

#WORKING URUGUAY

ESTÉTICA INTEGRAL
INDUMENTARIA TEXTIL

1



ANEP

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CENTRAL

DIRECCIÓN
DE POLÍTICAS
LINGÜÍSTICAS

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References



READ



WRITE



LISTEN



SPEAK



DISCUSS



RECORD



WORK IN PAIRS



WORK IN GROUPS



ROLE-PLAY/ PERFORM



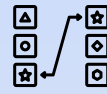
SHARE WITH YOUR PARTNER/S



THINK



CHOOSE



MATCH



PLAY A GAME



ORDER



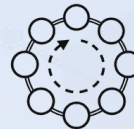
PLAY AN AUDIO



WATCH A VIDEO



IT'S YOUR TURN! / YOUR VOICE MATTERS!



ROUND ROBIN



CONVERSATION CIRCLE



MARKER TALK



SEARCH THE WEB



EXAM FOCUS



PROJECT

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UNIT 1

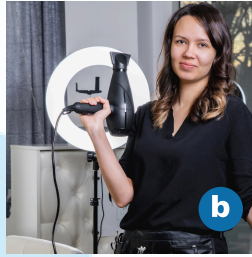
Kicking off your future career



1 The Uruguayan job market and the various professions in need

These images show people performing various activities from different sectors in Uruguay.

Take a look and think of the activities and the people involved in them. You can use the SOS box below to help you.



- Picture A shows
- In picture B, I can see
- I think people who work as a/an
- An activity that someone working as a/an can be to

Unscramble the words to complete the job sectors chart, then, **complete** the table with the jobs above and add at least *three more* to each field.



CFUTNUARINGMA

NTECHLOGYO

SECIVSER

ATPIHOSLITY

TURAGRLCUIE

AHELTH

manufacturing		



Look at the pictures below. Which job sectors do they represent?
Write the names.

education · construction · finances · tourism
fishing · industry · mining · sales



As you can see, a person can have different kinds of job positions in Uruguay. First, **get into groups** and **unscramble** these occupations. Then, **think** about the job sector they belong to.



- RPECANTRE
- RFARME
- CHANICME
- REBRAB
- NAICITBEAU

- UNRES
- ENERDGAR
- UTERCBH
- LAYERBRICK
- CHERTAE

Brainstorm the most important cities/areas in our country and the main job sectors associated with them.
Share your ideas with a partner.



People associate Punta del Este with tourism.



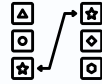
Look at Uruguay's main production areas map and compare them to your ideas.

What other information can you get from the map?



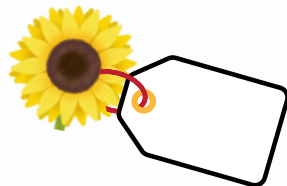
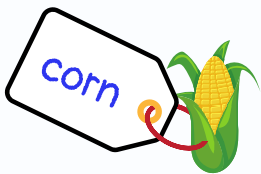
Camila is having trouble reading the map.
Can you help her understand the references?

Match the references with their meanings.



- Commercial & sports ports 18
- Tourism - thermal resorts _____
- Tourism - seaside resorts _____
- Watermelon production _____
- Sugar cane production _____
- Software & Consulting _____
- Vineyards & wineries _____
- Industry & Factories _____
- Livestock farming _____
- Citrus production _____
- Dairy production _____
- Duty-free shops _____
- Rice production _____
- Horticulture _____
- Other Field crops _____
- Forestry _____
- Fishing _____
- Mining _____

Do you know the names of these field crops? **Label** them!



Work in pairs. Look at the map again and write three *true* or *false* statements. Then, **exchange** your statements with another pair.



For example: *Rice is cultivated in Uruguay's central regions, mostly in Durazno and Flores.*

1. _____
2. _____
3. _____

Surf the net and **find information** about job needs in different regions of our country. You can also ask people who have experience in the topic.



What kind of job might be interesting for you in Uruguay? **Think** about the skills and interests that might fit your chosen job sector.

Did you know?



Livestock is a term used for the domesticated animals raised for agricultural use, either for labor or food.

Field crops are herbaceous plants (they die every winter) cultivated on a large scale, primarily grain, sugar, forage, oil, or fiber crops.

Camila finds agriculture very interesting. Her dream is to own a farm and grow her own vegetables. This is what she wrote:



Farmers work to grow delicious food for us to eat. They plant seeds for vegetables like tomatoes and carrots, legumes like soybeans, or grains like wheat, corn and rice. They take care of the plants by watering them, keeping them healthy, and protecting them from pests.

Farming requires many skills. Farmers need to be strong to lift things and work outdoors. They usually work long hours, and they must be responsible and organized in order to know when to water the plants, when to use herbicides, and when to harvest the crops. They also need to be smart about the weather, the movement of the moon and know when exactly it is the best time of the year to plant and grow certain seeds.

Some farmers use machines like tractors to help them work the land, so it is important to know how to drive and how to avoid destroying the soil that has been planted and prepared for the next crop to grow. Additionally, farmers need to be acquainted with how tractors and machines work and they must be able to make small repairs, for example, to do LOF (lubricating, oiling and fueling).

It's a lot of hard work, but farmers take pride in growing fresh food that keeps us healthy!



Read the text and **answer**.



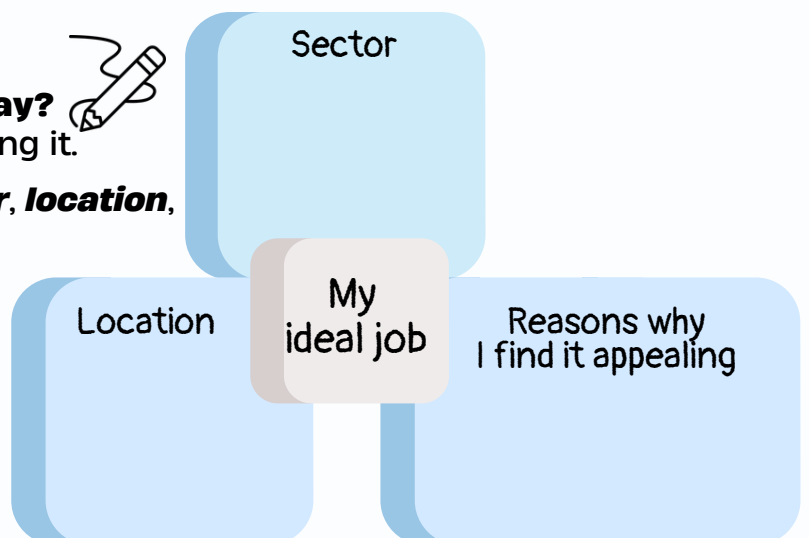
- 1 List three skills or qualities that farmers must have.
- 2 Explain why being responsible and organized is crucial for farmers.
- 3 How might weather conditions affect a farmer's work?
- 4 Describe one way in which farmers can protect their crops from pests without using chemicals.
- 5 In your opinion, why is it important to support local farmers and buy fresh produce from them?

What is your ideal job in Uruguay?

Write a short paragraph describing it.

Remember to mention the **sector**, **location**, and why you find it **appealing**.

Use the following *mind map* to help you.



Writing process and tips!

- **Write simple sentences:** Focus on writing clear and concise sentences. Break down longer thoughts into shorter sentences.
- **Use words you feel comfortable with:** Use basic vocabulary that you know well.
- **Give a strong message:** Communicate your ideas clearly with simple but strong language.
- **Organize your thoughts:** Before you start writing, take a moment to think about what you want to say. Make a simple plan, mind map or list to organize your ideas.
- **Read & Revise:** After you finish writing, read what you wrote out loud. Does it sound clear and make sense? Revise your work to fix any mistakes and make sure your message is clear. Don't be afraid to ask a teacher or friend to check your work, too!



I feel _____ about working in Uruguay.

What caught my attention the most about this lesson was _____.

I would like to find out more information about _____.

2 Choosing among some job opportunities

How can I earn money to move by myself?



Look at Diego.

Talk to a partner and **discuss** ideas to help Diego and **think** of possible ways to earn money and move on his own.



PROFILE

DIEGO VIALE

DOB: 03/04/2003

Marital Status: single

Hometown: Salto

Occupation: student at UTU

Languages spoken: English and Portuguese.

Skills: responsible, good at communicating ideas, flexible, active.

Hobbies: sports in general but he loves kung fu and football, loves listening to music and spending time outdoors.



Look at this profile and answer.

- What do you see?

- What do you use it for?

- How important is it to have a profile?

- What information would you add to this text format?

After reading Diego's profile, what options can he have to earn money?



Read the following texts and **discuss**.



- What do you call these texts?
- What is the purpose of these texts?
- Which job best fits Diego's profile?
- What are the necessary personal qualities that Diego needs to apply for that job?
How do you know?

We offer THE BEST WRITING JOBS!

1

- Form Filling Jobs (online)
- Handwriting Jobs (offline)
- Simple Typing Jobs (online/offline)
- Data Entry Jobs (online/offline)
- Social Media Posting Jobs (online)
- Ad Posting Jobs (online)

YOU NEED A COMPUTER / LAPTOP or SMARTPHONE

ASSIGNMENTS ON DAILY / WEEKLY BASIS

MUST HAVE IMPECCABLE WORK ETHIC & GOOD TIME MANAGEMENT SKILLS

UPLOAD YOUR RESUME

before May 31st

WE ARE HIRING!

2

Fradel & Spies Cafe

BARISTA

COOK

WAITER/WAITRESS

We're looking for a skilled and enthusiastic individual to be part of our team!

GENERAL REQUIREMENTS

- ✓ High school diploma or equivalent
- ✓ Experience in food and beverage preparation
- ✓ Exceptional communication skills

SUBMISSION DATE: 24 AUGUST
Send your latest resume to: hrrr@fscafe.com

STELLA SUMMER CAMP

NOW HIRING!

3

SUMMER CAMP COUNSELORS

Do you love kids and sports?
Do you like the outdoors and adventures?
Are you enthusiastic and patient?

This can be the perfect job for you!

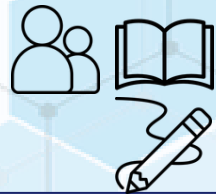
We offer a great opportunity for students who would like to gain leadership and personal development skills over the summer.

Full time & part time positions available

Housing & meals included

APPLY ONLINE:
WWW.STELLA.ORG/EMPLOYMENT

Get in pairs. Read the ad you chose for Diego again and **jot down** the *personal characteristics* needed to apply for the job.



Use the table below to write your ideas.

Personal characteristics needed	Why/ How do you know?

Re-read the ad. What are the advantages for Diego if he takes the job? What does the business/company offer?



Share your ideas with another pair and **add** other ideas you find interesting.



Listen and **complete** this text about Diego's uncle.
Use the phrases in the box.



I am a ¹ _____ and organized individual with a passion for cars. I possess excellent communication and ² _____, allowing me to collaborate with customers and build strong relationships effectively. My ³ _____ and ⁴ _____ enable me to tackle challenges efficiently and find creative solutions. I am a ⁵ _____ mechanic with a ⁶ _____, always striving to achieve the best possible results.

- strong work ethic · proactive approach ·
- interpersonal skills · highly motivated ·
- dedicated · problem-solving abilities ·



Diego needs to **write** a paragraph stating the personal characteristics which make him a good candidate for the position you chose.



Use the previous text and the word bank to help you.
 Don't forget to:

1. write a *topic sentence* that summarizes the paragraph's idea,
2. include at least *four sentences developing the main idea*,
3. and write a final *concluding sentence*.



Word Bank

- polite
- loyal
- creative
- flexible
- dynamic
- reliable
- punctual
- confident
- responsible
- positive
- self-driven
- good leader
- empathetic
- collaborative
- knowledgeable
- highly motivated
- effective conflict manager
- good interpersonal skills

Did you know?



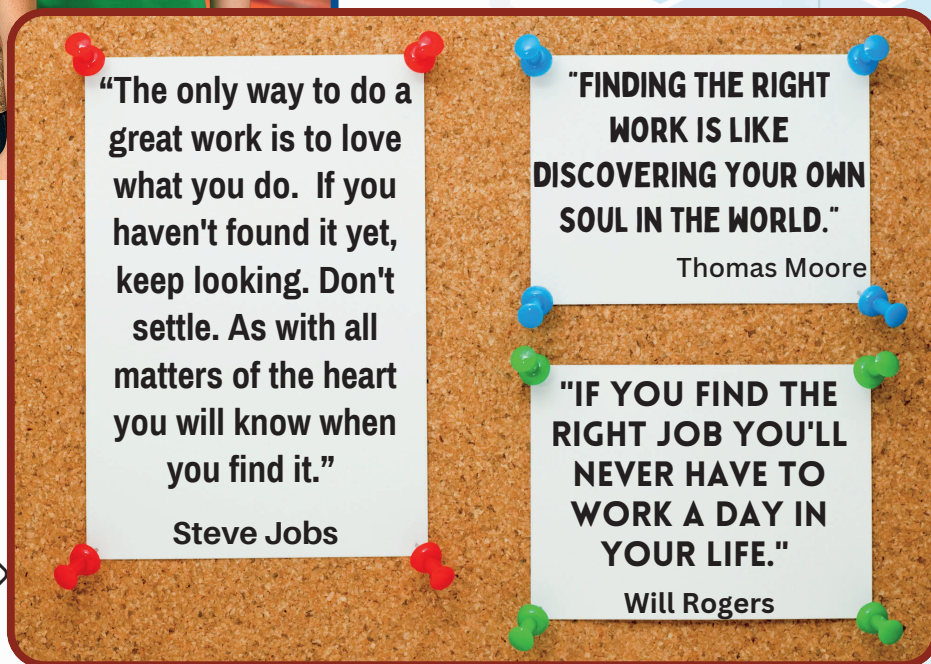
In a cover letter or a resume, you have to state the personal characteristics that make you suitable for a position. A short, concise profile statement serves as a written introduction to a prospective employer and outlines why you're the best fit for a job.

3 Introducing myself



Nico, Camila and Freddie get together at the school fair.

Students were asked to choose different quotes related to their future career prospects.



Read the quotes.
What do they refer to?



Choose the one you liked the most and **complete** the chart.




author	your opinion

Have you figured out your dream job yet? What factors are important to consider when choosing a career path?

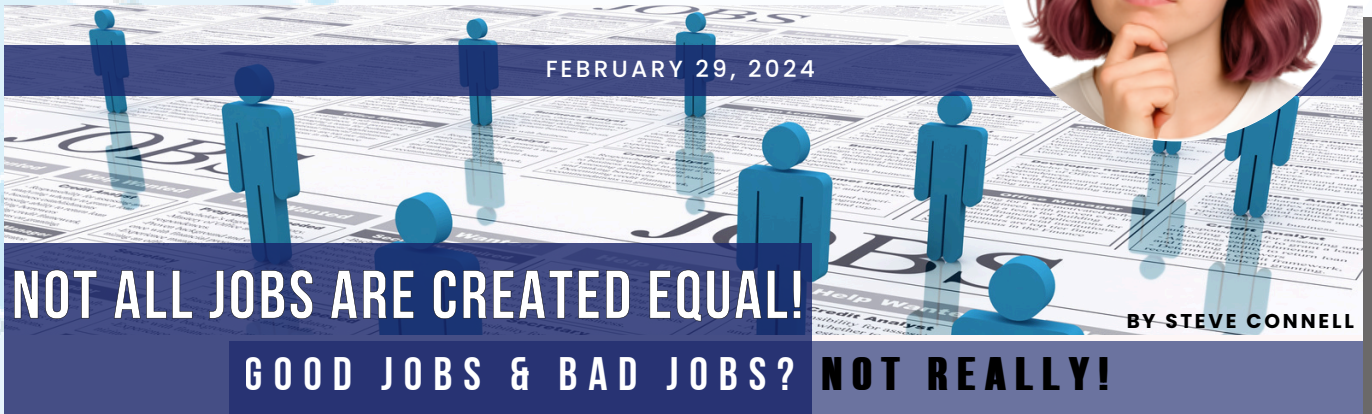
Discuss these questions in small **groups** of 2 or 3 students.

Write down your ideas to share with the larger group later.



Camila found an article with some ideas to consider when choosing a job. 
Read the text and **put** the subtitles into the correct place.

**Your perfect fit • Happy camper •
 Playing to your strengths • Ups and downs**



Think about it: would YOU rather spend your day solving puzzles with numbers¹ or helping people find the perfect outfit?² What about exploring scientific mysteries,³ creating art pieces⁴, managing a business⁵, or designing and constructing buildings?⁶

So, are there just good jobs and bad jobs? Not really! Here is why:

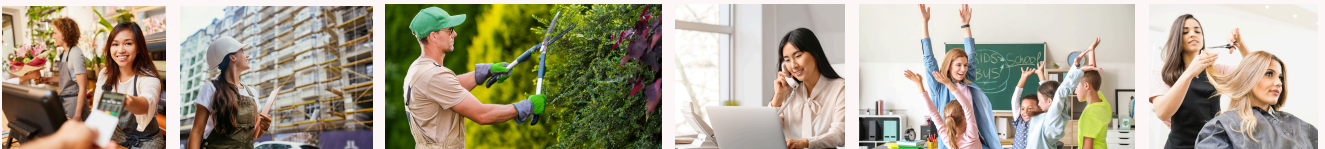
a _____ :
 What one person finds boring, another might find exciting. It all depends on what YOU enjoy and what is important to you in a career.

b _____ :
 Most jobs have a mix of good and not-so-good parts. Maybe a high-paying job requires long hours, while a job with flexible hours might offer less money.

Wait, there is more! Does your personality matter when choosing a career? Absolutely!


c _____ : Imagine someone shy having to give presentations all day – not ideal! Choosing a job that suits your personality can make you feel much more satisfied.

d _____ : Are you very organized? Maybe accounting is a good match. Do you love meeting new people? Sales might be a great fit! Understanding yourself helps you find a career that lets you shine and uses your natural talents.



Match the following jobs to the activities mentioned in the article's lead section in bold font.

entrepreneur ____ **sculptor** ____ **retail worker** ____
physicist ____ **accountant** ____ **architect** 6

Read the article again. What is the main idea of the text? **Choose** one. 

- There are good and bad jobs.
- Your perfect career depends on your preferences and personality.
- Accountants have boring jobs.
- Flexible hours are more important than high pay.

Get into groups and discuss, do you agree with the idea that your ideal job depends on your personality and preferences? Why / Why not?



Camila found another article related to the topic. Before reading it, **look** at pictures A–F, can you guess what jobs the people are doing?

- a. Company's CEO b. _____ c. _____
 d. _____ e. _____ f. _____

Read the article. Which job matches each of the characteristics? There are no right or wrong answers. **Discuss** in small groups.



FIND THE RIGHT JOB FOR YOU !



According to American researcher and psychologist Dr. John Holland, people are happier and more productive when their career choice matches their personality. He mentions six key categories that define the modern worker.

The six types are **Conventional**, **Enterprising**, **Social**, **Artistic**, **Realistic** and **Investigative**. The theory classifies people into their respective categories by evaluating how a person approaches life situations – however, most people fall into more than one category.

CONVENTIONAL

The Conventional type prefers careers involving numbers, records, or machines. They enjoy orderly, repetitive tasks and are good at following directions. They value success in business and enjoy working with other people, but do best in small, systematic groups with clear responsibilities.



ENTERPRISING

Naturally inclined towards leadership and persuasion, this Enterprising group was born to sell and tend to value business or politics. They see themselves as being social and ambitious. They enjoy working in groups and influencing others' opinions, so they are usually drawn to a career choice where working in groups is common.



SOCIAL

Those with a Social personality type particularly value providing services for others and enjoy a career choice that enables them to work closely with people. Their ideal working conditions are with other people who are also trustworthy, helpful, and show appreciation.



ARTISTIC

This group values creativity and independence and admires the arts including writing and music. They see themselves as expressive and original and prefer to avoid a career choice that requires highly ordered or repetitive activities. They enjoy working in groups that encourage the sharing of ideas.



REALISTIC

These people prefer to work with their hands by making and fixing things and assembling or operating equipment. They usually prefer working outdoors. The Realistic type works well with tools, machines, and mechanical drawings. They value practical things and often see themselves as practical and mechanical. prefers concrete tasks and physical activities.

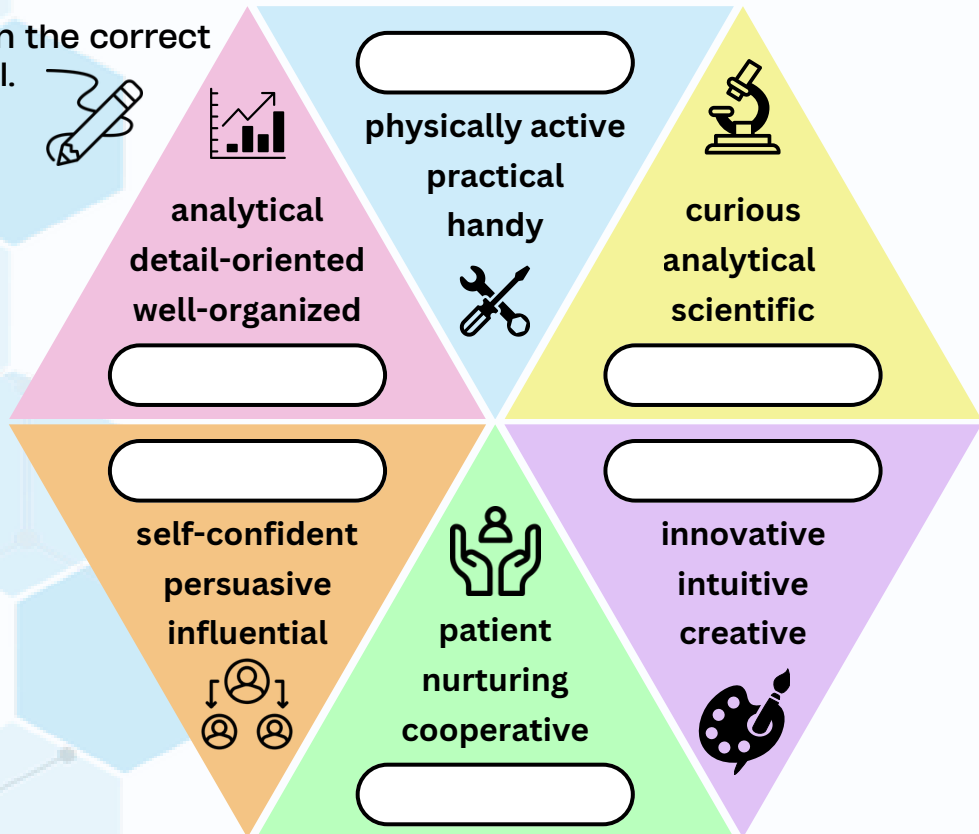


INVESTIGATIVE

The most analytical of the six personalities, this group loves research, mathematical or scientific activities. They tend to be analytical, intellectual, and scholarly. These individuals are unconventional and independent thinkers, curious and very insightful.

Dr. Holland created a wheel to represent the six types of personalities.

Write each type in the correct place of the wheel.



Use ADJECTIVES from the wheel to **match** these definitions.



- _____ : skillful with hands; dexterous
- _____ : good at using analysis
- _____ : eager to learn or know; inquisitive
- _____ : having the ability to change people's minds
- _____ : accepting difficulties without getting angry

Do you remember the jobs mentioned in the first article? Can you **classify** them according to Dr. Holland's theory?

Match the different types of personalities to the appropriate job.









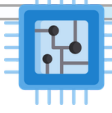

- 1) entrepreneur
- 2) sculptor
- 3) retail worker
- 4) physicist
- 5) accountant
- 6) architect

- A) realistic
- B) investigative
- C) artistic
- D) social
- E) enterprising
- F) conventional

Here you have some more occupations. **Classify** them into the different areas below. Please, **add** one more under each column.









librarian · actress · carpenter · accountant · doctor · mechanic · graphic designer
 teacher · chemist · secretary · financial analyst · painter · sales manager · firefighter
 engineer · plumber · banker · cashier · computer programmer · writer · social worker
 nurse · soldier · police officer · waiter · sales manager · electrician · pharmacist · chef

EDUCATION 	HEALTHCARE 	BUILDING & FIXING THINGS 	PROTECTING SERVICES 
FINANCES & MONEY 	FOOD SERVICES 	TECHNOLOGY 	ART 

For each personality type, **write** two examples of appropriate jobs from the box above.



REALISTIC	INVESTIGATIVE	ARTISTIC	SOCIAL	ENTERPRISING	CONVENTIONAL
					

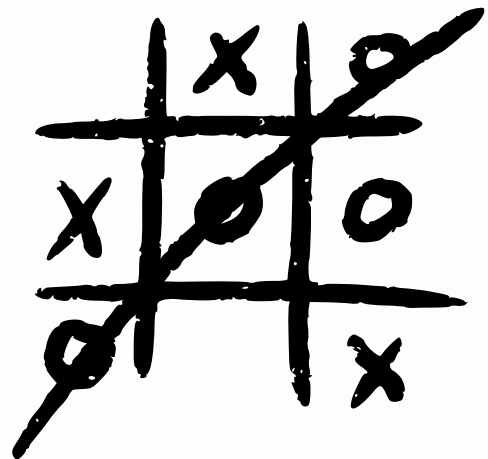
After reading about Dr. Holland's RIASEC theory, how would you classify your personality? Which jobs best suit you?



It's time to play tic-tac-toe!

Choose three activities from the grid (you should **complete** a line).

Create a crossword with adjectives to describe personality types.	Make a presentation introducing Dr. Holland's RIASEC theory.	Write a quote about a future job decision.
Write a short text giving your opinion about Dr. Holland's theory.	Draw a RIASEC wheel and include 3 jobs in each section.	Create a wordsearch including at least 10 words.
Make a picture dictionary with at least 10 jobs and a brief description of the needed qualities for each of them.	Classify more than 10 jobs according to the different areas.	Make a short video with tips to make the correct job decision.



4 Needed skills

Guidaí and Inés are talking because they have a problem. **Read** the dialogue and **see** what their problem is.



Hi Inés! I wanna get a part-time job as a hotel receptionist. Do you think I have the skills to do that?

Well, let's think together...



Inés: Are you good at working with people? Are you good at remembering things?

Guidaí: I think so! I used to deal with people when I helped my mom at her store and, you know, I have the memory of an elephant.

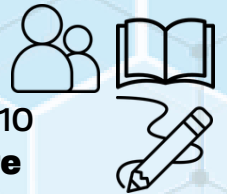
Inés: Great! And what about using technology and being organized?

Guidaí: Sure I am! IT is the subject that I like the most at UTU and I always get the highest grades in it.

Inés: Well, then you are ready to apply for the job!

Guidaí is planning to submit her application for the hotel receptionist position. In preparation, she is looking for insights into the essential traits that define an ideal candidate for the role. This is the article she found about the topic.

Work in pairs and **read** the article's first paragraph. Can you predict what qualities or characteristics might be included in a list of the top 10 qualities of a good employee? **Jot down** at least three ideas and **share** them with the class.



#WORKINGURUGUAY

TOP 10 QUALITIES of a good employee

The world of labor is in constant change. This impacts the workers and the requirements they need to be hired and to keep their working positions. In this article, you will find the ten most important characteristics employers are looking for among their prospective workers.



Read the rest of the article and **place** the characteristics that have been removed into the correct place.



- **flexibility** • **openness** • **ability to work in teams** • **involvement** •
- **problem-solving skills** • **proactivity** • **good communication skills** •
- **adaptability** • **willingness to learn** • **reliability** •

TOP 10 QUALITIES of a good employee

1

_____ It is important that whenever there is something new you do not say “No” and instead, try to find a solution to what happens. Being flexible has to do with lowering your expectations and sometimes not having expectations at all.

_____ Employers want people to feel their work and company as theirs. If employees see themselves as part of the team or the company, employers tend to value them more. Involvement has to do with the next characteristic, proactivity, and how workers have the initiative to do their work better.

2

3

_____ Being proactive means that, when there is a problem, you look for solutions right away, instead of waiting for direction. Proactive people think ahead, prepare for different situations, prevent problems and try to come up with the best possible outcome.

_____ You may have prepared yourself to perform specific duties in the world of work. But nowadays it is important to adapt what you know in order to carry out different tasks to achieve the same goals. Having the ability to adapt ourselves might be the key to continuing to escalate in the place where you work.

4

5

_____ It means sharing information so your coworkers know what is going on. It also means you listen to them and make them feel heard. If you work in an open atmosphere, you feel you can express your ideas or ask questions without fear of being judged.



_____ It has been said that knowing how to lead a team may ensure the way to success. Working in a team does not only imply accomplishing tasks together but also requires a special ability to deal with your co-workers. It is also related to noticing your strengths and weaknesses and learning how to make the best out of all of us.

6

TOP 10 QUALITIES of a good employee

7

Another characteristic is to be a good problem solver. If you are asking the employer to find solutions to the problems which appear, the employer may find you redundant and may not need you anymore. But be careful! There are different types of problems, some are minor and you can solve them, but others have to be solved by the employer. Discuss the difference between one type and the other with your boss beforehand.

8

When working in a team, developing basic interpersonal skills is essential. A good employee needs to develop the ability to listen to others and to be open to suggestions and new ideas. Good communication is vital in any type of relationship, and so is finding a common communication channel: internal memos, email, or even a WhatsApp group... the important part is that you all agree upon it.

9

“Everybody’s gotta learn, nobody’s born knowing”. This principle is key. You need to show your employers that you want to learn, improve and develop your abilities and competency as a worker. Employers might be patient with people who are reluctant to face new challenges and learn how to do new things, but patience is limited and many people need a job and can do it even better. So, be humble and willing to learn new things.

10

Employers usually look for people they can count on. To be reliable is vital in a company in which every person has a role to play. If the employee is reliable, the employer can trust that what he/she has to do, will be actually done.



27

Get in pairs again. **Compare** the qualities listed in the article with the predictions you made earlier.



Are they different or similar? Do the qualities mentioned in the article align with your initial thoughts?

Imagine you are looking for a part-time job. **Get in pairs** and **discuss** the skills needed for each option. **Use** the dialogue at the beginning of this lesson as a model and the situations below.



- Teacher's assistant at a primary school in a rural area of your town
- Personal trainer or kids party entertainer
- Barber's assistant
- Organic farmer assistant
- Employee at a technology store



Useful language

- I am good at ...
- I am an excellent candidate because
- I can ...
- I think I should be chosen because ...
- I am interested in ...

Get into groups of four and **share** what you discussed with your pairs. **Make a list** of the most important skills you mentioned.



Which of the positions do you feel more comfortable with?

Record a short video to send to the future employer saying why you want that position.



5 Workplace organization

Describe the following pictures. 



What do all the pictures have in common?

Which words do you associate *factories* with?

Look at the list of words below and **tick**  the ones related to factories. 

classroom ___
assembly line ___
production ___
patient ___


manufacture ___
machinery ___
quality control ___
garage ___

warehouse ___
shift ___
inventory ___
menu ___

robots ___
plant ___
OR ___
worker ___

Did you know? 

OR means operating room.

Narrow down the concept of "factory" and **shout out** some factories you know and what they produce. 



In a factory, not everybody has the same rank and position. There are hierarchies.

Read the concept of hierarchy in the *Did you know?* section.



Did you know?



hierarchy /'haɪrɑ:rkɪ/ : a system in which people or things are arranged according to their importance.



Match the job positions to their descriptions.



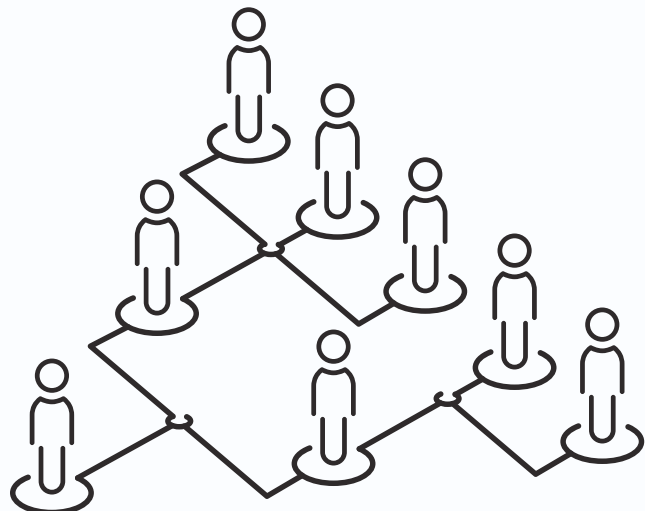
- 1 **Plant manager**
- 2 **Quality control director**
- 3 **Assistant plant manager**
- 4 **Production supervisor**
- 5 **maintenance team leader**

- This person is in charge of ensuring that products meet high standards of quality before they are released to customers.
- 1 This person supervises and coordinates a team responsible for maintaining and repairing equipment, machinery, or facilities.
- This person is responsible for overseeing the overall operations of a manufacturing plant or facility. They manage production schedules, ensure efficient use of resources, supervise staff, and maintain compliance with safety and quality standards.
- This person supports the Plant Manager in overseeing the operations of a manufacturing plant or facility.
- This person supervises workers, ensures production goals are met, and solves any problems that may arise during production

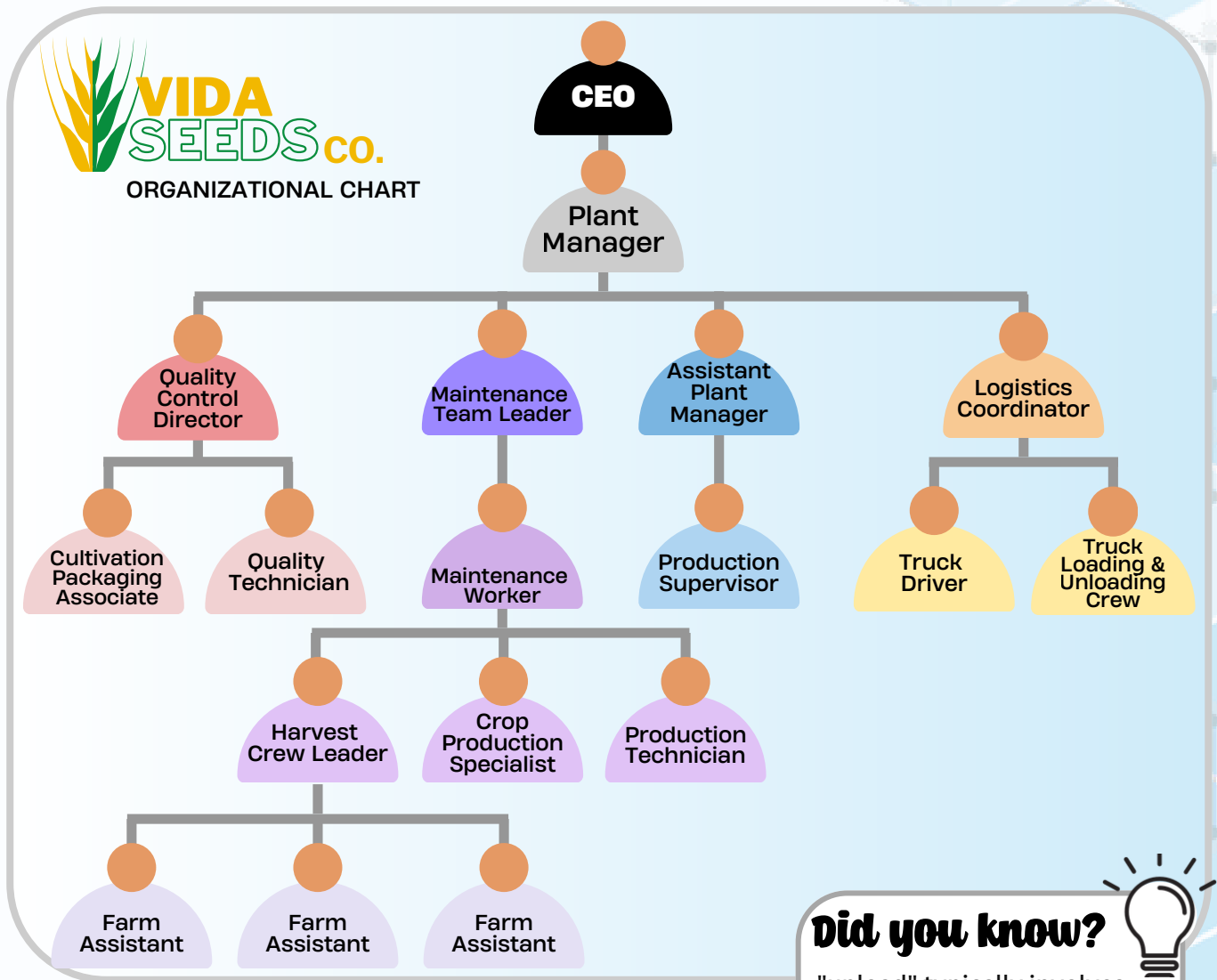
Get in pairs and **order** these job positions according to the hierarchy in a factory. **Justify** your ideas using the definitions above.



