couldn't decide on it, I had to ask my manager to help me choose it, so I hope you like it. I think it symbolises something beautiful and healthy, which is how I want my clients to feel. I want that this beauty salon also makes you even more beautiful than you already are, every time you visit it.

I propose a toast to successful business. Now I would like to invite you to come with me and take a look at the salon yourself ...

(glasses ringing\*)

### **2.5 Tape script:**

Mia:

Usually a facial starts with preparations including putting your hair back with the help of a hair band. What always follows is cleansing. This may be done just once by applying cleansing milk or maybe two times if necessary to cleanse deeply. After this, there comes a 5 to 10 minute massage with upward strokes, starting from the neck. Normally, the area around the lips and cheeks is massaged first, and then the forehead and the chin. Lastly, the nose is gently massaged. The cleansing finishes with cleaning your face with water using sponges.

After this, I will apply the toner on your face and neck with the help of a cotton swab.

The face is then treated with a steamer for about 4 minutes. This is great for blood circulation and opening pores.

Afterwards the skin is ready for the removal of any blackheads.

After this, the skin on the face and neck is massaged with a cream for about 20 minutes.

Then a vitamin E capsule is applied and massaged on the face for about 4 minutes.

Lastly, I will apply the mud mask on your face and neck, leave it to work\* and at the end wash it off with fresh water.

### **3.1 Tape script:**

Mia	Hello. You must be Mrs. Thompson. How are you?
-----	--



Dorothy	Hi. Yes, I am. I'm here for the facial.
Mia	Great. First of all, I would like to ask a couple of questions to fill in a record card. We keep records of all our clients and the treatments. That is why we need some of your personal information. First of all, your name is Dorothy Thomson, is that spelled D-O-R-O-T-H-Y T-H-O-M-S-O-N?
Dorothy	You've got the first name right, but my last name is spelled with a "p" in the middle; T-H-O-M-P-S-O-N.
Mia	Oh, I do apologize for this mistake. Would you mind telling me what your address is?
Dorothy	Oh, I just recently moved to Slovenia and I'll be staying here for a few months due to my husband's work. Shall I give you the address of the house where I am staying now, or the one in the UK?
Mia	Sure, you can give me the current address, please.
Dorothy	It's Slovenska cesta 173, 1000 Ljubljana.
Mia	Thank you very much. All I need now is a telephone number at which we can contact you in case we need to reschedule the appointment or something similar, and your e-mail address.
Dorothy	My phone number is 00386-41-542-1440.
Mia	And your e-mail? Would you like us to send you our newsletter or notify you of our special offers?
Dorothy	If possible, I would prefer you not to notify me via e-mail. I rarely check it, so I think there is no point in giving you the address.
Mia	Sure, I understand. Now, all I need is your date of birth and medical history. Are you allergic to anything or did you maybe experience some particular skin problems in the past?
Dorothy	Oh no. So far I haven't had any problems, so I think there shouldn't be any. Oh, and my date of birth is 15thNov, 1978.
Mia	Great. Now I think we've got all the information we need. Thank you very much. Please follow me to the treatment room...

#### 4.6 Tape script

Read the text for the first time with the words in brackets and the second time replace them with a sound of a bad telephone connection.

Hi darling! This is Dave, the hairdresser. The editor has told me to call you and give you some instructions so that you can prepare yourself better for the shooting and that you will know how the work progresses.

Here is how we'll do it:

First you must clean the model's face and remove all the makeup. Please use the (\*\*makeup remover) carefully, otherwise the face is always too oily and the cream gets into the hair, which causes a lot of problems for me and ruins the already washed hair.

After that, I will dye the hair and meanwhile you must not touch it, otherwise you'll get dirty. The editor says that while waiting you have to apply concealer and (\*\*foundation).

Please make sure you apply (\*\*mascara) and (\*\*eye-shadow) on the eyes last, because I must finish drying the hair first, otherwise it will get on the hair and all over the model's face as well.

After that, you must quickly do the final touch (\*\*up) as we won't have much time left. You have to finish by 12 o'clock, because the photographer arrives at 1 p.m. and in the meantime the models have to get dressed.

Bye bye.



## WRITING A FORMAL LETTER

(Your name)  
Company Name  
Company Address

Date (eg. 17<sup>th</sup> June 2012)

(Recipient's name)  
Recipient's company  
Recipient's company address

Dear Sir or Madam (Mr./Mrs. Ms. Recipient's name)

Content in several paragraphs

Yours faithfully (Yours sincerely)

Your name

Enclosure:  
- CV



## Types of letters:

### 1. A LETTER OF APPLICATION:

Beginning:	<i>I am writing to apply for the post advertised in Delo, on 18<sup>th</sup> August... With respect to your advertisement in the Delo for the post of ... I would like to ...</i>
End:	<i>I enclose my CV. I am looking forward to your reply/response/to meeting you/to seeing you/to hearing from you.</i>

### 2. A LETTER OF COMPLAINT:

Beginning:	<i>I am writing to complain about...</i>
End:	<i>I would appreciate an early response. I hope this matter will soon be resolved. I hope this matter will receive your immediate attention.</i>

### 3. A LETTER OF INQUIRY:

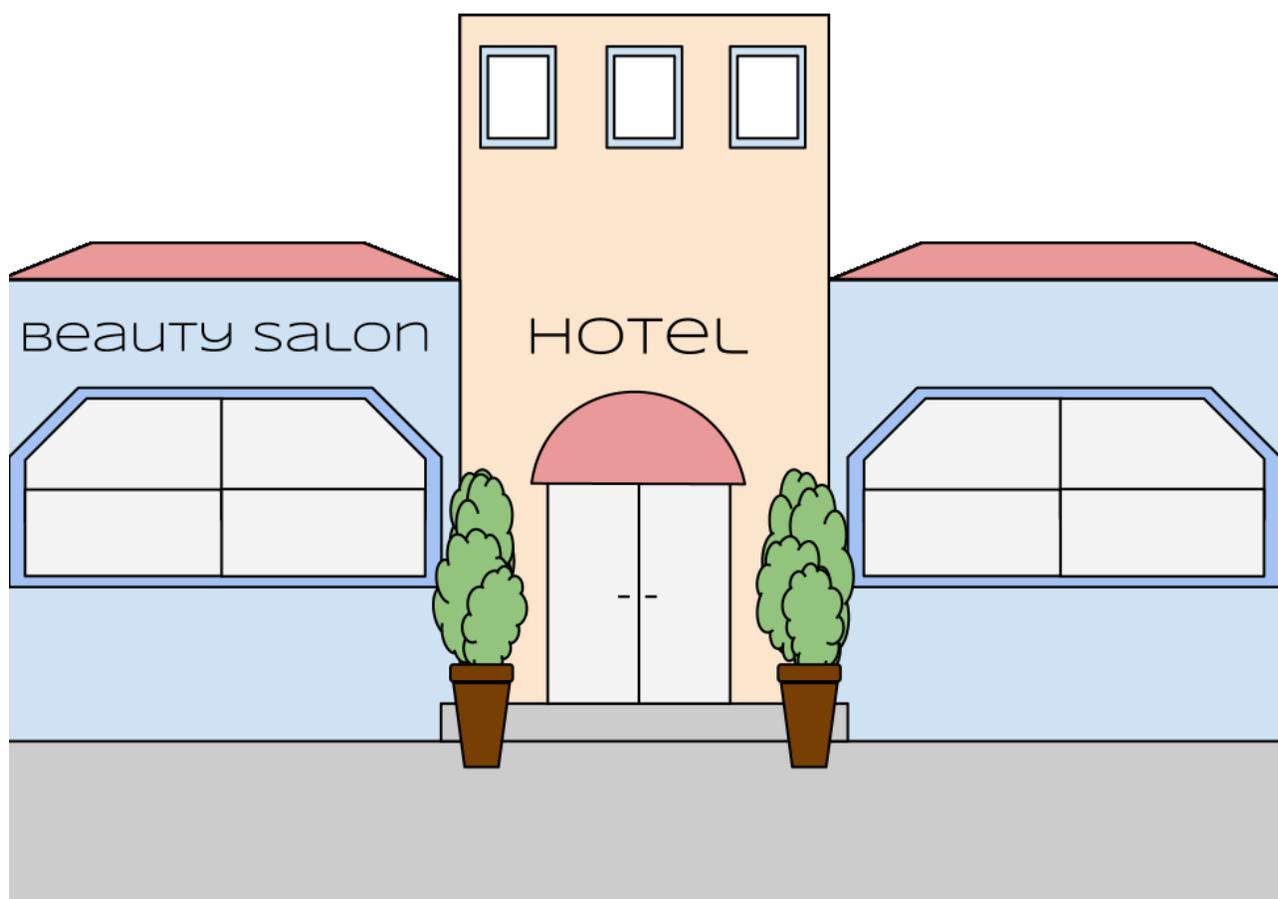
Beginning:	<i>I am writing to inquire about.../to get some (basic) information...</i>
End:	<i>I would like to thank you for your help/time/information... I would appreciate if you could send me the information to the above address. I would appreciate if you could contact me at the above address.</i>

### 4. A THANK YOU LETTER:

Beginning:	<i>I am writing to thank you for your help/the hospitality. I am writing to express my gratitude for...</i>
End:	<i>I would like to thank you again and...</i>



# *English Coursebook for Cosmetology 2 - EXPANDING YOUR BUSINESS!*





## EXPANDING YOUR BUSINESS!

### *UNIT 6: Poznavanje in razumevanje principov kakovostne medsebojne komunikacije in smiselna uporaba v praksi*

#### INTRODUCTION

Last year you did such a wonderful job helping Mia manage the salon.

Since the business is going so well, she decided to expand her services. However, in order to do that she will surely need your help and experience.

She wants to open a new salon on the Slovenian coast. She is thinking of renting premises in a hotel in Portorož or Izola. Being located near the busy tourist locations has proved to be very lucrative already with the salon she is currently running. This is why, now she wants to open a new salon right in the hotel. Choose an already existing or an imaginary hotel in which you advise her to start a new salon.

Since the brand name of the first salon has caught on very quickly, it is again up to you to choose a name. You may use the same one, reword it a bit or think of a completely new one.

When you have decided on the above mentioned issues, fill in the following form with the details of your new salon.

*The Identity Card of the beauty salon*

Name of the salon:	
Logotype:	
Name of the hotel:	
Address:	
Telephone number:	
Website:	
E-mail:	

Additionally, include these details on the following pages throughout the book: 64-68, 86 and 87.



