

# DACUM Research Chart for Cosmetologist

## DACUM Panel

Sharon Adams  
Owner-Manager  
Karen's Beauty Shop  
Mount Gay, WV

Johnny Browning  
Cosmetologist  
Hair Deco  
Logan, WV

Susan Poveromo  
Cosmetologist  
Trendz  
Madison, WV

Ronnie Robinette  
Hairstylist  
Karen's Beauty Shop  
Mount Gay, WV

Darlene White  
Cosmetologist  
Heads-up  
Man, WV

## DACUM Facilitators

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CETE/OSU

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Consultant

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Duties		Tasks				
A	Prepare for Day's Work	A-1 Unlock/lock door & cabinets	A-2 Check work environment (e.g., lights, heating, cooling)		A-3 Check appointment book	A-4 Process phone calls & messages
		B-1 Consult with customer regarding wants	B-2 Analyze hair structure	B-3 Analyze skin tone & facial shape	B-4 Analyze person's lifestyle (e.g., time available, profession)	
C	Perform Hair Care	C-1 Determine hair service required (e.g., chemical or non-chemical)		C-2 Shampoo client's hair (e.g., clarifier, moisturizer, volumizer)	C-3 Cut client's hair (e.g., texturize)	C-4 Wet-set client's hair (e.g., pin curls, rollers)
		C-11 Perform specialty hair techniques (e.g., wigs, wiglets, hair extensions)				
D	Perform Nail Care	D-1 Analyze hands & feet	D-2 Prepare nails for treatment (e.g., cut, file)	D-3 Soak hands & feet (e.g., repeat as needed)	D-4 Apply oils to hands and feet	D-5 Apply hot towels to hands & feet
		E-1 Analyze facial skin (e.g., dry, oily, normal, or combination)	E-2 Provide depilatory service (e.g., eye brows, facial hair, other)		E-3 Cleanse face & neck	E-4 Manipulate face & neck with lotion
E	Perform Skin Care	F-1 Create salon sign (e.g., services rendered)		F-2 Display specialty cosmetology certificates/diplomas	F-3 Retail hair, skin, & nail care products	F-4 Create advertising "write-ups"
		G-1 Sterilize salon implements (e.g., comb, brush, shears, clippers)		G-2 Clean entrance & reception areas	G-3 Maintain sanitary restroom(s) & work station(s)	G-4 Launder salon towels & capes
F	Market Cosmetology Services	H-1 Order salon licenses (e.g., salon, cosmetology, business & booth rental)		H-2 Display state salon rules, regulations & licenses	H-3 Keep appointment books & client logs (e.g., client cards)	H-4 Maintain bank account
		I-1 Participate in hair shows (e.g., new products, styles & techniques)		I-2 Attend cosmetology workshops	I-3 Attend artistic hair institutes (C.E.: Continuing Education)	
G	Maintain Clean & Sanitized Work Environment	H-1 Order salon licenses (e.g., salon, cosmetology, business & booth rental)		H-2 Display state salon rules, regulations & licenses	H-3 Keep appointment books & client logs (e.g., client cards)	H-4 Maintain bank account
		I-1 Participate in hair shows (e.g., new products, styles & techniques)		I-2 Attend cosmetology workshops	I-3 Attend artistic hair institutes (C.E.: Continuing Education)	
H	Perform Customer & Financial Record Keeping	H-1 Order salon licenses (e.g., salon, cosmetology, business & booth rental)		H-2 Display state salon rules, regulations & licenses	H-3 Keep appointment books & client logs (e.g., client cards)	H-4 Maintain bank account
		I-1 Participate in hair shows (e.g., new products, styles & techniques)		I-2 Attend cosmetology workshops	I-3 Attend artistic hair institutes (C.E.: Continuing Education)	
I	Continue Cosmetology Education	H-1 Order salon licenses (e.g., salon, cosmetology, business & booth rental)		H-2 Display state salon rules, regulations & licenses	H-3 Keep appointment books & client logs (e.g., client cards)	H-4 Maintain bank account
		I-1 Participate in hair shows (e.g., new products, styles & techniques)		I-2 Attend cosmetology workshops	I-3 Attend artistic hair institutes (C.E.: Continuing Education)	