- Plant manager**
- Quality control director**
- Assistant plant manager**
- Production supervisor**
- maintenance team leader**




Look at the diagram to **check** your ideas. 



Did you know? 

"unload" typically involves removing or terminating something, while "download" involves transferring data or files onto your device.

Analyze the hierarchy at this company. 
Look at the diagram again and **answer** these questions.

- 1** Who oversees all factory operations and directly reports to the CEO?

- 2** How many farm assistants are there in this company?

- 3** Who ensures that equipment is operational and leads the maintenance team?

- 4** Who reports to the Assistant Plant Manager?

- 5** Who is responsible for organizing the delivery of the products?

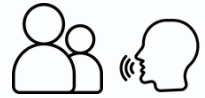
While companies may vary their products, most of them maintain a similar hierarchical structure.



V&V Technology Solutions specializes in delivering comprehensive technology services to meet the unique needs and challenges of their clients.

Get in pairs and **look** at the organizational chart below.

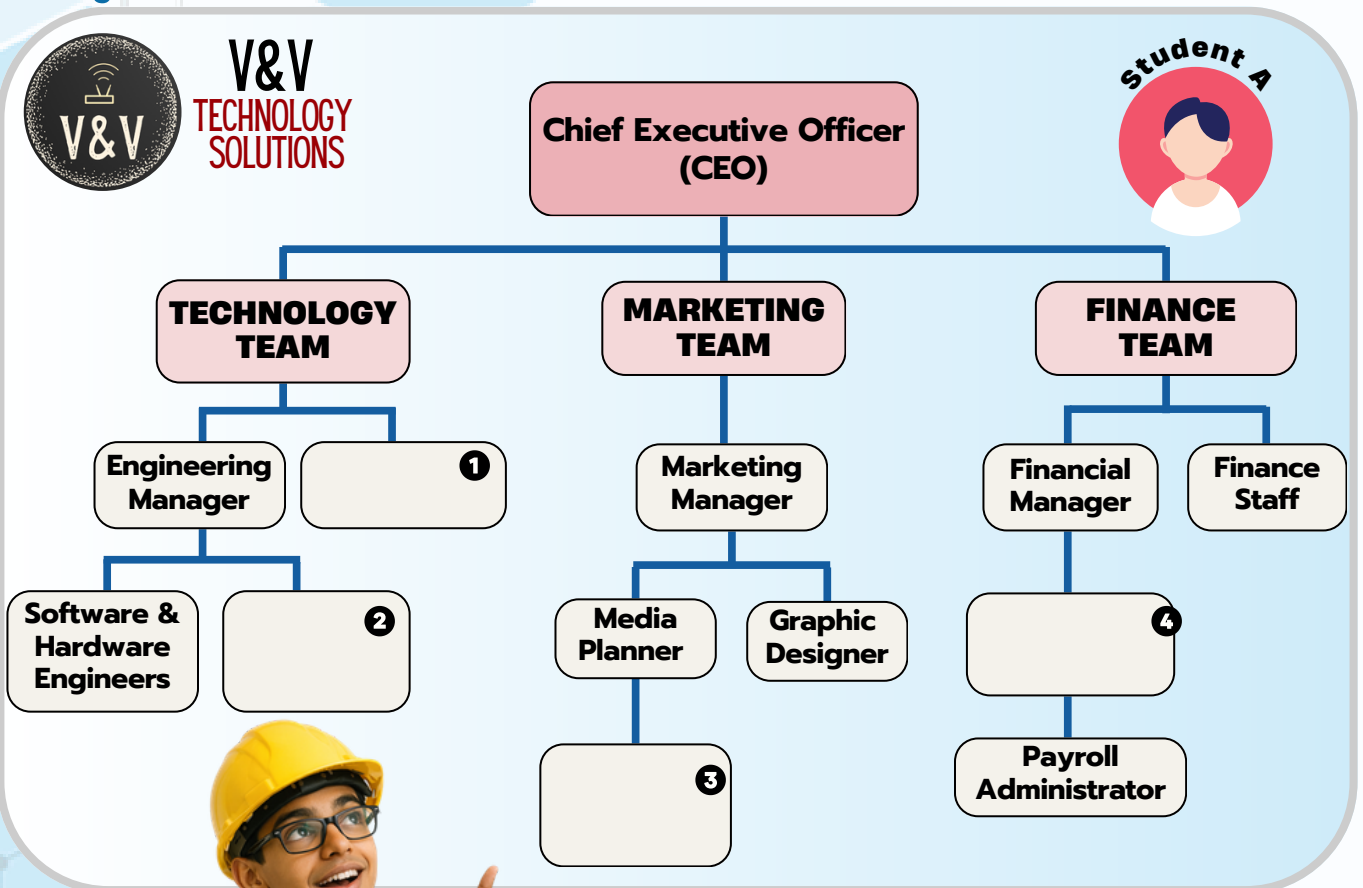
Ask and **answer** questions to complete the missing information.



Student A: Look at **diagram A** below.

Student B: Look at **diagram B** on the following page.

Diagram A





Listen to Michael, the operations manager at Novatech company.
Complete the organizational chart with the names of Michael's workmates.

Listen again and **classify** Michael's workmates according to their efficiency.

- **Write** their names.
- Then, **jot down** at least one personality trait related to each kind of worker.



efficient workers	mixed-bag workers	underperforming workers

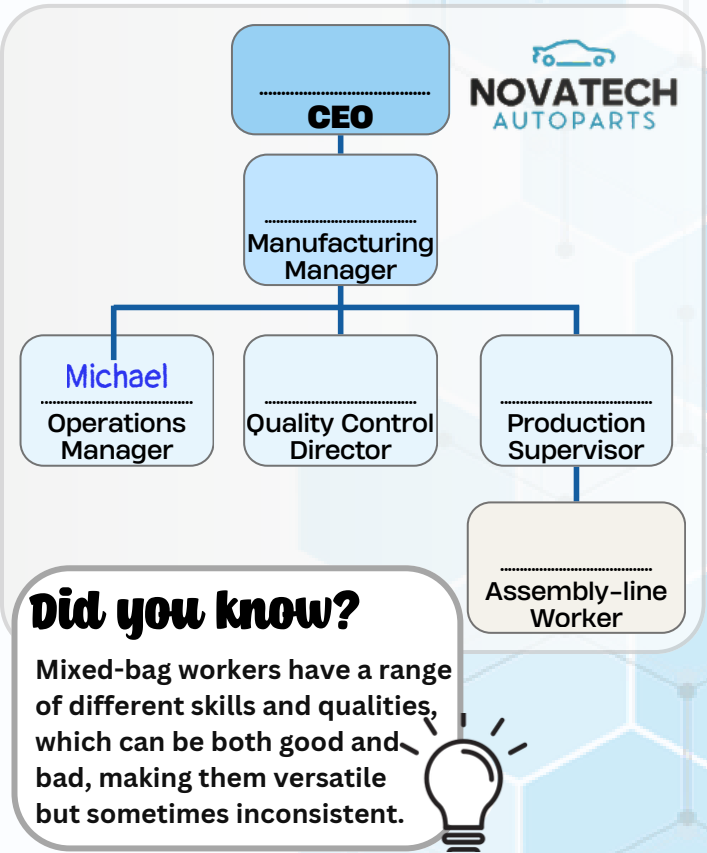
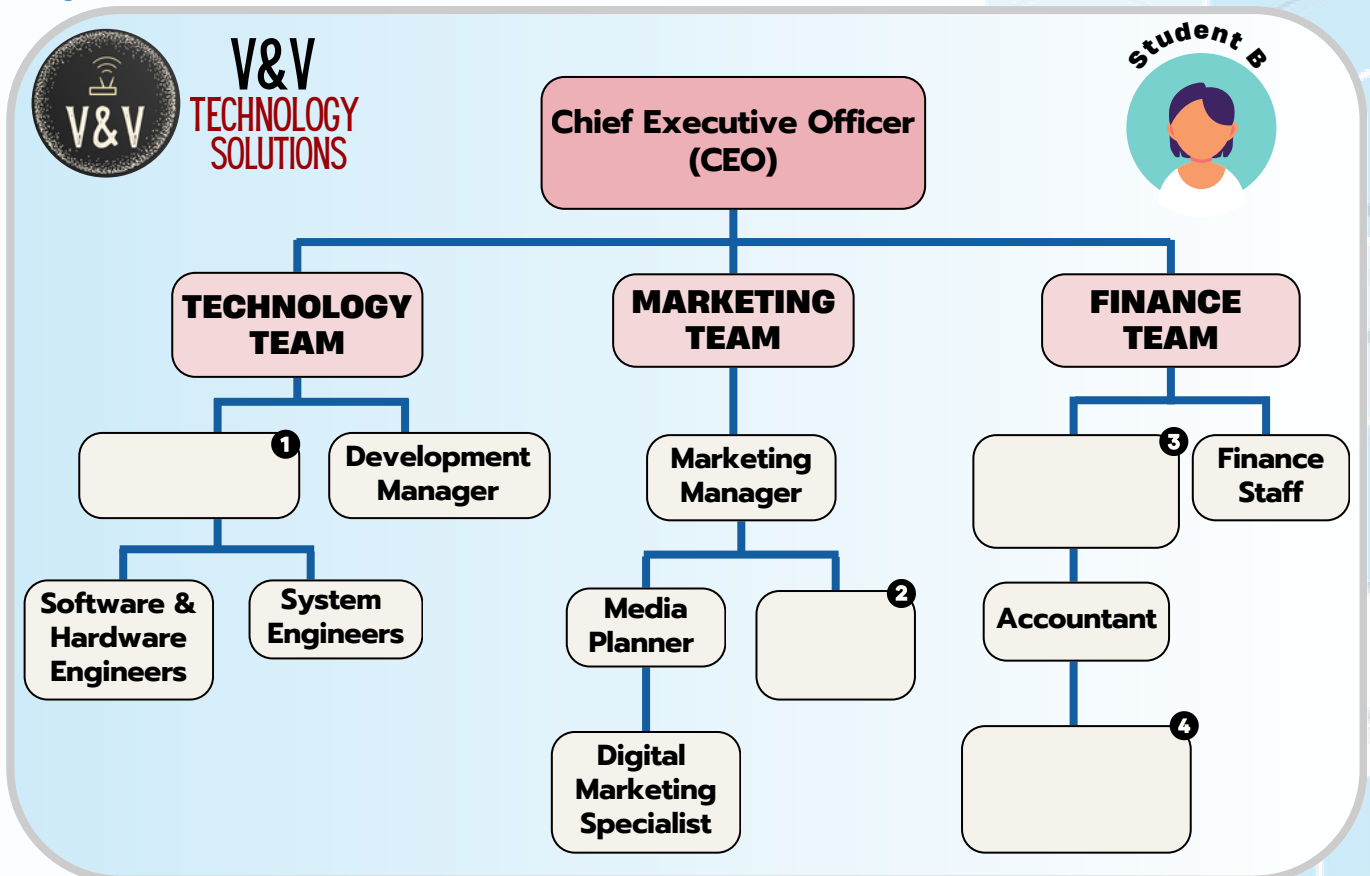


Diagram B




Project



- 1** Get into groups of 3-4 students. Each group has to brainstorm and create a fictional company or factory. Decide on the products or services your company produces or provides. Consider the following aspects:
 - type of products or services offered
 - target market or customers
 - location of the company
 - size of the company (small-scale, medium-scale, large-scale)s
 - specific features or selling points of your company
- 2** Determine the **hierarchical structure** within your company. **Assign roles** to each group member based on the positions presented, such as *Plant Manager, Quality Control Director, Assistant Plant Manager, Production Supervisor, or Maintenance Team Leader*. Ensure that each role has clear responsibilities and duties.
- 3** Prepare a **brief presentation** to introduce your company to the class. You should include:
 - **company name and logo**
 - **brief description** of the products or services offered
 - **organization chart** showing the hierarchical structure of your company
 - **responsibilities and duties** of each position within the company
 - **additional information** you think is relevant or interesting about your company
- 4** Each group will take turns **presenting their company** to the class. One member of the group can act as the spokesperson while others may assist in presenting specific aspects of the company.
- 5** After each presentation, the rest of the class will be able to **ask questions** to clarify any aspects of the company presented. The questions can be related to the products, organizational structure, operations, or any other relevant aspect of the company. **Discuss** as a group how you can enhance your company's structure or operations based on the feedback received.
- 6** Based on the questions and feedback received from the class, **reflect on your company's strengths and areas of improvement.**



6 my duties as part of the workplace organization



Look at the following word. What do you associate this word with? 

WORKPLACE

Look at these pictures, what can you see?

TIP!

A workplace is a place where people work, such as an office or factory.

Describe the pictures, label them, and think about the different people working there. What duties do they have?  

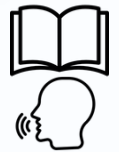


How would you describe the job of a *marketing assistant*?



Get in pairs and **make** a list of all the duties a marketing assistant may have.

Read the following text about Irene, Freddie's mom, who is a marketing assistant. **Compare** your findings with the duties Irene shares in the text.



Irene is a **busy bee**! She works as a marketing assistant, helping the marketing team at her company. Every day brings new tasks and challenges, but Irene is always up for the job.

One of Irene's main duties is helping to get the company's message out. She assists with creating **flyers** and posters that advertise the company's products or services. Sometimes, she even helps write short messages for social media.

Irene also plays a big role in keeping the marketing team **on track**. She helps them stay organized by **scheduling** meetings, sending emails, and keeping track of **deadlines**. This ensures that everyone knows what they need to do and when they need to do it. She is always willing to lend a helping hand. She also helps with research for marketing campaigns, answering calls and emails, or even preparing presentations for important meetings.

Every day, Irene learns something new about marketing. She enjoys being part of a team and seeing how her work helps the company reach its goals.

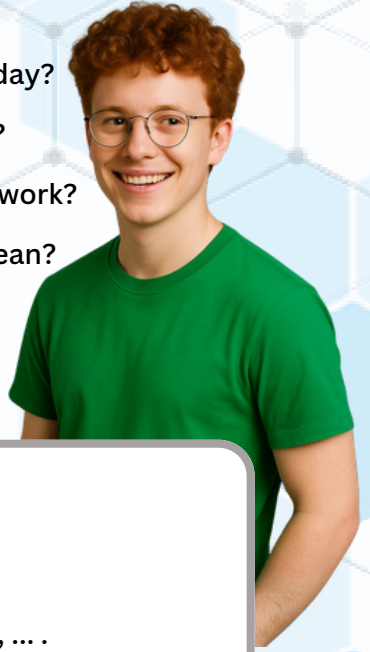
Irene's job may be busy, but it's also fun and **rewarding**. She knows that her hard work and positive attitude play an important role in the marketing team's success.



Read the text again and **match** the words/phrases in **red** to their meanings.

- Small handouts used to advertise a company's products or services.
- Organizing and arranging events or activities at specific times.
- Making progress as planned or expected.
- Fulfilling or providing satisfaction or benefits.
- The time by which something must be finished or submitted.
- A person who is constantly occupied and actively involved in many activities.

Working in various places implies different duties and responsibilities. **Have a look** at the following situations, **think** and **discuss**.



- 1 Imagine you work in a shop. What are some duties you might have every day?
- 2 Sometimes people wear uniforms at work. Why do you think they do this?
- 3 Working together can be faster. Can you think of another benefit of teamwork?
- 4 Sometimes people need to follow instructions at work. What does this mean?
- 5 Sometimes people need to follow safety procedures at work. How can you enforce that people accept those procedures?

ASKING FOR OPINION

- What do you think about ...?
- Do you agree with me?
- What's your opinion about ...?
- What about you?

DISAGREEING

- I'm afraid I disagree.
- I'm sorry but I don't agree with you.
- I agree but up to a point.
- I see your point, but... .

OFFERING OPINION

- I think (that)
- In my opinion... .
- The way I see it
- From my point of view,
- As far as I'm concerned... .

AGREEING

- I agree. / I totally agree.
- I think so.
- You are right.
- I get your point.



Conversation circle

- There are five chairs at the front of the classroom.
- One volunteer belonging to the groups from the previous activity sits on one chair.
- You have to speak for one minute about the situations you previously discussed.
- Every participant in the conversation circle must participate in the discussion.
- After one minute, you will hear your teacher clapping their hands and you go back to your seats. A new participant from the group has to continue with the discussion.

TIP! When the students are discussing in the conversation circle, the rest of the class must remain silent.

Did you know?

“They” and “their” can be used to represent a singular person if the gender of the person is unknown, for example, “Each person must pack their own lunch”.



7 How to keep your job without working yourself to death

Look at the pictures and **describe** the people and what their faces show. **Discuss** how their habits might affect their well-being.



Imagine you are advising a friend who is struggling to balance their job and personal life.

Write some tips for maintaining a healthy work-life balance.

Think in terms of *work environment, time management, self-care*, etc.



Handwriting practice area with a dotted top edge and five horizontal lines for writing.

Having a work-life balance is very important for overall well-being.

Look at the four pictures and **list** the different challenges and situations each of the people has to manage within their profession.



Surgeon

Police Officer

Teacher

Graphic Designer

How can they strike a balance in their professions?

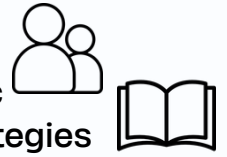
Listen to a man talking about these four people's working habits and **check** your predictions. **Highlight** or **tick** everything that matches between what the speaker said and what you wrote.



Listen again and **write** the people's names next to the things they mention as being a burden in their lives.



- 1 _____ has to deal with misbehavior a lot.
- 2 _____ works long hours and stays late at night.
- 3 _____ doesn't have time to do what they love to do.
- 4 _____ has very little time for relaxation.
- 5 _____ is conscious that working long hours may lead to making mistakes.
- 6 _____ cannot unplug their brain and keeps on thinking even during weekends.
- 7 _____ is under constant stress.
- 8 _____ faces several unpredictable situations and emergencies.



Get in pairs. Read the “Strategies for work/life balance” infographic that Inés found. **Compare** the tips you wrote on page 34 to the strategies mentioned in it. Are they different or similar?

Read the text again and **put** the subtitles in the correct place.



- _____ **Reduce your stress**
- _____ **Take care of yourself**
- _____ **manage your time**
- _____ **Optimize your workplace**
- _____ **Communicate**

Add one more strategy to each category.



STRATEGIES FOR work/life BALANCE

1

- Prioritize tasks.
- Set realistic deadlines.
- Use time-blocking techniques.
- _____



- Practice meditation.
- Try to avoid stressful situations.
- Take regular breaks.
- _____

2



- Get enough sleep.
- Eat healthily and stay hydrated.
- Schedule regular "me time".
- _____

3



- Talk openly to colleagues and supervisors.
- Delegate tasks when possible.
- Seek support and feedback.
- _____

4



- Create a pleasant workspace.
- Minimize distractions.
- Establish a healthy work culture.
- _____

5



Get into groups.

Think of a sensible piece of advice for each person and **write** it down.



Take into consideration the previous infographic and the audio you listened to, and **use** the expressions in the SOS Box.



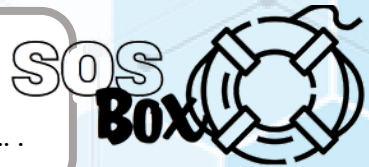
Wilson

Elena

Franco

Lisa

• If I were you, I would
 • You should
 • In my opinion, you may... .



What are the most stressful occupations?

Get in pairs. Rank these occupations/professions.



1 Least stressful

10 Most stressful

- Social worker
- Anesthesiologist
- ER nurse
- School teacher
- Military personnel

- Mental health counselor
- War correspondent
- Police officer
- Pilot
- Firefighter



Share your ideas.



Choose one of these professions and **write** a text as if you had that profession. **Describe** the duties of your job and how overwhelming this could be. **Include** how the burden of your job has affected your life and what you could do to feel better and more balanced. **Write** your text in about 150 words.



8 Applying for a job

Look at the following documents related to the job search process. What do they have in common? How do they differ?



A Curriculum Vitae for LENA GOH. Includes sections for interests, education, skills, and achievements.

B A woman in a white shirt talking to a man in a suit at a table.

C A woman with a speech bubble saying "Hi! My name's Hélène and this is my video CV" and a YouTube play button icon.

D A handwritten letter of application for a photography position at Blue Line Cruises.

E A woman sitting at a desk looking at a computer monitor displaying a man's video profile.

F A hand holding a tablet displaying an "APPLICATION FORM" with fields for name, address, and phone.

G An advertisement for "THE BEST WRITING JOBS!" listing various job types like Form Filling, Handwriting, Simple Typing, Data Entry, and Social Media Posting.

H A "Job Board" bulletin board with many papers pinned to it.

What's your opinion about these documents?
How has technology impacted them?

Get in pairs and discuss.

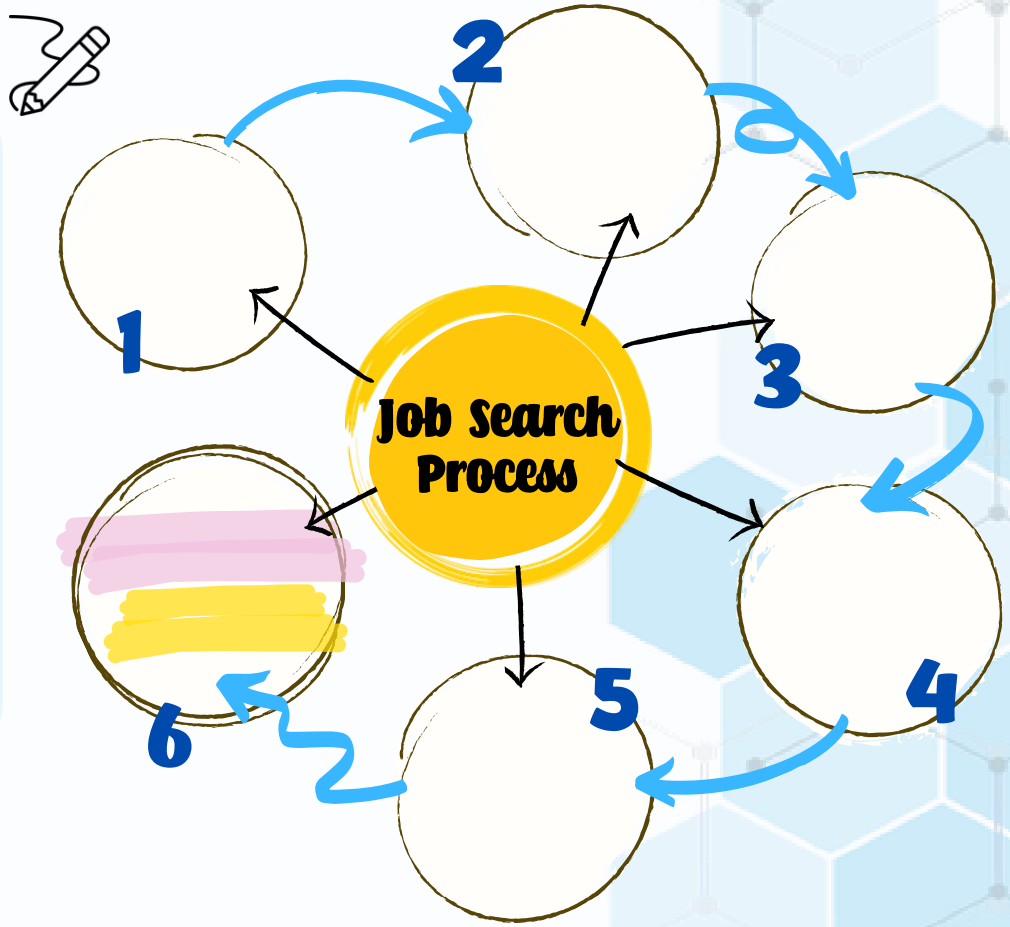


Did you know? In American English, a **CV** (Curriculum Vitae) and a **resume** have similar purposes but are used in different contexts.

- A **CV** is more detailed, longer, and typically used in academic or research fields, including education, research experience, presentations, and publications.
- A **resume** is shorter and written for a specific job application. It focuses on the work experience and skills needed for the aspiring job. It is commonly used in business and industry.

Look at the different steps in the job search process and **complete** the graphic organizer.

- Apply**
- Write resume & cover letter**
 - Prepare & practice**
 - Attend job interview**
 - Research jobs**
 - Accept offer!**



Look at Simon’s SWOT chart. He completed it by describing how he feels about one of the steps in the process; attending the job interview.



<p>STRENGTHS *</p> <p>I’m well prepared to answer the questions at the interview because I’ve been rehearsing with my friends.</p>	<p>WEAKNESSES *</p> <p>I’m nervous when I have to speak in front of strangers.</p>
<p>OPPORTUNITIES *</p> <p>Attending an interview will help me gain knowledge and experience.</p>	<p>THREATS *</p> <p>There might be other candidates with better qualifications for the job.</p>

It's your turn!



Complete the SWOT chart describing how you feel about having a job interview.



STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Then, **discuss** with your partner the *strengths*, *weaknesses*, *opportunities* and *threats* you included.



Simon needs to write a *cover letter* and a *resume* to apply for a job, so he looked for some examples on the web. **Analyze** what he found.

Read the cover letter below. **Match** the descriptions to the paragraphs.



235 Rose St.
New York
9th April, 2022

Blue Line Cruises
24 Sorority Lane
Boston

Dear Sir or Madam,

I have seen your advertisement asking for photographers on 'The New York Chronicle' website and I am writing to apply for the position.

My name is Clara Frasier, and I am 22 years old. I studied photography at the New York Institute of Photography and obtained my degree with honors. Since I finished my studies two years ago, I have worked as a photographer's assistant for a local magazine, where I improved my skills in photo editing and graphic design. In addition to my photography background, I am a native Spanish speaker and proficient in Italian.

I have always been interested in photography and I like to travel. Therefore, I would welcome the opportunity to work on a cruise. I think I am very enthusiastic and hardworking and I enjoy working with people very much. I think I would be a great addition to your team.

I will be happy to discuss how my skills and experiences align with the needs of your company. I am available for an interview at any time and can provide references upon request.

I look forward to hearing from you.
Yours faithfully,

Clara Frasier
Clara Frasier

- Availability, references.
- Relevant qualifications and experience.
- Reasons for writing.
- Qualities and reasons for wanting the job.

1
2
3
4

Pay special attention to the layout of the letter. And remember to use formal language!




Look at the resume. **Complete** it with the different section's names.

- Work experience
- Languages
- References
- Education
- Skills
- About me
- Contact

Get in pairs and discuss.

- How can a candidate adapt their resume to a specific job position?
- Why is it important for a resume to be well-organized and visually appealing?
- What is the purpose of the 'about me' section of the resume?
- In your opinion, is this resume attractive? Would you make any changes?





CLARA FRASIER


PHOTOGRAPHER 1


As a creative and versatile photographer, I am passionate about capturing memorable moments. I am experienced in different photography genres, including portrait, event, and travel photography.

2

 235 Rose St. - New York

 (+1) 555 21229

 clara.frasier@gmail.com

 @clara.photo

6

Cruise Photographer 2022 - now

Blue Line Cruises - 24 Sorority Lane, London

- Captured high-quality photographs of guests during various events, excursions and activities.
- Interacted with guests in a friendly and professional manner.

3

Photography	10/10
Art Direction	10/10
Graphic Design	8/10
Digital Imaging	7/10

7

Photographer Assistant 2018-2022

Cadco Magazine - 126 Rue Street, NY

- Assisted lead photographers in photo shoots.
- Edited photos using a variety of software.
- Coordinated logistics for photoshoots, including scheduling and organization of props & wardrobe.

4

- Spanish (native)
- Italian (proficient)

7

Bachelor's Degree 2018

Arts & Photography

New York Institute of Photography

5

Available upon request.

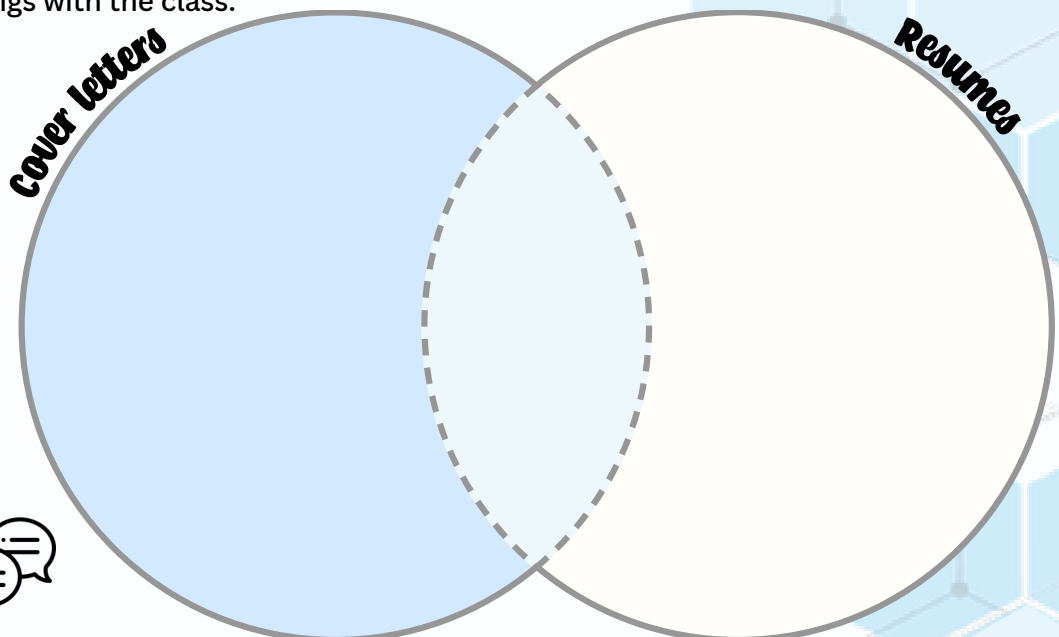
7

High School Diploma 2015


Thomas Crown High School

Get into groups.

- Brainstorm the differences and similarities between a *cover letter* and a *resume*.
- Write down your ideas in the appropriate sections of the Venn diagram.
- Identify the areas where they overlap.
- Share your findings with the class.



Which of the two is the most difficult for you?

Discuss with a partner. 

Help Simon by **completing** the job advertisement with the missing words. There is an extra word.



- degree •
- packages •
- assistant •
- experience •
- cover letter •
- driver's •
- necessary •
- phones •



ADMINISTRATIVE ① _____

- Age 18+
- ② _____ in Business.
- 2-3 years of ③ _____
- Answer ④ _____ coordinate staff meetings, manage correspondence, etc.
- Knowledge of MS Office.

DISPATCH RIDER

- Age 16+
- No experience ⑤ _____
- Must own bicycle/motorcycle.
- Valid motorcycle ⑥ _____ license needed (if applies).
- Knowledge of Google maps.
- Deliver letters & packages.

Send your _____ ⑦ _____ & resume to mrkaplan@gmail.com

WWW.JEFFORDSDESIGNS.COM



Get in pairs.



- **Decide** which of the two jobs is the most appropriate for Simon.
- **Jot down** the qualities and qualifications that make Simon a good candidate for that job.
- **Write** Simon's *cover letter* and *resume* to apply for the job.
- **Use** the previous documents and the SOS Box to help you.

WRITING FORMAL LETTERS

- If you don't know the name of the person, start with *Dear Sir or Madam / To whom it may concern*, and end *Yours faithfully*.
- If you are given a name, use it in full, for example, *Dear Mr. Banks*, and end *Yours sincerely*.
- Finish the letter with your signature and full name written under it.

USEFUL LANGUAGE

- *My qualifications include... .*
- *I am writing in connection to... ./ I am writing because I am interested in... .*
- *I would welcome the opportunity to... .*
- *I would be happy to attend an interview... ./ I am available for an interview at your earliest convenience.*
- *I can provide references upon request.*



9 Dos and Don'ts of job interviews

Guidaí has just received an email from the company she wants to work at. She is going to have her first job interview and wants to make a good impression. She found an infographic with some tips.

Look at the first part of the infographic. **Match** the tips below to the icons.

- | | |
|---|---|
| <u>4</u> Be yourself and show your personality. | _____ Know your strengths / weaknesses. |
| _____ Bring copies of your resume. | _____ Silence your phone. |
| _____ Bring a pen and paper. | _____ Take care of your body language. |
| _____ Dress appropriately. | _____ Be punctual. |
| _____ Know the company/business you are applying for. | _____ Prepare your answers to common job interview questions. |



Read these answers to some common job interview questions. Are they appropriate or not so appropriate for a job interview?

Put a tick ✓ or cross ✗ next to each sentence.

I'm looking for new challenges.

No, I don't have any questions.

I'm really nervous.

I really need this job!

My weakness is that I work too hard.

In the short-term, I want to develop my sales skills and gain more experience.

How much will I earn?

My current boss is horrible.

I work well under pressure. I find it very motivating..

Can you tell me more about the day-to-day obligations of this job?

● NEVER GIVE THESE ANSWERS IN A *Job interview*

My weakness is that I work too hard.

If the interviewer asks about your weaknesses, you should not reply with a hidden strength. Instead, tell the employer about a real weakness, but one that is not so important for the job.

Companies do not want to hire someone who does not have any confidence. So, if you are nervous, try not to show it.

If you do not know your potential salary, you should not ask about it too early in the interview. If you do this, they will think you are just for the money. Leave salary negotiations for later.

Try not to show that you are desperate for the job. Desperation is a sign of weakness.

Never criticize a previous boss or company. It is not classy, and it makes you sound negative and resentful.

When they ask if you have any questions, do not say "no". This makes you look not interested in the job.

Complete the second part of the infographic with sentences from the previous activity.



Do you agree with the infographic on this topic? **Discuss** with a partner.







The last part of the infographic is about common job interview questions. These four kinds of questions are some of the most popular among interviewers.

Get in pairs.

Match the type of question to its explanation.



TYPES OF *Questions* IN A JOB INTERVIEW

<p>PERSONAL</p> <ul style="list-style-type: none"> • Personality • Qualifications • Professional ambitions 	<p>OUT-OF-THE-BOX</p>  <ul style="list-style-type: none"> • Creativity • Critical thinking
<p>SITUATIONAL</p> <ul style="list-style-type: none"> • Hypothetical situations • Imaginary conditions 	<p>BEHAVIORAL</p>  <ul style="list-style-type: none"> • Past experiences • Past behavior

<p style="text-align: center; color: #4169e1;">Situational</p> <p>These questions present the candidate with an imaginary situation and ask them what they would do.</p>	<p>These questions ask the candidate to remember a past experience and describe how they acted about it.</p>	<p>These questions give an idea about a candidate's creativity and thought processes.</p>	<p>These questions give an idea of a candidate's skills, personality, motivations and interest in the position.</p>
---	--	---	---

Read the questions below. **Classify** them into *personal*, *out-of-the-box*, *situational* or *behavioral* questions.



