



## ESTHETICS

SkillsUSA Championships Technical Standards



### PURPOSE

To evaluate each competitor's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of Esthetics.

First, download and review the General Regulations at [updates.skillsusa.org](https://updates.skillsusa.org).

### ELIGIBILITY

Open to active SkillsUSA members enrolled in programs with cosmetology/esthetics as an occupational objective. Each state may send one high school and one college/postsecondary entry.

**Note:** Models must register for the National Leadership & Skills Conference as a "Participant."

### CLOTHING REQUIREMENTS

Class F: Competition Specific — Barbering, Cosmetology, Esthetics, Nail Care

- White dress shirt or official white polo, no Logo's on shirt other than SkillsUSA logo
- Black dress slacks
- Black work or dress shoes (non-skid and completely enclosed, no open-toe or open-heel)

**Note:** Wearing socks or hose is not required. If worn, socks must be black dress socks and hose must be either black or skin-tone and seamless/nonpattern.

**Note:** The Official SkillsUSA white cosmetology smock or apron can be worn with a white dress shirt. Competitors must have hair pulled away from the face.

These regulations refer to SkillsUSA Championships Clothing Classifications that are pictured and described at [skillsusastore.org](https://skillsusastore.org). If you have questions about competition uniforms, call the SkillsUSA Store at 888-501-2183.

**Note:** Competitors must wear their official competition clothing to the competition orientation.

**Note:** Model clothing must include a business appropriate white dress shirt or polo shirt, black dress slacks, and black work or dress shoes (non-skid and completely enclosed, no open-toe or open-heel). No jewelry. Models must have a clean, cosmetic-free face. Jewelry may be included on the model only during the prop application time in the fantasy portion of the competition.

## EQUIPMENT AND MATERIALS

1. Supplied by the Regional Host School and technical committee will be a workstation consisting of the following: **Note:** *Some of the following items might NOT be provided to competitors in a local and/or state event. Be sure to check your state's competition updates for more information.*
  - a. Facial bed/tables (for use in performance of facials)
  - b. Chair (for model)
  - c. Small table for products
  - d. Towel steamers
  - e. Water

**\*\*The following will be supplied by the competitor:**

  - f. All items necessary for basic facial and massage skills which include:
    - 1). Cleanser
    - 2). Toner
    - 3). Moisturizer
    - 4). Exfoliator
    - 5). Mask
    - 6). Massage cream
2. Supplied by competitor:
  - a. A model is required and must be an active SkillsUSA student member. Models must register as a "participant" and are not required to take any test(s) or submit a resume.
  - b. A written description of the theme for the fantasy makeup portion of the competition. This written description is limited to one page that is typewritten in a legible font and contained within a plastic sleeve. The description must be submitted at the competition orientation. A penalty of 10 points will be assessed for failure to comply. The theme for the 2026 Regional Competition will be "Animal Kingdom".
  - c. One 8"x10" color photograph of the completed competitor work of the fantasy makeup. The photograph must be submitted at orientation in a plastic sleeve. A **penalty** of 10 points will be assessed for failure to comply.
  - d. Portable kit organizer (to transport and store items needed during the competition).
  - e. All items necessary for a daytime beauty makeup application
  - f. All items necessary for fantasy makeup application. A **penalty** of 10 points will be assessed for failure to comply.
  - g. All necessary product applicators of the competitor's choice, such as:
    - 1). Spatulas
    - 2). Cotton swabs
    - 3). Fan and mask brushes
    - 4). Cotton 4"x4" pads or sponges

- 5). Tissues
- 6). Mascara wand
- 7). Makeup brushes (All applicators must be disposable or sanitized.)
- h. Competitors must bring a minimum of six (6) clean, white terry cloth towels in standard salon size (no holes or stains). Competitors will donate two towels to the competition to put in the hot towel steamer.
- i. Headband
- j. Proper draping supplies (cape for makeup application, two clean white sheets, twin-size sheet for massage and facial skills)
- k. Sealable plastic bags for sanitation and soiled linens
- l. Latex-free gloves (at least two pairs)
- m. Paper towels or tissues (can be mini travel size)
- n. Decontamination supplies for equipment and implements (must be EPA approved), e.g., (but not limited to) Barbicide, Utronics
- o. Decontamination supplies for hands (e.g., hand sanitizer)
- p. Stainless steel bowl for water (1½ quart minimum size)
- q. First aid kit, including properly labeled blood spill sealable bag.
- r. All competitors must create and submit a one-page single sided resume.

**Note:** All products that will be in contact with skin and all decontamination chemicals must be in the original manufacturer's packaging.

## PROHIBITED DEVICES

Cellphones, electronic watches and/or other electronic devices not approved by a competition's national technical committee are **NOT** allowed in the competition area. Please follow the guidelines in each technical standard for approved exceptions. Technical committee members may also approve exceptions onsite during the SkillsUSA Championships if deemed appropriate.