## 6.1 Grammar – REVISION OF TENSES.

Read the following text and insert the most appropriate forms of the verbs in brackets into the gaps.

Mia is very satisfied with her salon.

At the beginning the business ..... (not go) so well, but since she ..... (start) ..... (offer) also nail treatments she ..... (gain) many new clients.

She..... (do) so well at the moment. It..... (seem) that the decision to expand the salon service with manicure and pedicure ..... (be) really the right one.

Now the salon ..... (have) more than 50 regular clients. One of the most popular treatments..... (be) the facial, but clients also often ..... (decide) to have a manicure or pedicure.

Usually there ..... (be) around 5 clients per day, but almost every week there is also someone who calls ..... (make) a last-minute appointment.

Besides ..... (offer) treatments for the face, Mia ..... (also think about) other service her salon could offer to its clients. She also ..... (want) to start offering massages and body treatments, such as anti-cellulite treatments. She ..... (get) this idea from one of her clients, who ..... (enquire) about it.

If she ..... (not decide) for the expansion when she included nails, she ..... (not succeed) in such a short time. Since this first business decision ..... (turn out) to be a good one, it is only reasonable ..... (expand) the services even further. “You ..... (must provide) new products and treatments for your clients all the time in order ..... (make) them satisfied.” one successful businesswoman ..... (argue) in an article Mia ..... (read) last week.

It was exactly this that ..... (make) her think about the new ways of expanding her business, that is why she ..... (probably decide) and start offering massages. However, if she ..... (want) to do this, she ..... (need) a professional masseur. New employees ..... (always be) good for team spirit, as they have new, creative ideas. However, it ..... (undoubtedly take) a lot of time to find someone with expert skills in this field as well as a person who is used to ..... (work) with people and ..... (have) team-work skills.

In addition to hiring a new co-worker, she ..... (also need) more space, which ..... (may mean) she ..... (have to) move into a new and bigger salon that ..... (provide) more room.



## 6.2 Grammar – STATIVE VERBS.

Read the story and fill in the missing gaps with the most appropriate tenses. You may use Present Simple and Present Continuous. Be careful about stative verbs. If you feel you need help, check the appendix 1.

Usually the salon ..... (have) up to 10 clients per day, but this week this ..... (be not) possible.

On an average day they ..... (make) appointments for 8-10 treatments. If they only do facials, which usually ..... (take) less time than the whole body treatment, then it ..... (be) also possible to have more than 10 clients.

The number of clients also depends on the day. On Mondays, for example, they ..... (not arrange) so many appointments in the morning, because on this day the beauty product distributors usually ..... (deliver) the goods and it ..... (take) a lot of time..... (go through) the shipping to make sure all the items are in order.

This week however, one of the employees ..... (be) ill. She ..... (have) flu and she ..... (not come) to work this week. This is terrible, because now Mia ..... (take over) the shipment for the week. Otherwise it is Jane, who ..... (do) it every Monday.

Apart from taking care of the shipment, there are also regular clients. Mia needs to cancel some of Jane's appointments and reschedule them for next week as she ..... (work) alone this week.



## 6.3 Listening – Cancellation.

Sometimes things don't go according to plan and due to something unexpected you may need to cancel your appointments. This may be due to several reasons: you may have been overbooked and your schedule is so full you won't be able to manage it; you or one of your employees or co-workers gets ill and goes on sick leave or another unexpected event occurs so you cannot come to work on a specific date. In such cases you have to contact your client to inform her/him of such a change.

Of course if this happens suddenly a letter rescheduling your appointment will not suffice\* and you will have to make a phone call and ask your client kindly to postpone their arrangement.

### PRE-LISTENING ACTIVITY

- Discuss how you usually start the telephone conversation? (Conversation mode, forms)
- In pairs, form 4 lines of the anticipated/expected dialogue.



## WHILE-LISTENING ACTIVITY 1

- While you are listening to the conversation, take notes.

## WHILE-LISTENINGACTIVITY 2

Below you have your monthly planner. On the basis of the dialogue heard and your notes, correct it. First write the newly suggested dates and then adjust those dates according to client's wishes if needed. The first one has been done for you. (Coloured in blue)

31 <sup>th</sup> - Monday	1 <sup>st</sup> - Tuesday	2 <sup>nd</sup> - Wednesday	3 <sup>rd</sup> - Thursday	4 <sup>th</sup> - Friday	5 <sup>th</sup> - Saturday	6 <sup>th</sup> - Sunday
7 <sup>th</sup> - Monday	8 <sup>th</sup> - Tuesday	9 <sup>th</sup> - Wednesday	10 <sup>th</sup> - Thursday	11 <sup>th</sup> - Friday	12 <sup>th</sup> - Saturday	13 <sup>th</sup> - Sunday
14 <sup>th</sup> - Monday <del>Smith - 4pm</del>	15 <sup>th</sup> - Tuesday	16 <sup>th</sup> - Wednesday	17 <sup>th</sup> - Thursday Smith - 9am	18 <sup>th</sup> - Friday	19 <sup>th</sup> - Saturday	20 <sup>th</sup> - Sunday
21 <sup>th</sup> - Monday	22 <sup>th</sup> - Tuesday Smith - 10am	23 <sup>th</sup> - Wednesday	24 <sup>th</sup> - Thursday	25 <sup>th</sup> - Friday	26 <sup>th</sup> - Saturday	27 <sup>th</sup> - Sunday
28 <sup>th</sup> - Monday	29 <sup>th</sup> - Tuesday	30 <sup>th</sup> - Wednesday	1 <sup>st</sup> - Thursday	2 <sup>nd</sup> - Friday	3 <sup>rd</sup> - Saturday	4 <sup>th</sup> - Sunday

## POST-LISTENING ACTIVITY

- Think of different types of conversations on the telephone (business call...).
- With your neighbour enumerate a few ways of answering the telephone by using most common expressions.
- How about ending a conversation? Discuss how you say good-bye politely and think of a few expressions which are usually used in such a situation.



## 6.4 Vocabulary – FORMAL LETTERS.

If your plans change a few days prior to the appointment, you can also write your client a letter. It might be also a good idea to send a letter to the client that Mia has just talked to on the telephone and remind her of the rescheduled appointment.

When writing a formal letter in English, you have to be very careful about the special layout. However, not only the layout of the letter is important, but you also have to be very careful about your style of writing in order not to sound too impolite.

Write some polite phrases which you would use when apologising.

- .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....



## 6.5 Writing – CANCELLATION.

After studying the basic letter layout and the typical formulaic expressions which may appear in a letter, write a letter to Mrs. Smith.

Write to Mrs. Smith to remind her of the new date of the appointment. On the basis of the previous conversation and notes you made, write a letter of apology where you include:

- an introduction explaining the situation again,
- the old and the newly fixed date,
- apology,
- a special offer to compensate for the inconvenience.



## 6.6 Reading – A LETTER OF COMPLAINT.

When dealing with clients, not only cancellations, but also complaints are an inevitable part of the business. Mia got a letter of complaint yesterday from a client claiming she had had an allergic reaction after the treatment.



## PRE-READING ACTIVITY

- What kind of reaction do you think the lady could have got after a facial?
- Do you think she blames the staff of the salon for this?

## WHILE-READING ACTIVITY

Read the letter of complaint and try to anticipate what the letter says next by answering the questions as you read.

Zidanškova Street 5  
3000 Celje

Dear Mrs. Mia.

I am writing to inform you of the unpleasant situation I found myself in after the treatment.

On Saturday I had a facial done in your salon. Besides many other questions, your receptionist also asked me if I was allergic to anything. Never having had problems with my skin I told her that I am not allergic to anything and that I had also never experienced any problems despite using a large variety of creams and beauty products.

- When do you think the client started to experience the problems?
- What kind of problems do you think she had?

After the treatment, which was pleasant and enjoyable, my skin felt smoother and it all seemed to be fine. When I came home, however, I saw some red spots under my eye-brows. In addition to that, my eye-lids also felt a bit swollen.

- What do you think the client believes this might be?
- Do you think she blames the staff for this situation?

I do not know what this is, but I assume it is some kind of allergic reaction to your products. I have never had problems with any creams so far, that is why, this came as a real shock to me. I was certain nothing could go wrong, especially because your employee was very friendly and explained the whole procedure to me.

- What do you believe she wants to have in return?

Having experienced all these problems, I believe it is only fair of you to refund me the money for the treatment, because I firmly believe this is the fault of your products.

I would like this matter to receive your immediate attention and contact me on the above address.

Yours sincerely,  
Donna Allison



## POST-READING ACTIVITY

- What would you do in such a case?
- In pairs, discuss the possible ways of compensation and compare them with the rest of the class. Choose the most appropriate solution for this situation and try to anticipate what Mia might do.



## 6.7 Speaking – A TALK WITH A DISSATISFIED CLIENT.

### PRE-SPEAKING ACTIVITY

- What do you think the reason for the described problems of the dissatisfied client was?
- In pairs, discuss as many possibilities as you can.
- Choose three possible situations and suggest different ways how Mia might solve them.

Mia went through this client's treatment history to find out what might have gone wrong in the last therapy. She found out that all the products which were used in the last treatment had already been used several times before and had never caused any kind of allergic reactions. Having read the letter of the dissatisfied client, the only reason for the pain Mia could think of was from the plucking of her eyebrows with tweezers. According to the way the client described the spots and the pain, this could be the only reasonable explanation.

### SPEAKING ACTIVITY

Knowing Mia's prediction, how would you approach this client? Here are some of the suggestions. Choose one and act out a dialogue with your partner, one representing the client and the other Mia.

1. Being rude to the client.
2. Understanding the concern of the client, but not giving the money back.
3. Offering a treatment free of charge.
4. Offering a full refund.
5. \_\_\_\_\_ (YOUR OWN SOLUTION)

## ***UNIT 7: Poznavanje in razumevanje principov učinkovitega vodenja sestanka in poslovnega pogovora ter njihova smiselna uporaba***



### **7.1 Grammar – PASSIVE VOICE.**

Mia has arranged a meeting with the manager of the hotel....., which you have chosen to be the most suitable for opening a new salon. In order to prepare for the meeting she needs to gather as many references and prepare a short introduction of the salon and her work. Here are some sentences she has already written down. But not to praise herself, it would be a good idea to reword them. Transform them into passive voice in order to emphasize the action and not its doer.

I opened the salon in 2012.

.....

I have gained around 50 regular clients.

.....

The salon offers high quality treatments.

.....

I had hired the staff with a lot of experience.

.....

I also did a shooting for a very famous magazine.

.....