- out-of-the-box Can you sell me this pen?
- _____ Can you list your strengths?
- _____ What would you do if there was a blackout in the store?
- _____ Tell me about a difficult challenge you faced. How did you solve it?
- _____ Why do you want this job?
- _____ What piece of clothing do you identify with?
- _____ Give me an example of your biggest achievement.
- _____ What would you do if the work of one of your subordinates wasn't good enough?

Guidaí also searched for some examples of job interview videos.

Click on the link to watch it.



While you watch the video, **number** the tips in the order they are mentioned.



- | | |
|---|--|
| <input type="checkbox"/> Be honest with your answers. | <input type="checkbox"/> Try to imitate the interviewer's posture. |
| <input type="checkbox"/> Try not to make unnecessary movements. | <input type="checkbox"/> Introduce yourself. Say your name. |
| <input type="checkbox"/> Greet people in an authentic way. | <input type="checkbox"/> Follow your interview with a thank-you email. |
| <input checked="" type="checkbox"/> 1 Pay attention to your posture. | <input type="checkbox"/> Don't speak negatively about your past jobs. |
| <input type="checkbox"/> Have a short list of questions for your interviewer. | <input type="checkbox"/> Treat everyone with respect and make eye contact with people in the office. |
| <input type="checkbox"/> Practice answers to some common interview questions. | <input type="checkbox"/> Control your nerves. Take a deep breath before the interview. |

After watching the video, **classify** the tips into BODY LANGUAGE or PERFORMANCE.



Body language

Try not to make unnecessary movements.

Performance

Be honest with your answers.



Guidaí feels very happy; her first job interview was a great success!



Work with a classmate and **match** the employer's questions to her answers.

1. C 2. 3. 4. 5. 6. 7. 8.

1. Good morning, please have a seat. So, you're Guidaí, aren't you?
2. I've had a look at your resume, and I'd like to ask you some questions. Why are you interested in this job?
3. Do you have any prior experience?
4. Great! Why do you think we should hire you for this position?
5. Can you tell me about a time you had to work on a team and how you handled it?
6. Now, suppose a client didn't like the dish you served, how would you manage that situation?
7. Excellent! One last question, and please don't laugh! If you were food, what food would you be?
8. Good choice! Well, thanks for coming, Guidaí. We'll call you tomorrow and let you know our decision.

- a. No, I don't, but I'm willing to learn and I'm good at following instructions and working in a team.
- b. Well, I'm thinking about studying something related to the hospitality industry in the future, so I'd like to learn how a restaurant is run.
- c. Yes, that's right. Good morning.
- d. I consider myself a well-organized, responsible person. I am also hard-working and easygoing.
- e. Well, I would talk to the client to see what the problem with the food was and talk to the chef about it.
- f. Hahaha, I think I would be an egg. Eggs are perfect; they contain everything you need to be healthy, and they can be cooked in many different ways.
- g. Thank you very much. I look forward to hearing from you.
- h. Well, last year our school class organized a charity event for people with ASD. It was a very complex event with a variety of activities. I was in charge of the team that asked for donations from local businesses. It wasn't easy to organize, but finally, we got all the competition prizes for free, even a motorcycle for the big final lottery!

Project Job search process



Get into groups of 3–4 students.

- 1 Each group has to create its own company. Decide on the type of business and the products or services it will offer.

Create a **job advertisement** for a position available in your company. Include details about the responsibilities, qualifications, experience and desired skills for the position.

- 2 Read the **job advertisements** created by the other groups and choose one.

Then, **write a resume** and a **cover letter** for that position. Tailor these documents to show your relevant experiences, skills, and qualifications for the position you have chosen. **Important!** You can create a fake identity for the application.

Submit your application to the group that created the company you wish to apply to.

- 3 **Role-play: prepare** for and **participate** in a job interview conducted by the hiring group. Be ready to discuss your application, experiences, skills, and qualifications in detail.

- 4 Finally, the groups will **review** the applications and interview performances for their company's position. They will assess each applicant's qualifications and interview to determine who is the best fit for the position.

Did you know?

In the context of the project, a **fake identity** refers to creating fictional personal information, such as a name, address, contact details, and possibly educational or professional background, for the purpose of simulating a job application.

In real life, fake identities are often associated with criminal or unethical activities, such as identity theft, fraud, or trolling/ bullying (in social media contexts), among others.



10 workplace jargon

Diego, Guidaí, Freddie, Emma, and Camila are studying at the school's library. Each one shares about the profession they want to pursue at UTU.



Freddie: I'm interested in beauty and how to help people feel happy with their image.

Emma: I'm a gearhead person. In my childhood, I always preferred to have model cars instead of the dolls my parents bought.

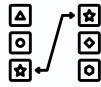
Diego: Some people underestimate the profession I want to pursue but to be honest, doing exercise is vital to be healthy.

Guidaí: I have always been interested in becoming an entrepreneur. Cooking has been my ideal job and working at a hotel could be a dream come true.

Camila: All my family has lived in the countryside. They perform all the activities because they have learned them by doing. I would like to become a professional in the field.

In this *word cloud*, there are some words and phrases which are common in the different fields.

Match the words and phrases to the corresponding character.



<p>Emma</p> <p>LOF</p>	<p>Diego</p>	
<p>Camila</p>	<p>Guidaí</p>	<p>Freddie</p>

Listen to the five characters talking about their ideas for the future and **check** your answers.



Listen again and **answer** *true* or *false*.



- 1 Freddie explains that thinning is a useful technique if you have a lot of hair.
- 2 Camila finds growing her own food amazing.
- 3 Guidaí believes that working at a restaurant implies being prepared for unexpected situations.
- 4 Emma wants to be a mechanic because her father is a mechanic, too.
- 5 Diego plays soccer every day.

What do you remember about the characters?

Complete the sentences with the name of the person.



- 1 _____ was inspired by several ideas from the American restaurant market.
- 2 _____ believes their career is underestimated.
- 3 _____ is not worried about being dirty or scruffy.
- 4 _____ loves to interpret other people's ideas about the way they look.
- 5 _____ is keen on opening a business.

NAVIGATING

WORKPLACE JARGON

In today's fast-paced and dynamic workplaces, effective communication is essential for success. Workplace jargon comes in various forms, including acronyms, industry-specific terminology, and trendy buzzwords, and can impact how colleagues interact and collaborate.

01 Types of Workplace Jargon: Workplace jargon covers a wide range of terms and expressions used in professional settings. There are different kinds of jargon:

- **Acronyms**, such as "CEO" (Chief Executive Officer), "HR" (Human Resources), or "LOF" (lube, oil, and filter) are common abbreviations formed from the initial letters of words in a phrase.
- **Industry-specific terminology**, specialized terms and expressions used in specific industries or fields like "big data" (IT), "cash flow" (finance), or "aquaponic" (agronomy).
- **Buzzwords** are trendy phrases often used to impress or sound knowledgeable. Unlike specific terminology, sometimes they lack substance or specific meaning. "New normal", "synergy", and "game changer" are some examples.

02 Understanding Workplace Jargon is crucial for effective communication in professional settings, so when you encounter unfamiliar terms or expressions:

- do not hesitate to ask for clarification from colleagues or supervisors.
- pay attention to **context clues**, such as surrounding words or phrases. This can also help decipher the meaning of unfamiliar acronyms or expressions.
- practice **active listening** during conversations and meetings. This can help you improve your understanding and usage of workplace jargon.

03 Perceptions of Workplace Jargon. While workplace jargon is very common in professional environments, it is not always well-received by everyone.

- **Confusing:** Some professionals find workplace jargon confusing and overwhelming, especially when it's used excessively or lacks context.
- **Impersonal:** Others perceive its use as impersonal and distancing, preferring clear and direct communication.
- **Pretentious:** Overuse of buzzwords and acronyms can sound pretentious or insincere.

Get in pairs. Read the article about *workplace jargon* and **discuss.** 

- Do you recognize any of the words or expressions mentioned in the article?
- What is the difference between buzzwords and specific terminology?
- Do you agree with the author's perceptions of workplace jargon?



Go back to the *word cloud* on the previous page and **classify** the words/expressions into *acronyms*, *industry-specific terminology* or *buzzwords*. 

acronyms

industry-specific terminology

buzzwords

Nico wants to study *Gestión y Administración*.

Read a text written by Nico in which he explains the reasons for choosing this career and **complete** the visual organizer.



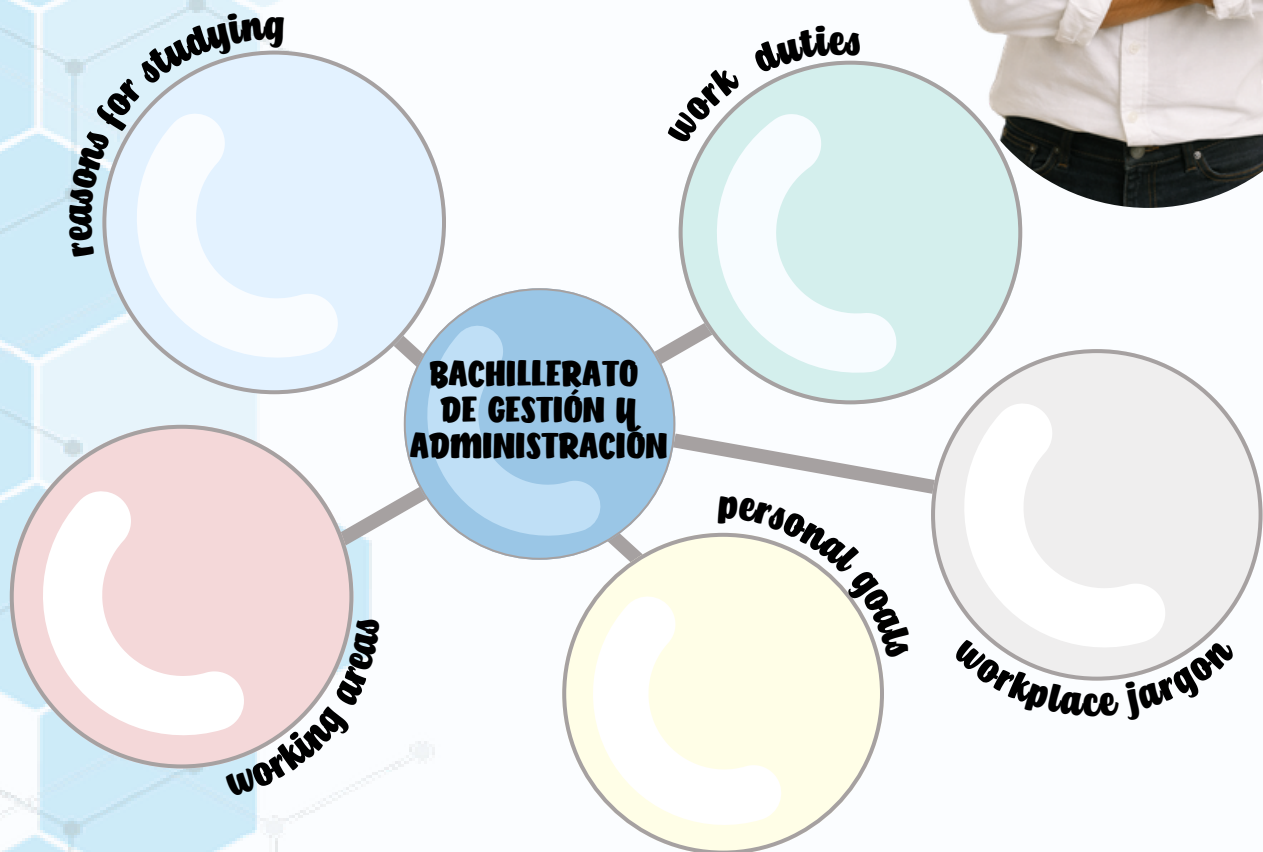
Hi, I'm Nico, and I'm excited about studying *Bachillerato de Gestión y Administración*. I picked this career because I think it offers a lot of different chances to learn and grow. The main reason I'm into this area is because I want to develop my organizational skills and learn how businesses work.

Looking ahead, I imagine myself working in different areas like helping people find jobs, managing money, drafting budgets, or doing product marketing. I think if I know about business management, I can do lots of different jobs in a company and help it do well.

In my classes, I'm learning about all the duties a good business manager should have. For instance, keeping track of money, planning, and looking after the people who work at the company. I know that being good at these things is really important for a company to do well.

Also, I'm excited to learn all the cool words and phrases that people in business jobs use, like "budget forecasting," and "strategic planning," or acronyms like B2B or P&L. I need to know this stuff so I can do my job well and help the company succeed.

I'm determined to keep learning and working hard in business management. I want to be able to run a successful business and make a difference in the world.



Go back to the text and **highlight** the benefits of studying *Gestión y Administración* that Nico mentions.



Look at these 5 sentences about Nico, they are all incorrect.
Read the text and **correct** them.



- 1 Nico has been a freehanded person and he found it necessary for his career.

- 2 He chose *Gestión y Administración* because it offers the possibility to travel abroad.

- 3 He wants to work in a company to avoid unnecessary risks.

- 4 Nico's idea is to work on his own.

- 5 His career does not imply being organized.

Now, it is your turn to share with the gang what you want to study and why.

- **Write** a text about your choices of future careers and the reasons you have to choose that career.
- **Get in pairs** and your classmate will share their ideas with you.
- **Say** whether you agree with your classmate's ideas or if you have a different perspective.



Project How do you see yourself as a professional in ten years?

Write a 150-word text to answer the question.



You can include:

- whether you are working at a company or as a freelance professional
- duties and responsibilities of your job
- the people you work with
- the characteristics, traits and skills which help to be successful in this job

Suggested procedure

- **Brainstorming:** Think about all the elements you want to include in your text.
- **Idea generation:** Jot down ideas for each category, such as your job duties and responsibilities, the people you collaborate with, and the key characteristics and skills required for success in your job.
- **Writing process:** Start writing sentences to create a paragraph for each topic.
 - Begin with an introductory paragraph.
 - Then, write two or three paragraphs for the body of your text, detailing the various aspects of your envisioned career path.
 - Finally, write a conclusion.
- **Review and revision:**
 - Read through your entire text and see if it is what you wanted to say.
 - Share your essay with a classmate and provide feedback on their essay.
 - Use the feedback you receive to make any necessary changes to your own text.
- **Finalizing your essay:** Once you have incorporated the feedback and made all the necessary changes, your essay is ready to be shared with the whole class. Prepare to present your vision of your professional future and discuss how you arrived at your chosen career path.

**EXIT
TICKET** ★
★
★

In this unit, I learned that...

Something I need to revise is...

My favorite part of this unit was...

I felt...



UNIT 2

**my mentors
in this
discipline**



1 why I want to be in this field

Martín has always been interested in beauty and everything related to it. UTU offers many possible career paths he can choose from, available at different levels listed in the table.

Read the information from the website and **decide** which of these careers best matches Martín's interests.



- Hair aesthetics • Clothing design • Design
- Holistic aesthetics • Clothing • Textile



Then, **complete** the table below.



Basic middle school	Technological middle school	Technical high school	Professional high school	Higher education

Martín is texting his barber for advice. The barber sends him a message with different tips to consider when choosing a career.



Read the text and **complete** the first four tips with the correct heading.

- a. Networking
- b. Education and certification
- c. Apprenticeships and internships
- d. Build your portfolio

@barber's_corner

Hey Martín! So you're thinking about getting into the beauty field? That's fantastic! Here are a few tips to help you get started:

1. _____
Get a certificate in the area you want to work in, like hairstyling, barbering, cosmetology, skincare, or makeup. Many employers prefer people who have done a training course and have a certificate.

2. _____
Make a portfolio to show your work. You can include photos of hairstyles you've done, makeup looks you've created or other beauty projects. A good portfolio can help you get a job or find new clients.

3. _____
Try new things in the beauty world. Go to events, shows, and workshops to meet other people who work in beauty. These meetings can help you find a job or make good contacts for the future.

4. _____
Find an apprenticeship or internship at a salon, spa or beauty studio. These jobs can help you get real experience, learn from others, and understand how the beauty world works.

One of the pieces of advice given to Martín is to build his own portfolio. What are the things you should include in your portfolio? **Write** three.



First thing to include

Second thing to include

Third thing to include

Search the internet and look for examples of professional portfolios created by different people. As you explore them, **take notes** on what each portfolio includes.



A large, light gray rectangular area with a scalloped top edge, resembling a piece of paper. It contains ten horizontal lines for writing. A pencil icon is positioned at the bottom right corner of this area.



Then, **discuss** your findings with a partner and **compare** the elements you noticed.



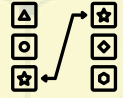
Did you know?

Internships are for students who want to learn more about a job or career.

Apprenticeships are for people who already know what career they want and are ready to commit to working and studying at the same time.



Below are five more ideas the barber sent to Martín. Some words and phrases are underlined. **Match** each one with the correct definition.



5. **stay updated**

The beauty industry is always changing. There are always new trends, styles, and products. You can learn about these by reading beauty blogs, following industry influencers and going to workshops or talks.

6. **Online presence**

Create an online presence for yourself through social media platforms. Share photos of your work, engage with your followers and use these platforms to showcase your skills and personality.

7. **Professionalism and personality**

Remember to always maintain a high level of professionalism in your interactions with clients and colleagues. In the beauty world, it's important to speak well, be positive and be friendly. These things can really help you succeed.

8. **Don't give up! Stay positive!**

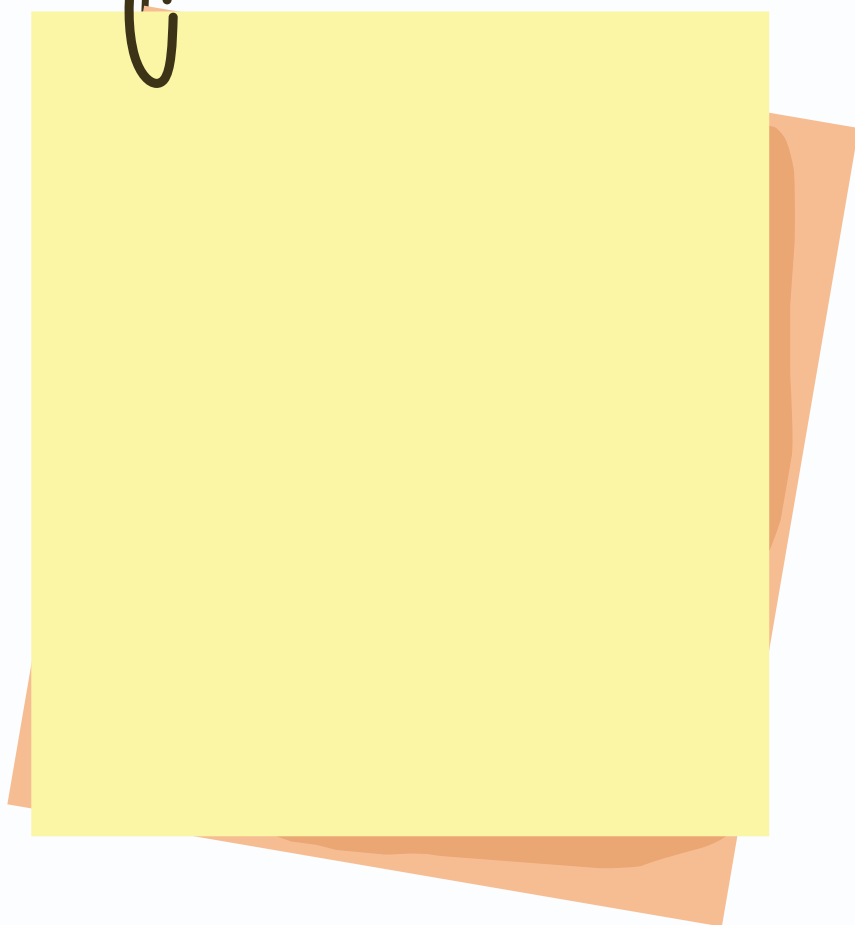
Finding a job in the beauty world can take a while, especially when you're new. Don't let setbacks or hearing "no" get you down. Keep trying, keep getting better at what you do and the right job will show up. Good luck with your job search, Martín! If you need more help, you know where to find me. 😊

These are the definitions. **Write** the correct word or phrase that matches each definition.



- a. _____ : An attitude, activity or event preventing you from moving on.
- b. _____ : The quality of behaving with skill, responsibility and respect in a work environment.
- c. _____ : People whose advice, actions and ideas have impacted on others.
- d. _____ : Share with the rest of the world.
- e. _____ : The field in which people work or study in relation to design, beauty and entrepreneurship.

Which of the previous pieces of advice do you find more useful for this stage of Martín's career? Why? **Write** it on a post-it note.



Project The helping wall



- 1 **Create** a space simulating a wall. It can be a poster or anything you can create.
- 2 **Write** the problem that Martín shared with you.
- 3 Each of you **paste** a piece of advice for Martín.
- 4 After all your classmates have pasted their papers, **stand up** next to the wall and **discuss** with them whether you agree with what they stated or not. **Negotiate** with them to get the three most important pieces of advice for him.

2 People I look up to

Look at the following pictures.

What do you think is the connection between them? 



Read the following text and **check** if your predictions  were correct.

martín's choice of profession is not new. He's been influenced by many people. His grandmother Sonia, was a famous hairdresser, and his best friend's dad is a barber.

When he was a toddler, his grandma used to babysit him while she was cutting or dyeing hair. Sonia specialized in hair color and many people went to have their hair dyed and ask for advice. She was renowned for that. Martín spent long hours with her, and he got really interested in knowing about how to combine colors and how to make people's appearance better.

Two years ago, Martín became friends with Axel. His father, Javier, is a barber. He used to work as a truck driver, but the company he worked for closed. He explored several options to become an entrepreneur. He first decided to sell second-hand clothes at a street market, and one day, talking with a friend, he realized that it would be a good idea to study to become a barber. When he graduated from his barber program, only family and friends had their hair cut with him, but through word of mouth, more and more people trusted him. Axel's father is an example of perseverance and resilience. These are the two people he looks up to in his profession.

Read the text again and **say** if these statements are *true* or *false*.



- 1 Martín was two years old when he was babysat by Sonia.
- 2 Sonia's shop was famous in town because she was the best haircutter there.
- 3 Martín loved how Sonia combined colors to dye people's hair.
- 4 Axel's father has always been a barber because he discovered his vocation early in life.
- 5 Martín admires Axel's father because of his grit.



Javier

Axel's father, Javier, is a barber, but his life wasn't always easy.



Listen to the story and **order** the events.

- a- He sold old clothes at the street market.
- b- Javier lost his job when the company closed.
- c- More customers came through word of mouth.
- d- He worked as a truck driver.
- e- A friend suggested he become a barber.
- f- Only family and friends were his first customers.

1- ___ 2- ___ 3- ___ 4- ___ 5- ___ 6- ___

Listen to the story again and **choose** the best option a, b or c.



- 1 Why did he lose his job?
 - a) He was a bad worker.
 - b) The company closed.
 - c) He wanted to change jobs.
- 2 Who gave him the idea to become a barber?
 - a) His wife
 - b) Axel
 - c) A friend
- 3 Who were his first customers?
 - a) Strangers from the street
 - b) Family and friends
 - c) Children from school
- 4 How did he get more customers?
 - a) He put ads in the newspaper.
 - b) People talked about his good work.
 - c) He gave free haircuts.
- 5 What qualities does Axel's father show?
 - a) Perseverance and resilience
 - b) Laziness and fear
 - c) Anger and sadness

Whom do you look up to?

Think of a person who has influenced your decision to study the career you are in. **Jot down** reasons for your choice. **Use** the phrases from the SOS box.



A large rectangular area with a perforated top edge, resembling a notepad page, with several horizontal lines for writing.



- For me... .
- XXX has been influential because
- The main reason to look up to XXX is

Get in pairs and **share** your ideas for about a minute. How do your ideas align or differ?



Whenever you fill out a form to enroll in a career, you are asked why you chose it.

Imagine you have to complete the application form for UTU and you need to briefly state why you want to pursue this career.

Write your ideas in about 50 words.



A large rectangular area with a perforated top edge, resembling a notepad page, with several horizontal lines for writing.

3 The look of the people in my family

These pictures belong to Martín's family.
How would you describe each person?

Get in pairs and **discuss** your ideas. **Use** the useful expressions below to help you.



Mum



Dad



Aunt



Sis



Uncle



Grand aunt

Useful expressions to describe someone's look

Physical appearance

- He/She is tall/short/average height.
- He/She has a slim/athletic/muscular/heavy build.
- He/She is well-built/slender/chubby.
- He/She has long/short/medium-length hair.
- He/She has straight/wavy/curly hair.
- He/She has blonde/brown/black/red/gray hair.
- He/She wears his/her hair in a ponytail/ bun/ braids.
- He/She is bald/shaved.
- He/She has blue/green/brown/hazel/gray eyes.
- His/Her eyes are big/small /almond-shaped.

Additional features

- He has a beard/mustache/goatee.
- He/She wears glasses/contact lenses.
- He/She has tattoos/piercings.

Style and clothing

- He/She dresses casually/formally/elegantly.
- He/She likes to wear comfortable clothes.
- He/She has a trendy/classic/sporty/bohemian style.
- He/She often wears jeans/t-shirts /dresses/suits/ heels/sneakers.

Accessories

- He/She always wears a watch/hat/scarf/jewelry.
- He/She likes to accessorize with bags/belts/sunglasses.

Personality reflected in style

- His/Her style reflects a creative/confident/laid-back personality.
- He/She dresses to impress/to be comfortable/to stand out.
- He/She has an edgy/elegant/fashion-forward/retro vibe.
- He/She looks sophisticated/relaxed/chic/unique.



Complete the descriptions with the words from the box.
Who is Martín describing?



second-hand / looks / relaxed / accessorizes / strong / curly / wears

1

This member of my family is very trendy and he usually **a-** _____ sophisticated. He usually wears suits and coats but during the weekend he loves to be **b-** _____ and wears jeans. He does not have many clothes but the ones he has are fashion-forward. He does not like to wear scarves or jewelry but he **c-** _____ his outfit with a nice and pretty expensive red watch and chic sunglasses.

2

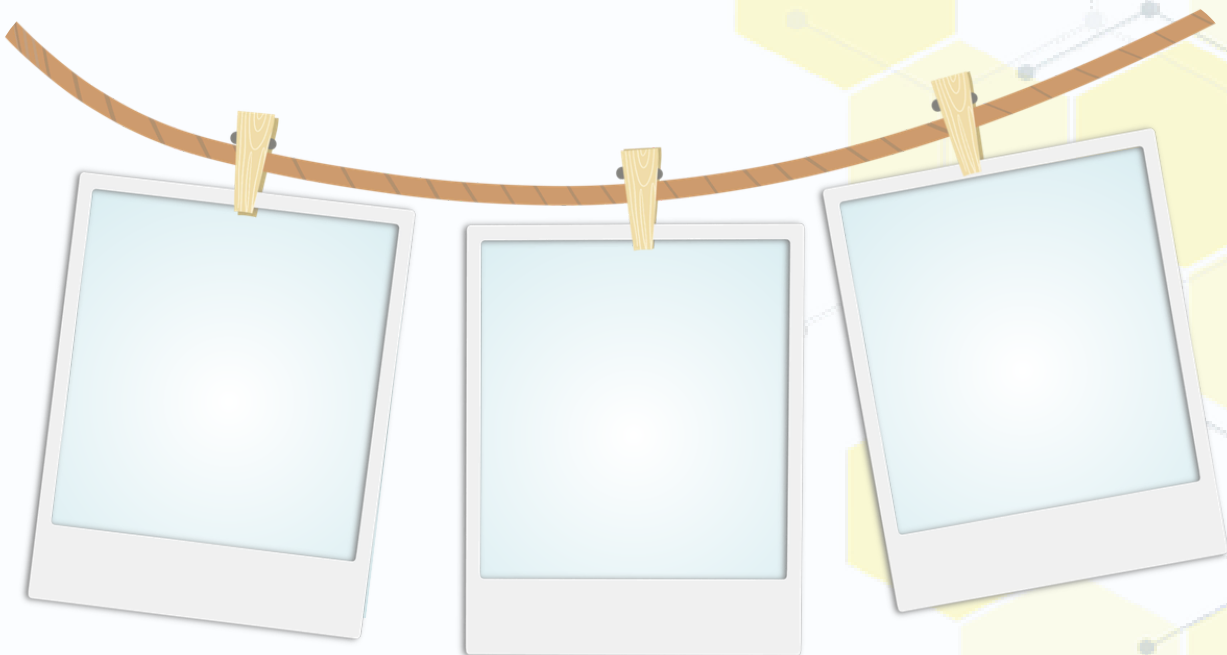
This member of my family has a very particular style. Her clothing is unique. She usually buys **d-** _____ inexpensive clothes. She sometimes **e-** _____ boots and jeans. She always goes out with a lot of makeup. I would say that her style is eclectic. Sometimes she wears pink lipstick or sometimes a **f-** _____ bourgogne red. Her hair is chameleonic. Sometimes it is straight and sometimes it is wavy or **g-** _____. Jewelry is not fashionable; she usually wears cheap bijouterie. Please, don't tell her that I described her like that!



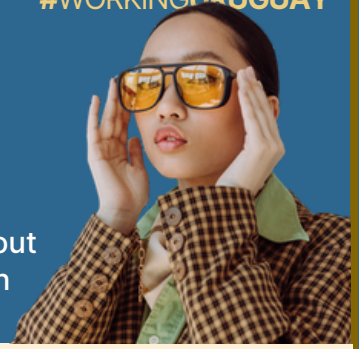
The first description is about...

The second description is about...

Use the vocabulary and the models you have to **write** a description of a relative of yours. Add three pictures, and your classmates have to **guess** who you are describing.



How your appearance reflects your *personality*



Have you ever thought about what your clothes say about you? The way you dress and your overall appearance can tell a lot about your personality. Let's explore how different styles and looks can reflect who you are.

1 Casual and comfortable

People who wear casual and comfortable clothes often like to relax and enjoy life. They may prefer jeans, t-shirts, and sneakers. They usually value comfort over style. If you see someone in casual clothes, they might have a laid-back and easy-going personality. They probably enjoy spending time with friends and family, and they like activities that are fun and relaxing.

2 Elegant and classic

People who dress in an elegant and classic style often wear clothes that are simple but sophisticated. They might prefer dresses, suits, and high-quality fabrics. If you see someone in elegant clothes, they might have a confident and organized personality. They probably enjoy events where they can look their best, like parties or formal dinners.

3 Sporty and active

Sporty people usually wear athletic clothes like tracksuits, shorts, and sports shoes. They like staying active and participating in physical activities. If you see someone in sporty clothes, they might have an energetic and healthy personality. They probably enjoy sports, going to the gym or being outdoors.

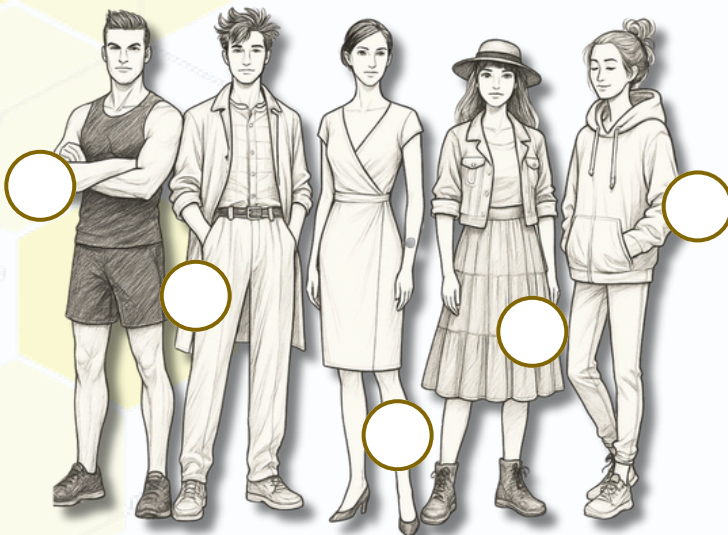
4 Trendy and fashionable

Trendy people always know the latest fashion. They wear the newest clothes and accessories. They might like bright colors, bold patterns, and unique designs. If you see someone in trendy clothes, they might be creative and like to stand out. They probably enjoy trying new things and being noticed by others.

5 Creative and unique

Creative people often have a unique style. They like to mix and match different styles and colors. They might wear clothes that they make themselves or find in special shops. If you see someone with a creative look, they might have an artistic and imaginative personality. They probably enjoy activities like painting, writing, or creating music.

Your appearance can say a lot about who you are. Whether you like casual, elegant, sporty, trendy, or creative clothes, your style shows a part of your personality. So next time you choose an outfit, think about what it says about you!



Read the article and **match** these people to their clothing style.



Read the article again and **answer** the questions below.



- 1 What type of clothes do people with a casual and comfortable style prefer?
- 2 How might someone with a trendy and fashionable style be described?
- 3 What kind of events do people with an elegant and classic style probably enjoy?
- 4 What activities do sporty and active people are likely to enjoy?
- 5 How do creative and unique people choose their clothes?

Get into small groups and **discuss** these questions.



- 1 Do you agree that your clothes and appearance can reflect your personality? Why or why not?
- 2 Which style from the text (casual, trendy, elegant, sporty, creative) do you think best represents your personality? Explain why.
- 3 Think of a person you know (a family member, friend or celebrity). Describe their style and what it says about their personality.
- 4 How do you feel when you wear different styles of clothing (e.g., casual vs. formal)? Do different clothes make you feel different emotions?
- 5 Can someone's appearance be misleading about their personality? Give an example.



4 my look over the years

Martín and Renata are getting ready to present a project and are working on designing a new outfit for one of their family members.

Help them **revise** some key vocabulary connected to this topic.

Label the pictures with the correct words from the box.



- button • buttonhole • collar • cuff • embroidered motif • patch • fly • hem • lapel • seam • waistband • zip • pocket • sleeve •



1.



2.



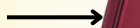
3.



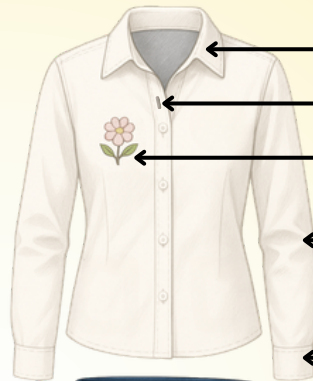
4.



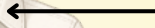
5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



To create this new 'look', Martín and Renata have to find out how the concept of beauty has changed over the years.



Marker talk

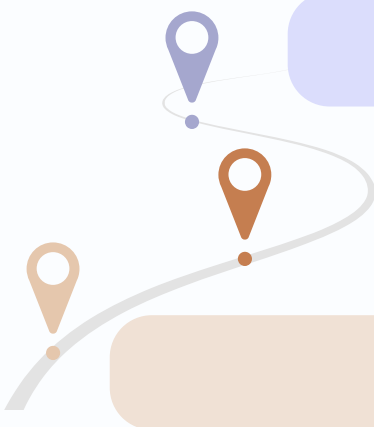
How would you define beauty?

Get a marker and **express** your opinions on the whiteboard. You can **write** questions, answers or anything you believe relates to the question.

Get in pairs and **choose** 3 or 4 ideas from the whiteboard that must be included in the definition of beauty.

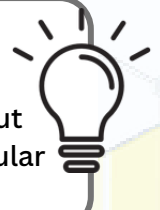


Get in pairs and **choose** three milestones that show how beauty standards have changed throughout history.



Did you know?

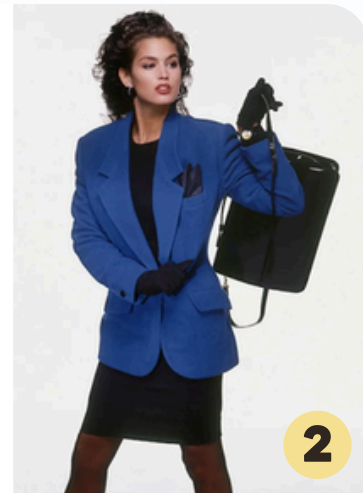
What are beauty standards? Beauty standards are the prevailing ideas about physical attractiveness within a particular society or culture at a specific time.