### Penalties for Prohibited Devices

If a competitor's electronic device makes noise or if the competitor is seen using it at any time during the competition, an official report will be documented for review by the Director of the SkillsUSA Championships. If confirmed that the competitor used the device in a manner which compromised the integrity of the competition, the competitor's scores may be removed.

## SCOPE OF THE COMPETITION

The competition is designed to measure the skill-levels of professional, entry-level estheticians. Areas of focus for the Esthetics competition incorporate concepts of theoretical knowledge, professional communications, demonstration of technical skills, practices of safety and health, and professional work ethic.

### KNOWLEDGE PERFORMANCE

The competition will include a test assessing general knowledge of esthetics. Competitors are also required to take the SkillsUSA Professional Development Test.

### SKILL PERFORMANCE

An oral communication portion of the competition will assess the verbal presentation skills of the competitor. The technical skill performance tasks will assess skills in facial massage, basic facial, and beauty and fantasy makeup application at multiple performance stations. Techniques are scored in the performance tasks of facial massage, basic facial, and beauty and fantasy makeup application. Creativity is evaluated in the fantasy makeup application. An emphasis on safety and health will be used in all segments of the skill performance areas. Observations during each segment and evaluation of the finished product will be considered in the scoring.

### COMPETITION GUIDELINES

1. The competition rules will be reviewed at orientation. At the orientation, competitors should be prepared to submit their written theme in a plastic sleeve and 8x10 inch photograph of completed fantasy makeup in a plastic sleeve. Competitors should be dressed in official competition clothing. Kit check will be upon arrival before the competition.
2. All competitors must keep their working area clean and organized.
3. All competitors must follow sanitation and safety procedures throughout the competition. Floor monitors/judges will assess decontamination procedures and safety practices throughout the competition.
4. All competitors must bring a model for the competition. Models are not required to attend the orientation.
  - a. Competitors must have natural nails (short and not artificial) with no nail polish. Hair must be pulled back. No jewelry. (A penalty will result if these rules are not followed.)
  - b. Models must maintain hair off the face, and cosmetic-free skin.
5. Time limits:
  - a. Facial station setup: 5 minutes
  - b. Cleansing massage: 15 minutes
  - c. Basic facial procedure: 30 minutes
  - d. Beauty makeup application: 60 minutes
  - e. Fantasy makeup application: 75 minutes(5 mins allowed between stages for clean-up and station set-up)
6. Penalty points may occur for the following reasons:
  - a. Any rule not followed, with no exceptions
  - b. Leaving the competition area before completion of task without proper escort (applies

- to both competitor and model)
- c. Any product used that is not as manufacturer intended
- d. Any product that appears to have been altered or not properly identified with the manufacturer's original packaging and original labeling, e.g., product labels cannot be defaced.
- 7. A professional attitude and communication are expected throughout the competition.
- 8. Once time is called, the competitor must stop working.
- 9. Cell phones, smartwatches, and/or other forms of communication technology are prohibited in the competition area. If models and/or competitors are using any digital communication device (other than when permitted), points will be deducted. See "Prohibited Devices" above for more information.
- 10. Setup should only consist of items needed for the specific task in progress. Time will be allowed between each task to reset the table. All items should be brought to the competition site in an organized fashion.
- 11. Required implements and products must be clean, accounted for and professionally organized. Proper control and usage of products and tools will be always expected.
- 12. Props such as hair ornaments, wigs and jewelry may be used in the fantasy section but will not be considered in the judging. The chair will provide competitors with time to add final props to the fantasy portion after judging is complete.
- 13. All products used in any portion of the skill competition must be considered safe for application to the skin. Products must be in original manufacture's packaging and clearly state that it is **intended for use on the face/skin**. This includes any item used on or attached to the skin in the fantasy makeup application and special effects makeup. **Gluing items** to the skin is strongly discouraged. Scoring is based on the creativity and overall design created with makeup products.
- 14. Conversation between competitor and model is limited. Any form of communication with observers, judges, and/or other competitors is prohibited during the competition.