The salon held many events, such as a quick manicure course.

.....

Beside such events, I also organised a mini course about how to do a facial at home.

.....

The salon also published a short manual for various facials.

.....

Our clients can do treatments at home.

.....

I am going to revise this course again in September.

.....

Due to these events, everyone knows the salon.

.....

I also regularly send my staff members to training seminars.

.....

There, they acquire new knowledge.

.....

And in this way, we always follow new trends.

.....

This is how, I have made the salon successful.

.....



## 7.2 Speaking – PRESENTATION.

Now that you have all the basic things Mia would like to present to the manager of the hotel, help her make an effective presentation.

PRE-SPEAKING ACTIVITY. Prepare a 10- minute presentation with the guidelines below.

- Your presentation should include a short speech in which you introduce yourself.
- Prepare some pictures of the beauty salon and describe them briefly.
- Make a list of the previous achievements Mia mentioned in the previous task.
- Express why you wish to open a beauty salon in the hotel ..... and not any other.
- Present the plans for the future and what you picture the new salon to be like.

In addition to the speech, you may create a poster or a PowerPoint presentation which will help Mia during her presentation.

SPEAKING ACTIVITY. After you have prepared the speech, practise the presentation in front of your schoolmates.



## 7.3 Reading – GOOD NEWS, BAD NEWS.

### PRE-READING ACTIVITY

- What do you think the good news is?
- What could in your opinion the bad news be? Think of a few possibilities.

### WHILE-READING ACTIVITY

Read the letter and pay attention to its layout. Certain basic layout features of the letter are not applied here. Correct them.

To: Mrs. Mia

Hello. We are writing to thank you for your inquiry of renting the premises in our hotel and to inform you of our decision regarding this matter.

The management has considered your application and we are happy to inform you that we have decided to let you run a beauty salon in our hotel. After a consultation with the director of the hotel, we believe it is most suitable to let you rent 6 rooms within the spa centre. They are located in the right wing of the Hotel..... on the ground floor. We believe this location will be the most suitable.

However, we have two conditions under which we are to accept your offer. Firstly, renting the premises in the spa centre presents additional costs, as the rooms are already appropriately decorated with the furniture and have basic equipment. We hope this will not represent a problem for you, as we are convinced this location is most suitable for you as well as for your potential clients.

Secondly, we wish to offer our clients the best quality service possible. Additionally to having beauty therapies, we feel it is very convenient for the beauty salon to offer massages. These proved to be most popular alongside with other services. Therefore, we would definitely want you to include them in your offer. Although we believe you are very skilled in the field of cosmetology, we are concerned about additional services, such as massages and similar therapies, which you have not been offering so far.

We would kindly ask you to consider the above mentioned conditions carefully and hope we will hear from you soon. For any additional information, feel free to contact us via telephone or email address.

Best wishes, Thomas Evans, the manager

### POST-READING ACTIVITY

To sum up, the meeting with the manager of the hotel ..... went great. Mia obviously managed to persuade him with the excellent presentation you had prepared. The letter she got today proves that, as the management of the hotel approves of her having a salon in their hotel. The bad

news is that the hotel, however, has certain demands regarding the rent and services the salon will offer.

- After having read the letter, do you think the news is generally good or bad?
- In pairs, discuss what the most reasonable response to this letter would be? What advice do you have for Mia?
- Do you believe it is a good idea to expand services and start offering massages?
- Write down at least 5 possible advantages and disadvantages such a change might bring.



## 7.5 Vocabulary – HELP NEEDED!

Now that Mia has finally reached an agreement with the manager and has already signed the contract with the hotel, all is set to start opening a new salon.

Since the rooms are already furnished and fully decorated, all she needs are new staff members and beauty products, so the new salon will be completely ready and fully functioning.

She is not so worried about where she will find a receptionist or a cosmetologist. The thing that is on her mind right now is how to find a good masseur with a lot of experience. In order to make the salon operating as quickly as possible, she has decided to put an advertisement on the Internet website for unemployed people or people looking for better job opportunities. In this way, she is surely to find somebody with the proper knowledge and the needed experience in no time.

Read her advertisement and help her finish it. Fill in the gaps with the most appropriate forms of the words in brackets.

### JOB OPPORTUNITY!

The beauty salon ..... is looking for a skilled ..... (MASSAGE) with a lot of experience.

#### Qualification

The candidate must have appropriate ..... (EDUCATE) and be a ..... (PROFFESION) in this field. It is also required to have a certificate in being a ..... (QUALIFY) expert in at least three ..... (ADD) techniques of massages, preferably Thai massage, sports massage and ..... (REFLEX).

#### Experience

In addition to having the above mentioned certificates, you are also required to have at ..... (LESS) 5 years of experience in this profession.

#### Age

Between 25 and 45 years in excellent health.

### Working environment

The post requires working in a team with other ..... (COSMETOLOGY) and members of staff. The salon is ..... (LOCATION) in the hotel ..... and provides excellent ..... (WORK) conditions. Since we provide services in a hotel, you will be required to work also in the ..... (NOON) as well as on ..... (WEEK).

At the ..... (BEGIN) the salary will be around 1000€ including extra ..... (PAY) for lunch and ..... (TRANSPORT) to work. After a year's time, the salary may be ..... (NEGOTIATE).

### Other skills

We are looking for a candidate with great ..... (PERSON) and somebody who is full of ..... (OPTIMIST), ..... (MOTIVE) and ..... (CREATE) ideas. You also have to have good ..... (SOCIETY) skills to be able to work with clients and other staff members, as well as to be ..... (CUSTOM) to working in a team.

We are looking forward to hearing from you.

The beauty salon .....



## 7.5 Listening – A JOB INTERVIEW.

It looks like your job advertisement in the salon was worth trying, as there were five applications. Having read them, Mia has decided to call one candidate for an interview. The other four candidates do not have the obligatory certificates as proof of their skills and did not meet the required conditions.

### PRE-LISTENING ACTIVITY

- If you were to assess the candidate, which questions would you set him/her?
- Make a list of at least 5 questions you would ask if you were the interviewer.

The candidate Mia has chosen is Lisa Arnold. Today she is coming for the job interview. She is from Austria, but has been living in Slovenia for 3 years now.

### WHILE-READING ACTIVITY

Unfortunately you weren't able to be there and listen to the interview, so Mia recorded it for you. While listening to what they are talking about, pay attention to the answers to the previously set questions from the task above.

### POST-READING ACTIVITY



Did you notice some polite expressions Mia was using? In order to run a successful business meeting politeness is the key to success. Try to fill in the missing gaps in the following expressions of politeness.

- I am very ..... to meet you.
- You ..... have a lot of references.
- It's an ..... to meet you.
- The thing which ..... my attention.
- I am really ..... to hear that this location suits you.
- I hope you ..... that at the beginning you will be earning a bit less.
- I would like to ..... you to our team.
- If you have any ..... questions don't ..... to ask.



## 7.6 Grammar – GAP FILL.

Here is a short summary of the interview. Fill in the missing gaps with the appropriate words to form collocations.

- According ..... the application Lisa has a lot of experience ..... massages.
- After she finished the studies, she specialised ..... sports massages.
- In addition to massages, she is also familiar ..... work in a beauty salon, which she ..... to know a bit better in her first job.
- She also ..... a lot of experience while working in a spa centre.
- In the advertisement it was the location of the salon which ..... her attention.
- In this ..... she'll save a lot of money on petrol.
- She ..... the requirements.
- There was ..... reason why not hire her.
- Now Mia ..... her the opportunity to ..... herself.



## 7.7 Vocabulary – A LETTER DRAFT.

Mia fulfilled the requirements of the manager and now she can finally write him a letter to inform him of the new staff member.

Here is what she is planning to tell him. Fill in the gaps with the appropriate forms of the words in the brackets.

Mia is going to inform the ..... (MANAGE) that she agrees with their conditions. As..... (PROVE) she already hired new ..... (EMPLOY) in order to fulfil their ..... (REQUIRE). She is going to tell him that she hired a ..... (MESSAGE) with a lot of ..... (VALUE) experience gained in the previous jobs, such as being an ..... (ASSIST) and working in a spa centre. She is also going to inform him of the ..... (OPEN) date, which will probably be in a ..... (NIGHT) or in a three weeks' time. In the letter she is also going to explain which ..... (ADD) services she would start providing, which was also one of the conditions they set. She will close the letter with hope that they will finally reach an ..... (AGREE) and express her gratitude for the trust. She is going to say that she is also available for any ..... (FAR) questions..



## 7.8 Writing – REPLY.

Now you know what Mia is planning to write to the manager. Help her write a business letter. Include the information of the hotel and be careful about the layout of the letter. If necessary consult the previous letters.

Your letter should be from 100-150 words long and it should include the following points:

- informing the manager of the new employee,
- introducing new service,
- expressing gratitude for the trust and given opportunity.



## UNIT 8: Poznavanje in razumevanje principov učinkovite predstavitve in njihova uporaba pri delu



### 8.1 Grammar – FUTURE PLANS.

Now that Mia has employed a professional masseur, she can soon open the salon. But before that there are still some things that need to be taken care of.

Read about what Mia still has to do before opening the salon and fill in the missing gaps with the appropriate forms of the verbs in brackets. You may use all tenses expressing futurity as well as Present tenses. Check the grammar section at the back of the book on page 89 if in doubt.

The salon is in its final stages now. There are just few things Mia ..... (need) to take care of and then the salon ..... (be) ready for the grand opening.

First of all, and most importantly she must sign the contract with the hotel. She ..... (meet) the manager of the hotel tomorrow in order to talk about the contract. Mia ..... (hope) the lawyers ..... (prepare) it until Monday, so that on Tuesday they ..... (sign) it.

Mia also needs to pick a brand of products she ..... (use) in her salon. She ..... (think about) it all week, but she still ..... (not know) which to choose. She ..... (look) at some websites tomorrow and hopefully she ..... (find) some useful information on the Internet forums dedicated to cosmetology. She has already decided she ..... (call) her friend from secondary school to ask her for advice. She ..... (work) in a pharmacy. She ..... (look forward) to her advice, because she is not only an expert for beauty products, but also ..... (know) exactly which products sell well and which ..... (be) not bought very often. Choosing the right brand ..... (be) very important, because if the products ..... (be) of a high quality, this ..... (enable) great results. Consequently, this ..... (mean) satisfied clients who ..... (recommend) you to their friends.