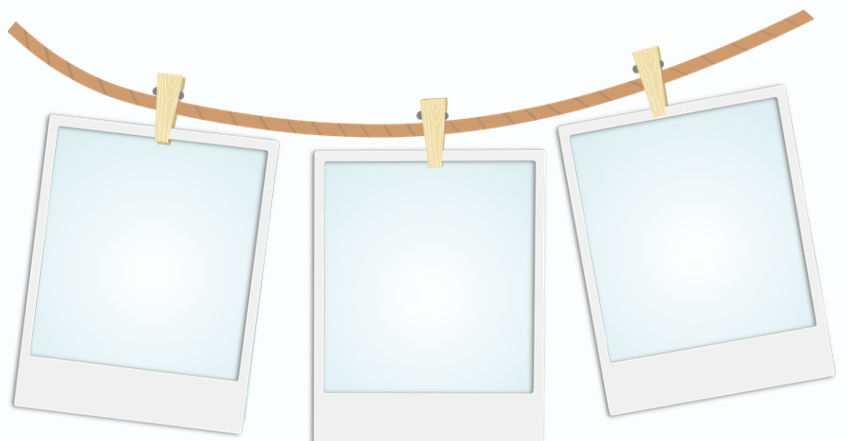
Pay attention to these contrasting images from different decades and **identify** the differences in hairstyles, clothing and makeup.



- What do these images tell us about the beauty standards of that time period?
- What influences might have shaped these trends (e.g., media, social events, cultural ideals)?
- How do these standards compare to our current notions of beauty?



Martín and Renata asked some family members for pictures that showed how their looks have changed over the years.





Renata is talking to her aunt Lisa about how her look changed over the years. **Listen** to their conversation and **choose** the correct option.



1 What kind of hair did Aunt Lisa have when she was a teenager?

- A) Short and straight
- B) Long and wavy
- C) Medium length with curls
- D) Shoulder length and curly

2 Why did Aunt Lisa cut her hair short when she started working?

- A) She liked the pixie cut style.
- B) She thought it looked professional.
- C) It was easier to manage.
- D) She wanted to try something new.

3 What was Aunt Lisa's clothing style in her twenties?

- A) Tailored suits and classic dresses
- B) Flowy dresses and cardigans
- C) Bright colors and funky patterns
- D) Jeans and t-shirts

4 How does Aunt Lisa describe her current clothing style?

- A) Bold and vibrant
- B) Comfortable and elegant
- C) Professional and sleek
- D) Casual and sporty

5 What kind of makeup did Aunt Lisa prefer in her twenties?

- A) Natural and subtle
- B) Bright and bold
- C) Minimal and classic
- D) Dark and dramatic

6 What is Aunt Lisa's makeup routine now?

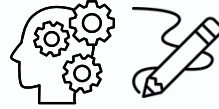
- A) Bright eyeshadows and thick eyeliner
- B) Heavy foundation and bold lipstick
- C) Foundation, mascara, and nude lipstick
- D) No makeup at all



Images created with ChatGPT

Personal reflection

Think about these questions and **take notes**. Then, **share** your ideas with the rest of the class.



- How have your ideas of beauty changed over time?
- What influences your personal perception of beauty? (e.g., family, friends, media)
- Do you feel pressure to conform to current beauty standards? Why or why not?

Project What is beauty to me?



Create a collage representing your own definition of beauty. Then, **describe** it. **Use** the SOS box below.

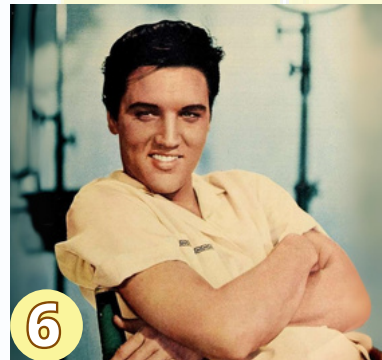
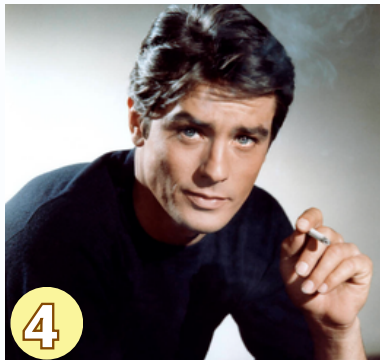


- I think beauty is... .
- For me, beauty feels like... .
- I notice beauty when... .
- To me, something is beautiful if... .
- I find beauty in... .
- Beauty makes me feel... .
- I would describe beauty as... .
- When I consider beauty, I think about... .



5 Influencers from the past

Do you know who they are? **Match** the images with their names. 



(Source: Wikimedia-commons • Flickr.com • Picryl.com)

Sean Connery • Sophia Loren • Alain Delon
Marilyn Monroe • Elvis Presley • Audrey Hepburn

What can you say about these people? You can use some of these words:

influence, trend, designer, style, elegance, beauty, iconic, charm, magnetic, glamorous, attractive, handsome, gorgeous, muse.



Example:

Her style was elegant and sophisticated.

He was an iconic musician and fashion influencer.



Images created with ChatGPT

Web search

Here you have some facts about Audrey, Marilyn, Sean, and Alain. **Look** for their biographies online and **write** who they refer to.

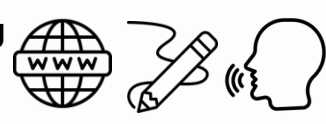


Example: He was born in Scotland. SEAN CONNERY

1. He played the role of James Bond in 7 pictures. _____
2. He served in the army during the Indochina War. _____
3. She was a muse for the designer Hubert de Givenchy. _____
4. He is one of the most popular French actors from the 70s. _____
5. She had to change her name during the Second World War. _____
6. He was an Academy Award winner. _____
7. He was knighted by Queen Elizabeth II in 2000. _____
8. Her real name was Norma Jeane. _____
9. He was made an Officer in the French Legion of Honor in 2005. _____
10. She was Belgian. _____
11. She lived with more than ten foster families. _____
12. Everybody talked about her "Happy Birthday" singing to the American president J.F. Kennedy _____



Search the web again. **Write** three interesting facts about Sophia and three about Elvis. **Share** your findings with the class.



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____

Get into small groups.



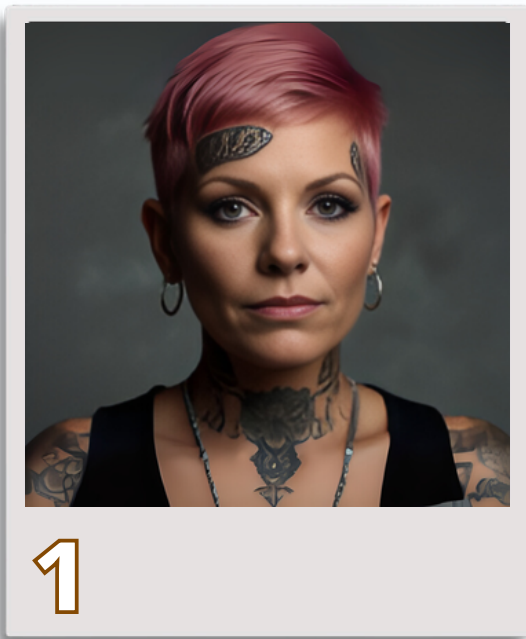
Look at these pictures and compare them.



Use a Venn diagram including what makes the woman in picture 1 beautiful, what makes the woman in picture 2 beautiful and what they have in common.

What makes the woman in picture 1 beautiful?

What makes the woman in picture 2 beautiful?



Images created with Leonardo AI

Get in pairs and **discuss** these questions.



1. What did the celebrities from this lesson do that was important?
2. How did these people help or change other people's lives?
3. What is the difference between famous people from the past and famous people today?
4. What problems did famous people in the past have that famous people today don't have?
5. Do you know a famous person from history who did something important for your country? What did they do?
6. How can famous people from the past help us today?

Project **Then and now**



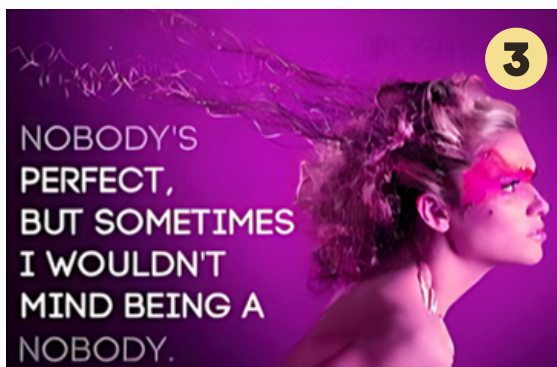
- Work in pairs.
- Choose one person from this lesson (for example, Audrey Hepburn, Marilyn Monroe, Elvis Presley, etc.).
- Search online for a current influencer or celebrity you think has a similar impact (in fashion, music, acting, etc.).
- Fill in the chart below with information about both people.
- Present your comparison to the class.

Example:

- Past: Audrey Hepburn – Actress, humanitarian, timeless fashion icon.
- Now: Emma Watson – Actress, activist, known for her elegant style and social causes.

	Influencer from the past	Influencer now
Name		
Occupation		
Main audience		
Style		
Impact		
Legacy		

6 Television and the way I want to look



These pictures were part of TV commercials in the past. **Get into trios** and **discuss** these questions.



- 1 What is the aim of each of the TV commercials?
- 2 What message do they want to convey?
- 3 Can you think of any other advertisement with the same purpose?



Martín found a very interesting article called 'The role of TV commercials in the concept of beauty'. **Put** the subtitles in the correct place.



- a • Not enough different people
- b • Feeling bad about ourselves
- c • Men and women roles
- d • Different cultures
- e • Perfect images
- f • Selling products

THE ROLE OF TV COMMERCIALS IN THE *concept of beauty*



TV commercials are very important for how people think about beauty. They show us pictures of "perfect" people, and this can change what we think is beautiful. Here are some ways TV commercials affect our idea of beauty:

1 TV commercials usually show models and **famous people** who look "perfect". They have nice skin, thin bodies, and beautiful faces. These pictures show us what "perfect" beauty looks like, and many people want to look the same way.



2 When we see "perfect" people in commercials all the time, we feel bad about ourselves. We compare ourselves to these people and feel like we are not good enough. This can hurt our **confidence** and make us worry about how we look.



3 Beauty commercials want to sell products like makeup, skincare, hair products, and clothes. They tell us that if we buy these products, we can look as beautiful as the people in the **commercials**. They make us think: "Buy this = look beautiful."



4 Beauty commercials often show women as people who must look beautiful and men as people who must look **strong** or smart. This tells us how men and women "should" look and act.



5

4 TV commercials show us what each culture thinks is beautiful. For example, commercials in different countries show different types of beauty because people in different places like different things.



6 Many beauty commercials only show one type of person, usually young, thin, and white. They don't show people of different colors, ages, or body types. This makes some people feel like they are not important or beautiful.



TV commercials are powerful tools that can shape our ideas of beauty, influence our self-esteem and change how we see ourselves and others.

There was a writing competition in Martin's class. He wrote a story about his family friend, Tina. **Read** the story.



Once upon a time, in a big city full of tall buildings and bright lights, there lived a young woman named Tina. Tina loved to dream and explore the world around her. But like many people, her life was influenced by something she saw every day: TV commercials.

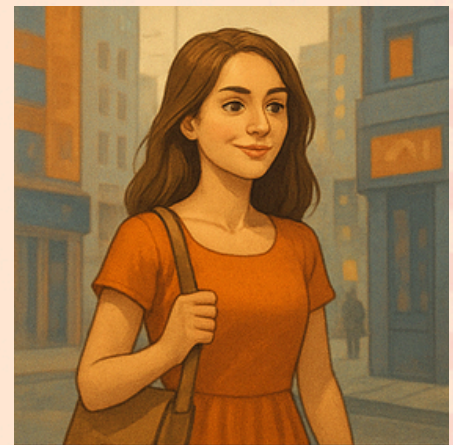
When Tina was a child, she loved watching the fun ads on TV. She sat in front of the screen, amazed by the stories, music, and exciting products. These commercials showed a world full of beauty, adventure, and fun.

As she grew up, Tina started to follow the fashion she saw in the ads. She saved her money to buy clothes like the ones the models wore. Wearing those clothes made her feel confident, happy, and part of something special. TV commercials also changed the way Tina thought about beauty. The women in the ads had perfect skin and beautiful hair. Tina wanted to look like them. She tried different makeup and beauty products, hoping to look just as perfect.

Later, as an adult, Tina kept making choices based on what she saw on TV. She chose restaurants, makeup, and even vacation spots because of the ads. The catchy songs and strong messages stayed with her and influenced her more than she realized.

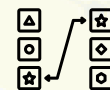
But one day, Tina began to ask herself an important question: "Is this real?" She realized that the perfect world shown in commercials was not real life. It was made to sell things. She saw that real beauty means being yourself and not trying to look like someone else.

Tina decided to change. She started to follow her own ideas. She learned to love her own look and her own way of living. Now, Tina still dreams and explores, but in her own way. She no longer follows the world of TV commercials. Instead, she listens to her heart and lives her life with honesty and confidence.



Images created with ChatGPT

In the text, there are some words in **bold**. Match them with the corresponding definitions (there is a distractor).



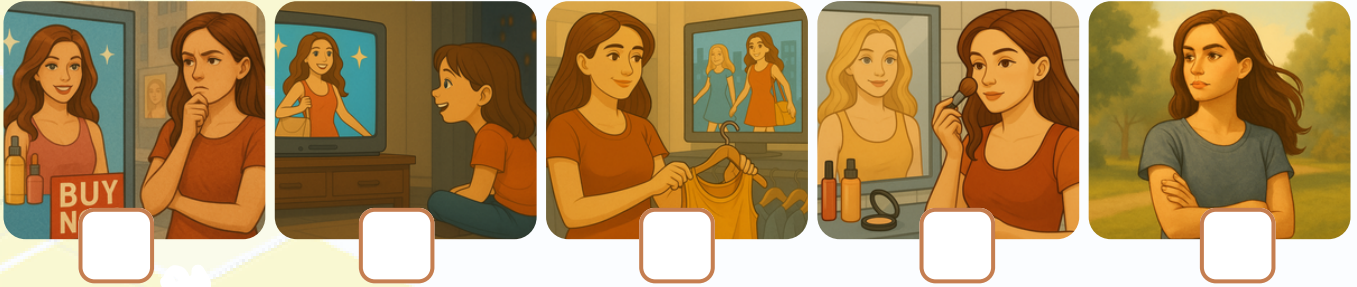
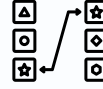
1. _____ : the feeling that you believe in yourself and your abilities (*noun*)
2. _____ : people who show clothes in advertisements or fashion shows (*noun*)
3. _____ : changed the way someone thinks or acts (*verb*)
4. _____ : easy to remember, especially a song or phrase (*adjective*)

After reading the story, **put** the following events in order.



- A.** Tina started buying clothes that she saw in fashion commercials. ___
- B.** Tina realized that the beauty shown in TV ads was not real. ___
- C.** Tina loved watching colorful commercials as a child. ___
- D.** Tina decided to follow her own ideas and not copy what she saw on TV. ___
- E.** Tina used makeup and beauty products to look like the women in the ads. ___

Match the sentences to the images below.



Look at the following stages in Tina’s life. **Take notes** of what the relationship between TV commercials and her life was in each of them.



Early years	Adolescence	Young years	Adulthood

Which of these phrases was Tina most likely to say? **Give** reasons for your choice.



- 'It took me some time, but I realized that I spent most of my years manipulated by the media'.
- 'I don't regret having spent all the money on clothes and make-up'.
- 'Doing therapy made me realize how important my inner self and my self-concepts are in life'.
- 'The most important lesson I learned is that what matters is to be truly yourself'.
- 'TV commercials introduced me to the wonderful world of beauty'.

There is a writing competition in your school. **Choose** one of the sentences from the previous activity and:

1. Jot down some ideas.
2. Organize them into topics.
3. Write a topic sentence to start each paragraph.
4. Write the paragraphs, including at least 4 sentences in each one.
5. Don't forget to write an introduction and a conclusion.
6. Share your writing with a peer.
7. Your peers will provide you with feedback.
8. Rewrite the essay taking into account the suggestions received.

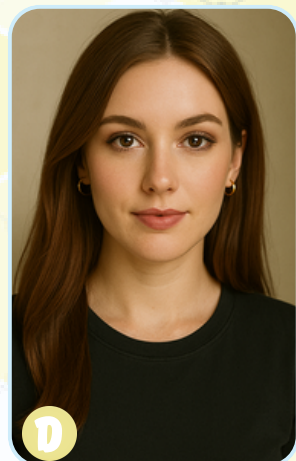
7 social media pressure on my look

Social media

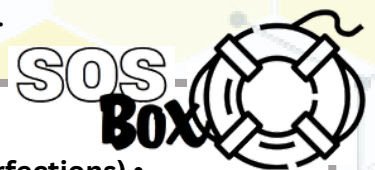
Brainstorm words you associate with social media.



Look at these pictures. **Get in pairs** and **describe** them. **Explain** how social media can portray unrealistic images.



In the SOS box, there are some key terms that can help you.



- edited • unedited • perfect skin • enhanced features • muscle tone •
- slim figure • curvy figure • clear complexion • blemishes (minor imperfections) •
- wrinkles • makeup • filters • natural look • realistic • airbrushed (heavily edited) • distorted •
- confident • insecure • misrepresentation • idealized image • make-up •

Read these two opinions. Do you agree with them?



The teenager in this picture has a more natural look. His skin isn't perfect and you can see some freckles. He is wearing clothes that look comfy and he seems relaxed.



The teenager in this picture has perfect skin, really bright white teeth and his eyes look really big and sparkly. He also has a very toned stomach and a slim figure.



Share your opinion with the rest of the class.

Video time

Watch a short video and **take notes** of three images from the video that caught your attention.



Get into small groups and **share** your notes.



Answer the following questions.

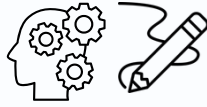
1. How does social media make you feel about your appearance?
2. Have you ever felt pressure to look a certain way because of social media?
3. What are some positive ways to use social media related to body image?

Choose 5 of the following beginnings and **complete** the sentences with your own ideas.



- When I see perfect pictures on social media, I feel... .
- The most important thing about a person on social media is... (not their looks) .
- Social media can be a great place to see... (positive examples) .
- It's important to remember that the pictures people post on social media often... .
- One way I can feel good about myself online is... .
- Following people who make me feel... (positive emotions) is important because... .
- Social media can pressure me to... (unhealthy behavior). How can I resist this pressure?
- Something I like about my appearance is... .
- It's okay to take breaks from social media if... .

Self-reflection corner



Get a post-it note and **choose** two of your sentences. Then, **stick** them on the board. Once everyone has posted their sentences, **stand up** and **read** them. Are there any ideas you like? Why or why not?

Conversation circle



How can social media be positive and negative regarding body image?

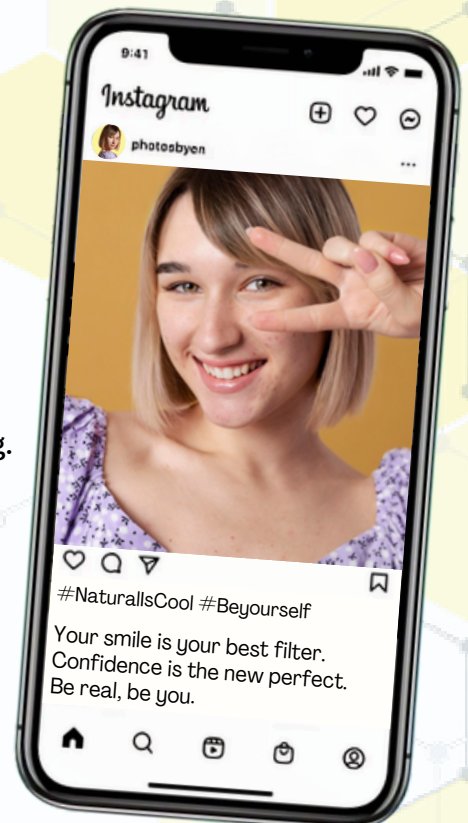
- There are five chairs at the front of the classroom.
- A group of five students will come to the front and sit on the chairs.
- Each group will speak for one minute about the positive effects of social media on body image.
- Everyone in the group must participate at some point.
- After one minute, your teacher will clap their hands. That means your turn is over, so you must go back to your seat.
- Then, a new group of students will come to the front and continue the discussion.

Project Hashtag challenge



Let's create positive and inspiring messages for social media.

- Work in pairs or small groups.
- Think of a hashtag that encourages people to feel good about their appearance (e.g., #NaturallsCool, #BeYourself).
- Write three short sentences or slogans to go with your hashtag. You can use vocabulary from the SOS box to help you.
- Design a simple mock social media post:
 - Draw or describe the image you would use.
 - Write your hashtag and your three sentences under it.
- Share your post with the class.



8 Following the lead of my ancestors



Martín is at UTU and he is having an interview with the counselor. The counselor is interested in knowing why he wants to pursue a career in beauty.

Read the dialogue.



Counselor: Why do you want to choose a career in beauty?

martín: I think it's because of different reasons. My grandma was a hairdresser, and my best friend's dad is a barber.

Counselor: That's nice! So, you had good examples.

martín: Yes. But I also had other reasons.

Counselor: Like what?

martín: I've always liked beauty, but not only this kind. I also wanted to be an architect because I liked beautiful buildings. But something else made me choose this career.

Counselor: Do you want to tell me?

martín: Yes. When I was a child, some classmates made fun of me because I wore glasses and had very curly hair. They thought I didn't fit the beauty standards.

Counselor: Oh no. How did you feel better after that?

martín: My family helped me a lot. We talked a lot about it. I also went to a psychologist. She was very kind. And I also stayed strong and positive.

Counselor: That's great! Thank you for sharing.

martín: Thank you! I hope I enjoy the course.

Counselor: I'm sure you will.



The counselor is talking with the principal of the school about Martín. **Say** if these sentences are *true* or *false*.



1. Martín talked to me because he wants to study something related to beauty.
2. His grandma and his uncle are both hairdressers.
3. He also wanted to be an architect because he liked beautiful buildings.
4. Martín didn't tell anyone about the teasing when he was a child.
5. His family supported him and they talked openly at home.

These are the counselor's notes.

Complete the missing information.



MARTÍN MORALES

Name: Martín Morales

Family: average

Career selected: Beauty

Why?

Influenced by:

- 1.
- 2.
- 3.
- 4.

Any prior experience?

Signature: *J. Form*

The principal wants to know more about Martín. He makes an appointment with him. **Look** at their conversation on the next page and **complete** it with the questions the principal asks.



- What do you admire the most about him?
- Can I ask you a few questions?
- Did he inspire you in your career choice?
- What did you learn from your grandfather?
- Why do you think you reacted that way?

Principal: Hello Martín Morales. My name is Ignacio. ① _____

martín: Of course, the counselor told me you were interested in knowing more about the reasons I have to pursue my career.

Principal: This is more from the personal but also the professional side. I admire how you managed your emotions and feelings when you went through some difficult moments. ② _____

martín: Well... I guess that things change from one person to another. But my grandad always told me how important it is to be truly yourself.

Principal: Great! ③ _____

martín: Absolutely! He's been my role model. Even though he wasn't a barber, he had his own business, and I admired him a lot. That's why I want to have my own shop.

Principal: I see! and ④ _____

martín: Several things! I learned to be responsible, to work hard, and to love what I do. These things are really important to me.

Principal: Great! ⑤ _____

martín: His determination and the way he never gave up. But that's it.

Principal: Thanks a lot for answering these questions.

martín: You're welcome!

Get in pairs and use the same five questions the principal asked Martín to **create** a dialogue about someone who inspired you in your future profession.



Record a video of your dialogue. Make sure both of you speak clearly and naturally.



Interview three entrepreneurs. **Ask** them about the people who inspired them and how they achieved success in their work. **Write** a short report summarizing what they said. You can **use** some of the expressions below to help you.



- What do you admire the most about him?
- Can I ask you a few questions?
- Did he inspire you in your career choice?
- What did you learn from your grandfather?
- Why do you think you reacted that way?



- XXX said/argued/stated/questioned that...
- The three of them agreed on...
- They do not agree on...

9 Everything I need to know about my career

Renata is extremely interested in new trends in the field of beauty and aesthetics. She visited Estela, a young beautician, and asked her some questions about her life.

This is what Estela told Renata:



I have always liked beauty and skincare. After I finished high school, I decided to follow my dream and join a course to become a professional beautician. During the course, I learned how to take care of the skin, how to do makeup, and how to speak well with clients. I also learned about simple body treatments and how to use nice-smelling oils.

Now, I work in a busy beauty salon. I help clients with different services like facials, hair removal, and choosing the best skincare products for them. I also offer other treatments such as eyelash extensions and simple skin cleaning procedures. I enjoy learning new things, so I often go to workshops and short courses to improve my skills. My clients like my work and often tell others about me.



I work hard and really enjoy what I do. I hope to open my own beauty salon one day. I want to create a friendly place where people feel comfortable and beautiful. For now, I keep learning and doing my best every day.

Tips for Future Beauticians.

Keep learning: Try to learn new skills and stay up to date with beauty trends. ✓

Talk to your clients: Ask questions and listen carefully to understand what they need. ✓

Learn about business: If you want to have your own salon, learn about money, marketing and good service. ✓

Show your work: Take pictures of your best work and make a portfolio. ✓

Love your job: If you enjoy your work, your clients will notice. ✓

Make connections: Talk to other people in the beauty world and learn from them. ✓



Read the text and complete this chart by **answering** the following questions.



1. What can trained beauticians (estheticians) do?
2. What services does the beautician in the text give to clients?
3. What are some important qualities that help the beautician do well at work?
4. What tips does the beautician give to people who want to work in beauty?

Category	Information from the text
Education and training	
Services offered	
Qualities for success	
Advice for aspiring beauticians	

Reflection time

Get in pairs. Go back to the tips that Estela mentions.



1. Which one/s do you consider the most important for your future career?
2. Is there any career that you are already considering?
3. Is there any other tip that you would share and Estela did not mention?



Project Building your esthetician journey



Option A

- Find out what you need to study to become a professional beautician in Uruguay. Look for websites or schools that offer beauty courses.
- How much does it cost? Is there financial support to pay for the course?
- Think about your communication skills.
 - Can you listen carefully to what people say?
 - Do you like learning new things?
 - Do you pay attention to details and enjoy helping people feel good?
 - Will knowing English help you attract international visitors to Uruguay to your practice?
- Make a short presentation or video to share your project with the class.

Option B

- Find out where beauticians can work – for example, in salons, spas or freelance.
- Think about what job you would like to have in the future.
- If you can, talk to a beautician and ask them about their work and daily routine.
- Make a short presentation or video to share your project with the class.



10 Building my brand identity

Martín and Renata are in class. The teacher asked them to think about words related to starting a business.



Brainstorm words related to starting a business.



Help Martín and Renata **match** the words to the correct definition.



- speciality
- established
- restlessness
- vision
- clientele
- embrace
- a thrive

- a.** to prosper; flourish
- b.** well-known and successful
- c.** a clear idea of what you want to
- d.** customers of a business
- e.** to accept something fully
- f.** a feeling of dissatisfaction or boredom
- g.** a particular subject of study, work or interest that someone focuses on

In every business, people must find a way to build their identity. Soledad is a well-known local businesswoman. On her social media page, she tells us something about how she started her company.



https://greenglowssalon.com/about_me

Green Glow SALON

ABOUT ME SERVICES SPA PRODUCTS CONTACT

After I finished beauty school with my best friend, Sonia, we were very good at hair coloring. Everyone wanted Sonia's special touch, and many people came to see her. It was easy to get a job together because everyone knew us.

But after a few years, I felt I needed a change. I loved working with Sonia, but I wanted to do something different. It was hard to leave, but I wanted to find my own style.

Starting my own business in a small town was challenging. I needed to know what made me different from others, so I tried new things. I began only using natural products, which helped me become unique and stand out. Slowly, more and more people came to my salon.

Today, I have a thriving business because I stayed true to myself. I showed my values and created my own brand. It was difficult, but finding your own special style is key to success.

Read the text and **answer** the questions.



1. What was Soledad and Sonia's specialty after beauty school?
2. Why did Soledad want to leave the salon?
3. What was difficult about starting her own business?
4. How did she become different from other stylists?
5. What is Soledad's main advice for success?

Get in pairs and **compare** your answers.



What kind of stylist do you want to be? What makes you unique?

It's time to think about your own goals for your career in the beauty industry.



Write a short paragraph about your vision for the future and how you can build a brand identity that reflects your individuality. **Use** the SOS box below to help you.



A large, light blue rectangular area with a torn paper edge on the right side. It contains ten horizontal blue lines for writing. On the left side, there are ten circular punch holes. A teal paperclip is attached to the top right corner of the area.



Vision for the future

My dream is to open a salon that caters for... (e.g., a specific clientele, a particular style)
I see myself specializing in... (e.g., hair extensions, bridal styling, sustainable beauty practices)
In the future, I hope to be known for... (e.g., my creativity, attention to detail, eco-friendly approach)

Unique qualities

What sets me apart is my passion for... (e.g., vintage hairstyles, helping clients find their confidence)
I have a talent for... (e.g., understanding different hair textures, creating natural-looking color)
My unique style is inspired by... (e.g., a specific culture, historical period, artistic movement)

Building a brand identity

I can build my brand by... (e.g., focusing on social media marketing, creating a website that showcases my work, offering specialized services)
My brand will reflect my values of... (e.g., sustainability, inclusivity, personalized service)
I will use my brand to... (e.g., connect with like-minded clients, express my creative vision)

**EXIT
TICKET** ★★

In this unit, I learned that...

Something I need to revise is...

my favorite part of this unit was...

I felt...





UNIT 3

The basics of this career



1 The practical skills I have

Renata and Martín are in their beauty class. They are talking about their manual abilities. **Look** at the following chart. What abilities do they have?



RENATA	MANUAL ABILITIES	MARTÍN
	cutting straight	
✓	using a paintbrush	
	drawing	✓
	shaving	✓
	using the razor	✓
	hair cutting	✓
✓	shampooing hair	✓
✓	fixing electric devices	
✓	putting eyeliner	
	waxing	
	nail-styling	
✓	creating hair updos	✓

Who is more likely to go through the following situations? **Write** Renata or Martín.



- 1 _____ The hair dryer stopped working.
- 2 _____ A woman attends the practicum and wants to have her hair cut.
- 3 _____ A classmate wants to get a tattoo, so he needs to remove his hair from the area.
- 4 _____ In the practicum, the students have to go to a 15th birthday party as makeup artists.
- 5 _____ In the design class, the teacher asks students to draw and cut the patterns to make a blouse.

Martín is struggling with some new vocabulary he found. **Help** him **place** the phrases A–F into the correct category.



cutting straight	Bind your hair in a ponytail first.
using a paintbrush	1-
drawing	Draw the clothes patterns on paper.
shaving	2-
using the razor	Make sure you apply some shaving cream beforehand.
hair cutting	3-
shampooing hair	Don't forget to rinse the hair more than once.
fixing electric devices	4-
putting eyeliner	Choose creamy products to make the application easier.
waxing	5-
nail styling	Always file the nails before applying any polish.
creating hair updos	6-

- a. Every appliance is different so look at the manual to read the Q&A sections before moving on.
- b. Extend the tint on the hair with a tint dye brush.
- c. Use hairpins to secure loose strands.
- d. There are different types of **wax** so choose the most appropriate for the work you want to do.
- e. Look at the client's face to see what style best fits his/her facial features.
- f. Use shaving lotion to **moisturize** the skin after the procedure.

Renata and Martín want to challenge you! There are some words in **red** from the previous exercise that they want you to guess.

Complete definitions 1–6 with the right word.



- 1** _____ : A process in which you soften your skin and you make it smoother.
- 2** _____ : A substance used to remove hair.
- 3** _____ : A procedure to shape and smooth the edges of nails .
- 4** _____ : When you use water to remove another substance from a part of your body.
- 5** _____ : When you put your hair together at the back of your head.
- 6** _____ : Drawings of the clothes you want to make.

Read the following expert account and **complete** the text with the key vocabulary from the list below. There is an extra word.



moisturize

cream

rinse

tint

mirror

wax

Expert's Account: "In the beauty industry, mastering various techniques is essential. For instance, when you shave a client, it's crucial to use a shaving lotion to ① _____ their skin afterwards. This helps to prevent irritation. Similarly, when applying hair color, using a ② _____ dye brush ensures even coverage. For hair removal, selecting the right type of ③ _____ is important to achieve the best results. After shampooing, always ④ _____ the hair thoroughly to remove any residue. Lastly, for makeup application, choosing a ⑤ _____-based product can make the process smoother and more efficient."

Work in pairs and **choose** three practical abilities you think are the most important in the beauty industry. **Write** one reason for each choice.

For example: **Nail styling** – It is important because hands are always visible and people want them to look nice.



A large, yellow, textured rectangular area with rounded corners, serving as a workspace for writing. It features a vertical column of eight circular punch holes on the left side. The interior is filled with horizontal blue lines for writing. There are three red dots on the left side, one next to the first, second, and sixth lines from the top.

Share your choices with the rest of the class.

2 Understanding how to look great

Renata is a 19-year-old student and she works part-time at "Glow Beauty Workshop" downtown. Today, she's helping different clients discover their best look. Let's follow her day and learn about the beauty industry!






Read Renata's morning routine and **underline** the beauty-related words.



"Good morning! I'm Renata, and I'm passionate about helping people look and feel amazing. Every morning, I start my day with a gentle cleanser to remove impurities from my skin. Then I apply a moisturizer with SPF protection. I always highlight my best features with a light foundation and some concealer under my eyes. A little blush on my cheeks gives me a healthy glow and I finish with mascara to make my eyes pop. My hair routine includes a nourishing conditioner and some styling cream to keep my curls defined. Finally, I choose a lipstick shade that complements my outfit for the day."

Complete the beauty vocabulary chart.



Face 	Eyes 	Hair 

One of Renata's clients, María, is getting ready for an event. **Read** the dialogue and **answer** the questions.



maría: Hi Renata! I have a job interview tomorrow and I want to look professional but not overdone.

Renata: Perfect! Let's create a polished look for you. First, what's your skin type? Oily, dry or a combination?

maría: I think it's a combination. My T-zone gets a bit shiny.

Renata: Great! I recommend starting with a primer to control oil, then a medium-coverage foundation. For your eyes, we'll use neutral eyeshadow tones - maybe some soft browns and a subtle eyeliner. A nude lipstick will complete the professional look.

maría: That sounds perfect! How long will this take?

Renata: About 45 minutes. We'll also do a quick eyebrow shaping to frame your face beautifully.



1 What type of event is María preparing for?

2 What skin type does María have?

3 List three products Renata recommends:

a) _____

b) _____

c) _____

4 How long will the beauty session take?

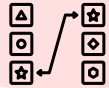
5 What additional service will Renata provide?

Did you know?

Your skin type isn't necessarily fixed for life. Factors like age, climate, diet, hormones and even stress levels can influence whether your skin leans more oily, dry or a combination. For instance, skin tends to become drier as we age due to decreased oil production and hormonal shifts during puberty or pregnancy can lead to increased oiliness. This is why it's important to regularly assess your skin's condition and adjust your skincare routine as needed.



Help Renata give advice! Match each problem with the best solution.



PROBLEMS	SOLUTIONS
a. "My makeup always disappears by lunchtime!"	<input type="checkbox"/> Color analysis session: We'll find your perfect palette based on your skin tone!
b. "I have dark circles under my eyes that won't go away."	<input type="checkbox"/> Long-lasting makeup: Use primer, setting spray and waterproof products.
c. "My hair is so frizzy and unmanageable!"	<input type="checkbox"/> Hair treatment: Try a deep conditioning mask and anti-frizz serum.
d. "I don't know what colors look good on me."	<input type="checkbox"/> Skin consultation: Let's identify your skin sensitivities and find gentle products.
e. "My skin breaks out whenever I try new products."	<input type="checkbox"/> Concealer technique: Color correction and proper blending will help!