## STANDARDS AND COMPETENCIES

### EST 1.0 — Professionalism

- 1.1. Dresses appropriately and professionally
  - 1.1.1. Image is conducive to industry
  - 1.1.2. Guidelines of technical standards are followed
- 1.2. Demonstrates self-assuredness
- 1.3. Demonstrates self-accountability through preparation and follow-through of tasks
- 1.4. Models respect for others
- 1.5. Pays attention to detail when projecting self-image
- 1.6. Exhibits dependability through punctuality
- 1.7. Effective and efficient completion of assigned tasks
- 1.8. Completed projects display high degree of quality attained with enthusiasm
- 1.9. Applies significant effort to achieve optimal results
- 1.10. Demonstrates optimism and positivity in expressing themselves
- 1.11. Demonstrates knowledge of active and attentive listening skills
- 1.12. Demonstrates personal management skills

- 1.13. Works to establish and adhere to timelines
- 1.14. Adheres to guidelines of acceptable use of technology
- 1.15. Demonstrates accurate knowledge and skills related to competition tasks
- 1.16. Demonstrates awareness of industry trends

**EST 2.0 — Setup and Client Protection — judged in all technical skill task areas of competition (basic facial, beauty and fantasy makeup)**

- 2.1. Sanitize hands
- 2.2. Disinfect work area or uses protective covering
- 2.3. Set up work area
- 2.4. All supplies are in original packaging
- 2.5. All products, materials and supplies are maintained in sanitary condition
- 2.6. Disinfect or cover chair
- 2.7. Dispose of soiled materials using infection control procedures
- 2.8. Apply body drape or cover for protection
- 2.9. Apply hair drape or cover
- 2.10. No cross-contamination of products to skin or skin to product

**EST 3.0 — Cleansing Massage**

- 3.1. Preparation of workstation
- 3.2. Demonstration of cleansing the face
  - 3.2.1. Cleansing of the lips
  - 3.2.2. Cleansing of the eye area
  - 3.2.3. Distribution of cleansing product
  - 3.2.4. Cleansing of entire face
- 3.3. Demonstration of facial massage
  - 3.3.1. Distribution of massage product
  - 3.3.2. Demonstration manipulations include the following:
    - Effleurage
    - Petrissage
    - Tapotement
    - Friction/Vibration
- 3.4. Manipulation techniques demonstrate smoothness, flow and rhythm
- 3.5. Maintain continuous contact during massage
- 3.6. Removal of massage product without dragging or pulling

**EST 4.0 — Basic Facial (consisting of exfoliation, steaming, facial mask, toner and moisturizer)**

- 4.1. Exfoliation
  - 4.1.1. Safe and sanitary product use, distribution and application
  - 4.1.2. Safe manipulation of exfoliation product
  - 4.1.3. Removal of exfoliation product from the skin
- 4.2. Steaming
  - 4.2.1. Proper preparation for steaming of the face
  - 4.2.2. Test towel temperature on wrist safely
  - 4.2.3. Demonstration of steaming the face
  - 4.2.4. Drape towel to cover the face so nose and/or mouth are uncovered

- 4.2.5. Lift towel from face safely
- 4.3. Facial Mask
  - 4.3.1. Proper preparation for facial mask
  - 4.3.2. Remove mask product from container using infection control procedures
  - 4.3.3. Application of facial mask
  - 4.3.4. Mask product application sufficiently covers skin of the face, excluding eyes, lips and nasal passages
  - 4.3.5. Mask coverage is consistently maintained
  - 4.3.6. Remove all residual mask product safely
- 4.4. Apply toner, freshener or astringent safely
  - 4.4.1. Product is applied as directed
  - 4.4.2. All applicable facial skin is treated
- 4.5. Face is moisturized
  - 4.5.1. Product is applied as directed
  - 4.5.2. All applicable facial skin is treated
- 4.6. Infection Control
  - 4.6.1. Dispose of soiled materials using infection control procedures
  - 4.6.2. Practice infection control procedures and safety throughout all portions of basic facial
  - 4.6.3. Maintain work area in a safe manner throughout service

## EST 5.0 — Beauty Makeup

- 5.1. Preparation
  - 5.1.1. All items necessary for beauty makeup and application must be in original packaging
  - 5.1.2. Protect clothing with protective covering or cape
  - 5.1.3. Secure hair off face
  - 5.1.4. Sanitize hands
- 5.2. Demonstration of facial beauty makeup
  - 5.2.1. Prepare the face for cosmetic applications
  - 5.2.2. Foundational treatments applied to balance and enhance the coloration of the skin
  - 5.2.3. Application of setting product
  - 5.2.4. Treatment of eye lids enhance the natural beauty
  - 5.2.5. Liner product enhances the shape of the eye
  - 5.2.6. Lash product enriches the length, color and volume of lashes
  - 5.2.7. Eyebrows are treated to provide definition and balance
  - 5.2.8. Lip Liner provides balanced lip shape
  - 5.2.9. Lip color offers cohesiveness to overall look
  - 5.2.10. Cheek color provides vibrance
  - 5.2.11. All cosmetic products applied enhance skin and features without lines of demarcation and resulting in a professional appearance
- 5.3. Safety and infection control
  - 5.3.1. Dispose of soiled materials using infection control procedure
  - 5.3.2. No evidence of cross-contamination is present

- 5.3.3. All products applied to the skin are used as intended
- 5.3.4. Practice infection control procedures safely throughout service
- 5.3.5. Maintain work area in a safe manner throughout service

**Note:** Time or supplies are not provided to remove beauty makeup; product removal may be completed during the scheduled break time at the competition site.