Beside deciding on the range of products she ..... (use), Mia must also decide on the schedule. The spa centre in the hotel ..... (open) at 9 a.m. and ..... (close) at 8 p.m. Mia ..... (believe) it ..... (be) a good idea to come to work at 8 in the morning to prepare all the necessary things until 9. If the manager ..... (allow), she ..... (start) working as early in the morning as possible.

Another thing she ..... (discuss) with the manager tomorrow is to do with the reception. She ..... (need) to know if it ..... (be) possible for the clients to make appointments at the reception desk of the spa or if she ..... (need) her own receptionist. She ..... (hope) they ..... (allow) her services to be

arranged by the receptionist in the spa, because she certainly ..... (not have) the time to do it by herself. What is more, she also..... (not want) to employ someone only to answer the telephone.

Mia ..... (ask) the manager how they want her to pay the rent. .... (she have to) pay for it monthly or yearly?

Lastly Mia ..... (also plan) a party for the grand opening. She ..... (organize) a small celebration, the purpose of which ..... (be) to introduce herself to the other employees of the spa centre and the management, as well as to attract new potential clients.

Mia ..... (need to) prepare posters and leaflets to advertise the salon. The first week she ..... (have) a special offer. All the treatments ..... (be) 30% cheaper. .... (you think) this ..... (bring) new clients to the salon?



## 8.2 Reading – AN INTERESTING ADVERTISEMENT.

When opening a successful beauty salon it is not enough to have good staff, also the quality of the products you are using is of utmost importance.

Mia is deciding which brand of skin care products to choose. She is looking at many advertisements for skin products in order to make her decision easier.

### PRE-READING ACTIVITY

- As an expert, which brand would you recommend Mia to use?
- What do you believe are important features when it comes to choosing a skin care product? Make criteria and discuss in small groups what makes a good skin care product.

### WHILE-READING ACTIVITY 1

Here is one advertisement for the line of products from a brand called Naturella. Read the advertisement and decide if the products they are selling meet your criteria. Additionally, pay attention to the features you find important and see if Naturella products meet your expectations.

### WHILE-READING ACTIVITY 2

To make sure you are fully familiarised with the products, read the advertisement once more. While reading, try to find the most appropriate answers to the following questions related to the text.

1. What does the author of the advertisement claim to be the biggest advantage of the Naturella products?  
.....
2. Why is it important to offer the client products for all sorts of treatments?  
.....



3. Name a few fields this company is specialised in.  
.....
4. Of all the reasons why one should buy Naturella products, which convinced you most?  
.....
5. Where do Naturella clients have the opportunity to go?  
.....
6. What are the seminars and training courses about?  
.....
7. Beside the course participants, who else is also there?  
.....
8. How can a person who is interested in these products buy them or get some additional information if needed?  
.....

Naturella is a line of products for professional cosmetologists used in professional beauty salons all over the world.

#### **WHAT IS NATURELLA?**

Our major advantage is that we provide complete solutions for all skin problems, be it teen or mature skin. We believe it is important to be able to offer our clients high quality products for all kinds of treatments, so that they are able to satisfy their clients with complete skin care solutions. As proof of a vast variety of our products, here is the list of different fields we are specialised in:

- age protection skin products,
- sensitive skin products,
- hydration skin products,
- nourishing skin products,
- pH balancing products,
- cleansing products,
- damaged skin products,
- tanning products.

You will find that such a vast range of products will surely satisfy any needs of your customers, no matter their skin condition. Each line of products is designed to suit an individual's skin problem and thus treats it systematically with the help of our specialised products.

#### **WHY CHOOSING NATURELLA?**

There are many reasons why to choose our products. The following facts will surely convince you.

- The company was founded in the 1980s.
- Our products are not tested on animals.
- We use the most advanced technology.
- All our products are patented, each containing its unique clinical formula.
- All our products are hypoallergenic and clinically tested.
- 87% of the ingredients used are organic.
- There are no fragrances added to our products.
- The creams are non-comedogenic.
- Over 100 well-known beauty salons have already trusted us by using our products.



Apart from the above stated facts, another great advantage which comes by choosing our products is the exclusive access to our seminars and training courses, which enable you to fully understand the philosophy of our products. At these courses you are given the opportunity to talk to our leading researchers and ask our cosmetologists for advice. There you gain practical experience and have the opportunity to test the products yourself. Such valuable knowledge will surely help you develop professionally and is a step further in your career.

If you are interested in our products or working with us, please visit our website or contact us directly via telephone or our e-mail. For any further details contact your local distributor and arrange an appointment with one of our sales representatives, who will gladly answer your questions and present our products.



### 8.3 Vocabulary - WEBSITE.

The advertisement caught Mia's attention. She became interested in their products and visited the official website.

Here is what she found out when reading their website articles and promotion material. Fill in the missing blanks with the appropriate forms of the words in brackets.

The company was founded in 1983 and has a very long tradition of the ..... (PRODUCE) of beauty creams. The philosophy behind is very ..... (INTEREST), namely, they believe in the ..... (COMBINE) between ..... (TRADITION) ways and ..... (CLINIC) approach. Therefore, their products are the ..... (MIX) of old and modern ways of making a new product.

They get the ..... (INSPIRE) for new products from the needs of their clients and they make ..... (IMPROVE) of their products on the ..... (BASE) of customers' ..... (FEED). One of their most ..... (WIDE) sold products are facial creams, ..... (MOISTURE) and ..... (CLEAN).

All their products are ..... (CLINIC) ..... (TEST) and ..... (APPROVE) by many cosmetology ..... (ASSOCIATE). Many ..... (LEAD) ..... (DERMATOLOGY) say their products are one of the best and ..... (ADVICE) them to their clients.

What really convinced Mia was the new product they are working on. They claim that the ..... (USE) of this product ..... (SUCCESS) reduces the ..... (VISIBLE) of the pores. The ..... (REDUCE) of pores is one of the main things women strive for. This new ..... (DISCOVER) is ..... (TRUE) an ..... (INNOVATE). The product is supposed to ..... (ACTIVE) the ..... (GENERATE) and ..... (NEW) of cells more ..... (QUICK) as any other product.



## 8.4 Listening – SALESMAN.

Having seen the advertisement and having browsed through their website, Mia has decided to find out a bit more about the Naturella products. Unfortunately, there is no distributor of their products in Slovenia. Therefore, she contacted the nearest distributor in Graz and made an appointment with their sales representative.

**PRE-LISTENING ACTIVITY** Prepare a list of questions you would like to ask the sales representative.

**WHILE-LISTENING ACTIVITY** Listen to their conversation, make notes of the points the sales representative makes and which you find important.

**POST-LISTENING ACTIVITY**

- Has the sales representative convinced you?
- Would you buy their products?
- What do you think the major advantages of the training seminar they were talking about are?
- Have you attended such a seminar or would you like to?



## 8.5 Speaking – YOU'RE ON TV!

Mia is attending a training seminar which Naturella is organising for the cosmetologists who are going to start using their products.

Naturella is going to make a short video of the event later published on their website. In this video they are also going to interview Mia about her decision to use their products and how she finds the event. The clip should last for only a few minutes.

**PRE-SPEAKING ACTIVITY**

Work with your partner. Each of you is going to ask five questions and answer them. Decide who will be the interviewer first. Take a look at the following questions so that your co-speaker does not see them. Then you will switch roles and you will be asked five questions yourself.

Before starting, prepare together a quick introduction of a few sentences. Example: Interviewer –We are at the Naturella training seminar, where ...



## SPEAKING ACTIVITY

Questions A	Questions B
<ol style="list-style-type: none"> <li>1. Why have you decided to come to the training seminar?</li> <li>2. What have you learnt so far here?</li> <li>3. How do you find Naturella products?</li> <li>4. Did you use these products before the training?</li> <li>5. What do you believe is the greatest advantage Naturella products have over other brands?</li> <li>6. Can you briefly introduce your salon?</li> </ol>	<ol style="list-style-type: none"> <li>1. How did you find out about Naturella?</li> <li>2. What is the most useful thing you have learnt at this training?</li> <li>3. Who do you think Naturella products are most appropriate for?</li> <li>4. Which is your favourite Naturella product?</li> <li>5. Would you recommend their products to your clients and why?</li> <li>6. Can you briefly describe the work you do in your salon?</li> </ol>



### 8.6 Vocabulary - WORD FORMATION, ARTICLE

After attending the conference and training seminar organized by Naturella, she got a certificate and has become a qualified cosmetologist for Naturella products.

Every new beauty salon that joins their brand is offered a unique opportunity to publish an article in the company's magazine and present themselves on their official website. This is a great promotion, which is why, the article must be written very carefully in order to attract as many new clients as possible.

Before writing it, Mia read some presentations of other salons on the website to gather some ideas for her own article.

Read the article and fill in the missing gaps with the appropriate forms of the words in the brackets.

Beauty salon SunLight - "More than just beauty".

Our beauty salon is ..... (LOCATION) in the Hotel Sun Shine\*\*\*\*\* in Vienna. We offer our clients all sorts of ..... (TREAT), among which one of the most popular are ..... (FACE), ..... (FRANCE) manicure and ..... (SPORT) massage.

Our ..... (EMPLOY) are ..... (HIGH) trained ..... (PROFESSION) and ..... (THERAPY) with years of experience in beauty ..... (PROCEDE).

In our salon we use the ..... (GOOD) products from Naturella which give excellent results. We are also ..... (DISTRIBUTE) for this cosmetic brand, which means that our clients can buy these products at ..... (SPECIAL) low prices.

For more information you are welcome to visit our website and check out our special offers.



## 8.7 Writing - ARTICLE.

Having read the article by the SunLight beauty salon, Mia got some ideas what she wants to include in her presentation.

Help her write a similar article of 150-220 words, in which you include the following ideas:

- a title,
- the slogan of the salon,
- a brief description of the salon,
- location of the salon and a brief presentation of the hotel,
- presentation of the staff members,
- treatments the salon offers,
- contact details.

## ***UNIT 9: Poznavanje in razumevanje kodeksa poklicne etike in ravnanje v skladu z njim.***



### **9.1 Reading – THE CODE OF ETHICS.**

As a professional beauty therapist it is essential to follow the guidelines of the code of ethics.

Mia read the rules set by the leading cosmetology organizations and associations. She made a short list of the most important rules each beauty therapist should follow in their professional career.

#### PRE-READING ACTIVITY

- Name a few things which you personally find very important in your career.
- What do you imagine under the term *ethics*?
- List 5 reasons why you think such code of ethics exists for this profession.

#### WHILE-READING ACTIVITY

- Highlight points of the article which you personally find important.
- Underline any new expressions or unknown vocabulary.