Renata shares beauty tips on her social networks.

Complete her beauty post with the missing words.



- hydrated
- sunscreen
- removes
- confidence
- natural
- sleep
- exercise
- healthy

My top beauty Secrets

by Renata 

- 1 **Drink water!** Staying _____ gives you glowing skin from the inside.
- 2 **Never skip _____!** UV protection prevents premature aging and skin damage.
- 3 **Get enough _____!** 7-8 hours help your skin repair and regenerate.
- 4 _____ **regularly!** It improves circulation and gives you a natural glow.
- 5 **Always remove makeup!** A good cleanser _____ dirt and prevents breakouts.
- 6 **Eat _____ foods!** Fruits and vegetables provide vitamins for beautiful skin.
- 7 **Enhance your _____ features!** Work with what you have - don't hide it!
- 8 **Remember: true beauty comes from _____!** When you feel good, you look amazing!

Get in pairs and **role-play** different situations. One student is Renata, the other is a client.



Card A: teenager



You're 16 and want a makeup look for your first date. You're nervous and don't want to look too different from yourself.

Card B: business woman



You're 35 and need a signature look for important meetings. You want to look authoritative but approachable.

Card C: bride-to-be



You're getting married in 3 months. You want a timeless, elegant look that will photograph beautifully.

Card D: college student



You're 20 and want a quick, everyday routine that looks good but doesn't take much time.

FOR RENATA

- Let me ask you a few questions... .
- I recommend... .
- This will enhance your... .
- The perfect choice for you would be... .
- Let's try... .

FOR CLIENTS

- I'm looking for... .
- My main concern is... .
- How long will this last?
- Is this suitable for my skin type?
- I love/don't like... .



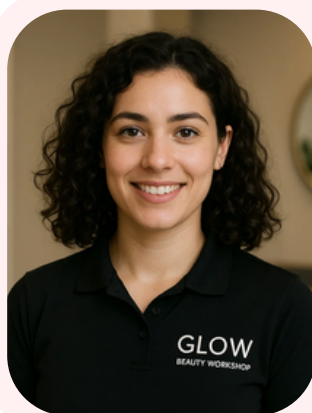
After a long day at work, Renata follows a strict beauty routine. **Put** Renata's evening skincare routine in the correct order.



- | | |
|--|---|
| <input type="checkbox"/> Apply night cream | <input type="checkbox"/> Wash hands thoroughly |
| <input type="checkbox"/> Use a facial cleanser | <input type="checkbox"/> Apply eye cream |
| <input type="checkbox"/> Apply serum | <input type="checkbox"/> Remove makeup with cleansing oil |
| <input type="checkbox"/> Use toner | |



Read about Renata's career goals and **answer** the questions.



Working at Glow Beauty Workshop has taught me so much about the beauty industry. I love helping people discover their unique style and feel confident about themselves. My dream is to open my own beauty studio in five years. I want to specialize in bridal makeup and special occasions. I'm currently taking extra courses in color theory and advanced makeup techniques. I also want to learn about sustainable beauty products because many clients are becoming more environmentally conscious. The beauty industry is always changing, so continuous learning is essential. My mentor always says, '*A good beauty professional never stops studying!*' I completely agree with her.

- 1 Where does Renata currently work?
- 2 What is her long-term career goal?
- 3 What specialization is she interested in?
- 4 What additional courses is she taking? (Name two)
- 5 Why is she interested in sustainable beauty products?
- 6 According to her mentor, what quality should a beauty professional have?
- 7 Do you agree with Renata's mentor? Explain your opinion in 2-3 sentences.

Remember! Beauty is about enhancing your natural features and feeling confident in your own skin! - Renata



Project

Create your own "Beauty Consultation Guide"



Imagine you work with Renata at the beauty workshop.

Design a consultation form that includes:

- Client information (age, lifestyle, preferences)
- Skin analysis questions
- Color preferences
- Time constraints
- Consult skin/hair allergies
- Budget considerations
- Desired final look

3 How to use scissors and brushes to bring out the best in somebody

Sonia was invited to deliver a class.

Hello, everyone! My name is Sonia, and I've been a hairdresser for over 30 years. Today we're diving into the fascinating world of beauty services and hairdressing. We'll explore various tools and techniques used in this field, learn how to handle them properly and even get a chance to practice and showcase our skills. Let's start with a quick activity and then move on to learning about some specific tools.

Take 2 minutes to **write** down the names of tools used in hairdressing and beauty services.

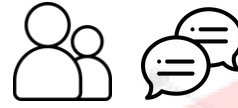


What's in your toolbox?

Look at the pictures below of various hairdressing tools. Can you name each one?



Get in pairs and **discuss** the following questions.



- Have you ever used any of these tools before?
- What do you think each tool is used for?

Sonia is going to teach students how to hold and use scissors properly for different hair-cutting techniques. **Look** at the picture to see the correct way to hold scissors.

There are different types of scissors, for example:



- **Straight scissors:** used for basic hair cutting.
- **Thinning shears:** used to thin out thick hair and add texture.



Sonia will also teach us about different types of brushes and their specific uses.

What are the types of brushes? **Match** names, images and use.



1. paddle brush



I

a. Ideal for detangling and quick drying.

2. round brush



II

b. Perfect for straightening and smoothing.

3. vent brush



III

c. Great for blow-drying and creating volume.

1. _____ **2.** _____ **3.** _____

Get in pairs and **talk** with your partner about your hair preferences.

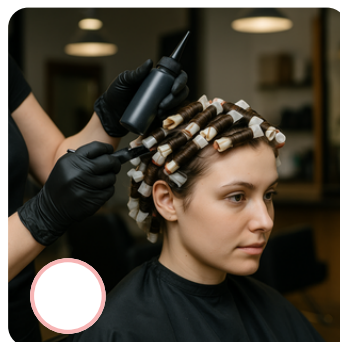


- What look do you want to achieve?
- Present your finished look to the class and explain:
 - The tools and techniques you used.
 - Why you chose this particular style.

Match the terms with their correct definitions and pictures.



- | | |
|-------------------------|---|
| 1. Perming | a. Using heat or chemicals to make hair smooth and straight. |
| 2. Straightening | b. Drying hair using a hairdryer. |
| 3. Sectioning | c. Dividing hair into parts for easier styling. |
| 4. Blow-dry | d. Creating long-lasting curls or waves using chemicals. |

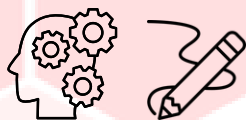


Project Plan a makeover



- Work in pairs.
- Choose the image of a famous person (or mannequin).
- Discuss and plan a hairstyle for that person.
- Take notes to explain each step and the tools you plan to use.
- Present your makeover to the class.
- Explain the process and why you chose this particular style.

Reflection time



Write a short reflection about:

- What you found challenging.
- What you enjoyed the most.
- How you can improve your skills in the future.

4 Giving advice on choosing the right outfit

Imagine you're working as a personal shopper. Your clients rely on you to help them select outfits that not only look good but also suit their individual needs, preferences and lifestyles. It's about understanding their personal style and guiding them towards choices that make them feel confident and comfortable.

Read the text and **answer**.



Beyond fashion expertise, what are some of the essential skills a personal shopper needs to effectively assist their clients?

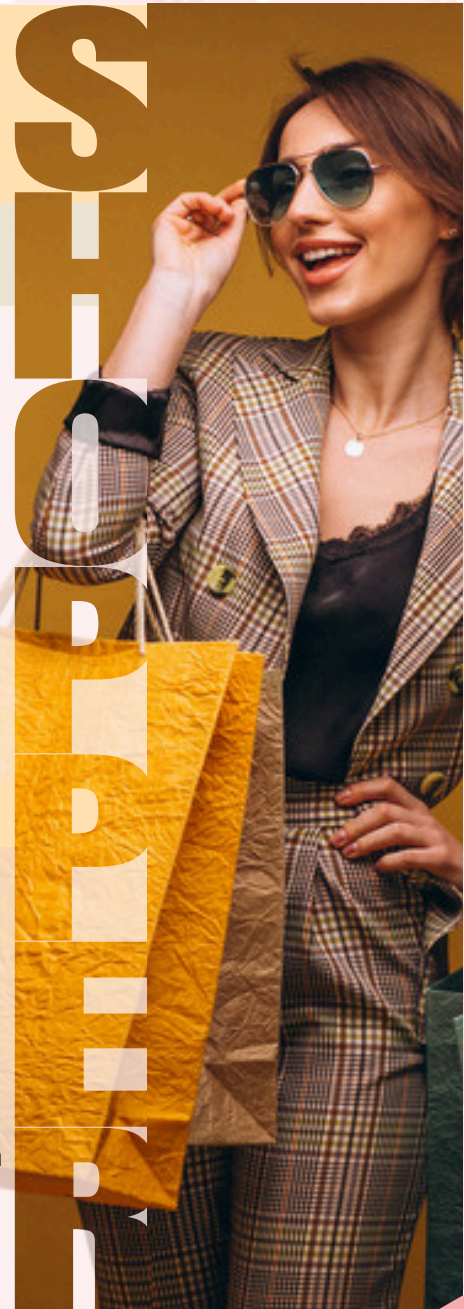
WHAT DOES A PERSONAL SHOPPER DO?

A personal shopper assists individuals in purchasing clothing and accessories. This can involve:

- **UNDERSTANDING CLIENT NEEDS:** Discussing their lifestyle, budget and style preferences.
- **WARDROBE ASSESSMENT:** Evaluating their existing wardrobe to identify gaps and suggest new pieces.
- **SHOPPING ASSISTANCE:** Accompanying clients on shopping trips or pre-selecting items for them.
- **OUTFIT COORDINATION:** Creating complete outfits from new and existing pieces.
- **PROVIDING STYLE ADVICE:** Offering guidance on current trends, flattering silhouettes and color palettes.

KEY SKILLS FOR A PERSONAL SHOPPER:

- **EXCELLENT COMMUNICATION:** Being able to listen effectively and understand client needs.
- **STRONG FASHION KNOWLEDGE:** Staying up-to-date with trends, designers and different styles.
- **ORGANIZATIONAL SKILLS:** Managing appointments, budgets and client information.
- **INTERPERSONAL SKILLS:** Building rapport and trust with clients.
- **PROBLEM SOLVING:** Finding solutions that meet the client's needs and preferences.



Get in pairs. One person will be the personal shopper and the other will be the client. The client should describe their needs and a specific occasion they need an outfit for. The personal shopper should ask questions to understand the client's style, budget and preferences and then offer suggestions for an outfit.



Client: *Hi, I need help finding an outfit for a job interview next week. I want to look professional but also feel comfortable and like myself.*

Personal shopper: *That's great! Tell me a bit about the type of job. Is it in a creative field or a more corporate environment? What kind of clothes do you usually feel most confident in? Do you have a specific budget in mind for this outfit?*

How would you continue the dialogue with the personal shopper?



Read the text and answer.



- What should a personal shopper think about when choosing clothes for different people?
- Why is it important to know which colors look good on a client?
- How can a personal shopper be ethical and respectful when helping clients?

CONSIDERING DIFFERENT BODY TYPES & STYLES



A good personal shopper understands that what looks great on one person might not suit another. It's important to consider:

- **BODY SHAPE:** Different silhouettes flatter different body types. Understanding these can help you guide your clients towards the most flattering choices.
- **PERSONAL STYLE:** Some clients prefer classic styles, while others are drawn to more trendy or bohemian looks. Respecting and enhancing their personal style is key.
- **COLOR THEORY:** Understanding which colors complement a client's skin tone, hair, and eye color can significantly enhance their appearance.



ETHICAL CONSIDERATIONS

As a personal shopper, it's also important to be mindful of ethical considerations:

- **SUSTAINABILITY:** Guiding clients towards sustainable and ethically produced clothing options.
- **BUDGET AWARENESS:** Respecting the client's budget and finding suitable options within that range.
- **AVOIDING PRESSURE:** Ensuring the client feels comfortable and not pressured into buying something they don't love.



Project Personal Shopper Project



Create a complete personal shopping consultation plan for a friend or someone in your family.

1

Create your client's profile

- Name and age
- Body type (tall, short, etc.)
- Style they like (classic, trendy, etc.)
- Budget

2

Pick colors

- Choose 3 colors that would look good on your client and explain why.

3

Make a shopping list

Write down:

- 2 clothing items they need most
- 1 store where they should shop
- 1 tip for their body type

4

Be ethical

Write one sentence about how you'll:

- Stay within their budget
- Suggest clothes that last a long time

5

Present your shopping plan in a short paragraph to your client.



5 Getting the right makeup for the clothes chosen



Sofia is Renata's best friend and classmate at the beauty academy. She has a special talent for coordinating makeup with fashion. Sofia works weekends at "Style & Grace Boutique", where she helps customers create complete looks - from clothing to makeup. She believes that the perfect outfit isn't complete without the right makeup to match!

Read Sofia's advice and **fill** in the missing color words.



navy • emerald • burgundy • coral • bronze • silver • gold • pastels

Hi everyone! I'm Sofia and today I'll share my secrets for matching makeup with your outfit colors:

Formal wear:

- With a black dress: Choose _____ or _____ eyeshadow for elegance.
- With _____ blue: Try warm bronze tones and nude lips.
- With _____ green: Go for gold accents and rich berry lips.

Casual Wear:

- With denim: _____ and peach tones work beautifully.
- With white clothing: Any color works, but _____ shades are perfect for day.
- With _____ red tops: Keep makeup minimal with neutral browns.

Special Occasions:

- With metallics: Match your eyeshadow - _____ with gold clothes, silver with silver clothes.
- With bright colors: Choose ONE focal point - bold lips OR bold eyes, never both!



Sofía needs to help a client in a fashion emergency. **Read** the dialogue and in pairs **discuss** the following questions.



- 1 How many events does Isabella have this week?
- 2 What is Sofía's advice for the job interview look?
- 3 What two options does Sofía give for the red dress?
- 4 Which option does Isabella choose for the party?
- 5 Why does Sofía suggest gold highlighter for the wedding?
- 6 What is Sofía's main principle for makeup and fashion coordination?

Isabella: Sofía, help! I have three events this week, and I don't know what makeup to wear!

Sofía: Don't worry! Tell me about each event and what you're planning to wear.

Isabella: Well, on Monday I have a job interview. I'm wearing a navy blazer with a white blouse.

Sofía: Perfect! For professional looks, go with neutral eyeshadow - maybe soft browns, black mascara, and a nude lipstick. Keep it simple but polished.

Isabella: On Tuesday, it is my friend's birthday party. I bought a beautiful red cocktail dress.

Sofía: Gorgeous! With red, you have two options: dramatic eyes with smoky eyeshadow and neutral lips, or bold red lips with minimal eye makeup. Which style do you prefer?

Isabella: I think bold lips! And on Friday, it is a wedding. I'm wearing a pastel pink dress with gold accessories.

Sofía: Lovely! Soft pink tones on the eyes, gold highlighter to match your accessories, and a glossy pink lip will be perfect. The key is to complement, not compete with your outfit!

Help Sofía match each outfit with the most appropriate makeup style.



OUTFITS	MAKEUP STYLES
a. Little Black Dress (LBD) for dinner date	<input type="checkbox"/> Natural makeup with peachy tones and glossy lips
b. Bright yellow summer sundress	<input type="checkbox"/> Bold winged eyeliner, red lips, classic glamour
c. Floral print bohemian maxi dress	<input type="checkbox"/> Soft, earthy tones with rose gold highlights
d. Sequined party top with black pants	<input type="checkbox"/> Minimal makeup with nude lips and light mascara
e. Dark gray business suit	<input type="checkbox"/> Glittery eyeshadow with dramatic lashes

Complete the consultation form with the questions Sofia asks her clients.



Client consultation **FORM**

- 1 What's the _____ for your makeup? (*work, party, wedding, etc.*)
 A texture B occasion C comfort
- 2 What _____ are we in? (*Spring colors vs. winter colors matter!*)
 A season B budget C personality
- 3 What's your _____ level? (*high-end, drugstore or mixed products*)
 A budget B occasion C texture
- 4 How would you describe your _____? (*classic, edgy, romantic, minimalist*)
 A comfort B personality C maintenance
- 5 How much daily _____ do you want? (*5-minute routine vs. full glam*)
 A season B personality C maintenance
- 6 What clothing _____ do you wear most? (*matte, satin, sequins, cotton*)
 A comfort B texture C budget
- 7 What's your _____ zone with bold makeup? (*love it, hate it, somewhere in between*)
 A comfort B occasion C maintenance

Get into small groups, study Sofia's color theory tips and **answer** the questions.



Understanding color relationships helps create harmonious looks. Here are my favorite combinations:

COMPLEMENTARY COLORS (opposite on color wheel):

- Blue clothing + Orange/copper makeup
- Purple outfit + Yellow/gold accents
- Green dress + Red/pink lips



ANALOGOUS COLORS (next to each other):

- Blue clothing + Blue-green or purple makeup
- Red outfit + Orange or pink tones
- Yellow dress + Yellow-green or orange accents



MONOCHROMATIC (same color family) :

- Pink dress + Various shades of pink makeup
- Brown outfit + Bronze and copper tones
- Blue ensemble + Navy and light blue shades



- 1 What are complementary colors?
- 2 Give an example of an analogous color combination from the text.
- 3 What makeup colors would Sofía suggest for a purple dress?
- 4 If someone wears a green outfit, what lip color might work well?



Sofía has written a short article for the local newspaper. **Read** the text and **answer** the questions.



fashion IN SYNC

BY SOFÍA RODRÍGUEZ

Fashion and makeup are like dance partners - they need to move together in harmony. My philosophy is that great style isn't about following every trend; it's about understanding what works for YOU. When I help clients, I consider five key elements: their personal style, the occasion, their coloring, their lifestyle and their comfort level.

I've learned that confidence is the best accessory anyone can wear. When someone feels comfortable and authentic in their look, it shows. My job isn't to change who they are - it's to help them express their best self through coordinated style choices.

The beauty industry is moving toward more inclusive and sustainable practices. I love seeing clients embrace their natural features while using makeup to enhance rather than hide. Whether someone prefers a minimalist approach or loves full glamour, the key is making sure everything works together as a complete, intentional look.

My advice to future beauty professionals? Study color theory, understand different skin tones, and always listen to your clients. Fashion trends come and go, but helping someone feel beautiful and confident never goes out of style.

- 1 What does Sofía compare fashion and makeup to?
- 2 List the five key elements Sofía considers when helping clients:
 - a) _____
 - b) _____
 - c) _____
 - d) _____
 - e) _____
- 3 What is the best accessory anyone can wear?
- 4 What is Sofía's main job as a style consultant?
- 5 What trends does Sofía notice in the beauty industry?
- 6 What advice does Sofía give to future beauty professionals?

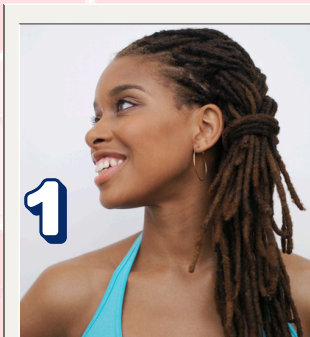
6 Sending a message with my look

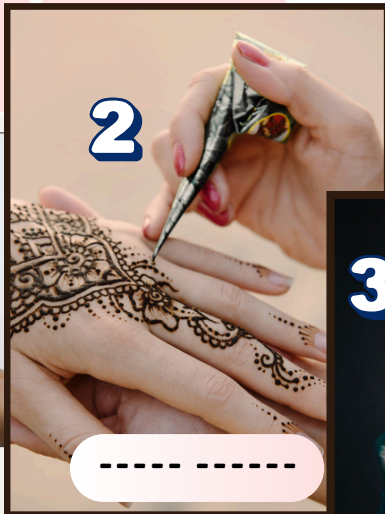
Look at these pictures. Do you recognize these forms of body art?

Write the names under each picture. Then, answer these questions:

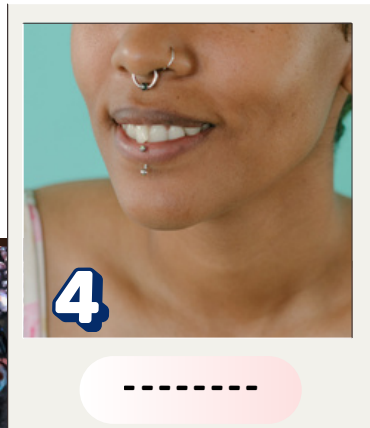


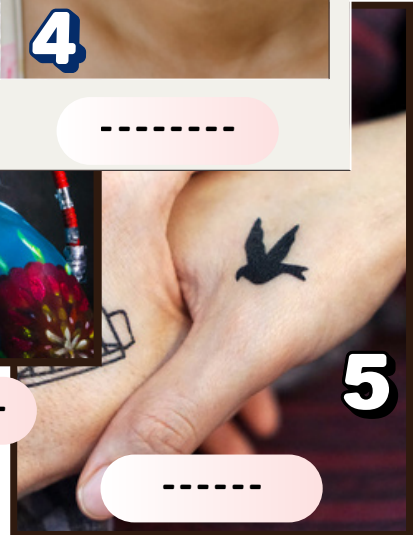
- Which of these forms of body art do you like?
- Which of them would you consider trying?
- Which of them would you never try?



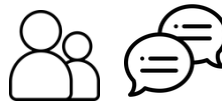








Get in pairs and have a look at the pictures. What type of body art do you see?



What message do these people give with their appearance?

To express your ideas

- For me, it means...
- It gives a message of ...
- It represents ...
- It shows that she/he is ...
- I think it looks...
- With his/her ____, he/she wants to express ...

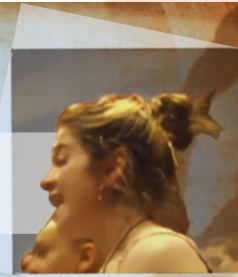
useful vocabulary

stylish, creative, unique, traditional, artistic, symbolic, trendy, bold, freedom, rebellion, tradition, identity, culture, personality, self-expression, confidence



Erika Castro

My name is Erika Castro, and I am 17 years old. When I was 9, I started studying music with teachers from SODRE. The classical instrument I chose was the viola, and I still enjoy playing it.



The rehearsals were in School N°170 in Montevideo. At the age of 13, I was selected to be part of SODRE National Choir for Children. At present, I continue singing, but now as part of the SODRE youth choir.

For me, music is a lifestyle; it is a way of expression that occupies a very important place in my life. Every time I am on stage, I experience wonderful sensations. Music has changed my perspective on life and the ways of expressing myself. I feel proud of choosing it every day.

Even though my personal look hasn't changed that much, on special occasions, like concerts, I wear a fancy dress and make-up. I also change my ponytail and tie my hair in a bun or wear it long and loose. I decided to have a tattoo made that represents music because of how important it is for me.

Read the text about Erika Castro. For each question, **choose** the correct answer A, B, or C.



- 1** Erika started learning music when she was:
A) 13 years old B) 9 years old C) 17 years old
- 2** She plays:
A) the guitar B) the piano C) the viola
- 3** Now, she sings in:
A) a school choir B) the youth choir C) the children's choir
- 4** For concerts, Erika:
A) always wears the same clothes
B) changes her appearance
C) doesn't wear makeup
- 5** She got a tattoo because:
A) her friends have tattoos
B) she likes how they look
C) music is very important to her
- 6** Music is:
A) just a hobby for Erika
B) a lifestyle and way of expression
C) something she does at school



Speaking practice

To get ready for this part, let's warm up by discussing some personal questions about appearance. As you listen to the questions, take a few notes on ideas you might want to include in your answers.



- Do you think your appearance gives a message about you? Why/Why not?
- How do you change your look for special occasions?
- What do you think about tattoos and piercings?
- Do you prefer classic or modern styles? Why?

Get ready to answer this question in 1 minute. A great tip for practicing and improving for this part is to record yourself speaking.



Describe how you express your personality through your appearance.

You should include.

- What clothes you usually wear
- How you style your hair
- If you wear any accessories or makeup
- Why this style represents you

Get in pairs and **discuss** these questions.



Look at these situations. How would you change your appearance for each one?

- A job interview
- A wedding party
- A music concert
- A beach day

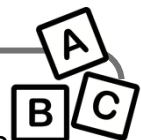
Do you think people judge others by their appearance? Is this good or bad? Some workplaces don't allow tattoos or colorful hair. What do you think about this?

Share your opinions with the class.



Word Bank

fancy dress • makeup • henna • bun • tattoo
loose hair • piercing • dreadlocks • ponytail • lifestyle
expression • represent perspective • proud • sensations



7 Different materials to create different clothes

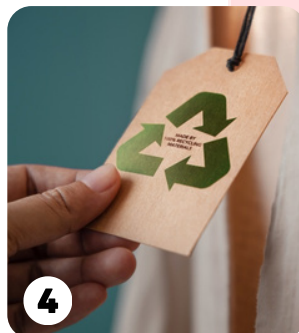
What is sustainable fashion?

Get into small groups and write your own definition.



A large light blue rectangular area with a red dotted border at the top, containing four horizontal lines for writing.

Look at these pictures. What can you say about them?



Read this definition. What do you think about it? Have you heard of that organization before?



Sustainable fashion

Sustainable fashion is an approach to designing, manufacturing and consuming clothes that considers the environmental and social impacts. It involves using eco-friendly materials and production methods to reduce waste and pollution. For example, organic cotton is grown without harmful pesticides, and recycled polyester is made from used plastic bottles. Fashion Revolution Uruguay promotes awareness of sustainable fashion practices and encourages the use of eco-friendly materials in clothing production.



Get in pairs and **search** the web to find out more about Fashion Revolution Uruguay.



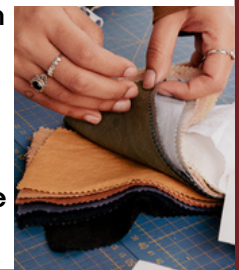
How important is choosing the appropriate fabric?

Read and **find out**. Then **answer** the questions below.



Choosing the right fabric is essential in dressmaking. For instance, cotton is a favorite for many because it's breathable and comfortable. Silk, on the other hand, is perfect for creating elegant garments due to its smooth texture and natural shine. Wool is the go-to for warm clothes, providing great insulation. When durability is needed, especially for casual wear, denim is the preferred choice. Finally, linen is ideal for hot weather as it is light and breathable. In recent years, sustainable fashion has become increasingly important.

Using materials like organic cotton and recycled polyester helps reduce the environmental impact of clothing production. Organizations like Fashion Revolution Uruguay work to promote sustainable practices in the fashion industry.



- 1** Which material would you choose for a summer dress and why?
- 2** If you were making a formal suit, which fabric would you use?
- 3** Describe a piece of clothing you own and the material it is made from.
- 4** How can you contribute to sustainable fashion?
- 5** How can initiatives like Fashion Revolution Uruguay impact the fashion industry?


Here you have 7 tips to have a sustainable wardrobe.




Read and complete the tips with the chunks below: (there is a distractor)

- ... for your clothes properly
- ... and repurpose
- ... less, choose well
- ... mindful disposal
- ... second-hand & vintage
- ... garments new life
- ... your current wardrobe
- ... for sustainable brands


7 steps to have a SUSTAINABLE WARDROBE



- 


1 Assess _____ :

 - Take inventory of what you already have.
 - Identify pieces you love, wear often and those you rarely use.
- Buy** _____ :

 - Focus on quality over quantity.
 - Invest in timeless, versatile pieces that last longer.
- 


3 Opt _____ :

 - Research brands committed to ethical and eco-friendly practices.
 - Look for certifications like Fair Trade, GOTS (Global Organic Textile Standard) or B Corp.
- Embrace** _____ :


 - Swap clothes with friends or family.
 - Shop at thrift stores, vintage shops or online resale platforms.
- 

5 Care _____ :

 - Follow care instructions to extend the life of your garments.
 - Repair rather than discard damaged items.
- Upcycle** _____ :

 - Get creative with old clothing by transforming them into new items.
 - Use scraps for DIY projects.
- 

6 _____ :

 - Donate or recycle clothes you no longer need.
 - Use textile recycling programs if garments are beyond repair.
- 

7 Practice _____ :

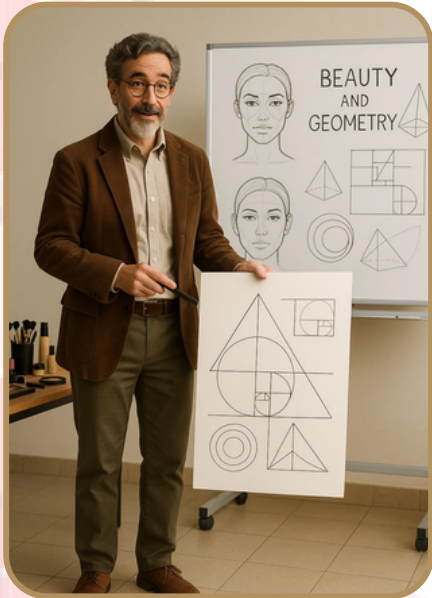
Project



From runway to rubbish

- How do clothes from "fast fashion" brands end up as huge piles of trash in places like Chile's Atacama Desert?
- Besides the piles of clothes, what other problems does fast fashion cause for people and the planet, both in Chile and around the world?
- What can be done to stop so many clothes from being thrown away and how can we make fashion better for everyone and the environment?

8 The influence of geometry on design



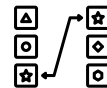
This is one of Renata's teachers. He is Carlos Martínez and he has been teaching design theory at the beauty academy for 15 years. He specializes in helping students understand how mathematical principles create beautiful, harmonious designs.

Today, he's explaining how geometry influences everything from makeup application to salon layout. "Beauty," he often says, "follows the same patterns we see in nature and mathematics!"

Welcome to our geometry and design class! Today we'll explore how shapes and proportions create visual harmony. In the beauty industry, understanding these principles helps us create more attractive and professional results.



Match the geometric terms with their definitions.



Geometric terms	Definitions
<ol style="list-style-type: none"> 1. Symmetry 2. Proportion 3. Angles 4. Curves 5. Lines 6. Balance 7. Pattern 8. Dimension 	<ol style="list-style-type: none"> a. Smooth, flowing shapes without sharp corners b. The relationship between different sizes in a design c. When both sides of something look the same d. Straight marks that can be horizontal, vertical, or diagonal e. The measurement of space (height, width, depth) f. Where two lines meet, measured in degrees g. Visual stability in a composition h. A repeated design or sequence

1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____

Renata is fascinated with the way in which geometry and nature relate in the fashion world.

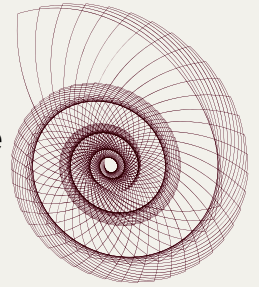
Read what the teacher has to say about the *Golden Ratio* and **fill in** the blanks with the words from the box (there is a distractor).



perfect • **mathematics** • **nature** • **attractive** • **ratio**
theory • **facial** • **eyebrows** • **measurements**



Let me introduce you to the Golden Ratio - approximately 1.618 to 1. This ratio appears everywhere in **1** _____ : sunflower spirals, seashells, even human faces!



In beauty work, we use this **2** _____ to create more **3** _____ proportions. For example, the distance from your hairline to your **4** _____ should relate to the distance from your eyebrows to your nose tip.

Many **5** _____ features follow golden ratio **6** _____. When we understand these principles, we can enhance natural beauty by working with these mathematical patterns, not against them.






This isn't just **7** _____ - it's practical! Use these proportions when shaping eyebrows, contouring faces, or even designing your salon space. **8** _____ and beauty work together!

Get in pairs and **compare** your answers.

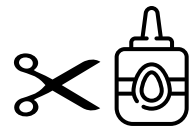


Read teacher Martínez's face shape guide and **answer** the questions.

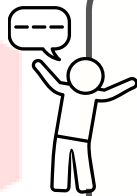
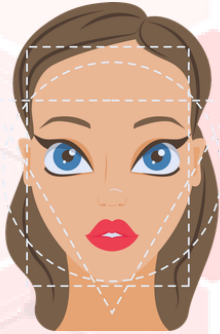


	OVAL 	ROUND 	SQUARE 	HEART 	LONG 
Shape	Rounded with slightly wider cheekbones	Equal width and height, soft curves	Equal width and height, strong angles	Wide forehead, narrow chin	Length greater than width
Geometric principle	Natural golden ratio proportions	Perfect circle proportions	90-degree angles at the jaw	Inverted triangle	Rectangle proportions
Beauty strategy	Enhance existing balance	Add vertical lines to create length	Soften angles with curves	Balance proportions between top and bottom	Add horizontal emphasis

Get in pairs, identify and **categorize** the face shapes of real individuals using the geometric principles.



- 1** Find, cut, and stick images of six different famous people.
- 2** For each image, carefully analyze its facial features and state their face shape. For example: *This person has a heart-shaped face because of their wide forehead and narrow chin, reflecting an inverted triangle.*
- 3** Prepare a small poster or a sheet of paper with your images and the identified face shapes.



useful expressions

This person has a _____ face because... .
 The geometric principle I can observe is... .
 Looking at the facial proportions, I notice... .
 The key feature that indicates a _____ face shape is... .
 Based on the golden ratio principles, this face shows... .
 The facial structure demonstrates _____ because... .

Listen to Carlos explaining how different cultures use shapes in beauty practices. **Match** each culture/region with the shape they prefer for beauty.



Cultures/Regions	Shapes
1. Ancient Egypt	_____ Round shapes (for soft, peaceful look)
2. Japan	_____ Sharp lines (for confident, modern look)
3. Africa	_____ Straight lines and triangles (around the eyes)
4. Western countries today	_____ Diamonds, triangles, and lines (in patterns that tell stories)

Think about what Carlos said: *"Beauty follows the same patterns we see in nature and mathematics!"*.

Write a short paragraph (4–5 sentences) reflecting on this idea.



- Do you agree with this statement? Why or why not?
- Can you think of examples from nature where you see geometric patterns (like symmetry, curves or proportions)?
- How might understanding geometry help someone working in the beauty industry?
- What geometric principles do you notice in your own daily life or in things you find beautiful?

I (agree/disagree) with Carlos's statement because... . In nature, I can see geometric patterns in... . Understanding geometry could help beauty professionals by... . In my daily life, I notice geometric principles in... .

9 Textures and how to work with them




Martín and Renata are attending a workshop about textures.

- What do you associate the term “texture” with?
- What is the importance of textures in beauty and clothing?



Brainstorm the names of different textures you know and where you can find them.




Textures

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

In this field, it is key to explore textures. Renata found an interesting magazine article. **Read** the article and **answer** the questions.

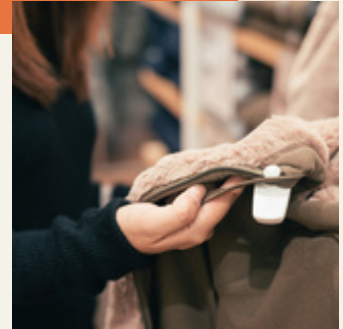


#WORKINGURUGUAY

FASHION NEWS

2

Exploring textures in *fashion* and beauty



Textures are very important in fashion and beauty. They can change how a simple outfit looks and make hair or skin feel good. For clothes, textures like silk and velvet often mean elegance and luxury. Denim and cotton mean comfort and a casual style. For hair, textures can be smooth, straight, curly

or frizzy. Each kind needs different care and products. When you work with textures, it's good to know how they look with light and movement. Shiny textures, like satin or shiny hair, reflect light. This makes them look sleek. Matte textures, like cotton or matte lipstick, take in light. This makes them look softer.

For beauty, knowing about skin textures helps you choose the right products. For example, oily skin is good with matte makeup to stop shine. Dry skin might need creamy products to feel smooth. Knowing about textures helps you get good results if you design clothes, style hair or do makeup.

