



Skin Deep Magazine, Student Edition Vol 2 Quiz

Name _____

Date _____

1. What is fueling today's demand for eyelash extensions?
 - a. Extensions are a time-saver at a reasonable cost, and extensions have become widely accepted in the industry.
 - b. Many people are offering extensions and their price point is expensive.
 - c. Extensions are a luxury item fueling their demand.
 - d. Extensions are often seen on social media, and influencers push their benefits.
2. Where did the idea of applying extensions to individual lashes originate?
 - a. South Korea
 - b. China
 - c. India
 - d. United States
3. In what year were eyelash extensions first patented?
 - a. 1990
 - b. 1931
 - c. 2005
 - d. 1982
4. How many stages of development did extensions go through before consumer acceptance began to grow and the lashes we know today hit the market?
 - a. 1
 - b. 2
 - c. 3
 - d. 4
5. During the recession in 2008, what was the only segment of the beauty industry to experience growth?
 - a. Lash extensions
 - b. Makeup
 - c. Waxing
 - d. The beauty industry did not experience growth during the recession
6. What is the national average cost for a full set of lash extensions?
 - a. \$600
 - b. \$250
 - c. \$300-\$400
 - d. \$75-\$150
7. What is microblading?
 - a. A form of skin abrasion that removes vellus hair and dead skin with a blade
 - b. A semi-permanent tattoo technique used to create the illusion of fuller thicker brows
 - c. An alternative name for microdermabrasion
 - d. An antiaging treatment that uses needles to puncture the skin and increase collagen production.
8. What is the fix for unruly brows?
 - a. Brush the brows up toward the top of the ear with a spoolie brush and trim the tips off the long hairs. Finish by misting a spoolie brush with hair spray and brush it through the brows.
 - b. Unruly brows are in!
 - c. Simply wax and tweeze. Finish by misting a spoolie brush with hair spray and brush it through the brows.
 - d. Using a small, stiff makeup brush, softly brush a matching brow powder through for a natural look.

9. What is eyebrow tinting?
 - a. The process of applying semi-permanent dye to enhance shape and define brows
 - b. A semi-permanent tattoo technique used to create the illusion of fuller, thicker brows
 - c. Tiny fibers of mink or synthetic hairs attached to either bare skin or to existing hairs, giving them a fuller, stronger look
 - d. Using a small, stiff makeup brush to softly brush a matching brow powder through for a natural look.
10. What is threading?
 - a. Threading is a form of massage that kneads the skin and muscle tissue below.
 - b. Threading is a hair extension process that braids natural hair fibers in with existing hair.
 - c. Threading involves a single piece of cotton thread that is twisted and pulled along areas of unwanted hair, acting like a miniature lasso to lift the hair directly from the root.
 - d. Threading involves the application of an eyebrow tint that is threaded through the brow and lash hairs to give a fuller, thicker appearance.
11. What is the suite concept?
 - a. The suite concept means you perform each type of services you offer within different suites, or rooms.
 - b. The suite concept means you have purchased suites to lease out to fellow stylists and estheticians for profit.
 - c. The suite concept is a play on words and means your treatments are sweet or cool.
 - d. The suite concept means you rent your own private space to perform your services.
12. Typically, how often is rent collected on a suite?
 - a. Monthly
 - b. Weekly
 - c. Biweekly
 - d. Annually
13. What are the benefits of a suite?
 - a. Freedom to work your own hours.
 - b. Freedom to design your own space, create your own schedule, and select your own products.
 - c. Ability to invest in staff to work your suite.
 - d. Freedom to select your own products and be your own boss.
14. When creating your suite's atmosphere, what three elements should be included to create an environment clients will enjoy?
 - a. Color, music, and wall hangings.
 - b. Mission, vision, and values.
 - c. Elements of sound, smell, and sight to evoke feeling.
 - d. Colors that reflect your brand and the feeling you want your clients to have.
15. What are the three main steps to get started with business ownership?
 - a. Find a trusted advisor, get your professional and business licenses, and obtain start-up funds.
 - b. Buy product, buy equipment, and determine your décor.
 - c. Obtain your license, hire employees, and purchase insurance.
 - d. There are more than three main steps to business ownership.
16. What is the first step in landing your dream job?
 - a. Create your wish list.
 - b. Find a trusted advisor.
 - c. Search for potential employers.
 - d. Consider your ideal work environment.
17. When creating your wish list, what are the two things you should first consider?
 - a. How much money you want to make and your ideal work environment.
 - b. Whether you want to be an employee or a contractor.
 - c. Whether you want to be paid by the hour or on commission.
 - d. Long- and short-terms goals and your ideal work environment.

18. Now that you know what your dream job looks like and your employer research is complete, what is the next step to obtaining your dream job?
 - a. Google your potential employer.
 - b. Draft questions for the interviewer.
 - c. Check the competition and find out which companies are similar to the one you are interested in.
 - d. Post your resume.
19. What are the 3 things you should incorporate into your business policies to avoid no-shows and cancellations?
 - a. Decide how many last-minute cancellations clients can have, request a credit card while booking, and make your cancellation policy public.
 - b. Provide clients with three “get out of jail free” cards, request payment upfront when booking, and make your cancellation policy public.
 - c. Decide how many last-minute cancellations clients can have, request payment upfront when booking, and make your cancellation policy public.
 - d. Provide clients with three “get out of jail free” cards, request payment upfront when booking, and remove your cancellation policy from Facebook.
20. What are best practices for a client who is running 15 minutes late?
 - a. Prepare their hair color ahead of time.
 - b. Start the consultation over the phone.
 - c. Offer a dry cut and/or drop her blow-dry style.
 - d. All of the above.
21. What are best practices for a client who never arrives on time for their scheduled appointment?
 - a. Give her the appointment time 15 minutes early when you schedule her.
 - b. Fire the client.
 - c. Deal with it, you can't afford to lose clients.
 - d. Give the client one chance and then charge them for your time.
22. What is the foundation to your marketing efforts?
 - a. Your phone number and email.
 - b. Consistent posts on social media.
 - c. Your website.
 - d. Good visibility and signage.
23. What are the four main reasons businesses fail?
 - a. Lack of capital, poor business plan, no one likes them, and poor management.
 - b. Lack of capital, poor business plan, no one likes them, and they give bad services.
 - c. Lack of capital, poor business plan, poor management, and poor marketing.
 - d. Lack of capital, poor business plan, they give bad services, and they spent all their money.
24. Where may a failing business be lacking in capital?
 - a. Lack of start-up funds
 - b. Lack of operating capital
 - c. Lack of savings set aside for unexpected expenses
 - d. All of the above
25. What is one of the major pitfalls in most business plans?
 - a. The overestimation of the market opportunity
 - b. Underestimating business expenses
 - c. Identifying the potential capacity of the business
 - d. All of these are major pitfalls