Here are Mia's notes on Code of Ethics and Professional Practice.

#### RELATIONSHIPS IN THE SALON

- It is important that the beauty therapist acts professionally at all times.
- The relationship with clients must be strictly professional and appropriate.
- The sex, age, skin colour, race, political, religious or any other views of the client must not affect how you treat your client.
- You should maintain a positive atmosphere in the salon and cooperate with other co-workers.
- You must respect other beauty therapists and medical personnel.

#### CONFIDENTIALITY

- The information a therapist gathers must serve only for the purposes of performing treatments.
- All personal information must be confidential.
- The client must be informed of the data you are keeping and must agree to it.
- You are not allowed to discuss the details regarding your client with anyone but your client.

#### COMPETENCE

- You are allowed to perform only those treatments you are fully qualified for.

#### CLIENT'S CONSENT

- The client needs to agree to the treatment you are about to perform.
- You have the right to refuse to perform a treatment if you assess that the client's choice of the treatment is not appropriate.
- You must consult your client prior to the treatment to inform the client of all potential dangers and reactions of the treatment.

#### KEEPING A RECORD

- You should keep record of the history of previous treatments and store that data for a minimum of 10 years.
- All advice for after treatment skin protection should be noted in the record card.
- All reactions to the treatment or to a specific product must be noted in the record card.

#### HYGIENE

- All staff members must follow the procedures to maintain a safe and clean working environment.
- All staff members are obliged to try to prevent cross-contamination and cross-infection.
- You must be familiar with the government regulations regarding this matter and make sure you follow any new acts regularly.

#### APPEARANCE

- A beauty therapist should wear a uniform, preferably with short sleeves in order to prevent any potential contamination.
- A beauty therapist must not wear jewellery or wrist watches during the performance of the treatment.

#### CONTINUING PROFESSIONAL DEVELOPMENT

- A beauty therapist should have a constant need and desire to gain new knowledge and attend courses to follow new trends.



## 9.2 Speaking – REGULATIONS.

At each salon the employer and staff members should strictly follow certain legislation regarding the workplace, clients and safety in the salon.

Work in small groups. Each group should research one of the following laws or acts:

- Manual Handling Operations Regulations 1992,
- Management of Health and Safety at Work Regulations 1999,
- Provision and Use of Work Equipment Regulations 1998,
- Personal Protective Equipment at Work Regulations 1992,
- Consumer Protection Act 1987,
- Cosmetic Products (Safety) Regulations 2004.

Use the Internet to find the laws or the summary of these laws. It would be a good idea to find the websites of the associations of beauty therapists or cosmetologists where these laws are explained more clearly. You are also encouraged to read the Slovene legislation to fully familiarise yourself with this topic.

Make short notes and prepare a 3-minute presentation for your classmates which summarises the law or act you have chosen.

In addition to your presentation in class, prepare a short written summary of your presentation for Mia, so that she will be able to inform her clients of the legislation in the English language.

For example:

### Health and Safety at Work etc. Act 1974

This law is about the employers and their responsibilities. The act requires them to:

- ensure a safe working environment,
- provide a safe system or procedure of work,
- provide safe equipment to work with,
- ...

If these rules are not obeyed, an inspector or any other government-appointed body may...



### 9.3 Listening – PRESENTATIONS.

Listen to your classmates giving presentations on different acts and regulations which need to be followed when running a beauty salon.

While you are listening make short notes of their presentations and prepare at least one question for at least 5 presenters.



### 9.4 Grammar – IF...

Now that Mia and you have familiarised yourselves with these rules, it is essential to present them also to the staff members. Read the sentences about professional ethics which Mia told Lisa about and transform them using modal verbs.

It is important that you act professionally in front of your clients.

.....

It is necessary that the relationship with your clients is strictly professional and not on friendly basis.

.....

It is imperative that the religious views of the client don't affect how you treat your client.

.....

I advise you to try to create a positive atmosphere in the salon.

.....



It is also good to establish a good relationship with your co-workers.

.....

You need to keep all information of our clients confidential.

.....

It is forbidden to share any details regarding our clients with anyone else.

.....

You are not allowed to give any other messages than those which you are qualified for.

.....

The client needs to know what the treatment includes and needs to agree to it.

.....

I advise you to keep record of previous treatments.

.....

You are obliged to wear a uniform in the salon.

.....

But it is not necessary for you to wear gloves.

.....

Prior to every treatment you need to take off all your jewellery.

.....

It is a good idea to follow trends.

.....



## 9.5 Vocabulary - Word formation

The above mentioned rules could be summarised in a short promotional material, which informs clients of the professional ethics. Read the text Mia has written and fill in the missing gaps with the appropriate forms of the words in brackets.

**Our clients and their well-..... (BE) are our ..... (PRIOR)!**

The vision of this salon is to ensure and protect the ..... (CONFIDENTIAL) of our clients and their ..... (PERSON) information. We make sure you are informed of all the records we store by signing a ..... (WRITE) ..... (PERMIT) to allow us to keep the information. Such an ..... (AGREE) enables you to see ..... (EXACT) which information we collect.

**..... (PROFESSION) approach brings ..... (PROFESSION) results!**

Another quality of our salon is connected to the ..... (PROFESSION). We make sure our staff follow the ..... (LATE) trends and ..... (INNOVATE) in the field of cosmetology. They not only have the necessary qualifications, but they also ..... (CONTINUE) attend courses where they gain ..... new (KNOW). In this way, we make sure we can offer you ..... (USE) tips and ..... (ADVISE). By ..... (REGULAR) educating ourselves we follow new technological trends in the field of hygiene, which is why, we are also very ..... (SUCCESS) in the ..... (PREVENT) of ..... (DANGER) cross-..... (CONTAMINATE) and cross-..... (INFECT).



## 9.6 PROMOTING ETHICS

Now that you have completed the text Mia has written, write a similar one which includes all other rules mentioned in this unit.

Your promotional leaflet should be about 120-150 words long and structured similarly to Mia's.

- Choose three to four points you want to discuss.
- Divide these points so that each is discussed in a separate paragraph.
- Create a subtitle or a short slogan for every paragraph that you write.



## CONCLUSION

Good work!

You've managed to help Mia with another challenge in her career, namely to expand her business and open a new salon which includes more services than Mia has ever offered to her clients before.

You've helped her manage the salon, gave her valuable advice with clients who had complained and gave her tips on how to hold successful meetings with the manager of the hotel and new employees. Together you have managed to start from scratch and set up a successful beauty salon which has a clear idea about professional ethics and follows strict rules as recommended by the leading cosmetology associations.

Lately the business has been really going very well and the manager of the hotel also noticed that. He even suggested Mia a strange, yet exciting new business opportunity. The hotel is renovating their spa centre and there is a chance that Mia will be in charge of it. If she does, she will surely need your help again, so maybe you two will soon meet again.

## APPENDIX 2



### GRAMMAR SECTION

#### 1. Passive

##### Formation of the PASSIVE VOICE

1. Passive of PRESENT SIMPLE: **am/is/are + 3<sup>rd</sup> form of a verb**

ACTIVE: Mary writes a letter.

PASSIVE: A letter is written (by Mary).

2. PRESENT CONTINUOUS: **am/is/are + being + 3<sup>rd</sup> form**

ACTIVE: Mary is writing a letter.

PASSIVE: A letter is being written.

3. PAST SIMPLE: **was/were + 3<sup>rd</sup> form**

ACTIVE: Mary wrote a letter.

PASSIVE: A letter was written.

4. PAST CONTINUOUS: **was/were + being + 3<sup>rd</sup> form**

ACTIVE: Mary was writing a letter.

PASSIVE: A letter was being written.

5. PRESENT PERFECT: **has/have + been + 3<sup>rd</sup> form**

ACTIVE: Mary has written a letter.

PASSIVE: A letter has been written.

6. PRESENT PERFECT CONTINUOUS: **has/have+been+being+3<sup>rd</sup> form**

ACTIVE: Mary has been writing a letter.

PASSIVE: A letter has been being written. \*rarely used

7. PAST PERFECT: **had + been + 3<sup>rd</sup> form**

ACTIVE: Mary had written a letter.

PASSIVE: A letter had been written.

8. WILL FUTURE: **will + be + 3<sup>rd</sup> form**

ACTIVE: Mary will write a letter.

PASSIVE: A letter will be written.

9. GOING TO FUTURE: **am/is/are going to + be + 3<sup>rd</sup> form**

ACTIVE: Mary is going to write a letter.

PASSIVE: A letter is going to be written.

10. Passive of MODAL VERBS: **modal verb + be + 3<sup>rd</sup> form**

ACTIVE: Mary can write a letter.

PASSIVE: A letter can be written.

11. Passive in conditionals:

TYPE 1: **will + be + 3<sup>rd</sup> form**

ACTIVE: If it rains tomorrow, they will cancel the concert.



PASSIVE: If it rains tomorrow, the concert will be cancelled.

TYPE 2: **would + be + 3<sup>rd</sup> form**

ACTIVE: If I won the lottery, I would buy a new car.

PASSIVE: If I won the lottery a new, car would be bought.

PASSIVE: If the lottery was won, I would buy a new car.

TYPE 3: **would have + been + 3<sup>rd</sup> form**

ACTIVE: If I had studied harder, I would have passed the exam.

PASSIVE: If I had studied harder, the exam would have been passed.

**IMPORTANT!!!!**

1. The subject influences the agreement with the auxiliary verb.

ACTIVE: They are writing a letter.

PASSIVE: A letter is being written.

2. Object may consist of more words.

ACTIVE: Mary is writing a letter to her grandmother to wish a happy birthday.

PASSIVE: A letter to her grandmother... birthday is being written.

3. Two objects:

ACTIVE: Mary will give you some advice.

PASSIVE: You will be given some advice. / Some advice will be given to you.

2. Expressing futurity

### TENSES USED FOR THE FUTURE

1. **Will future:** **will + Infinitive**

A decision made at the moment of speaking. [I will have some tea.]

Future prediction: I THINK, I SUPPOSE, I'M SURE... [I think the government will win the election.]

2. **Going to future:** **be + going to future + Infinitive**

A decision for a future action which is made before the moment of speaking, a plan.

An action which is going to happen, because we have evidence now.

3. **Present Simple:**

Timetable [Bus leaves at 5 o'clock.]

Time clause [Before he comes, he will call.]

4. **Present Continuous:**

Future arrangements [We are having lunch at 2 p.m.]