- 1** What do silk and velvet often represent in clothing?


- 2** What is the difference between shiny textures and matte textures when it comes to light?

- 3** If someone has oily skin, what kind of makeup might be good for them?

- 4** Name three jobs where knowing about textures is helpful.


How would you work with a specific texture in your field of study?



Write a short paragraph describing how you would work with a specific texture in your field. 

- You can **choose** from hair, clothing, or makeup.
- **Select** a texture (e.g., curly hair, silk fabric, matte skin) and **describe** the techniques and products you would use to work with this texture.
- **Explain** why these methods are effective.

Read Renata's example. 

 For curly hair, I would use a leave-in conditioner and a curl-defining cream to enhance the natural curls and prevent frizz. These products provide moisture and definition, making the curls look more vibrant and healthy. Additionally, using a diffuser attachment on a hairdryer can help to dry the hair gently without disrupting the curl pattern.

Project Exploring texture through everyday objects



- 1 **Choose** a common household object from a specific category (e.g., fabrics, hair products, food items) that has an interesting texture.
- 2 **Bring** the item to class (e.g., a piece of fabric, a hair product, a skincare item) and describe its texture and use.
- 3 **Complete** the following chart.

Object exploration

- Object:
- Describe the texture:
- Interesting details about the texture:
- How does the texture relate to the use of the object?

- 4 **Present** your choice to the rest of the class.

10 Studying what best fits in every situation

There are situations when we need to know how to pick the perfect look depending on where we are and what we are doing.

Renata found an interesting article about why context matters in making aesthetic choices.



Choosing the right look

When you get ready to go out, it's important to think about where you are going. Different occasions call for different clothes and makeup choices. Matching your look to the situation will help you feel confident and comfortable.



Clothes for different events

Formal events When attending important events such as weddings or job interviews, you should dress smartly. Men can wear a suit with a tie, while women can opt for a dress or a tailored jacket with trousers. These choices show that you understand the importance of the occasion.

Casual events When meeting friends or going shopping, comfortable clothing is perfectly appropriate. Jeans, t-shirts, and sneakers work well for these situations. There is no need to dress formally for everyday outings.



Makeup for day and night

During the morning and afternoon, opt for a light, natural look. A little foundation, some mascara and a subtle lipstick will keep you looking fresh. Avoid heavy makeup during the day.

Daytime makeup

At night, you can be more adventurous with your makeup. Darker eye makeup and bolder lipstick work well for parties and dinners. Evening occasions allow for more creativity with colors and styles.

Evening makeup

Hair for work and fun



Work & school

When going to work or school, your hair should look clean and well-groomed. A ponytail, a bun, or straightened hair are all appropriate options. These styles convey a professional and polished appearance.

When socializing or attending parties, you have more freedom to experiment with different hairstyles. Curls, braids, or accessories like headbands are great ways to express your personality and have fun with your look.

Parties & free time

Always consider the occasion before choosing your clothes, makeup, and hairstyle. When your look matches the situation, you will feel more confident and comfortable. This is the golden rule of personal style!

Read the article and **answer** the questions.



- 1 What clothes should men wear to formal events like weddings?
- 2 Why should you use light makeup during the day?
- 3 Give two examples of hairstyles that are good for work or school.
- 4 What is the most important rule for looking good?

Get in pairs and **compare** your answers.



Get into small groups. Each group deals with a scenario card—like a job interview, a wedding, or a casual outing.

Discuss with your peers and **decide** what the best aesthetic choices are for each scenario. Think about clothing, makeup, hairstyle, and accessories.



Job interview • **Wedding** • **Casual outing** • **Formal dinner**
Beach party • **Business meeting** • **Concert** • **Sports event**

Time to share! Each group will present their scenario and your outfit choices. **Explain** why you made those choices. Let's hear what everyone thinks!



Listen to a fashion consultant giving advice on how to choose the right look for a particular situation.

Take notes on the key points for each event discussed:



- *Event*
- *Recommended clothing*
- *Makeup tips*
- *Hairstyle suggestions*



Compare your ideas to the ones of the fashion consultant. Were they similar?

Get in pairs and **perform** the dialogue.



Project Movie character styling



1. Choose your favorite character

- Design two different looks for your character for these occasions. For example, a job interview, a casual day with friends, a formal party, a wedding party, a sports day, etc.
- For each look, describe the clothes, makeup and hairstyle the character should wear
- Explain why each look is perfect for that occasion.



Example:

Character: Elsa

- **Job interview look:** Blue business suit, light makeup, hair in a neat bun.
This look is professional and shows she is serious about work.
- **Casual day look:** Jeans, comfortable sweater, natural makeup, hair in a ponytail.
This outfit is comfortable and perfect for relaxing with friends.

2. Imagine you are a movie / series character.

- Design a stylish look for a special occasion.
- Describe the clothes, makeup and hairstyle you should wear
- Explain why that look is perfect for that occasion.



**EXIT
TICKET** ★
★
★

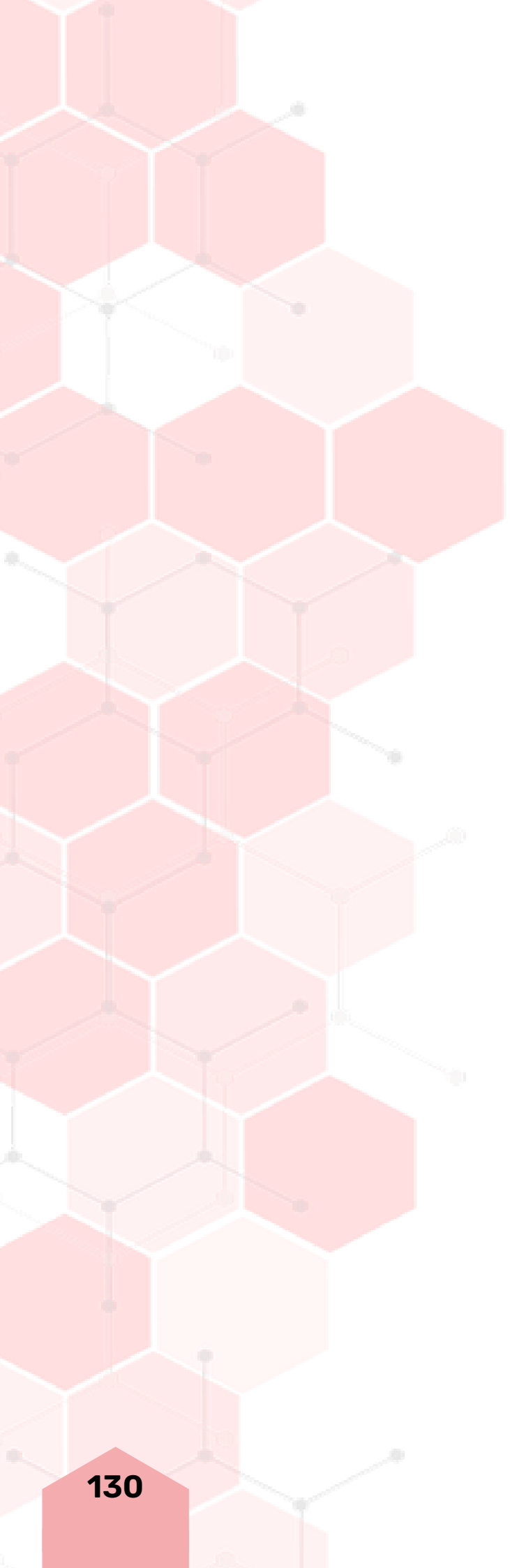
In this unit, I learned ...

Something I need to revise is...

My favorite part of this unit was...

I felt...





UNIT 4

**Choosing
the right look
for each
occasion**



1 Describing my personal style

Read these descriptions and **match** them to the correct word from the box.



sporty • **casual** • **formal** • **elegant** • **trendy**
plain • **colorful** • **baggy** • **tight** • **ethnic**



1 I usually wear jeans and a T-shirt when I go out with my friends.



2 She is wearing a black suit and high heels for her job interview.



3 He has sneakers, a hoodie and shorts because he's going to the gym.



4 She combines earthy shades with simple, handmade details.



5 My sister loves new fashion and wears the latest clothes from social media.



6 Those jeans are very loose and big. They are also modern and comfortable.



7 Her beautiful dress is form-fitting on her.



8 He's wearing a white T-shirt with no design on it.



9 I love her outfit! Her skirt is pink and her shirt is yellow and green.



10 She looks great in her long blue dress and pearl necklace.

Read this magazine article and **answer** the questions below.



FASHION BUZZ: Find your personal style!

Do you know your personal style? Some people love casual clothes, like jeans, hoodies, and trainers. Others prefer something more elegant or formal, such as blazers, skirts, or a classic dress with high heels.

The casual crowd

If you like to feel comfortable, casual style is for you! A plain T-shirt with baggy jeans and sneakers is always a great choice. It's perfect for school, shopping or hanging out with friends. Many teenagers say they usually wear casual outfits every day.

The color lovers

Do you enjoy wearing colorful clothes? Then you probably have a fun and creative style. Try a striped jumper, a bright dress, or even some patterned trousers. Don't be afraid to mix colors and patterns; fashion is all about showing who you are!

The trendsetters

Are you always looking for the newest styles? Then you are trendy! Trendy people follow fashion blogs, Instagram accounts, and love shopping at stylish stores. They often wear tight jeans, leather jackets, and modern accessories.

Tips to express your style

- ① Choose clothes that make you feel confident.
- ① Try different materials like cotton, denim, or leather.
- ① Mix your favourite colors and patterns.
- ① Most importantly—be yourself!



So ... what's your style? Do you prefer sporty or elegant clothes? Are you into vintage, plain, or colorful looks? Whatever you wear, your clothes can tell a story about who you are.

1 What do casual clothes usually include, according to the article?

- a** Suits and high heels
- b** Jeans and a T-shirt
- c** Skirts and jackets
- d** Dresses and boots

2 What kind of style is popular with people who follow fashion trends online?

- a** Plain
- b** Elegant
- c** Trendy
- d** Casual

3 What advice does the article give about choosing your clothes?

- a Wear expensive brands
- b Try to look like other people
- c Follow your friends' style
- d Wear clothes that make you feel confident

5 What is the main message of the article?

- a Fashion is only for young people.
- b You should follow all the new trends.
- c Your clothes show your personality.
- d You must wear colorful clothes.

4 Which materials and patterns are mentioned in the article? (Write two)

- _____
- _____

Look at these photos. Describe and compare them. Use the expressions below to help you.



Picture 1



Picture 2



useful expressions



- In the first photo, the person is wearing...
- In the second photo, the person has...
- In picture one, we see someone with a more ___ style.
- Picture two shows a person dressed in a ___ way.
- This style is more ___, while the other is more ___.
- Compared to the second photo, the first style is...
- While one person is wearing ___, the other is wearing ___.
- One big difference is that...
- The person in the first photo looks more ___ than the person in the second one.

formal / informal
colorful / plain
simple / stylish
elegant / relaxed
tight / loose
modern / traditional
comfortable / uncomfortable



WHAT'S YOUR STYLE?

1 What do you usually wear on a normal day?

- A. Jeans and a hoodie
- B. A dress or smart trousers
- C. Colorful clothes or the latest trend

2 What's your favorite outfit for the weekend?

- A. Jeans and a hoodie
- B. Blouse and trousers
- C. Something trendy or different

3 What colors do you wear most?

- A. Grey, black, navy
- B. White, beige, dark red
- C. Bright colours like yellow or pink

4 What shoes do you like best?

- A. Trainers or sneakers
- B. Leather boots or formal shoes
- C. Funky boots or stylish heels

5 Do you follow fashion trends?

- A. Not really
- B. Only for special occasions
- C. Yes! I love trying new styles

Choose the best option that best describes you. At the end, **count** how many a, b, or c answers you chose to find your style.



6 What kind of bag do you carry?

- A. A backpack or simple handbag
- B. A leather shoulder bag
- C. A unique or colorful purse

7 Which word describes your style best?

- A. Casual
- B. Elegant
- C. Trendy

8 What do you wear when you go to a party?

- A. Something comfortable
- B. A nice shirt or dress
- C. Something bold and fashionable

9 What do your clothes say about you?

- A. I like to feel relaxed
- B. I like to look classy and smart
- C. I like to stand out

10 Where do you usually buy your clothes?

- A. Comfortable or basic stores (e.g. sportswear shops)
- B. Stores with elegant clothes
- C. Trendy fashion brands or online shops

RESULTS

A Mostly A's – Casual Style

- You like to be comfortable! You usually wear simple, relaxed clothes like jeans and hoodies. Your favorite style is casual and comfortable.

B Mostly B's – Elegant Style

- You enjoy looking smart and well-dressed. You like formal clothes, classic colors and a polished look. Your style is elegant and classy.

C Mostly C's – Trendy Style

- You love fashion and new trends! You enjoy mixing colors, patterns and styles. Your style is modern, creative and fun.

2 What to wear on each occasion



Elena teaches at the Instituto de Belleza "Nueva Imagen" in Paysandú. She has 15 years of experience and specializes in manicure, hair care and makeup.

Today, she's explaining to her students how different occasions require different beauty approaches.

Sofía is one of Elena's students, and she is getting ready for a corporate presentation. **Read** Elena's email to Sofía and **answer** the questions below.



← Mail ↗ ✕

From: elena.sanchez@nuevaimagen_institute.com

Subject: Some advice for tomorrow

Sofía,
Tomorrow you're presenting your final project to the business owners downtown. This is a formal, professional occasion. Let me explain what you need to consider for your complete look.



For makeup, opt for neutral tones, such as beige eyeshadow, brown mascara, and a nude or soft pink lipstick. Avoid bright colors or heavy contouring. The goal is to look polished and serious.

Your manicure should be perfect but subtle. Choose a clear polish or a classic French manicure. Short, well-shaped nails are essential. No bright colors or decorative designs - they're not appropriate for business settings.

For hair care, wear your hair in a neat, controlled style. A low bun, straight hair or soft waves work well. Avoid messy styles or bright hair colors. Use hair products to control frizz and add shine.

Remember, Sofía, in professional settings, your appearance should never distract from your work. The clients should focus on your skills and knowledge, not your bold fashion choices.

Elena

  **B** *I* U

↩ REPLY ↩ REPLY TO ALL

- 1 What type of occasion is Sofía preparing for?

- 2 What colors does Elena recommend for makeup? Why?

- 3 What manicure style is appropriate for business? What should be avoided?

- 4 Name two appropriate hairstyles mentioned for this occasion.

- 5 What is the main principle Elena explains about professional appearance?



Elena is explaining to her student Ricardo how to prepare clients for a quinceañera celebration. **Listen** to Elena and **answer** the questions.



- 1 Who is the client Elena mentions?

- 2 What type of eye makeup does she suggest?

- 3 What can be added to the manicure for this occasion?

- 4 Describe the hairstyle Elena recommends.

- 5 What is the main difference between this look and professional makeup?

Get in pairs and **compare** your answers.

Useful expressions

- Let's comment on number x...
- Let's share our ideas about ...
- What did you write ...?
- I wrote ... about ...
- I have the same answers.
- Can I share my answer?



Get in pairs and **look** at the following situations. **Choose** two, and **discuss** what you would recommend for manicure, hair care and makeup.



a

JOB INTERVIEW AT A BEAUTY SALON

Your 25-year-old client is interviewing to work at an upscale beauty salon in Montevideo.

Discuss and write your recommendations:

- makeup: _____
- manicure: _____
- hair care: _____



b

BEACH WEDDING

Your client is attending her best friend's beach wedding in Punta del Este in the summer.

Discuss and write your recommendations:

- makeup: _____
- manicure: _____
- hair care: _____



c

GRADUATION CEREMONY

Your client is graduating from university and wants to look elegant for photos with family.

Discuss and write your recommendations:

- makeup: _____
- manicure: _____
- hair care: _____



d

CASUAL DATE

Your client has a first date at a coffee shop and wants to look attractive but natural.

Discuss and write your recommendations:

- makeup: _____
- manicure: _____
- hair care: _____



useful expressions

- | | |
|---|---------------------------------------|
| • We chose ... because... . | • For the nails, we suggest... . |
| • We chose (neutral/bold/natural) colors because... . | • For makeup, we recommend.... |
| • We think this is fitting because... . | • For the hair, we recommend... . |
| • An important tip is... . | • We also considered... but... . |
| • In conclusion, our recommendations are... . | • An important tip is... . |
| | • What do you think about our choice? |



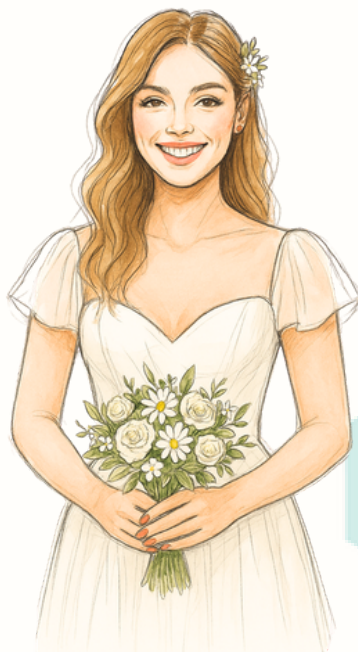
I chose situation B, the beach wedding in Punta del Este. For makeup, I recommend a natural, glowing look with waterproof products because it's summer and the event is outdoors. I suggest coral or peachy tones that complement the beach setting. For manicures, I chose a bright coral polish with shorter nails because long nails aren't practical for beach activities. Finally, for hair care, I recommend loose beach waves or a romantic side braid, as these styles complement the ocean breeze and look great in photos. I think this combination is perfect because it's elegant but practical for a summer beach celebration.



Read Ricardo's description and **decide** which bride he is describing. Then, **describe** the other two brides and **explain** what type of wedding each style would be perfect for. **Use** details about makeup, hair, nails and accessories.



Bride 1



Bride 2



Bride 3

3 Things to consider when choosing a style



This is Camila, a Uruguayan style influencer. Camila is 28 years old and runs a successful beauty blog called "*Mi Estilo Uruguayo*." She's visiting Elena's school today to talk about the importance of personal style and individuality in beauty.



Elena asked Camila to give a talk about finding your unique style. 

Read Camila's speech.

¡Hola, chicos! I'm so excited to be here today. You know, when I started my career, I thought beauty was about following every trend and looking exactly like the models in magazines. But I learned something very important - true beauty comes from understanding and expressing your own unique style.

Let me tell you about my journey. I have curly hair, olive skin, and I'm quite short. For years, I tried to straighten my hair, use makeup for fair skin, and wear clothes that made me look taller. I was miserable! I was fighting against my natural features instead of celebrating them.

Then, I met an amazing stylist who taught me to work with my natural characteristics, not against them. She helped me find products that enhanced my curls, taught me makeup techniques for my skin tone, and showed me how to dress my body type confidently.

Now, when I work with clients, I always consider these key factors:

- **FACE SHAPE** - Round, oval, square, and heart-shaped faces all need different makeup and hairstyle approaches.
- **SKIN TONE** - Cool, warm, or neutral undertones determine which colors look best.
- **LIFESTYLE** - A busy mother needs different beauty routines than a university student.
- **PERSONALITY** - Some people love bold, dramatic looks; others prefer subtle, classic styles.
- **BUDGET** - Great style doesn't require expensive products - it requires knowledge and creativity.
- **BODY TYPE** - Understanding proportions helps choose flattering clothes and accessories.

Remember, trends come and go, but your style should make you feel confident and beautiful. Don't copy someone else - be inspired by them, but create your own version!

Let's go over Camila's message. Are these statements *true* or *false*?



Correct the false ones.

- 1 Camila thinks everyone should follow all fashion trends.
- 2 She used to try to change her natural features.
- 3 A good stylist helped her accept her natural characteristics.
- 4 Face shape doesn't matter when choosing makeup.
- 5 Expensive products are necessary for great style.
- 6 Different lifestyles require different beauty approaches.

Camila explained that when she works with clients, she always considers some key factors.

Match each client with the most important factor to consider.



clients	Factors
<p>1 - Ana - Works 12 hours a day as a nurse</p> <p>2 - Roberto - Has a very round face</p> <p>3 - Lucía - Loves bright colors and bold fashion</p> <p>4 - Carmen - Limited income, needs budget-friendly options</p> <p>5 - Sofía - Very fair skin with pink undertones</p>	<p>a - Skin tone</p> <p>b - Lifestyle</p> <p>c - Personality</p> <p>d - Budget</p> <p>e - Face shape</p>

Get in pairs and **share** your answers with your partner.



Personal reflection



Take five minutes and **take notes** to complete these sentences about your style.



- 1 My face shape is _____ so I should _____.
- 2 My skin tone is _____ which means _____ colors look best on me.
- 3 My lifestyle is _____ so I need beauty routines that are _____.
- 4 My personality is _____ so I prefer _____ styles.
- 5 One thing I love about my natural features is _____.
- 6 One thing I want to improve about my style is _____.

Get into groups of three. **Take turns** being the stylist and giving advice.



Student A



You have natural curly hair but you always straighten it. You're tired of spending so much time on your hair every morning.

Student B



You love dramatic makeup, but you work in a conservative office. You feel boring with natural makeup.

Student C



You want to look more fashionable, but you're a student with a very limited budget.

useful expressions



- Have you considered...?
- Instead of..., you could try... .
- Your natural... is beautiful, you should... .
- For your lifestyle, I recommend... .



4 Fashion emergency issues

Patricia is a professional image coach from Young. She helps people solve beauty and style emergencies. She has worked with celebrities, business executives and regular people who need urgent style solutions. She explains common fashion emergencies and solutions.



In my 10 years as an image coach, I've seen every beauty emergency imaginable! Today, I'll share the most common problems and my quick solutions. Remember, emergencies happen to everyone - the key is knowing how to fix them quickly and efficiently.

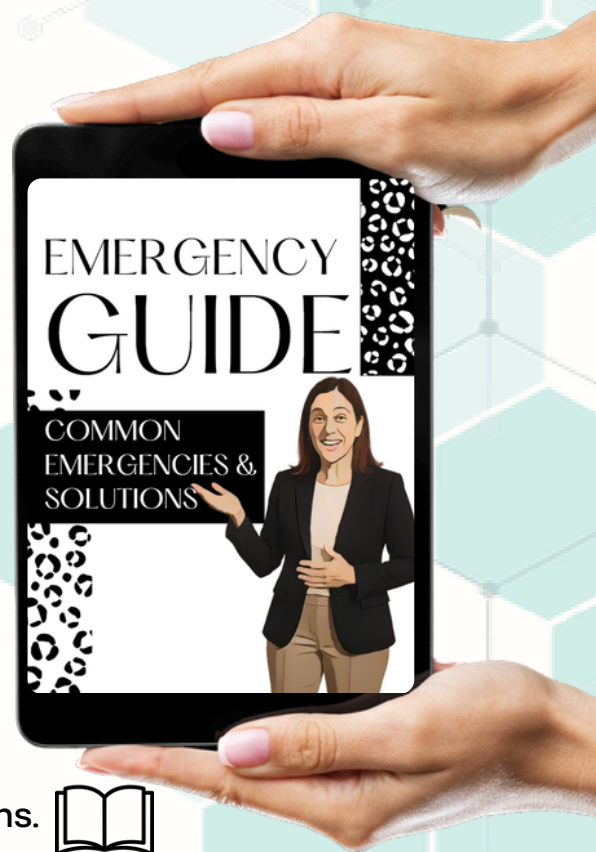
Patricia has recently published her *emergency* guide with some common emergencies and solutions.

Get in pairs and **discuss**.



- 1 What should you use to fix clumpy mascara?
- 2 How do you handle frizzy hair when you're in a hurry?
- 3 What should you do if you break a nail?
- 4 How can you hide a stain on your outfit?

Then, **read** the text below and **check** your predictions.



Common emergencies & SOLUTIONS

EMERGENCY 1: MAKEUP DISASTER



"It's 8 AM. You have an important meeting at 9 AM. Your mascara is clumpy, your foundation looks patchy and your lipstick is the wrong color."



- **For clumpy mascara:** Remove mascara with a cotton swab and reapply thin coats.
- **For patchy foundation:** Use a damp beauty sponge to blend patchy foundation
- **For lipstick color:** Blot off the wrong lipstick and apply a neutral lip balm or gloss
- **Emergency kit items:** Cotton swabs, beauty sponge, neutral lip balm

EMERGENCY 2: HAIR CATASTROPHE



"You washed your hair and it's not drying properly. It's frizzy, flat or completely unmanageable and you have 20 minutes before leaving."



- **For frizzy hair:** Apply leave-in conditioner and braid while damp
- **For flat hair:** Use dry shampoo on the roots and create volume with clips
- **For wet hair:** Create a sleek low bun or ponytail with gel
- **Emergency kit items:** Hair ties, bobby pins, dry shampoo, hair gel



EMERGENCY 3: NAIL NIGHTMARE



"You just broke a nail, your polish is chipped or you have a hangnail that looks terrible."



- **For broken nails:** File to match the length and apply a clear coat
- **For chipped polish:** Remove all polish or cover chips with glitter
- **For hangnails:** Moisturize and use cuticle oil, don't pull!
- **Emergency kit items:** Nail file, clear polish, cuticle oil




EMERGENCY 4: OUTFIT MISHAP



"Your planned outfit has a stain, doesn't fit or looks completely wrong for the occasion."



- **For stains:** Cover with accessories like scarves or jewelry
- **For fit issues:** Use belts, layers or different undergarments
- **For the wrong occasion:** Add or remove accessories to adjust the look
- **Emergency kit items:** Safety pins, stain remover pen, basic accessories

Patricia usually receives emergency calls. **Read** these emergency situations and **choose** the best advice. 



Call 1: "Patricia, help! I'm at a wedding and I just spilled red wine on my white dress!"

- a) Go home and change
- b) Cover the stain with a colorful scarf or shawl
- c) Try to wash it in the bathroom

Call 2: "My hair is a complete disaster and I have a job interview in 1 hour!"

- a) Wear a hat to the interview
- b) Create a neat low bun with gel
- c) Cancel the interview



Call 3: "My makeup looks terrible but I don't have time to start over!"


- a) Wash everything off and go natural
- b) Fix the worst problems and add lip gloss
- c) Wear sunglasses indoors



Call 4: "I broke two nails right before my date!"

- a) Wear gloves all evening
- b) File all nails to match the shortest length
- c) Cancel the date



Patricia thinks that everyone should have a personal emergency kit. **Get into small groups** and **choose** 5 items for your kit and **explain** why. Then, **take notes** on what you discussed. 

AVAILABLE ITEMS

- | | |
|---------------------|-----------------------------|
| • Safety pins | • Cotton swabs |
| • Hair ties | • Stain remover pen |
| • Bobby pins | • Hand cream |
| • Clear nail polish | • Neutral lipstick |
| • Lip balm | • Concealer |
| • Tissues | • Hairbrush |
| • Small mirror | • Dry shampoo (travel size) |



Useful expressions



- This item is useful because... .
- This helps solve problems like... .
- Without this item, you might face... .
- This is practical because... .
- We can use this when... .
- This item prevents... .
- This is important for situations where... .
- Having this means you can quickly... .
- This helps you look professional when... .
- We need this because emergencies often involve... .

OUR EMERGENCY KIT

- 1 - _____ because _____
- 2 - _____ because _____
- 3 - _____ because _____
- 4 - _____ because _____
- 5 - _____ because _____

Get in pairs. Student A calls Patricia's emergency line, and Student B is Patricia.

STUDENT

A

- You have a big pimple before a first date
- Your hair color turned out wrong
- Your new shoes are too tight for an important event
- Your false eyelashes fell off during a party



Give practical advice using expressions like:

- "Don't panic!"
- "Here's what you need to do..."
- "The most important thing is..."
- "As a quick solution..."

STUDENT

B

Remember to **switch** roles.



Did you know?

False eyelashes are also known as *fake eyelashes* or *falsies*.



Project Your beauty emergency guide



- **Create** a mini emergency guide for future customers.
- **Include:**
 1. Three common emergencies you think students might face.
 2. Quick solutions for each emergency (2-3 steps).
 3. Emergency kit items needed for your solutions.
- **Present** your guide to the class in 2-3 minutes.

5 Being the outlier at the party

A group of friends received an invitation. Have a look at it.

Dear friends, I want to invite you to my house to have a different **party**. The name of it is "I'm an **outlier**". You may **wonder** what this invitation is about. Well, the idea is that you dress **unconventionally**. The most unconventional dress **code** will be the winner of a surprise prize.

You're invited

After you **read** the invitation, **match** the words in bold with the definitions.



party	1	a	want to know something
outlier	2	b	the type of clothing you are supposed to wear in a particular situation
wonder	3	c	a person or thing situated away or detached from the mainstream
unconventional(ly)	4	d	celebration
dress code	5	e	not based on what people or society generally do

1- _____ 2- _____ 3- _____ 4- _____ 5- _____

Ignacio is seeking advice. Read these situations. Which one do you think is the best one to be an outlier? **Justify** your answers.



- 1** I would like to wear a costume from The Flintstones, a wig and go barefoot.
- 2** I think that wearing a suit would be very appropriate for the situation.
- 3** I would go with the ordinary clothes I wear in my everyday life.
- 4** I have some clothes that are not very popular. I would put them together and think of an outfit.



Here are some of the pictures of the party attendees.
Get in pairs and **discuss** who was more aligned with the idea of the party.



Pictures from pixabay.com

Join another pair and **discuss** the following questions.



- Do you think that being an outlier is good or bad?
- Have you ever experienced being an outlier?
- What are the benefits of not being part of the mainstream?
- How can your appearance make you be part of one group or another?

Project



AI portrait party: bringing attendees to life

In small groups, create a picture with AI portraying one of the attendees to the party. Have the picture ready to share it with the rest of the class and create a description of the person and the way he/she looks. All the members of the team must take part in the activity.

6 Ridiculous or unique?

Sofía and Martín are friends. They are sharing a nice moment and discussing anecdotes they have in common. **Read** the two anecdotes.

Notice that in both texts, some words are missing.

Complete the texts with the following words.



silent • **didn't** • **costume** • **themed** • **playing** • **guests**
meeting • **Uruguay** • **shine** • **invitation**

Sofía, do you remember when you told me about the **1** _____ party you attended last summer? I remember that you were excited because it was a **2** _____ costume party, and you decided to have the best outfit of the party; you wanted to stand out from the rest of the **3** _____. You spent hours getting ready, making sure your costume was perfect. The **4** _____ said you had to dress as a “china”. When you arrived, you felt ridiculous because you believed that “china” was a person from China, but it was “china”, the traditional folk woman from **5** _____. Do you still believe you were ridiculous?



Martín, I also remember the day you gave a presentation at the company’s weekly **6** _____. You stepped up to the podium, ready to **7** _____. However, the laptop unexpectedly crashed, and the projector **8** _____ work. You were so nervous that you accidentally hit the wrong keys and started **9** _____ a strange, looping video of your cat chasing a laser pointer. The room went **10** _____, then burst into laughter. Don’t tell me that was not a unique moment, was it?

Your opinion matters!



Get in trios and **decide** whether Martín and Sofía's situations made them feel ridiculous or unique.



In my opinion, Martín/ Sofía....

I agree that Martín/ Sofía was.....because....

These are other phrases Martín and Sofía said. **Complete** them with the correct form of the words in brackets.



- 1 I _____ ridiculous when I dressed up as a Chinese woman. (feel)
- 2 When my manager saw the video, he told my _____ to stop laughing (work)
- 3 The day after the _____, all my coworkers told me how funny the moment had been. (present)
- 4 My kimono was very nice and _____ (silk).

Martín and Sofía want to share their latest anecdote with you, as it made them feel unique. **Read** the anecdote and **choose** the best option a, b or c.



“We have a lot of stories together, but this is definitely one of **1** _____ stories we would like to share with you: how unique we felt when we traveled **2** _____ and talked about our country. This happened a couple of years ago. We went on holiday to a beautiful European country. When we told **3** _____ that we were from Uruguay, they started talking about some **4** _____ celebrities: Valverde, Josema or even older players like Suárez or Cavani were very popular. In addition to this, some people talked about some progressive laws we have in our country. But probably what surprised us more was how much people knew about our education and the quality of it. We felt very **5** _____ and proud to live in Uruguay!”

- | | | |
|----------------------------|-------------------------|------------------------|
| 1. a- the most interesting | b- the most outstanding | c- the most terrifying |
| 2. a- Europe | b- abroad | c- Spain |
| 3. a- visitors | b- people | c- the teacher |
| 4. a- soccer | b- American football | c- players |
| 5. a- ridiculous | b- comfortable | c- unique |

Work in pairs. Read the following situations and decide if they are ridiculous or unique. **Justify** your opinion.



Situations

- Wearing socks with sandals
- Having green hair
- Arriving late to a party in pajamas
- Having tattoos on your face
- Speaking a foreign language in public
- Dancing alone at a party
- Wearing a costume on a normal day
- Wearing a wedding dress at a costume party



- In my opinion, ...
- I think this is ... because ...
- From my point of view, ...
- I agree with you because ...
- I don't agree, I think ...
- That's true, but ...
- This is ridiculous because ...
- This is unique because ...
- It depends on ...

Project Feeling unique



Do you have any situation in which you felt unique? Prepare a podcast sharing your story. Then, put the story in common with your classmates and teachers.

7 Party etiquette

Get in pairs and discuss these questions.



- 1 Do you like going to parties?
- 2 What do people usually do at parties in your country?
- 3 Do you wear special clothes when you go to parties?

Ignacio received the invitation below.
Read it and answer these questions.

- 1 What is the dress code?
- 2 Can you bring a friend without asking?
- 3 What should you bring to the party?
- 4 Is it okay to be 30 minutes late?
- 5 What should you say to the host?

Did you know?

Party etiquette refers to the set of social rules, manners and polite behaviors that people are expected to follow when attending or hosting social gatherings and celebrations.



Did you know?

RSVP is an acronym for the French phrase "*Répondez s'il vous plaît*," meaning "please respond". It is typically used to request confirmation of an invitation.



You are invited

What? Birthday party for Marcela

Where? 185 Artigas Street

When? Saturday, 7:30 PM

Bring a small gift.

Dress code: smart casual

There will be music, food and games.

Party etiquette tips

Arrive on time (or just a little late!)

Say "thank you" to the host

Don't bring extra guests unless invited

Help clean up if you can

Don't use your phone too much

Don't talk too loudly or drink too much

Don't upload photographs to social media unless permitted

RSVP

Listen to Ignacio and Lola talking about that party and **say** whether these statements are *true* or *false*.



1. Lola is planning to wear sneakers, but she checks first if they are appropriate.
2. Ignacio suggests bringing an expensive gift to impress Marcela.
3. Lola wants to help at the party if possible.
4. Ignacio thinks it's okay to take photos but not to spend the whole night on your phone.
5. Ignacio tells Lola to stay quiet and not talk to too many people.

Get into small groups and **discuss** these questions.



- Do you think it's important to follow the dress code at a party?
- What do "smart casual" and "formal" mean to you?
- Do you think party dress codes are different in other countries or cultures?

Project Being a party planner



Imagine you are a party planner! Work in groups to organize a complete party, including all the details and etiquette rules.



Choose your party

Pick one type of party:

1

- Birthday party
- Graduation party
- Holiday celebration
- Movie night party
- Game night party
- Pool party
- Picnic party
- "Nostalgia night" party

Decide:

- Who is the party for?
- How many guests?
- What's your budget? (low/medium/high)

2

Plan the basics

Complete this information:

- Date & Time: _____
- Location: _____
- Duration: _____
- Theme/Dress code: _____
- Guest list: _____



3

Plan the details

Food & drinks

- What food will you serve?
- Will guests bring food too?
- What drinks will you have?
- Any special dietary needs?

Entertainment

- What music will you play?
- What activities will you plan?
- Any games or competitions?
- Who controls the music?

Decorations

- What decorations will you use?
- Who will decorate?
- What's your decoration budget?