## EST 6.0 — Fantasy Makeup (2026 Theme is "**Animal Kingdom**")

- 6.1. Preparation
  - 6.1.1. Written theme demonstrates accurate and appropriate use of logic, spelling, grammar and punctuation
  - 6.1.2. All items for fantasy makeup application must be in original packaging
  - 6.1.3. Protect shoulders with protective covering or a cape
  - 6.1.4. Sanitize hands
- 6.2. Demonstration of facial fantasy makeup
  - 6.2.1. Proper application of all necessary fantasy make-up products
  - 6.2.2. Display of creativity while staying within the theme
  - 6.2.3. Implements the creative process
  - 6.2.4. Completed look — impact of change
- 6.3. Safety and infection control
  - 6.3.1. Dispose of soiled materials using infection control procedures
  - 6.3.2. No evidence of cross-contamination is present
  - 6.3.3. All products applied to the skin are used as intended
  - 6.3.4. Practice infection control procedures safely throughout service
  - 6.3.5. Maintain work area in a safe manner throughout service

## EST 8.0 —SkillsUSA Framework

The SkillsUSA Framework is used to pinpoint the Essential Elements found in Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. Students will be expected to display or explain how they used some of these Essential Elements. For more, visit:

[www.skillsusa.org/who-we-are/skillsusa-framework/](http://www.skillsusa.org/who-we-are/skillsusa-framework/).

## COMMITTEE IDENTIFIED ACADEMIC SKILLS

The technical committee has identified that the following academic skills are embedded in this competition.

### Math Skills

- Use fractions to solve practical problems
- Use proportions and ratios to solve practical problems
- Solve practical problems involving percentages
- Measure angles
- Find volume and surface area of three-dimensional objects
- Apply transformations (rotate or turn, reflect or flip, translate or slide, and dilate or scale) to geometric figures
- Construct three-dimensional models



- Make predictions using knowledge of probability
- Solve problems using proportions, formulas and functions
- Use basic math skills for the purpose of marketing and bookkeeping: addition, subtraction, multiplication, division and percentages

### Science Skills

- Describe and recognize elements, compounds, mixtures, acids, bases and salts
- Describe and recognize solids, liquids and gases
- Describe characteristics of types of matter based on physical and chemical properties
- Use knowledge of physical properties (shape, density, solubility, odor, melting point, boiling point, color)
- Use knowledge of chemical properties (acidity, basicity, combustibility, reactivity)
- Describe and demonstrate simple compounds (formulas and the nature of bonding)
- Predict chemical changes to matter (types of reactions, reactants and products, and balanced equations)
- Use knowledge of potential and kinetic energy
- Use knowledge of mechanical, chemical and electrical energy
- Use knowledge of heat, light and sound energy
- Use knowledge of temperature scales, heat and heat transfer
- Use knowledge of the nature and technological applications of light
- Use knowledge of simple machines, compound machines, powered vehicles, rockets and restraining devices
- Use knowledge of principles of electricity and magnetism
- Use knowledge of static electricity, current electricity and circuits

### Language Arts Skills

- Demonstrate use of such verbal communication skills as word choice, pitch, feeling, tone and voice
- Demonstrate use of such nonverbal communication skills as eye contact, posture, and gestures using interviewing techniques to gain information
- Demonstrate comprehension of a variety of informational texts
- Use text structures to aid comprehension
- Understand source, viewpoint and purpose of texts
- Demonstrate knowledge of appropriate reference materials
- Use print, electronic databases and online resources to access information in books and articles

## CONNECTIONS TO NATIONAL STANDARDS

State-level academic curriculum specialists identified the following connections to national academic standards.

### Math Standards

- Geometry
- Measurement
- Problem solving
- Communication
- Connections
- Representation

**Source:** *NCTM Principles and Standards for School Mathematics*. For more information, visit: [www.nctm.org](http://www.nctm.org).

### Science Standards

- Understands the principles of heredity and related concepts.
- Understands relationships among organisms and their physical environment.
- Understands the nature of scientific inquiry.

### Language Arts Standards

- Students apply a wide range of strategies to comprehend, interpret, evaluate and appreciate texts. They draw on their prior experience, their interactions with other readers and writers, their knowledge of word meaning and of other texts, their word identification strategies, and their understanding of textual features (e.g., sound-letter correspondence, sentence structure, context, graphics).
- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes.
- Students use spoken, written and visual language to accomplish their own purposes. (e.g., for learning, enjoyment, persuasion and the exchange of information.)

**Source:** *IRA/NCTE Standards for the English Language Arts*. To view the standards, visit: [www.ncte.org/standards](http://www.ncte.org/standards).