## **TAPE SCRIPTS**

### **6. 3 Tape script**

*MIA: Hello, this is Mia from the Beauty salon Relaxa speaking. Can I talk to Mrs. \* Smith?*

*CLIENT: Hello, yes this is she.*

*MIA: I apologise for disturbing you, but unfortunately we have to cancel your 4 treatments this week. Something rather unexpected happened, as one of our employees fell ill yesterday.*

*CLIENT: Oh, that's all right. We don't want to catch a cold, do we?*

*MIA: Well, certainly not. That is why I'm calling to set new dates for your treatments if that is possible?*

*CLIENT: Of course, no problem. When can I come?*

*MIA: Well you were supposed to have your three treatments on Monday, Wednesday and Thursday and make-up on Friday if I'm not mistaken.*

*B (overlapping): Yes, yes, that is correct.*

*MIA: Well, if you have time, we can do it next week on the 22<sup>nd</sup> in month\*, that's Tuesday at 10 a.m., Wednesday at the same time as your appointment this week and on Thursday at 9 a.m.. We can do the make up on Saturday if that suits you?*

*CLIENT: Oh no, that's terrible. I had an appointment for my make-up, because this Friday I am going to a party and I want to look my best. Is there any chance you squeeze me somehow in the schedule for this Friday?*

*MIA: Hmm, I understand. Let me check. Well, you could come at the end of the day. At 8 p.m.? Of course, if that's not too late for you?*

*CLIENT: Perfect, Friday at 8. That'll be great.*

*MIA: Splendid, so see you on Friday and your other appointments are rescheduled for next week on Tuesday, Wednesday and Thursday. I apologise again for all the trouble.*

*CLIENT: It is really not a problem.*

*MIA: Thank you again and have a nice day!*

*CLIENT: Thank you. Bye!*

### **7. 5 Tape script:**

Mia: Hello. My name is Mia and I am the owner of the beauty salon ..... I am very pleased to meet you. As it was written in the advertisement we are looking for a masseur with a lot of experience and according to your application and résumé you truly have a lot of references.

Lisa: It's an honour to meet you. Yes, like I have written in the application I studied physiotherapy in Graz and I have worked in 4 salons so far. After I finished the studies I specialised in sports massages and also took a course in Thai massage.

Mia: Could you explain where you have worked? Were you employed in beauty salons or spa centres?

Lisa: Already as a student my part time job was in a small beauty salon. I was more of an assistant and receptionist there, as at the time I didn't have the degree and I could not do massages. This was a great experience for me, as I got to know the work in a beauty salon a bit better and gained valuable experience there.

Mia: Aha, that's great. It is wonderful that you already know something about the work in a salon. This will surely enable you to get used to our team sooner. What about jobs connected to massages?



Lisa: My second employment was a masseur in a spa centre. I was working there for 2 years, but I quit the job because I met my boyfriend and moved to Slovenia. I have been living here for 3 years now and during this time I have had 3 part-time jobs as a masseur.

Mia: What are your expectations here?

Lisa: I don't expect much. The thing which caught my attention was the location of the salon. I live in Nova Gorica and if I worked here I wouldn't need to drive a lot. My last job was in Ljubljana, which was really inconvenient, as I had to drive for 2 hours every day and over the past few months that really became trying.

Mia: Great. I am really happy to hear that this location suits you. Now the only thing we have to discuss is the salary. I hope you understand that at the beginning you will be earning a bit less, but eventually when we have more clients there will be opportunities for a promotion.

Lisa: Of, course. That is not a problem for me. The most important thing is that I am near my home. In this way I'll save a lot of money on petrol. Not to mention the time spent in the car.

Mia: Wonderful. I have no further questions. You seem like a person with whom it will be very nice to work and since you were the only candidate who has met our requirements I believe there is no reason why not to give you the opportunity to prove yourself. I would like to welcome you to our team and I hope you will enjoy working here. Now if you have any further questions don't hesitate to ask, otherwise we may chat over a cup of coffee.

Lisa: Yes, just one. When can I start?

Mia: It would be great if you could come tomorrow to take a look at the salon.

Lisa: Sure. I'll be there at 8...

<b>8. 4 Tape script:</b>	
Mia	Hi. My name is Mia and I am the owner of .....
Salesman	Pleased to meet you. I'm Johan Eisler, the sales representative of Naturella Austria. Do you know any of our products or shall I introduce each and every one of them to you?
Mia	No, I'm not familiar with any of your products. I've read a lot about them on the Internet though. Could you tell me more about the products for body treatment?
Salesman	Why, certainly. We have treatments for bronzing, hand and feet treatments, as well as products for manicure and pedicure and anti-cellulite treatments. We also have a vast range of products for massages and peelings
Mia	Oh wonderful. I've just hired a new masseur, so maybe you should talk to her about those products. I'm more interested in the products for facial treatments myself.
Salesman	Maybe it would be the easiest if I presented you the products according to the condition they focus on. Here are the products for hydration of the skin and age protection treatment products. Those are our best selling lines of products. Other products focus on acne problems, dark circles or puffiness, redness and dullness of skin, and also uneven skin tone. I would say the biggest advantage of our products is that there is a cream for every skin condition. This gives you the opportunity to treat almost any kind of problem your client may have. This is wonderful especially because Naturella offers complete solutions.
Mia	Complete solutions? What do you mean by that?
Salesman	Well, we a specific condition cannot be treated just by one cream. Our complete solutions include day and night cream, daily cleanser and moisturiser, and in some cases of sensitive skin also make up, such as powder and foundation. For example very dehydrated skin requires a different type of cream and powder, which will protect the skin properly.
Mia	Oh I see. This truly is great. I have another question regarding your training programmes. I've read on your website that you offer regular courses and inform your cosmetologists of new products. How can I join this?
Salesman	If you decide to use exclusively our products in your salon, you are entitled to the special



	<p>training where you get to know our products a bit better. There you also have the chance to speak to our dermatologists and get additional information about a particular product or skin condition. After you complete the course you also get a certificate which proves that you are fully qualified to use our products. If you join this programme, we include your salon on the list of our recommended salons and give you the opportunity to advertise in our magazine, which we publish once a month.</p>
Mia	<p>Wonderful. I think this training is a great idea and I would certainly like to be a part of it...</p>



## REVISION OF THE MODULE

### EXERCISE 1

It is important for a cosmetologist to know a lot of vocabulary. After each unit re-read the texts and fill in the gaps with the appropriate lexical items. There are short descriptions or translations in notes provided to help you with finding the right solutions. There are translations, brief definitions, short examples of use or synonyms provided for you. For each word or phrase missing, write an illustrative sentence containing such typical lexical item and create your own dictionary.

This is Mia. She would like to .....<sup>1</sup> her own .....<sup>2</sup> and open a .....<sup>3</sup>. She .....<sup>4</sup> about this for years and she feels now is the time to fulfil her wish.

She wants to open her salon in one of .....<sup>5</sup> cities in Slovenia. She has not quite .....<sup>6</sup> in which city she will rent business .....<sup>7</sup>. However, she knows for sure that she wants to have her salon .....<sup>8</sup> in a busy street in the very .....<sup>9</sup>. The .....<sup>10</sup> of the salon is very important for business in order to attract as many clients as possible. ....<sup>11</sup>, Mia would like to be situated near a hotel, as this would .....<sup>12</sup> .....<sup>13</sup> also .....<sup>14</sup> many new .....<sup>15</sup>.

Being close to a hotel and having a lot of their .....<sup>16</sup> may, however, mean Mia will have to use English a lot in order to .....<sup>17</sup> with foreigners. Not only all the .....<sup>18</sup>, but also price lists and advertisements will have to be in English as well.

---

<sup>1</sup> To begin

<sup>2</sup> posel

<sup>3</sup> Kozmetični salon

<sup>4</sup> razmišljati

<sup>5</sup> large

<sup>6</sup> Odločiti se

<sup>7</sup> Poslovni prostor

<sup>8</sup> To have a salon situated somewhere

<sup>9</sup> The middle of the city or large town, where usually all important companies and institutions are

<sup>10</sup> lokacija

<sup>11</sup> rajši

<sup>12</sup> In addition to

<sup>13</sup> Redne stranke

<sup>14</sup> pritegniti

<sup>15</sup> A person who pays you for a service or product which you have sold to him/her

<sup>16</sup> People who stay at the hotel and pay for the accommodation there

<sup>17</sup> Talk, speak, convey the message to another person

<sup>18</sup> A piece of paper on which an advertisement is written



That sounds like a lot of work, which is why, she needs your help! She would like you to be the .....<sup>19</sup> of her salon and help her with all the work.

You can start by deciding on the name of the salon and creating a .....<sup>20</sup>!

## EXERCISE 2 WORD FORMATION

Fill in the missing gaps with the appropriate words. Form them from the words in brackets, but change the word class by using word-formational processes.

### *My Wish!*

Mia first got this ..... (WONDER) idea of opening a ..... (BEAUTIFUL) salon one day when she was still a little girl. While all her friends were playing with dolls she was mixing some ingredients she had found on the ground and pretended she was making a beauty cream. Everyone thought she was pretending to be a chef. All until college she had already forgotten about her dream of being a beauty ..... (THERAPY), but she ..... (CONSIDER) the idea again after finishing her ..... (STUDY).

Mia decided to ..... (FILL) her dream and started ..... (SAFE) money for the salon. Last week she finally got her loan ..... (APPLY) from the bank and the ..... (APPROVE) that now she can make ..... (INVEST) into her business.

She wants to have three big, ..... (BEAUTY) decorated rooms. One room will serve as a ..... (WAIT) room and reception. She wishes to put a ..... (COMFORT) sofa in it and a counter desk with a computer. This room will lead to the second one in which therapies and ..... (TREAT) will be performed. The ..... (LAST) will contain all the necessary ..... (EQUIP) needed for a therapy. She already decided that it would be ..... (FURNITURE) in dark violet colour. She read that this colour has a ..... (RELAX) ..... (EFFECTIVE) on the client and besides, it is also very ..... (TREND) ..... (DAY). The ..... (THREE) room will be used as ..... (STORE) for all the products.

If the business goes well she thinks there is a ..... (POSSIBLE) of ..... (EXPAND) and also start offering other treatments, such as massages and someday she may even consider the ..... (INCLUDE) of sauna and the ..... (CREATE) of her very own little spa centre.

<sup>19</sup> A person who runs the business or is responsible for a certain part of it, but is not necessarily also the owner of the place.

<sup>20</sup> A picture or drawing which represents the company's brand.