Location/venue

- Will you rent a place or use someone's house?
- How many people can the venue hold?
- Is the location easy for guests to get to?



4

Create your etiquette rules

Write the rules for your party guests:

- Arrival rule: _____
- Gift rule: _____
- Food/Drink rule: _____
- Behavior rule: _____
- Technology rule: _____
- Leaving rule: _____
- Extra rule: _____

5

Create your invitation

Write a short invitation (50 words) including:

- Party details
- 3 most important rules
- RSVP information



Presentation time!

Each group presents for 3 minutes:

- a. Party overview - What kind of party and why?
- b. Key details - Date, time, location, activities
- c. Etiquette rules - Your 3 most important rules
- d. Special features - What makes your party unique?

Class vote:

- Most creative party idea
- Best etiquette rules
- Party you'd most like to attend
- Most organized plan

8 Can everybody wear everything?



“While technically most people can wear a wide variety of clothing, what is appropriate or comfortable can vary based on culture, context, personal preferences, and circumstances. Social norms, dress codes, and individual comfort levels influence what is considered suitable to wear in different situations.”



Robert

Gender Issue activist



“In general, when people ask these types of questions, there is always a hidden meaning that refers to women more than men. It usually relates to women who do not have the right to wear anything or there is a social pressure to wear what they are expected to wear.”



Gaby

Human Rights lawyer

Get in pairs. Read the previous extracts from Robert and Gaby and agree or disagree with their opinions.



Read the following statements and decide if you agree or disagree. **Justify** your opinion with reasons or examples.



- “Clothes always send a social message.”
- “Women face more pressure than men about what to wear.”
- “Dress codes are necessary in some situations.”
- “Following trends makes people lose their individuality.”
- “People should be free to wear anything, no matter their body type.”

Answer the question of the title here: *Can Everybody Wear Anything?*



Sofia was asked to answer the question, too. She wrote this text. There are some blanks to complete with the words given.



follow · topics · strange · another · style · wear · negative

× □ _

Sofia



Recently, I've started to feel a bit **1** _____ : many people seem to dress in the same way, choose the same brands, **2** _____ the same colors, have similar haircuts, listen to the same music, like the same things, and even talk about the same **3** _____. Everything feels almost the same.

I don't know if I'm just being too **4** _____ or if the problem is with me, but when I go to a party or walk down the street, I see groups of people who look almost like copies of one **5** _____. It's not only about clothes – it's also about how they speak, move, and think. It's hard to find someone who is really different, who doesn't **6** _____ the newest social media trends or dress like everyone else.

It feels like nobody has their own **7** _____ or personality anymore. Instead, people copy what they see online because they want to fit in. Am I the only one who feels this way?

Write a paragraph reacting to the last paragraph of the text.





9 Being a mentor for my clients



Sofía Rodríguez is a 28-year-old personal shopper based in Montevideo, Uruguay. She helps clients find the perfect outfits for different occasions - from job interviews to weddings, from casual dates to formal business meetings. Sofía believes that the right outfit can boost confidence and help people achieve their goals.

Read the short text about Sofía and **say** whether the sentences are *true* or *false*.



- 1 Sofia advises people to shop effectively.
- 2 Sofia would help you find the perfect outfit for a job interview.
- 3 Sofia would advise you about what to do on a job interview.
- 4 Sofia coaches people on how to be more confident with their image and attitude.

Match the consultation questions with their purposes.



1	"What's the occasion you're dressing for?"	a	Understanding personal preferences and comfort
2	"What's your budget range?"	b	Determining practical needs and daily requirements
3	"How do you usually like to feel in your clothes?"	c	Setting realistic financial expectations
4	"Are there any colors you absolutely love or hate?"	d	Identifying the event and dress code requirements
5	"What's your lifestyle like during a typical week?"	e	Learning about color preferences and skin tone
6	"Do you have any body areas you'd like to highlight or minimize?"	f	Addressing body confidence and fit concerns

1- _____ 2- _____ 3- _____ 4- _____ 5- _____ 6- _____

Fill in the blanks Sofia's consultation phrases with the appropriate words.



• **confident** • **occasion** • **budget** • **lifestyle** • **preferences** • **highlight** •

- 1 "Let me understand your _____ better - do you work in an office or from home?"
- 2 "What _____ are we shopping for exactly?"
- 3 "I want you to feel _____ and comfortable in whatever we choose."
- 4 "What's your _____ for this shopping trip?"
- 5 "Tell me about your color _____ - what makes you feel good?"
- 6 "Are there any features you'd like to _____?"

Complete Sofia's advice. You can **use** the SOS box to help you.



- 1 Client wants to look professional for a job interview.
Sofia says: "_____ a navy blue suit. It's classic and shows you're serious about the position."
- 2 Client is unsure about wearing bright colors.
Sofia says: "_____ starting with small accessories in bright colors, like a scarf or handbag."
- 3 Client has a beach wedding to attend.
Sofia says: "_____ try a flowy midi dress in a light fabric? It's elegant but not too formal."
- 4 Client wants to look taller.
Sofia says: "_____, _____ wear vertical stripes or a monochromatic outfit."
- 5 Client is worried about the cost.
Sofia says: "_____ invest in versatile pieces that you can mix and match."



- You should + verb
- I recommend + verb-ing
- Why don't you + verb?
- If I were you, I would + verb
- You could + verb

Read Sofía's success story and **choose** the best option in bold.



Last month, I **had / saw / encountered** a wonderful client named María. She was a new teacher who felt nervous about her first parent-teacher conference. When she came to see me, she was wearing baggy clothes and looked very **unsure / sure / confident** of herself.

First, I asked her about her teaching style and personality. She told me she was creative and energetic **but / yet / and** wanted to look professional. Then, I took her shopping for a structured blazer in a warm coral color - it matched her **clothes / personality / profession** perfectly! We paired it with dark straight-leg trousers and comfortable low heels.

The transformation was **interesting / small / amazing!** When María tried on the complete outfit, she stood straighter and smiled more confidently. She said she **felt / was / looked** like 'the teacher she wanted to be.'

Two weeks later, María sent me a photo from her conference. She looked fantastic and told me the parents responded very positively to her presentation. She even got compliments on her outfit!



After having worked with this unit, **reflect** upon the following questions. **Share** your ideas with the rest of the class **if you want**.



- 1 What's the most important quality a personal shopper should have?
- 2 How is Sofía's job similar to or different from other mentoring professions?
- 3 What advice would you give to someone who wants to become a personal shopper?
- 4 How can the right outfit really change how someone feels?
- 5 What's one style tip you learned from this lesson that you'd like to try?

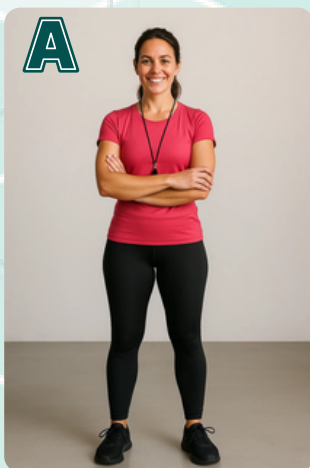
10 I want to make this profession my lifestyle

Get into small groups and **discuss** these questions.



- Do you think these people are happy with their lifestyle choices?
- What are the advantages and disadvantages of making your profession your lifestyle?

Look at these people and guess their professions. **Discuss** with your partner. What profession do you think each person has? How do you know?



Get into small groups and **discuss** these questions.



- 1 Can you think of other professions where appearance is very important?
- 2 How do social media and technology change professional lifestyles?
- 3 Should people be judged by their appearance at work?

Write your group's ideas.



- 1 Professions where appearance matters: _____
- 2 How social media changes work: _____
- 3 Your opinion about judging appearance: _____

Read the text about Francesca, who is a fashion blogger and **answer** the questions below.



Not just a job: A Life of Style



Not just a job: A Life of Style

Published 28th August 2025

Francesca Ramos is 26 years old and lives in Colonia. Three years ago, she worked in an office and wore boring clothes. Now she's a famous fashion blogger, and she has made fashion her lifestyle.

"I want to make fashion my lifestyle, not just my job," Fran says. Fran's day starts at 6 AM. She spends one hour choosing her clothes and doing her makeup. "My followers want me to look perfect," she explains. "I never go outside without looking amazing."

Her work is very different from a normal job. In the morning, she might take photos for a fashion company. In the afternoon, she writes about new trends on her blog. In the evening, she goes to fashion shows. "I don't have weekends," Fran laughs. "Fashion never stops."

But this lifestyle isn't always easy. She spends a lot of money on clothes and beauty treatments. She has to look good every day, which is tiring. "Sometimes I want to wear jeans and not think about fashion," she says. "But I love this life."

Fran's apartment shows her lifestyle; It looks like a clothes store. She has hundreds of dresses, shoes, and bags. Her bedroom has special lights for taking photos. Instead of a living room, she has a photo studio. Her kitchen is small because she always eats at restaurants for work. Everything in her home is about fashion.

Francesca now has 2 million Instagram followers and works with big fashion brands. She earns good money and travels around the world. "I'm living my dream," she says. "I turned my passion into my life."

I'm living my dream, I turned my passion into my life.

Her advice for young people is simple: "Making your profession your lifestyle sounds exciting, but it's hard work. You can't just 'turn off' work. But if you really love something, it doesn't feel like work."

This story shows it's possible to make your profession your lifestyle, but you need passion and hard work. "I wouldn't change anything," she says. "Fashion is my life."

#Fashion24_7 #ColoniaToTheWorld #LifeInStyle #FashionBloggerLife

9K

310



previous post

next post



- 1 What are three activities Francesca might do during a typical workday?
- 2 What are two challenges or difficulties of Francesca's lifestyle mentioned in the text?
- 3 How has Francesca's apartment been adapted to support her work as a fashion blogger?
- 4 What advice does Francesca give to young people about making their profession their lifestyle?

Go over the text again and **find evidence** about Francesca's lifestyle. Give at least three specific examples.



The text mentions that Francesca "wouldn't change anything" about her life. Based on what you read, **explain** why someone might choose this lifestyle despite its challenges.

What does Francesca imply when she says "fashion never stops"? How does this affect her daily life?

Get in pairs and **discuss**.



- Do you think Francesca is happy? Why or why not?
- Would you like to have her lifestyle? Explain.
- What do you think is the most difficult part of her job?
- How important is appearance in your culture?
- Do you follow fashion bloggers on social media?
- What advice would you give to someone who wants to become a blogger?

Write about a profession you'd like to have.



The profession I'd like to have is: _____

Why I chose this: _____

My typical day would be: _____

The advantages would be: _____

The challenges would be: _____

How I would prepare for this lifestyle: _____

Project



Find information about one profession in which appearance is very important.

- Jot down three benefits of appearance in that profession.
- Justify your ideas.
- Create a short video to share on social media to give advice to people.

**EXIT
TICKET** ★
★
★

In this unit, I learned that...

Something I need to revise is...

my favorite part of this unit was...

I felt...





UNIT 5

Becoming an entrepreneur



1 What the market needs

Renata and Martín have a dilemma. They want to know what people in the beauty services want these days.

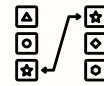
Get in pairs and discuss.



You can use these key terms in your discussion: *trends, popular, need, want, customers, natural, organic, vegan, fast, cheap, quality*



They are talking about some keywords. **Match** each word to its meaning.



Word	Definition
1 - trend	a - People who buy beauty products
2 - customer	b - A popular style or change
3 - demand	c - What people want
4 - natural	d - Not artificial; from nature
5 - affordable	e - Not too expensive
6 - product	f - Something you sell

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____

Read this text and **complete** it with a suitable word.



These days, more and more people are looking **1** _____ natural and organic beauty products. They care about what they put on their skin and want items that are safe, healthy and **2** _____ from natural ingredients. Many customers also prefer services that are fast and affordable **3** _____ they have busy lives. For example, people who work or study all day don't have time for long treatments, so **4** _____ choose quick facials, express manicures, or simple haircuts that don't take much time.

Young people, especially teenagers and people in their twenties, follow **5** _____ latest beauty trends on social media platforms like TikTok and Instagram. They want to try new looks, products and styles they see online. At the same time, men are becoming **6** _____ interested in skincare, haircare and beard care. It's not just women who buy beauty products anymore.

Because of these changes, the beauty market is growing and evolving. **7** _____ you want to start your own business in this industry, it's important **8** _____ understand what people want. You must listen to your customers, watch new trends and offer something special that fits their needs and lifestyle.

Francesca is from Artigas. This is what she thinks about the needs of her town.



In my town, many people are interested in natural skincare. They usually want organic products. Most customers are between 20 and 35 years old. They prefer services that are fast and not too expensive. Because of this, I think a good idea for a new beauty business is to offer express facials with natural products.

What about you? What are the needs of your town/city? **Choose** 5 of the questions below and **interview** some partners. **Take notes.**



- 1** What kind of beauty services do people in your town/city usually look for?
- 2** Are there enough salons or beauty businesses in the area?
- 3** What do people complain about when they go to a salon?
- 4** Do you think prices are too high, too low or just right?
- 5** Are natural or organic products popular in your town/city?

- 6 What age group goes to salons the most?
- 7 Do men in your town use beauty services?
- 8 What new service or product do you think people would like here?
- 9 Would people prefer faster services or more relaxing ones?
- 10 What do you think is missing in the beauty industry in your town/city?

Now that you have interviewed your classmates, **use** your answers to **write** a short report about what people in your town/city need in the beauty industry.



You can begin with:

- *In our town, people usually look for... .*
- *Most customers think that... .*
- *Some problems are... .*
- *A good idea for a new business could be... .*
- *This service would help because... .*

2 Helping people feel good

Read what Sofia thinks. Do you agree with it? Why? Why not?



“

"Beauty professionals don't just change how people look; they also help people feel better. Today, we'll think about the feelings people have after getting a beauty treatment."

”

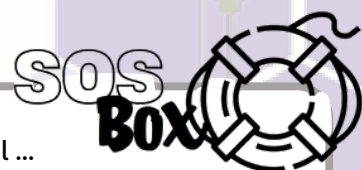


What emotions do people feel after a beauty treatment?

Use some of these adjectives to answer the questions.

You can also use the SOS box.

- beautiful • confident • curious •
- embarrassed • happy • insecure •
- nervous • pampered • quiet •
- refreshed • relaxed • self-conscious •
- shy • stressed • unsure •
- surprised • tired • uncomfortable •



People usually feel ...
Some people feel ... with their new look.
Others feel ... with the results.
A few people feel ... before the treatment.
If the service is bad, they might feel ...
Some people feel ... during the process.

Go back to the list of adjectives and **classify** them into these three categories.



Positive

Neutral

Negative

Listen to a conversation between a receptionist and a customer and **complete** it with a suitable word.



Receptionist: Welcome to Green Glow Salon! How can I **1** _____ you?

Customer: Hi! I'd like to get a facial. I feel really **2** _____ this week. Work has been so busy.

Receptionist: Of course! A facial is a great **3** _____. It will help you relax and feel more refreshed. Would you like the basic treatment or the deep cleansing one?

Customer: I think I'll go with the deep cleansing. My **4** _____ feels dry and I need a bit of pampering.

Receptionist: No problem at all. We'll take good care of you. You can sit and **5** _____ with a cup of tea while I prepare everything.

Customer: That sounds perfect. Thank you!

Receptionist: You're very welcome. Let's help you feel your **6** _____ today!

Act out the dialogue. Remember to sound natural!



Read Julieta's post in a beauty forum and the suggestions she receives.



The Self-Care Corner

ONGOING

Share, relax, and feel better together.



Page 1 of 2
5 participants

Situation: Starting a new job

Julieta is starting a new job next Monday.

She wants to feel confident and professional on her first day, so she decides to get a haircut, a color touch-up and a light makeup application.

How she feels: Excited but a little anxious about meeting new people and making a good impression.

Personality: Julieta is creative and outgoing. She enjoys taking care of her appearance and believes looking good helps her feel confident.


Julieta



Reply



> Reply to topic

Julieta should go to the salon a few days before starting her new job. A fresh haircut and color will help her feel more confident and ready. She can also ask for a brief makeup session to learn how to achieve a quick, everyday look. If she feels good about how she looks, she tends to feel more relaxed and positive at work. It's essential to smile and be herself; confidence comes from both the inside and the outside. 

What expressions are used to give suggestions and/or advice? Do you agree with these ideas? Why? Why not?

Read these four situations and **take notes**.



Think of possible treatments to make these people feel better.



The Self-Care Corner

ONGOING

Share, relax, and feel better together.



Page 2 of 2
5 participants

> Situation ① : A special event

Natalia has a wedding to attend this weekend. She wants to get her hair styled and her nails done because she wants to look elegant in the photos. She's thinking of getting a soft updo and a light pink manicure.

How she feels: Excited but a little nervous about seeing people she hasn't seen in years.
Personality: Natalia is friendly and sociable. She loves parties and always wants to look her best.

Natalia



Reply



> Situation ② : Too much stress

Lucas has been feeling very tired and stressed from work. He hasn't taken time for himself in weeks. He wants a relaxing facial and massage to feel better and refresh his skin.

How he feels: Exhausted and tense. He needs to relax and clear his mind.
Personality: Lucas is hardworking and responsible. He doesn't usually spend money on beauty treatments, but today he wants some peace.

Lucas



Reply



> Situation ③ : Job interview coming up

Romina has a job interview tomorrow. She wants to look clean and professional. She decides to get her eyebrows shaped and a simple manicure with a neutral color.

How she feels: Nervous and a bit insecure, but she wants to make a good impression.
Personality: Romina is organized and ambitious. She always prepares everything before important moments.

Romina



Reply



> Situation ④ : A breakup

Marcos just broke up with his partner. He feels sad and wants to do something for himself. He goes to the salon for a new haircut to feel more confident and start fresh.

How he feels: Sad and low-energy, but ready to make a change.
Personality: Marcos is quiet and kind. He usually helps others, but now he's trying to care for himself.

Marcos



Reply



Your teacher will create a forum for you to post your ideas.

Make sure you read your partners' ideas and react to them.



3 How to set up my own business



Martín and Sofía are talking about their plans for their future. What do you think they are discussing?

Read what they say about their prospective business.



Martín is passionate about becoming a barber and has a clear vision for his new business. He plans to start by researching the best barbering techniques and obtaining the necessary certifications. Next, he will choose a suitable location for his barber shop, ensuring it's accessible and appealing to potential clients. He intends to purchase quality equipment such as chairs, clippers, and styling products. Martín also plans to create a marketing strategy that includes social media promotion and special opening offers. Finally, he will focus on providing excellent service to build a loyal customer base and grow his business steadily.

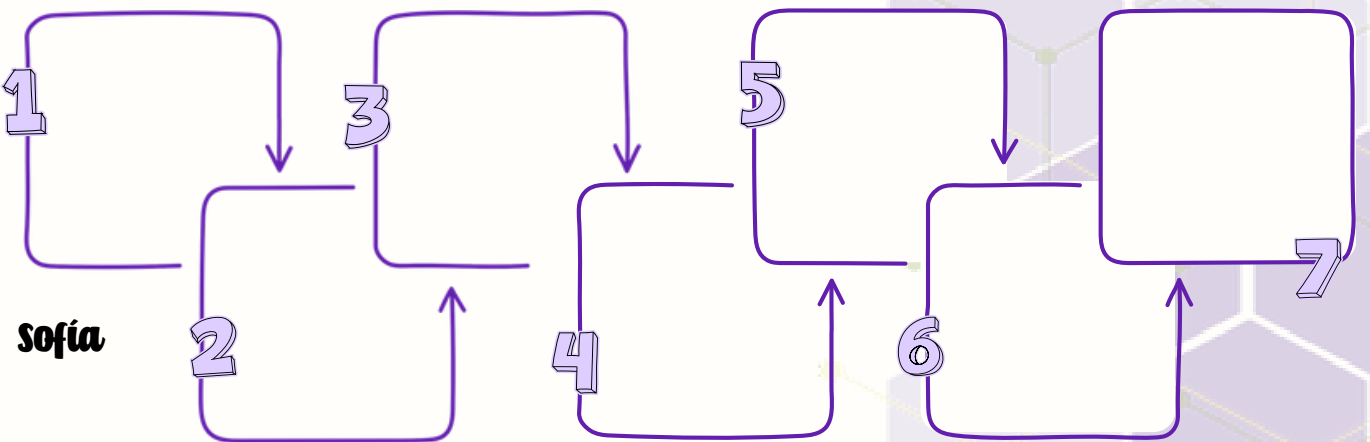
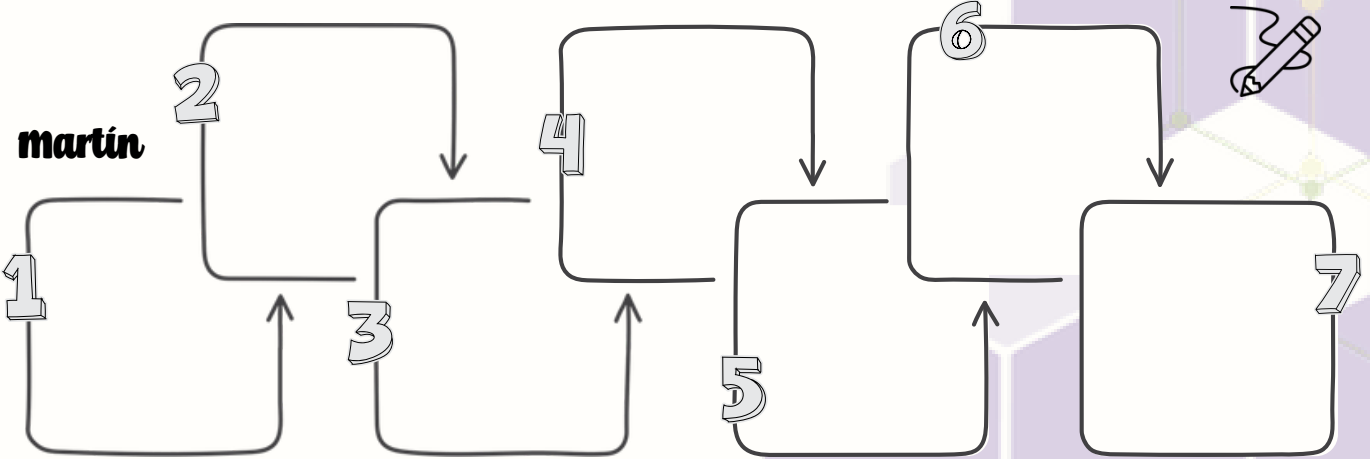
Sofía is excited about becoming a fashion designer and wants to establish her own business. She wants to develop a unique clothing line that reflects her creative style. Her first step will be to create a portfolio of her designs and gather feedback from potential customers. She wants to find a suitable location or set up an online store to sell her collections. Sofía also aims to establish connections with fabric suppliers and manufacturers to ensure high-quality materials. Additionally, she will focus on marketing her brand through social media, fashion shows, and collaborations with influencers. Her goal is to build a recognizable brand and eventually expand her business into a well-known fashion label.

Read both texts and say whether Martín or Sofía said the following quotes. **Put M** if the quote belongs to Martín and **S** if the quote belongs to Sofía.



- 1 _____ *"I want my business to represent what I am and my creativity."*
- 2 _____ *"Getting the right certifications is essential before opening."*
- 3 _____ *"My objective is to make my label a recognized one."*
- 4 _____ *"Building a portfolio of my designs is my first step."*
- 5 _____ *"I plan to offer special opening deals to attract my first customers."*

Read the texts again, and **jot down** the steps the characters share to set up a business.



After you jot down the steps, **decide** which of those steps is the most important for you and why. **Support** your answer in 50 words.



>

Samuel talks about the important things to consider when setting up his business. **Listen** to him and **say** what area his business will be about.



His business will be about _____

4 How to manage my business budget

Martín and Renata are friends. They want to start their business together. This is the budget they need to cover.



Get into groups of three. **Discuss** which of the following sources of income can help them with the setting up of the business.



- bank loan
- personal contributions
- customers' income
- governmental aid
- third-party contributions

Join two groups of three people and **discuss** your answers.



One of the options is to get a bank loan.

Help Renata and Martín **fill out** the following form in groups of three.



Did you know?

Fill in: means to complete something by adding the missing information.

- Please fill in the blanks with the correct word.

Fill out: means to complete the whole form or document.

- You must fill out this form to apply for a bank loan.

Fill in is usually for small spaces or gaps, and **fill out** for entire forms.

Loan Application Form

Desired Loan Amount \$

Annual Income \$

Loan will be used for

- Business Launching
 Home Improvement
 Education

- House Buying
 Investment
 Other

Contact Information

Name

Title

First Name

Last Name

Birth Date

Month

Day

Year

Marital Status:

Single

Married

Other

E-mail

Phone

Address

Street Address

City

State / Province

Postal / Zip Code

How long have you lived in your given address?

0-1 Year

1-2 Years

3-4 Years

5+ Years

Employment Information

Present Employer

First Name

Last Name

Occupation

Years of experience

0-1 Year

1-2 Years

3-4 Years

5+ Years

Gross monthly income

ex: 1500

Monthly rent/mortgage

ex: 0 for no rent/mortgage

5 Buying the best products for my shop

Elena and Renata are talking about buying products for a future beauty shop. These are some of the questions that came up in their conversation. **Get in pairs** and **discuss**.



- If you had your own shop, what would you sell?
- What's more important: price or quality?
- What products do you think people buy the most?

Elena asked her students to **read** these people's business descriptions and **choose** the most suitable product for each one from the product list. Some products can be suitable for all three businesses.



Sonia owns a small beauty salon.

1-



Jorge is opening a coffee shop.



Mirta is starting a gift shop.

- 1 - *HighDef Dryer* – professional hairdryer, fast and durable.
- 2 - *DeepSoy Candles* – handmade soy candles with calming aromas.
- 3 - *PayMate Terminal* – modern POS terminal for debit and credit cards.
- 4 - *EcoSip Mug Set* – eco-friendly reusable mugs for coffee on the go.
- 5 - *Barista Pro* – compact, fast espresso machine with a modern look.
- 6 - *Forever Cards Collection* – colorful cards for birthdays and special occasions.
- 7 - *ProLash Kit* – eyelash extension kit, long-lasting results.
- 8 - *CuddleStars Plush* – plush toy collection inspired by well-known characters.
- 9 - *MirrorMate Wall Set* – set of mirrors, practical and modern.
- 10 - *CleanMax Starter Kit* - Mop, spray, gloves, and disinfectant for new business owners
- 11 - *FreshBlend Juicer* – powerful fruit juicer for natural drinks.
- 12 - *Stellar Business Cards* – creative and stylish cards.
- 13 - *SweetView Display* – elegant glass cakes and pastry display case.
- 14 - *MyShop Uniform Set* - Simple and comfortable branded T-shirts and aprons

Get in trios and **discuss** your choices. Do you agree with your partners? What else would you buy?



Let's meet entrepreneur Sandra Moreira. **Read** the article and decide whether the statements are *true* or *false*. If the statement is false, **correct** it using information from the text.



- 1 Sandra Moreira thinks all shops need the same products. _____
- 2 A beauty salon and a clothing store need different materials. _____
- 3 It is better to buy cheap products, even if they break easily. _____
- 4 You should buy everything you want at the beginning. _____
- 5 Shelves and card readers are examples of basic items for a new shop. _____

LET'S MEET ENTREPRENEUR SANDRA MOREIRA



Starting your own shop can be exciting, but it also needs careful planning. To learn more, we spoke with Sandra Moreira, an entrepreneur and small business expert, who shared her best advice for people starting a new shop.

Sandra explained that not all businesses need the same products. She pointed out that a beauty salon, for example, requires very different items compared to a coffee shop or a clothing store. "First, consider your type of business," she said, stressing that each shop has its own specific needs.

FIRST, CONSIDER YOUR TYPE OF BUSINESS

According to Sandra, every new shop should begin with the basics. She mentioned shelves or display racks to show products, a cash register or card reader to accept payments, shopping bags or packaging for customers, and cleaning tools to keep the shop fresh and tidy. These elements, she said, are essential for almost any type of store.

She also highlighted the importance of choosing products carefully. In her view, quality and price must always be considered together. Sandra warned that very cheap items often break quickly and that it is wiser to invest in things that are durable, useful and affordable.

In addition, she recommended some details that help a shop look more professional: a signboard with the shop's name, business cards or flyers to share with customers, and some mirrors for those selling clothes or accessories.

DON'T FORGET TO THINK ABOUT QUALITY AND PRICE

Finally, Sandra advised new entrepreneurs not to overspend at the start. She believes it is better to buy only what is truly necessary in the beginning. Later on, as the shop grows, owners can add more items.

So remember: Plan carefully, choose wisely, and invest in quality. The right products will help your business get off to a strong start!

Project

Get in pairs. Imagine you are opening a shop and you need to buy supplies. Prepare a short presentation to tell the rest of the class:



- what kind of shop you are opening
- 3–5 essential products you need to buy first
- why you chose those items



You can **use** this guide to help you.

Introducing your business

- We are opening a _____ shop.
- Our business is a small _____ store.
- We want to sell products for _____.
- The name of our shop is _____.



Presenting the products

- The first thing we will buy is a _____.
- We chose _____ because it is very important for our shop.
- This product is useful because it helps us _____.
- Another product we need is _____.
- We also want to buy _____ to make the shop look professional.

Using comparisons

- This item is cheaper than the other one.
- It's more durable / more useful / more popular than...
- It's better quality than the cheaper version.
- It's less expensive but still reliable.
- It's the most important item for our shop.

Explaining and justifying choices

- We think this product is a good investment because...
- Our customers will like it because...
- This helps us give better service.
- We chose this instead of _____ because...
- It's good for our budget and our business.

Concluding the presentation

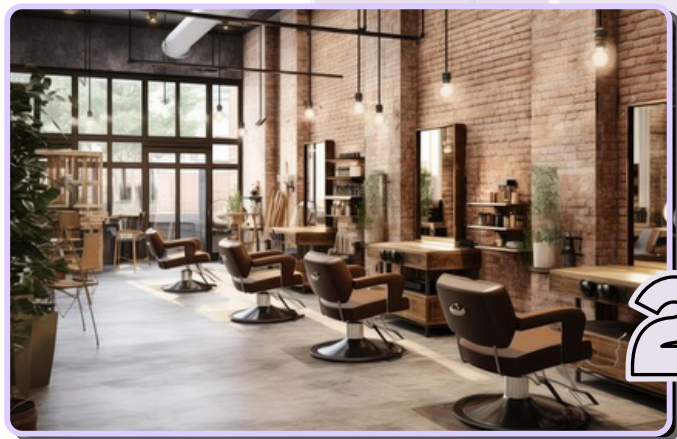
- These are the first products we will buy.
- We believe these items are the best for our shop.
- With these products, we are ready to start our business.
- Thank you for listening to our plan!


6 Creating the right atmosphere in my shop

Renata, Martín, Sofía and the rest of the class are discussing how to create the right atmosphere in their shops.

Take a look at the pictures and **answer**. 

- Which salon would you prefer to visit? Why?
- What makes a salon attractive to customers?



How would you describe each of the places? Take a look at the following terms and **match** them to the places. 

new • **old-fashioned** • **simple** • **bright** • **comfortable** • **classic**
luxurious • **minimalist** • **spacious** • **stylish** • **elegant** • **plain**
retro • **trendy** • **clean** • **modern** • **industrial** • **sophisticated**

Elena has invited Mario González to visit UTU to explain how to create the perfect salon's atmosphere. Mario is an interior design specialist.

Listen to Mario and **answer** the following questions.



- 1 How long has Mario been designing salons?

- 2 What should you consider when choosing your decoration style?

- 3 What type of lighting does Mario recommend?

- 4 Which colors make people feel relaxed?

- 5 What three things make customers feel welcome?

Get in pairs and **share** your answers. Were they similar or different?



Interview your partner about their ideal salon.



- What colors would you use?
- What style of furniture do you prefer?
- What kind of music would you play?
- How would you make customers feel comfortable?

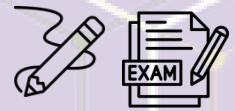


Did you know?

In color theory, each color can influence how people feel in a space. For example, **blue** is often linked to calmness and trust, while **yellow** is associated with energy and optimism. **Green** is connected to balance and harmony, and **red** can create a sense of excitement and passion. Neutral colors like **white**, **gray** or **beige** bring a feeling of stability and can make other colors stand out.



Martín wants to sit for the B2 exam. Help him complete this task. **Use** the word given in capitals at the end of some lines to form a word that fits in the gap in the same line. There is an example at the beginning (0).



Creating the perfect salon atmosphere

When you want to create a 0) comfortable salon atmosphere, you need to think about many different factors. First, the 1) _____ of your salon should reflect your personal style and attract your target customers. 2) _____ is extremely important because customers need to see clearly when they look in the mirror.

Many salon owners make the mistake of choosing 3) _____ colors that make clients feel nervous. Instead, they should use soft, 4) _____ tones that help people feel calm.

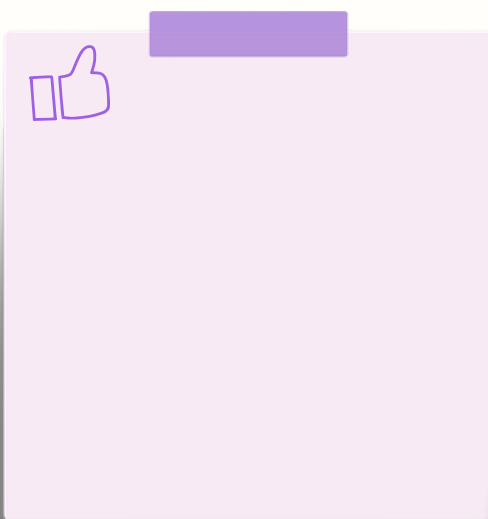
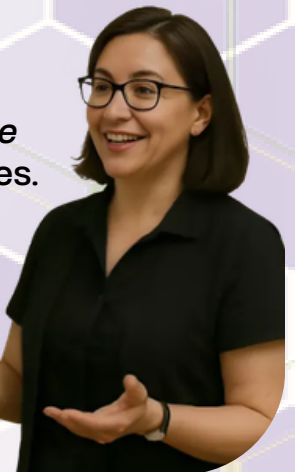
The 5) _____ of your furniture should allow easy movement for both staff and clients. Remember, a 6) _____ designed space will bring more customers and increase your profits.

Finally, don't forget that 7) _____ is essential - a dirty salon will never be 8) _____.

COMFORT
DECORATE
LIGHT
BRIGHT
RELAX
ARRANGE
BEAUTY
CLEAN
SUCCESS

Elena invites students to visit some local salons.

Observe the places carefully and **take notes** about what you *like* or *don't like*. Back in class, **share** your notes with your classmates.



Think about Mario's advice and what you observed during your visits.

Then, **write down** the key elements you would include in your ideal salon.



COLORS & LIGHTING

FURNITURE STYLE

YOUR IDEAL SALON ATMOSPHERE

SPECIAL FEATURES

TARGET CUSTOMERS

Use your notes to **write** a short description (80-100 words) of your ideal salon atmosphere.



Lined writing area for describing the ideal salon atmosphere.

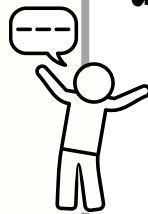
7 The voice of the customer



Elena asks these questions to her students:

- How do you usually choose a new salon?
- Do you read reviews before trying a new place?
- What makes you give a positive or negative review?

Useful expressions



- I love / I hate
- It's amazing / It's terrible
- I recommend / I don't recommend
- The staff is friendly / unfriendly
- The service is excellent / poor
- The prices are reasonable / expensive
- The atmosphere is relaxing / stressful

Listen to five people who share their opinions about different beauty shops in Montevideo and **complete** the chart.



Customer	Place	Positive aspects	Negative aspects	Overall opinion
Laura	Bella Vita Salon			
Carlos	Quick Cuts			
Ana	Luxury Spa			
Roberto	Urban Salon			
Patricia	Trendy Styles			

Get in pairs and discuss these questions.