A-5 Turn on music & tools	A-6 Prepare refreshments (e.g., coffee, soda, water)	A-7 Pull daily supplies (e.g., towels, neck strips)	A-8 Replenish back bar supplies (e.g., hair sprays, shampoo)	A-9 Wear protective apparel (e.g., smock, gloves)	
B-5 Recommend service options	B-6 Present cost of service options	B-7 Finalize agreement on client's services	B-8 Record personal information, services rendered, & costs		
C-5 Dry-set client's hair (e.g., blow dry, styling tools)	C-6 Give permanent wave (e.g., texture service)	C-7 Apply hair color (e.g., semi & temporary)	C-8 Deposit hair color (e.g., demi & permanent)	C-9 Remove hair color (e.g., frost, high-lighting, lumenizing)	C-10 Repair client's hair (e.g., proteins, vitamins, oils & moisturizers)
D-6 Treat cuticles (e.g., push, cut)	D-7 Perform hands & feet massage with lotion (e.g., pumice/exfoliation)		D-8 Perform paraffin dip (hands & feet)	D-9 Prepare nails for polish (e.g., buff, dry)	D-10 Polish nails (if requested)
E-5 Apply hot towels to face & neck	E-6 Exfoliate face (repeat as needed)	E-7 Prepare skin for make-up and/or finalization of services (e.g., tone, moisturize)		E-9 Apply make-up	
F-5 Advertise salon & services (e.g., TV, paper, radio & flyers)		F-6 Create incentives for salon services (e.g., punch cards)	F-7 Participate in community services (e.g., nursing homes, donations, schools)		
G-5 Clean salon & dispensary (e.g., sweep, mop, mirrors, & windows)		G-6 Perform basic salon maintenance (e.g., internal/external)			
H-5 Create salon budget (e.g., weekly, monthly)	H-6 Order salon supplies	H-7 Perform salon retail inventory & pricing	H-8 File salon supply invoices	H-9 Pay salon bills (e.g., taxes, rent, insurance, utilities)	
I-4 Participate in "In-Salon" training (e.g., perms, color, cutting)	I-5 Review cosmetology books, magazines, videos, & DVD's				

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## General Knowledge and Skills

Stress management  
Time management  
Multi-tasking skills  
Management skills  
Assessment skills  
Color theory  
Hair cutting skills  
Childcare and handling skills  
Ohm's Law (electricity)  
Advertising principles  
Basic cosmetology equipment and repair  
Communication skills: listening, speaking, and body  
Chemistry of hair color and permanent waving  
Ability to identify nail and scalp, diseases (e.g. diabetes), and allergies

## Worker Behaviors

Tactful  
Considerate  
Good listener  
Display proper work etiquette and dress  
Professional  
Fairness with co-workers  
Cooperative  
Enthusiastic  
Motivated  
Trustworthy  
Dependable  
Sociable  
Diplomatic  
Safety conscious

## Tools, Equipment, Supplies and Materials

Station equipment: mirror, chair  
Mat  
Hairdryers: stationary and blow dryers  
Perm tools  
Aspirin  
Clips, picks  
Papers  
Rollers  
Brushes  
Bobby, hair pins  
Combs  
Clippers  
Highlighting tools (e.g. foils/caps)  
Air filters  
Styling mirrors  
Dustpan, mop, broom  
Cleaning supplies  
Appointment book  
Client cards  
Business cards  
Air conditioning unit  
General office equipment  
Washer  
Dryer  
Cabinets, shelves for product display  
Storage cabinets

Oils  
Shears  
Hot wax  
Spray bottles  
Shampoo bowls  
Shampoo chairs  
First aid equipment  
Hair color  
Color bowls, brushes, bottles  
Color charts, books, swatches  
Permanent wave solutions  
Capes- shampoos styling  
Neck strips  
Barbicide and container  
Fumigators  
Dispensary sink  
Mini refrigerator  
Coffee pot  
Microwave  
Manicure table  
Manicure/pedicure tools  
Pedicure chair  
Covered trash cans  
Towel bins  
Telephone  
Curling irons, holders  
Styling products  
Styling tools

## Future Trends and Concerns

Introducing and applying computer technology in salons  
Attitude of new cosmetologists (ethics) lack of customer service orientation  
Inadequate preparation in beauty schools about value of customer satisfaction  
OSHA regulations and standards (proper disposal of chemicals)  
Environmental concern: waste disposal  
"Hair in a van" – mobile services trend  
Ergonomically correct tools and utensils: protect against occupational hazards  
Specialty techniques:  
    Hair cutting, coloring, perming  
Cosmetology branching into new fields:  
    Nail technicians  
    Massage therapists  
    Estheticians  
    Electrolysis  
    Tanning salons/booths  
Proper-sized shampoo bowl for handicapped persons  
Equitable pricing cap for salon services (oversell – undersell)  
Interracial society impact on hair texture, styling; skin