## EXERCISE 3

Use the appropriate collocations – collocations are set phrases of words which often co-occur. They are a very important part of vocabulary, which is why, mastering them is of utmost importance. Try to fill in the blanks with the most appropriate phrases. If you need help, you can check notes at the end of the page, which give you some tips on how to complete the gap.

Mia:

Hello everyone. For those of you who don't .....<sup>21</sup>, let me .....<sup>22</sup>.  
My name is Mia Smith and I am the .....<sup>23</sup> of this beauty salon. I would  
.....<sup>24</sup> all of you for coming here tonight and I am happy that I can  
.....<sup>25</sup> this wonderful moment with you.  
Today it is like my dream .....<sup>26</sup>. I have always wanted to have my own beauty salon  
since I was 19 years old. I liked being pretty and .....<sup>27</sup> other people beautiful was even  
greater .....<sup>28</sup> for me. At this point, I would like to thank my sister for letting me paint  
her face with .....<sup>29</sup> all the time when I was pretending to be a  
.....<sup>30</sup> and my mother for not being mad at me when some creams went missing. I  
would also like to thank everyone else for .....<sup>31</sup> me.  
.....<sup>32</sup> a few words about my salon now. ....<sup>33</sup>, the name was  
very difficult to .....<sup>34</sup>. Since I couldn't decide on it, I had to ask my manager to help  
me choose it, so I hope you like it. I think it .....<sup>35</sup> something beautiful and healthy  
which is what I want for my clients to feel like. I want that this beauty salon will also make you even more  
beautiful than you already are, every time you .....<sup>36</sup> visit it.  
I .....<sup>37</sup> a toast to successful business. Now I would like to invite you to come with me  
and take a look at the salon yourself ...  
(.....<sup>38</sup>)

<sup>21</sup> Not to be familiar with something or someone who you have never met before

<sup>22</sup> Say your name, who you are, where you live

<sup>23</sup> A person who has bought or build the salon and is in charge of the salon now

<sup>24</sup> To say you are happy everyone came to your home...

<sup>25</sup> Deliti, preživljati ta trenutek z nekom

<sup>26</sup> To fulfil, or something which becomes real

<sup>27</sup> Narediti lepše, olepšati, polepšati

<sup>28</sup> Happiness

<sup>29</sup> A beauty product which women put on their lips in order to make them appear more reddish or of another colour

<sup>30</sup> A person whose job is to do professional makeup for people on special occasions, such as weddings, photo shootings, fashion shows...

<sup>31</sup> Showing your approval, agreeing with somebody in their actions and encouraging them

<sup>32</sup> Allow me to explain

<sup>33</sup> To begin with

<sup>34</sup> Choose, decide upon

<sup>35</sup> Represents in a name of a symbol

<sup>36</sup> Come to visit

<sup>37</sup> nazdravimo

<sup>38</sup> A sound made when glasses hit each other



## EXERCISE 4

In addition to expanding vocabulary by using collocations, a cosmetologist must also be familiar with technical terms in order to be able to properly explain a client the whole procedure of the treatment they are about to perform. Take a look at the text and guess the missing words. Think of the knowledge you have gained in other school subjects in order to complete the task or check the clues provided at the end of the page.

Mia:

Usually a .....<sup>39</sup> starts with .....<sup>40</sup> include putting your hair back with the help of a .....<sup>41</sup>. What always follows is .....<sup>42</sup>. This may be done just once by .....<sup>43</sup> cleansing milk or maybe two times if necessary to cleanse .....<sup>44</sup>. After this, there comes a 5 to 10 minute massage with .....<sup>45</sup> .....<sup>46</sup>, starting from the .....<sup>47</sup>. Normally, at first, the area around the lips and cheeks is massaged and then the .....<sup>48</sup> and the .....<sup>49</sup> follow. ....<sup>50</sup>, the .....<sup>51</sup> is .....<sup>52</sup> massaged. The cleansing .....<sup>53</sup> with cleaning your face with water using .....<sup>54</sup>.

After this, I will apply the toner on your face and neck with the help of a .....<sup>55</sup>. The face is then treated with a .....<sup>56</sup> for about 4 minutes. This is great for .....<sup>57</sup> and opening pores.

.....<sup>58</sup> the skin is ready for the .....<sup>59</sup> of any blackheads. After this, the skin on the face and neck is massaged with a cream for about 20 minutes. Then vitamin E capsule is applied and massaged on the face for about 4 minutes.

<sup>39</sup> The most common treatment in beauty salons

<sup>40</sup> Word formation: PREPARE

<sup>41</sup> A small piece of cloth which is put in your hair in order to keep them in place and away from the face

<sup>42</sup> A beauty therapy method in which a cosmetologist cleans the client's face

<sup>43</sup> Put on

<sup>44</sup> Very much

<sup>45</sup> Moving your fingers in the direction from bottom to top

<sup>46</sup> Gentle movements of hands on the face

<sup>47</sup> Part of the body connecting the shoulders and the head

<sup>48</sup> čelo

<sup>49</sup> brada

<sup>50</sup> Finally, at the end

<sup>51</sup> Organ of smell

<sup>52</sup> Not very strong

<sup>53</sup> To end

<sup>54</sup> gobica

<sup>55</sup> Material made of cotton

<sup>56</sup> A machine which is used for facial treatments and blows hot air or steam in order to open up the pores

<sup>57</sup> Krvni obtok v telesu

<sup>58</sup> After that

<sup>59</sup> Word formation: REMOVE



Lastly, I will apply the mud mask on your face and neck, leave it to .....<sup>60</sup> and at the end .....<sup>61</sup> with fresh water.

## EXERCISE 5 WORD FORMATION

Fill in the missing gaps with the essential vocabulary items a cosmetologist needs when describing the process of removing the unwanted body hair. Use the words in brackets and change their part of speech to form a new word.

*Laser Hair Removal equipment*...remove the unwanted hair!

.....(INTRODUCE).  
 ..... (REMOVE) of the ..... (WANT) hair is one of the most ..... (POP) beauty .....(PROCEDE). Many people wish to remove the unwanted hair from various parts of their body, such as the face, legs, .....(ARMS), back or bikini line. There are several ..... (TECHNICAL) of doing that, for instance shaving, waxing, ..... (TWEEZER) and similar, however, only the laser ..... (PROCEDE) may be used to ..... (PERMANENT) reduce the amount of body hair.

**The hair** ..... (GROW) **and the structure of the skin.**

Before the ..... (BEGIN) of the ..... (TREAT) it is important to understand the process of hair growth .....(COMPLETE). Hair grows in a three-phase ..... (CYCLICAL) at different rate of ..... (GROW) in different .....(INDIVIDUAL). The ..... (LONG) of growth is also ..... (DEPEND) on the type of hair as well as on the part of the body it grows on.

Read more about the hair growth cycle under the anatomy section in the manual.

**How laser hair** ..... (REMOVE) **works.**

A laser for hair removal emits light energy, which is absorbed by the pigment in the hair. The hair in the ..... (ACT) growth has the largest amount of pigment and therefore absorbs the light energy from the laser the .....(MUCH). The energy absorbed then damages the hair and causes ..... (ABLE) for the hair follicle to grow hair again. Due to the ..... (DAMAGE) made, the hair, being ..... (EXPOSURE) to the laser, eventually fall out. The result is ..... (LESS) hair growth.

**Who is the laser** ..... (APPROPRIATENESS) **for?**

Research shows that generally the light energy is absorbed better if the hair colour is darker than the patient's skin colour. Therefore, the result of the ..... (TREAT) with the hair removal laser is likely to be less ..... (SUCCESS) with the individuals with darker complexion and the individuals with light colour hair. To achieve the same results, more treatments are usually .....(NEED).

**Hair** ..... (REMOVE) ..... (PROCEDE).

<sup>60</sup> Become effective

<sup>61</sup> sprati



The procedure of removing hair with the help of the laser may take just minutes for smaller areas and up to about an hour for ..... (LARGE) parts of the body.

During the treatment both, the ..... (TECHNICAL) and the patient are ..... (REQUIREMENT) to wear special ..... (PROTECT) glasses to protect .....(SEE).

The procedure of the hair removal starts by the ..... (CHOOSE) of the area of treatment, as well as the size of it. Then the ..... (SELECTION) area of the body is ..... (EXPOSURE) to the laser's light energy by the technician guiding the laser over the skin. After being exposed to the laser, the ..... (DAMAGE) hair falls out.

For the complete treatment the procedure has to be repeated several times due to cyclical hair .....(GROW). It is ..... (ADVICE) to repeat the treatment in 4 to 8 weeks after the last treatment has been carried out. Usually it takes from 6 to 8 treatments to achieve the ..... (DESIRE) result; however, the exact number of treatments ..... (VARIETY) according to the skin complexion and the colour of hair of an individual, as the ..... (DESCRIBE) above explains.

### After the procedure.

After the procedure the skin of the ..... (TREAT) area may turn red or appear .....(IRRITATE). This effect usually ..... (APPEAR) ..... (IN) a few days. If not, it is necessary to consult a doctor regarding the skin condition. The patient must not use any ..... (COSMETICS) products immediately after the treatment which may cause potential problems to the ..... (DAMAGE) skin.

## EXERCISE 6 WORD FORMATION

Here is a short text in which Mia explains how difficult it is to get an opportunity to advertise your salon. Therefore being hired as a makeup artist represents a great breakthrough. Fill in the gaps by forming a new word from the one provided in brackets.

