

Proenza Brown, M. (2019). *Service of beauty. Havana: I populate and Education*

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Today the hairdressers are of great importance and have developed vertiginously offering several aesthetic services, mainly cutting, dyeing and styling of the hair, but others are also usually performed such as: shaving, depilated, manicure, pedicure, among others. When it comes to many different services it is usually called a beauty salon.

Beauty services are all those activities that are performed in order to temporarily modify the aesthetic appearance of the human body at the level of hair, scalp and nails.

The text object of analysis, Beauty Service, published by the Editorial People and Education in 2019, comes to fill a bibliographic gap within the Beauty Services of Professional Technical Education (ETP) discipline.

The author Marelis Proenza Brown, (Guantanamo, 1959), has a degree in Economics, a professional stylist with more than 30 years of experience in the profession, author of books such as: The Art of Hairdressing, 2013 by the Eastern publishing house, Homemade Recipes of Beauty by the publishing house El Mar y la Montaña. 2016, Learn to Make Up 2017 by the Eastern publishing house. The Art of Hairdressing. Second edition, by the publishing house El Mar y la Montaña. She published an article entitled: Contributions of the self-employed person to local development, based on knowledge to create skills and competence, in the interactive multimedia Tecnogest Memories 2015. She graduated from University Specialist in Cosmetics and Dermopharmacy at the Miguel de Cervantes University of Spain and Specialist in Aesthetics Medicine: Euroinnova Facial Treatments a center of graduates from Spain. It is an active promoter of beauty topics on radio and television. She teaches courses at the Orientation House for Women and Family in her province.

Her book *Beauty Service* is of vital importance for all members of Cuban society, it is a reference bibliography to deal with this topic in the different institutions of this type of education (ETP) and even for personal use.

The writer, based on her personal experiences, and in coordination with the Ministry of Education, primarily Professional Technical Education (ETP), managed to summarize her previous books, thus emerging *Beauty Service* where she shows how to prepare young people to participate in the labor market current.

It is a reference material for services in the specialty of the same name.

It shows simple, clear and concrete examples of how to awaken and maintain the interest of the client among other issues and thus contribute to the improvement of communication skills in the provision of services without departing from the current conditions of our country. Therefore, the practical application of her messages will facilitate the achievement of efficient service delivery, with all the respect that our people deserve.

The text reveals clarity, coherence, and conciseness in its themes. It has an introduction where a historical account of Cosmetology is made in Egypt, Greece, Rome, the barbarian villages, the Middle Ages, the Renaissance, the Baroque, 19th and 20th centuries, and finally makes a brief review of the hairdresser in Cuba: its emergence and development.

It is structured in fourteen chapters addressing topics such as hairdressing and professional image; safety and hygiene standards for hairdressers and barbers; hair washing, cutting, shampoo selection, conditioners and treatment; makeup, skin and face care; provides some natural recipes for skin and face as well as for hair care; offers a relationship of medicinal plants with their common and scientific name; it provides information on the tools and work accessories to perform the trade.

The commercialization of the previous books that were the premise for this new work was significant and decisive, which reflects its importance and acceptance by the entire population wishing to know about these issues that, although they are very useful, require responsible management and professional to take care of everyone's personal appearance. I finish the analysis of the text with a phrase that identifies the author:

"Beauty pleases the eyes, exalts the soul and conquers the heart"

(Proenza, 2019)