Mia has been given the opportunity of a .....(LIFE)!  
..... (RECENT) she has ..... (AD) her salon in many  
magazines. ....(FORTUNE), her ..... (AD) were not so  
.....(SUCCESS). Since she put her advertisement in one of the most widely read  
magazines called Fashionist, no one has called and she has doubts if .....  
(INVEST) into ..... (ADVERTISE) was such a good idea.  
However, last week she got a call from an important client. She was offered to do make-up for a  
photo ..... (SHOOT) for a ..... (POP) fashion magazine.  
They have never heard of her, that is why, she has been trying for the whole month to persuade them  
she is ..... (SUIT) for the job by going to several .....  
(MEET) and sending photos of her previous work.  
The problem is that she has been looking for such an opportunity since the .....  
(BEGIN) of the opening of her salon. The name of her salon has never made an  
..... (APPEAR) anywhere else in the magazines, but in the section of  
.....(AD). She has always dreamt of having her name as a make-up artist right



next to the name of the model and the .....(PHOTO). She has always wanted to do make-up for ..... (FAME) top models. She has always found their faces so perfect and making them even more beautiful has always ..... (PRESENT) a challenge for her. After all, her dream of having a salon on her own started by putting her mother's ..... (STICK) on at a very ..... (YOUTH) age. So far she has already been to 5 ..... (MEET) with the people in charge of this .....(SHOOT). She has met the .....(STYLE), who showed her the clothes the models will be wearing. She has also spoken to the .....(PHOTO). He explained the ..... (SET) and the ..... (LIGHT) in which the photo shooting will take place. The ..... (EDIT) of the magazine has been trying very hard to explain her the whole concept of the shooting and has sent her 4 different ..... (INSTRUCT) so far. She has also been introduced to the .....(HAIR). ..... (THOUGH) she has tried very hard to be ..... (PERSUADE) to get the job for all month, she thinks she has not done enough to ..... (COMPLETE) convince them. She is ..... (SPECIAL) worried, because she has never done such make-up before and is afraid they will not hire her due to the lack of experience. In spite of having all these .....(MEET), she has been worried about this job .....(LATE). Although she has been trained to do fashion make-up, she has never done one for money, and ..... (SPECIAL) not for a well-..... (KNOW) magazine. She has had second ..... (THINK) and ..... (CONSIDER) whether to take the job, because meeting all these people and pleasing their ..... (REQUEST) will ..... (SURE) ..... (PROOF) to be very difficult. This is the first time she has been offered such a job and .....(ADD), she has to ..... (PROOF) herself to so many people

## EXERCISE 7

Fill in the gaps with the suitable words or phrases. You may check the notes at the end of this page or the unit in which this listening text is dealt with if unsure about your solutions.

Mia Hello. You .....<sup>62</sup>be Mrs. Thompson. ....<sup>63</sup>?  
 Dorothy Hi. Yes, I am. I'm here for the .....<sup>64</sup>.  
 Mia Great. First of all, I would like to ask a .....<sup>65</sup> questions to .....<sup>66</sup> a record card. We keep .....<sup>67</sup> of all our clients and the treatments. That is why we need some of your .....<sup>68</sup>.

<sup>62</sup> Expressing you are sure that this is Mr. Thompson

<sup>63</sup> Asking how one feels, usually right after greeting a person

<sup>64</sup> The most commonly practised treatment in beauty salons

<sup>65</sup> A few, some

<sup>66</sup> Write the question information into the questionnaire or record card

<sup>67</sup> A track of all the information needed for a treatment, such as medical history, treatment history and personal information of a client

<sup>68</sup> Information which are about a person and are confidential, so a cosmetologist should never reveal them to somebody else



- First of all, your name is Dorothy Thomson, is that .....<sup>69</sup>D-O-R-O-T-H-Y T-H-O-M-S-O-N?
- Dorothy You've got the .....<sup>70</sup>name right, but my .....<sup>71</sup>is spelled with a "p" in the middle; T-H-O-M-P-S-O-N.
- Mia Oh, I do .....<sup>72</sup>for this mistake. Would you .....<sup>73</sup>telling me what your .....<sup>74</sup>is?
- Dorothy Oh, I just .....<sup>75</sup> .....<sup>76</sup>to Slovenia and I'll be staying here for a few<sup>77</sup>months due to my husband's work. Shall I give you the address of the house where I am staying now, or the one in the .....<sup>78</sup>?
- Mia Sure, you can give me the .....<sup>79</sup>address, please.
- Dorothy It's Slovenska cesta 173, 1000 Ljubljana.
- Mia Thank you very much. All I need now is a telephone number on which we can contact you in case we need to .....<sup>80</sup>the .....<sup>81</sup>or something similar and your e-mail address.
- Dorothy My phone number is 00386-41-542-1440.
- Mia And your e-mail? Would you like us to send you our .....<sup>82</sup>or .....<sup>83</sup>of our special offers?
- Dorothy If possible, I would .....<sup>84</sup>you not to notify me via e-mail. I .....<sup>85</sup>check it, so I think there is no point in giving you the address.
- Mia Sure, I understand. Now, all I need is just your date of .....<sup>86</sup>and .....<sup>87</sup>history. Are you .....<sup>88</sup>to anything or did you maybe experience some particular skin problems in the past?
- Dorothy Oh no. So far I haven't had any problems, so I think there shouldn't be any. Oh, and my date of birth is 15thNov, 1978.
- Mia Great. Now I think we've got all the information we need. Thank you very much. Please follow me to the treatment room...

<sup>69</sup> How do you ask somebody to slowly pronounce their name, letter by letter?

<sup>70</sup> The name which is not your last name

<sup>71</sup> Another word for last name

<sup>72</sup> Feel sorry for the mistake

<sup>73</sup> Could you please

<sup>74</sup> Where one lives

<sup>75</sup> Not long ago

<sup>76</sup> Change the location of your home

<sup>77</sup> Some

<sup>78</sup> Another name for the Great Britain

<sup>79</sup> The address you have at the moment

<sup>80</sup> Word formation: SCHEDULE

<sup>81</sup> Word formation: APPOINT

<sup>82</sup> A short promotional material, usually sent via email in order to inform your clients of the news of your company or new services you have started offering

<sup>83</sup> Word formation: NOTIFY

<sup>84</sup> rather

<sup>85</sup> Not very often

<sup>86</sup> Word formation: BORN

<sup>87</sup> Word formation: MEDICINE

<sup>88</sup> Word formation: ALLERGY



## EXERCISE 8

Below are the telephone instructions of a hair dresser. The line is poor so sometimes it is quite difficult to understand what the person on the other line is saying. Read the text carefully and think of the expressions which a hair dresser might use. There are sometimes several options possible. It would be a good idea to tell your story to your partner to see the differences in meanings and therefore various possible interpretations of such a conversation. Then compare your stories to the tape script at the end of the coursebook to see how many words you guessed correctly. Remember that guessing the meaning is a very important skill and only when doing the exercise for the second time, you may look at the tips in form of notes at the end of the page.

Read the text for the first time with some words missing and imagine the gaps are caused by a sound of a bad telephone connection.

Hi .....<sup>89</sup>! The .....<sup>90</sup> has told me to call you and give you some .....<sup>91</sup> so that you can prepare yourself better for the shooting and that you will know how the work .....<sup>92</sup>.

Here is how we'll do it:

First you must .....<sup>93</sup> the model's face and .....<sup>94</sup> all the makeup. Please use the .....<sup>95</sup> from L'Oréal, otherwise the face is always too .....<sup>96</sup> and the cream gets into hair which causes a lot of problems for me and ruins the already .....<sup>97</sup> hair.

After that, I will .....<sup>98</sup> the hair and .....<sup>99</sup> you must not touch it, otherwise you'll get dirty. The editor says that while waiting you have to apply .....<sup>100</sup> and .....<sup>101</sup>

Please make sure you apply .....<sup>102</sup> and .....<sup>103</sup> on the eyes last, because I must finish .....<sup>104</sup> the hair first, otherwise it will get on the hair and all over the model's face as well.

After that, you must .....<sup>105</sup> do the final .....<sup>106</sup> as we won't have much time left. You have to .....<sup>107</sup> by 12 o'clock, because the

<sup>89</sup> Addressing a person very informally

<sup>90</sup> Person in charge of and responsible for the magazine's contents and articles

<sup>91</sup> Another word for *guidelines*

<sup>92</sup> Continues, goes on, what is the procedure usually

<sup>93</sup> Make the face clean and get rid of all the makeup

<sup>94</sup> Get rid of something, putting away something

<sup>95</sup> A product which is used for putting off makeup

<sup>96</sup> Too much oil

<sup>97</sup> Cleaned with water and shampoo

<sup>98</sup> Make the hair of a different colour

<sup>99</sup> In the meantime

<sup>100</sup> Cosmetic product used before the powder is applied

<sup>101</sup> Cosmetic product which is used in order to conceal the flaws on the skin

<sup>102</sup> A cosmetic product which is used to make the eye lashes appear longer, stronger or of different colour

<sup>103</sup> A cosmetic product used for colouring the area above the eye lids

<sup>104</sup> Making the hair not wet

<sup>105</sup> In a very fast way

<sup>106</sup> Final finishing

<sup>107</sup> To end something



.....<sup>108</sup> arrives at 1 p.m. and in the meantime the models have to get  
 .....<sup>109</sup> .  
 Hugs, Dave

## EXERCISE 9 - GRAMMAR

Fill in the brackets with the appropriate tenses.

### *Expanding the business.*

After the shooting Mia's salon ..... (be) really busy. In the last month she  
 ..... (have) a lot of customers – 30 in fact. She ..... (never have) so  
 many customers before. She ..... (wish) she ..... (take part) in the  
 shooting earlier so that her salon ..... (become) so well-known sooner.  
 ..... (work) a lot was besides hard also rewarding and this .....  
 (give) her both – new motivation as well as financial support to start working on new projects.

At the moment one of her projects ..... (be) to have manicure and pedicure equipment.  
 During this month the clients ..... (tell) her a lot about their previous experience with  
 beauty salons and Mia ..... (realise) that almost all of them .....  
 (have also) a manicure or pedicure done at least twice or three-times a year before they  
 ..... (become) her clients. One client even ..... (wish) this salon  
 ..... (offer) manicure, as she ..... (need) .....  
 (look) her best for a party she attended that day.

This really ..... (make) Mia think. She realised she was only offering face treatments.  
 She ..... (offer) facials, acne treatments and even make-up for special occasions. But  
 besides beautiful makeup and carefully selected clothes, special events also ..... (require)  
 beautiful nails and toes. For this reason, Mia now ..... (wish) she .....  
 (can offer) her clients these treatments as well.

Mia could not believe how she ..... (forget) about this idea before the salon  
 ..... (open). She ..... (wish) she ..... (think) of  
 this sooner, as manicure and pedicure turned out to be such an important service. ....  
 (realise) that, she decided to start offering these as well.

Due to the new service Mia's business ..... (really improved) in the past  
 months. Now she ..... (have) more than 50 satisfied regular clients.

She ..... (not only pay off) the loan she took when she .....  
 (open) the salon, but with your help and expert managing she ..... (also  
 manage) ..... (put) some money aside.

<sup>108</sup> A person who photographs people as a part of their professional career

<sup>109</sup> Put on clothes



Now that her dream of having a beauty salon ..... (fulfil), she can set herself new goals. She ..... (already think) of ..... (expand) the salon and ..... (start) to offer new services, including body treatments. With your help she is bound ..... (succeed).

However, for now, both of you ..... (have) a well-deserved break, as Mia ..... (go) on holidays next week and she ..... (advise) you to do the same in order to get new strength for the upcoming challenges.



## VIRI

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