- What do customers value most?
- What problems should be avoided?
- How can negative feedback be used to improve?

Elena shared this text with the class. For questions 1-8, **read** the text below and **decide** which answer (A, B, C or D) best fits each gap. There is an example at the beginning (0).



LEARNING FROM CUSTOMER FEEDBACK

Customer feedback is 0) C important for any beauty business. When customers 1) _____ their opinions, salon owners can learn valuable lessons about 2) _____ to improve their services. Positive reviews help attract new clients, 3) _____ negative feedback shows areas that need attention.

Smart business owners 4) _____ ignore bad reviews. Instead, they use them as opportunities to improve their salons. For example, if several customers complain 5) _____ long waiting times, the owner might hire more staff or upgrade the appointment system.

It's also important to respond 6) _____ customer reviews, both positive and negative. A polite response shows that you care about your customers' experiences. When you 7) _____ problems quickly and professionally, customers often change their negative opinions.

Remember, happy customers are your best advertisement. They 8) _____ recommend your salon to friends and family, bringing you new business without any advertising costs.

0. A) too B) very C) extremely D) quite

1. A) share B) tell C) speak D) talk

2. A) what B) how C) which D) why

3. A) while B) during C) although D) however

4. A) should B) must C) shouldn't D) mustn't

5. A) for B) about C) with D) from

6. A) to B) for C) at D) with

7. A) solve B) answer C) reply D) fix

8. A) are B) will C) going D) have

Search the web and read 3 online reviews of local salons. Identify positive and negative points. Share your findings with the rest of the class.



Think about the last time you went to a hair salon. How was your experience? **Complete** the feedback form as if you were a real customer.



Green Glow SALON *Customer* **FEEDBACK FORM**

Thank you for taking the time to provide your feedback. Your input is valuable in helping us improve!

Name (optional):

Date:

WHAT SERVICES DID YOU AVAIL TODAY? Please mark your selection in the box

- Haircut
- Coloring / Dye
- Roots touch-up
- Styling / Blow-dry
- Hair extensions
- Straightening / Perm
- Makeup
- Facial
- Waxing
- Manicure
- Pedicure
- Other: _____

HOW DID YOU HEAR ABOUT OUR SALON?

- Word of mouth (friends / family)
- Social media
- Online search
- Walk-in / saw the salon
- Advertisement
- Other: _____



PLEASE, RATE THESE ASPECTS OF YOUR VISIT

	Excellent	Good	Average	Poor	Bad
How would you rate your overall experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the end result of the service provided?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the staff's friendliness & professionalism ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the speed of service during your visit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How comfortable / relaxing was your experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the value for money (price compared to quality)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the cleanliness of our establishment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DID YOUR APPOINTMENT START ON TIME?

- Yes
- No

WILL YOU COME BACK TO THIS SALON?

- Yes, definitely!
- Maybe
- No

HOW CAN WE IMPROVE?

Thank You!

Your English teacher has asked you to write a review for the school magazine.

Write a review of a beauty salon you have visited recently.

Include information about:

- the services you received,
- the atmosphere and staff,
- what you liked and disliked,
- and whether you would recommend it to other people.

Write your review (140–190 words).



You can **use** the customer feedback form you filled out and the SOS box below to help you.

Useful language for writing a review



Introduction

- I recently visited... .
- In this review, I will describe... .
- The purpose of this review is to... .

Describing services & staff

- They offer a wide range of services such as... .
- The staff were extremely friendly / professional / helpful.
- The atmosphere was relaxing / welcoming / disappointing.

Positive & negative comments

- What I liked most was... .
- Another advantage was... .
- However, I was disappointed by... .
- One thing I didn't enjoy was... .

Making recommendations

- I would definitely recommend this salon to... .
- It is perfect for people who... .
- I would suggest improving... .
- Overall, it is worth visiting because... .

8 Advertising the business

Get in pairs and discuss these questions.



- Where do you usually see advertisements for salons?
- What type of advertising catches your attention?
- How do you find out about new beauty services?

Renata found a social media post. Read it and answer the questions.



- 1 What is the name of the salon?
- 2 What special offer are they promoting?
- 3 How many customers can get the discount?
- 4 What services do they offer?
- 5 How can customers make appointments?



Glow Salon
MONTEVIDEO

GRAND OPENING >

FIRST 50 CUSTOMERS GET
30% OFF ALL SERVICES

Services Offered

- Professional haircuts & styling
- Manicure & pedicure
- Hair treatments & coloring

DM us for appointments:
#GlowSalonMVD #BeautyMontevideo
#HairSalon #NewOpening #Discount

📍 18 de julio 955, Mvd. 📞 2708-5555 📷 @GlowSalonMVD

Martín listened to a street advertisement when he was having mate with his friends. **Listen** and **answer** the questions.



- 1 What's the name of the salon?
- 2 Where is it located?
- 3 What's the special offer?
- 4 What's the regular price for wash, cut and style?
- 5 What are the opening hours?



✦ ELEGANCE BEAUTY SALON ✦

PROFESSIONAL BEAUTY SERVICES SINCE 1995

- ✦ Experienced stylists
- ✦ Modern equipment
- ✦ Affordable prices
- ✦ Comfortable atmosphere

SERVICES

- ✦ Haircuts (men & women)
- ✦ Hair coloring & highlights
- ✦ Permanents & straightening
- ✦ Manicure & pedicure
- ✦ Eyebrow shaping
- ✦ Facial treatments



Read this newspaper advertisement and decide if these statements are *true* or *false*.



- 1 The salon only offers haircuts for women.
- 2 If you bring a friend, only the friend will receive a 20% discount.
- 3 The special offer is valid for the entire year.
- 4 Elegance Beauty Salon has been providing professional beauty services for over 30 years.

SPECIAL OFFER: Bring a friend and both get 20% off!
Valid until December 31st

Call 2707-8888 for appointments
Address: Constituyente 1567, Montevideo

Get into small groups, compare the three advertisements and **complete** the chart.



Advertising type	Target audience	Advantages	Disadvantages
Social Media			
Street advertising			
Newspaper			

Let's find out more about the effective way of advertising your business. For questions 1-8, **read** the text below and think of the word which best fits each gap. Use *only ONE word* in each gap. There is an example at the beginning (0).



Effective advertising for beauty salons

Advertising is essential **0)** for any beauty business in order for it to succeed. However, many salon owners don't know **1)** _____ to advertise effectively. The key is understanding your target customers and choosing **2)** _____ right advertising methods for them.

Young people spend **3)** _____ lot of time on social media, so Instagram and TikTok are perfect platforms **4)** _____ reaching them. You can post photos of your work, share beauty tips, and offer special discounts to your followers.

Older customers, **5)** _____ the other hand, still read newspapers and listen to local radio. **6)** _____ you want to attract this age group, traditional advertising methods work better than social media. Street advertising, such as posters or **7)** _____ stop billboards, is also an effective way to catch people's attention while they are on the move. A clear, eye-catching message **8)** _____ make your salon stand out in the neighborhood.

The most important thing is to be consistent. You should advertise regularly, not just **9)** _____ you need more customers. Building a strong brand takes time, but it's worth **10)** _____ investment in the long run.

It's time to promote your ideal salon on social media. **Answer** the following questions.



- 1-** What kind of ad would you create?
- 2-** Who is your target audience?
- 3-** Which social media platforms would you use?
- 4-** Would you publish ads in the newspaper?
- 5-** Can you come up with a catchy slogan?
- 6-** How would you use a flyer?
- 7-** Where would you place a billboard?
- 8-** What kind of promotion would you run?
- 9-** What is your salon's brand identity?
- 10-** What makes your salon different from the competition?

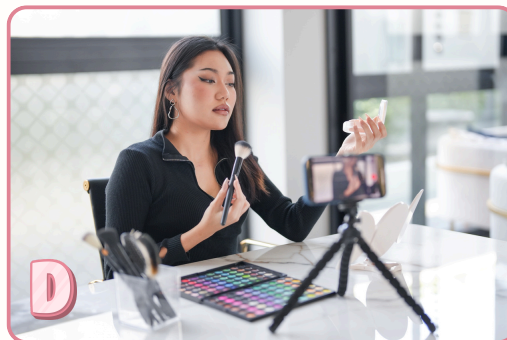
Use your answers to **create** a media post to advertise your beauty salon. For example, you can start like...

"To promote our new 'Radiant Glow Facial', we'll launch an exciting advertisement campaign. Our primary target audience is young professionals aged 25-45..."

9 Working alone or working with others?

Look at the pictures below and **answer**. 

- What do you see in each picture?
- Which pictures show people working on their own? Which ones show teamwork?
- Which situation do you prefer: working on your own or working with others? Why?



Match the words with their meanings. 

1	independent	a	the latest time or date for finishing something
2	stressful	b	working together for a common purpose or benefit
3	teamwork	c	disagreement or controversy
4	cooperation	d	not subject to another's authority, autonomous
5	deadline	e	working together as a group
6	conflict	f	producing new ideas
7	creative	g	making you feel worried and nervous

1- d 2- _____ 3- _____ 4- _____ 5- _____ 6- _____ 7- _____

Look at the pictures again. Which words can you use to describe each situation?

Martin is getting ready for the Cambridge B2 First exam. In the **Speaking test**, he has to *compare two photographs* and answer a question about them. Now it's your turn to practice with the previous photographs.

You will work in groups of two. Each of you will focus on a pair of photographs and will have one minute to **speak**. Then, **listen** to your partner.



Student A

Look at pictures A & B. Compare them and answer the question below.

Question: *How important is cooperation in these two situations?*



Student B

Look at pictures C & D. Compare them and answer the question below.

Question: *In which situation is communication more necessary? Why?*



Useful expressions

Comparing

- Both pictures show... .
- In the first picture..., while in the second picture... .
- On the one hand..., on the other hand... .
- In contrast,... .

Speculating

- She might be... .
- They could be... .
- It looks as if... .
- It seems that... .



Expressing opinions

- I think working alone/on a team is better because... .
- In my opinion, teamwork is more effective when... .

Get into groups and discuss.



- In the beauty and fashion world, which tasks are usually done individually?
- Which tasks normally require teamwork?

Read the two texts below. Four sentences have been removed.
Choose from the sentences A–E the one which fits each gap (1–4).
 There is one extra sentence you do not need to use.



Cecilia



I am a freelance makeup artist, and most of the time I work on my own. I enjoy this lifestyle because I can choose my clients and decide how to organize my schedule.

If I want to work in the morning and take the afternoon off, I can.

This 1) _____. I also have the chance to focus on each client without interruptions, which is good for the quality of my work.

However, working alone also has disadvantages. Sometimes 2) _____. If I have a problem with a client or if I feel insecure about a new makeup trend, I don't have a team to support me. It can also be stressful to manage everything by myself: appointments, products, payments, and promotion. Even so, I still think working alone gives me the independence I need to grow as a professional.

Ismael

I am a fashion designer in a big firm, and my job is always connected to teamwork. In every project, I work with stylists, models, photographers, and marketing specialists. It is exciting because 3) _____. For example, when we prepare a fashion show, the team spirit makes everything possible. I learn a lot from my colleagues, and together we find solutions faster than if I were alone.

Of course, teamwork is not always easy. Sometimes there are conflicts because everyone has a different opinion, or we 4) _____. It can also be stressful because the responsibility is shared, and if one person is late, the whole group suffers. But in the end, I believe teamwork is the key to success in the fashion industry. Creativity grows when people cooperate and bring their strengths together."



- A-** We need to make compromises to meet deadlines.
- B-** Independence makes me feel free and creative.
- C-** Teamwork often helps professionals improve their skills and learn from others.
- D-** I feel isolated because I don't have colleagues to share ideas with.
- E-** We share ideas and combine different talents to create something unique.

Tips for the gapped-text activity in the B2 Cambridge exam.

TIP!



- Read the whole text(s) first to understand the main idea.
- Look for linking words (*however, but, for example*) near the gaps.
- Pay attention to pronouns (*he, she, it, they, this, that*).
- Check time references (*now, later, at the beginning*).
- Don't focus on capital letters – they are not the clue.
- Eliminate the sentence that doesn't fit anywhere.
- After completing, read again to make sure the text is logical.

What do you think? Is it better to work alone or to work with others?

Complete the following chart.



Positive aspects of working alone	Positive aspects of working with others
Negative aspects of working alone	Negative aspects of working with others

Get in trios and **share** the different aspects you wrote about with your peers. If any of your partners' comments are interesting to you, take some notes. **Use** your notes and **write** sentences stating whether it is better or worse to create a business on your own or with others.



.....

If you were to set up your own business, would you do it alone or with others? **Write** a short paragraph in the space below, **record** it and **send** it to your teacher.



.....

10 Keeping up with the latest trends

Martín and Renata are thinking about the importance of keeping up with the latest trends. **Discuss** these questions with a partner.

- How do you stay updated about fashion and beauty trends?
- Why is it important for beauty professionals to follow trends?
- What happens to businesses that don't update their services?



They found this text about the importance of following beauty trends. Do you agree with it?



Keeping up with beauty trends matters for both individuals and professionals. For people, trends are a way to express personality, connect with others, and be part of cultural changes. They also encourage creativity and shared experiences. For beauticians and businesses, trends are essential to stay up to date, respond to client needs, introduce new services, and remain competitive in a fast-changing beauty industry.

Read the text again and **complete** the chart. **Add** one more idea of your own in each column.



for individuals	for beauticians & business
<ul style="list-style-type: none">• _____• _____• _____• _____• _____	<ul style="list-style-type: none">• _____• _____• _____• _____• _____

Martín found a magazine article. **Read** the article and **answer** the questions.



beauty trends now

2025 | VIVA STYLE MAGAZINE



The beauty industry never stands still, and this year is no exception. It brings a wave of exciting new trends that every professional should keep in mind to stay ahead.

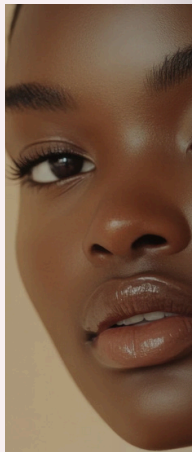


nail trends

Minimalist nail art is in demand, with simple lines and dots creating elegant looks. Chrome and metallic finishes are shining this season, while short, natural-looking nails are replacing the longer extensions of the past.

skincare focus

Skin is also in the spotlight. Customers are chasing the “glass skin” effect, aiming for smooth, glowing complexions. Natural and organic products are at the top of wish lists, and facial massage techniques are becoming a must for relaxation and beauty routines.



hair trends

Natural textures are making a big comeback, as customers are embracing their unique curl patterns instead of hiding them. Curtain bangs also continue to be a favorite, especially among younger clients. To complete the look, creative hair accessories such as pearl pins and silk scarves are everywhere, adding personality and elegance.

color trends

When it comes to color, “warm chocolate” brown is the new blonde. Rich, glossy tones are dominating the scene. For those who want something bold, bright accent colors in small sections are gaining popularity. Meanwhile, gray blending techniques are helping clients transition more gracefully to their natural silver shades.

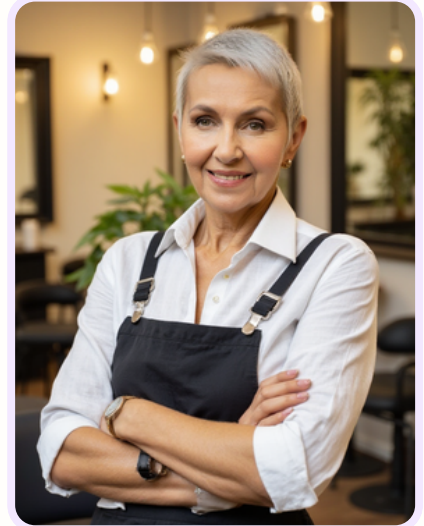
Beauty professionals who keep up with these trends and offer the right services will not only attract more clients but also be able to increase their value. Knowledge and creativity will be the key to success in the beauty industry.

FASHION NEWS

- 1 What hair texture is becoming popular again?
- 2 Which hair color is described as 'the new blonde'?
- 3 What type of nail art is trending?
- 4 What do customers mean by 'glass skin'?
- 5 What advantage do updated professionals have?

Martín and Renata met Sonia, Martín's grandmother, to ask her how she stays updated in the beauty scene.

Listen to her and **answer** the questions.



- 1 How long has Sonia owned her salon?
- 2 How many magazines does she read monthly?
- 3 How many courses does her staff take per year?
- 4 What should you do if three customers ask for the same service?
- 5 Why is networking important?

Read a summary of what Sonia shared. **Choose** the best word from the list below to fill in the blanks. Each word will be used only once.



trend • **fashionable** • **outdated** • **innovative**
training • **competitor** • **market research**

- 1 Our salon always strives to be at the forefront, offering the most _____ hairstyles and treatments.
- 2 To avoid becoming _____, we regularly update our services and salon decor.
- 3 The latest hair coloring _____ is balayage, which many clients are requesting.
- 4 We invest in continuous staff _____ to ensure our stylists are skilled in new techniques.
- 5 Before launching a new service, we conduct thorough _____ to understand what clients want.
- 6 A new _____ just opened down the street, so we need to enhance our unique selling points.
- 7 Our salon is known for its _____ approach to nail art, always coming up with fresh and unique designs.

Read what Sonia said about this topic. For questions 1-6, **complete** the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given.

You must use between two and five words, including the word in all capital letters. There is an example at the beginning (0).



- 0 It's important for beauty professionals to follow trends. **SHOULD**

Beauty professionals should follow trends.

- 1 I started my salon thirty years ago. **FOR**

I _____ thirty years.

- 2 I read three magazines a month. **TOLD**

Sonia _____ three magazines a month.



3 It's necessary for staff to take training courses. **HAVE**
Staff _____ training courses.

4 Customers expect stylists to know new techniques. **EXPECTED**
Stylists _____ new techniques.

5 If you don't update your services, you'll lose customers. **UNLESS**
You'll lose customers _____ your services.

6 Learning new skills is worth the investment. **INVESTING**
It's worth _____ new skills.

Project



Work in pairs. Prepare a short presentation (about 2 minutes) for the class. Choose one current beauty trend and explain:

- Why it is popular
- How it benefits individuals
- How it impacts beauticians and businesses



Use the vocabulary from this unit and try to include some examples.

You can use phrases like these ones:

- One of the most popular trends now is... .
- This is important for customers because... .
- For beauticians/businesses, this means... .
- In my opinion, this trend will/won't last because... .



11 my own salon

Martin and Renata finally opened their new salon. They called it “Barsalon” because it is a combination of a barber shop and a regular salon.

Look at a poster they have hanging from the walls.

Get in pairs and **discuss.**

Do you agree with the poster information? Why? Why not?



On the first day, three friends enter the barsalon.
Read their descriptions and **complete** the chart below.



Three women stand together, each with a distinct appearance and style. The first woman has long, wavy chestnut hair that falls over her shoulders. Her skin is a light olive tone, and she is wearing a light blue summer dress printed with small white flowers that falls to her knees.

The second woman has short, coily black hair framing her face. Her skin is dark and radiant, and she is dressed in a bright yellow, silky dress with long sleeves and a fitted waist and skirt, giving her an elegant and confident look.

The third woman has shoulder-length, middle-parted blonde hair worn straight. Her skin is fair, with a warm glow, and she is wearing a red dress made of flowing fabric, with a simple cut that moves gracefully as she walks.



	Hair (type and color)	Skin tone	Outfit (color and fabric)	Style / Impression
1				
2				
3				

Martin and Renata have to decide what type of haircut or hairstyle to choose for each of them. **Look** at the poster below and **choose** the most appropriate one for each person. **Take notes.**

Use the SOS box on the following page to help you.



Hair Types & Hairstyles

Hair type



straight hair



wavy hair



curly hair



coily hair



afro-textured /
kinky hair

Haircuts



short bob



pixie cut



asymmetrical
cut



blunt cut



feather cut



layered cut



shag cut



bangs



side-swept
bangs



curtain bangs

Updos



chignon



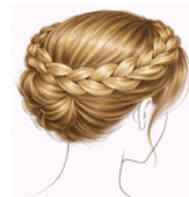
messy bun



high bun



French twist



crown braid

Hairstyles



pony tail



pigtails



French
braid



double
braids



fishtail
braid



cornrow
braids

Giving opinions

- I think this hairstyle is suitable because... .
- In my opinion, this haircut works well for... .
- I believe this style matches his/her features.



Talking about hair type

- This haircut suits thick / thin / short / long hair.
- The hairstyle highlights the natural texture of the hair.

Talking about face shape and features

- This style frames the face nicely.
- It helps balance the shape of the face.
- The haircut emphasizes his/her best features.

Comparing options

- This option is better than the other one because... .
- Compared to the first style, this one looks more... .
- The second hairstyle is more practical / modern / elegant.

Giving reasons

- This is a good choice because it is easy to maintain.
- It looks comfortable and practical for everyday use.
- It gives a fresh / natural / confident look.

Concluding

- Overall, I think this is the best option.
- For these reasons, I would choose this hairstyle.
- In conclusion, this style suits him/her very well.



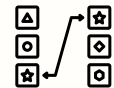
A large rectangular area with a perforated top edge, containing ten horizontal lines for writing.

Before starting to work on a client's hair, Martín and Renata have to follow certain steps. **Order** them.

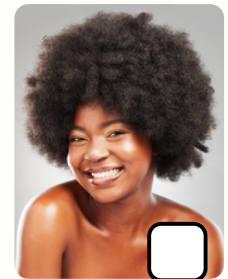
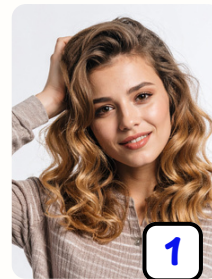
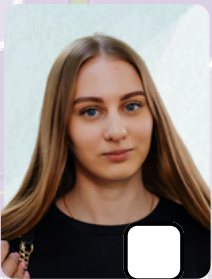


- Application and washing – Apply the product and wash the client's hair correctly.
- Diagnosis – Analyze the client's hair and scalp to identify their needs.
- Post-wash Care – Provide special care after washing the client's hair.
- Product Selection – Choose the appropriate product according to the diagnosis.
- Preparation – Prepare the workstation, tools, and the client.

In the beauty industry, it is essential to correctly identify and describe different hair types. This helps us choose the appropriate products and treatments for each client. **Help** Renata **match** the images and the descriptions.



- 1 Hair that forms gentle S-shaped waves. It falls somewhere between straight and curly hair.
- 2 Short hair that is styled to stand up in pointed sections. This is typically a styled look rather than a natural hair type.
- 3 Hair with very tight, spring-like curls that form a zig-zag pattern. Also known as kinky or afro-textured hair.
- 4 Hair that forms very tight, small spiral curls. The curl pattern is visible, but much tighter than curly hair.
- 5 Hair that falls flat without any curls, waves, or bends. It typically lies close to the scalp and can be fine, medium, or coarse.
- 6 Hair that forms defined spiral curls or ringlets. The curls can range from loose to tight.



Did you know?

Spiky hair ...

- is usually achieved with gel or styling products.
- is commonly asked by men.
- requires regular maintenance.

Straight hair ...

- falls naturally without waves or curls.
- often appears shiny due to smooth cuticle.
- can become oily faster than other types.

Wavy hair ...

- has natural body and movement.
- forms loose waves.
- can be prone to frizz in humid conditions.

Curly hair ...

- forms distinct curl patterns.
- tends to be drier than straight hair.
- requires moisture and specialized products.

Coily hair ...

- forms a very tight curl pattern.
- forms very small, visible spiral coils.
- is the most fragile hair type.
- needs intensive moisturizing care.

Kinky hair ...

- forms very tight, zig-zag or angular curl patterns.
- curls are less defined than in coily hair.
- may shrink a lot.
- needs gentle handling and deep moisturizing care.



Look at steps 1–3. There is **one** piece of information that is not correct. **Find** it.



Step 1 Hair diagnosis

- Scalp: Slightly oily at the roots, no irritation or lesions
- Hair fiber: Dry and sensitized on mid-lengths and ends (possibly due to heat or chemical processes)
- Hair type: Straight to slightly wavy, medium thickness
- Does the person have dry scalp? dandruff? curly hair? Or chemically treated hair?
- Do not cleanse excess oil from the scalp while hydrating.

Step 2 Preparation

- Wash and sanitize hands.
- Prepare the workstation: clean sink, towels, cape, and selected products.
- If you don't have the right shampoo to apply, don't worry, you can use one indicated for a similar type of hair.
- Seat the client comfortably and place a protective cape.
- Protect the client's clothing with a towel around the neck.
- Explain the procedure and products to be used.



Step 3 Products

- Shampoo: Balancing or mild shampoo for oily scalp (sulfate-free if possible).
- Conditioner or mask: Moisturizing or repairing conditioner for dry ends.
- Optional treatment: Light leave-in or serum for ends after washing.
- Dry the hair intensively: use the hair dryer at its maximum strength.

Complete the “Washing & Drying” steps by placing the right subheading into the correct blank.



First shampoo application - Conditioning according to diagnosis - Second shampoo application (if needed) - Drying and fiber protection - Wetting the hair

Step 4 Washing & drying

- A:** _____
- Adjust the water temperature to lukewarm (never too hot).
 - Thoroughly wet the hair from scalp to ends, ensuring even saturation.
- B:** _____
- Dispense a small amount of shampoo into the hands.
 - Apply only to the scalp, distributing evenly.
 - Massage gently using circular movements with fingertips (not nails) to remove excess oil and stimulate circulation.
 - Avoid rubbing the lengths to prevent dryness.
 - Rinse thoroughly.
- C:** _____
- Apply a second small amount of shampoo.
 - Massage again, focusing on areas with more oil (crown and nape).
 - Rinse completely until no residue remains.



D: _____

- Remove excess water from hair with hands.
- Apply conditioner only to mid-lengths and ends, avoiding the scalp.
- Distribute evenly using fingers or a wide-tooth comb.
- Leave on for 2–5 minutes (or as recommended).
- Rinse with lukewarm to cool water to help seal the cuticle.

E: _____

- Gently blot hair with a towel—do not rub.
- Apply a leave-in product or serum to the ends if needed.
- Comb carefully starting from the ends upward.

Did you know?

Washing your hair 2–3 times per week avoids overstimulating oil production. Using lightweight moisturizing products on the ends helps with the health of the hair. Avoiding excessive heat styling prevents hair damage. Scheduling regular trims maintains healthy ends.



How much do you know about shampoos? **Complete** this quiz. 

HOW MUCH DO YOU KNOW ABOUT SHAMPOO?



Choose the correct answer (A, B, or C).

1 Why is selecting the correct shampoo important?

- A. It makes hair grow faster B. It helps maintain healthy hair C. It changes hair color

2 Which shampoo is best for controlling excess oil on the scalp?

- A. Shampoo for dry hair B. Shampoo for normal hair C. Shampoo for oily hair

3 Which ingredient is commonly found in shampoos for oily hair?

- A. Shea butter B. Tea tree oil C. Keratin

4 When is shampoo for oily hair recommended?

- A. After chemical treatments B. After intense physical activity C. In cold, dry climates

5 What is the main purpose of shampoo for dry hair?

- A. Deep cleansing B. Intense hydration C. Oil control

6 Which ingredient is typical in shampoos for dry hair?

- A. Citrus extracts B. Argan oil C. Clarifying agents

7 Which hair type needs a balanced pH shampoo?

- A. Oily hair B. Chemically treated hair C. Normal hair

8 Shampoo for normal hair is best described as:

- A. Strong and clarifying B. Moisturizing and heavy C. Gentle and balanced

9 Which shampoo should be used after coloring or bleaching hair?

- A. For oily hair B. For chemically treated hair C. For normal hair

10 Why are shampoos for chemically treated hair often sulfate-free?

- A. To remove oil faster B. To increase foam C. To protect color and treatments

11 Which of the following is considered a chemical treatment?

- A. Daily washing B. Hair coloring C. Blow-drying

12 What advice would you give a client with dry, brittle hair?

- A. "Use a clarifying shampoo daily."
 B. "A good moisturizing shampoo will restore hydration and softness."
 C. "This shampoo removes excess oil."

Score guide

- 10–12 correct: Shampoo expert
- 7–9 correct: Good knowledge
- 4–6 correct: Basic understanding
- 0–3 correct: Time to study the basics!



What does conditioner do to your hair? **Complete** the poster below with phrases from the box.



- Closes the hair cuticle after shampooing opens it
- Provides slip for easier detangling
- Regular conditioner
- Leave-in conditioner
- Leave on for 2-3 minutes
- Rinse thoroughly with cool water
- Deep conditioner
- Adds shine and smoothness
- Protects against damage
- Apply from mid-lengths to ends (never on scalp)

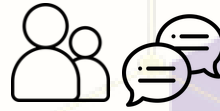
Understanding hair conditioner

Your Hair
Our Passion!

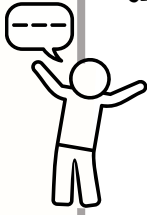
Function	
Application	
Types	



Get in pairs and **talk** about your own hair style. **Use** the useful expressions below to help you.



Useful expressions



- What type of hair do you have?
- Would you describe your hair as straight, wavy, or curly?
- Is your hair fine, medium, or thick?
- You have beautiful wavy brown hair.
- Your hair is naturally curly with a tight curl pattern.
- I can see you have fine, straight blonde hair.
- Your natural hair color is... .
- I notice your hair is... .
- Your hair type is best suited for... .

A hair salon is a general beauty establishment that provides a full range of hair care services for men, women, and children. Below is a list of the services offered. **Match** them to the correct information.



1	Haircuts	A	Chemical treatment to create curls
2	Hair coloring	B	Chemical or thermal straightening treatments
3	Highlights	C	Applying permanent or semi-permanent color
4	Perms	D	Adding length or volume with artificial or natural hair
5	Hair straightening	E	Trimming and styling hair to desired length and shape
6	Styling	F	Lightening selected strands of hair
7	Hair treatments	G	Deep conditioning, keratin treatments
8	Hair extensions	H	Blow-drying, curling, or special occasion styles

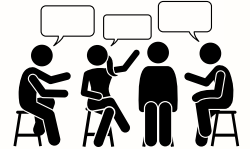
1- 2- 3- 4- 5- 6- 7- 8-

Conversation circle



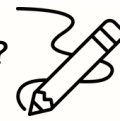
Get into groups of four and take turns discussing these questions.





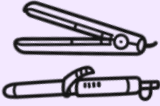

- Would you recommend your clients have these treatments regularly? Why or why not?
- Are any of these treatments more aggressive to hair health? Which ones, and why?
- Do you have any alternative recommendations?
- How often should these treatments be done to keep hair healthy?
- What type of hair benefits the most from these treatments?
- Are there clients who should avoid some of these treatments? Why?
- What care should clients take after a treatment?
- How can lifestyle or daily habits affect the results of these treatments?
- Would you recommend professional treatments or home treatments? Why?
- How would you explain the benefits and risks of these treatments to a client?



What equipment do you need to use for each of the treatments?

Tick ✓ the material you need to use.



EQUIPMENT	Color bowls & brushes	Styling chairs	Wash basins	Hair dryers	Flat irons & curling irons	Scissors & razors
TREATMENT						
Haircuts						
Hair coloring						
Highlights						
Perms						
Styling						
Hair treatments						
Extensions						

Tell the class what items you would use for each treatment.

For example.

- If you do some haircuts, you need to use _____
- When performing _____, the stylist utilizes _____.
- For a hair coloring specialist, the most important tools are _____.



Read the dialogue between Martín and a client and **answer** these questions.



- 1 Why does Martín suggest the hot towel service to Mr. Damon, and what is the main benefit of this treatment?
- 2 List three specific grooming services mentioned in the conversation that will help him achieve a "clean shape" or "neat" appearance.

- _____
- _____
- _____

Martín: Good morning! Welcome to *Barsalon*. How can I help you today?

Mr. Damon: Hi, Martín. I'm not sure. I have a wedding this weekend, so I need to look my best. What type of services do you offer?

Martín: Well, we are a specialized barbershop, so we focus on men's care. For a wedding, I recommend a classic haircut and some beard trimming to give you a clean shape.

Mr. Damon: That sounds good. My beard feels a bit dry, though.

Martín: In that case, we should definitely include a hot towel service. It's a steam treatment that softens the hair before shaving or grooming. We can also apply a scalp treatment if you feel any dryness there.

Mr. Damon: Perfect. Do you do mustache grooming, too? I want to keep it neat but styled.

Martín: Absolutely. We'll trim and style it for you. Would you like to cover some of those grays with our beard coloring service?

Mr. Damon: Let's stick to the cut and the hot towel for now. Thanks!

Get in pairs and **compare** your answers.



Then, **perform** the dialogue.



As part of their preparation for the party, the three clients are with the nail specialist. He specializes in nail care for hands and feet, including artistic nail design.

Review the services offered at the nail salon and select the correct option (a, b, or c) to complete the blanks.

NAIL services

- BASIC MANICURE**
NAIL SHAPING, ① ----- CARE, POLISH APPLICATION
- GEL APPLICATION**
LONG-LASTING ② ----- POLISH APPLICATION
- ACRYLIC NAILS**
③ ----- NAIL EXTENSIONS
- NAIL ART**
DECORATIVE ④ ----- ON NAILS
- FRENCH MANICURE**
CLASSIC WHITE TIPS WITH ⑤ ----- BASE
- NAIL REPAIR**
⑥ ----- BROKEN OR DAMAGED NAILS

- | | | | |
|---|--------------|---------------|------------|
| ① | a) cuticle | b) nail | c) skin |
| ② | a) shampoo | b) cuticle | c) gel |
| ③ | a) hand-made | b) artificial | c) natural |
| ④ | a) paintings | b) designs | c) models |
| ⑤ | a) white | b) red | c) pink |
| ⑥ | a) fixing | b) decorating | c) solving |

How should the clients have their nails made?

Give advice to each of these three clients. **Include** the type and the color you suggest. Then compare your ideas with a partner.



..... DICTIIONAIL

short	square	squoval (squared oval)	rounded	oval	almond	coffin / ballerina
pipe	stiletto	lipstick	flare	mountain peak	edge	arrow

.....

Here are two pictures showing different pedicure situations. **Compare** the pictures and **answer** the questions.



Candidate **A**

Compare the two pictures and say:

- What type of pedicure is shown in each picture.
- How the clients might feel.

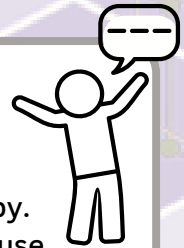
Candidate **B**

Answer this question:

- Which pedicure do you think is better for relaxing? Why?

useful expressions

- The first picture shows... .
- Both pictures show... .
- The client might feel relaxed / comfortable / happy.
- I think the second pedicure is more relaxing because... .



useful vocabulary

basic, relaxing, practical, comfortable, routine, calm, quick, simple, spa, stress-free, professional, peaceful, everyday, luxurious, care

Read the text and **answer** the questions below.



Why pedicure care is important



A professional pedicure helps keep feet healthy, clean, and well cared for. During a pedicure, the nails are cleaned, trimmed, and shaped, and dead skin is carefully removed. This helps prevent common problems such as hard skin, cracked heels, and ingrown nails.

Pedicures also improve blood circulation through gentle foot massage, which can reduce tiredness and help people feel more relaxed. In addition, moisturizing creams or oils are applied to keep the skin soft and hydrated, especially for people who spend many hours standing or walking.

Many people choose regular pedicure treatments not only for beauty, but also for comfort and hygiene. A good pedicure can make feet look neat and healthy, while also providing a relaxing experience that helps reduce stress and improve overall well-being.



a



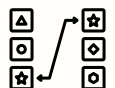
b



c

- 1 What is one benefit of a professional pedicure?
- 2 What does a pedicure help prevent?
- 3 Why do many people choose regular pedicures?

Read the text again. Then, **match** each image (a, b, c) with the paragraph where the service or topic is mentioned.



- Paragraph 1 - _____
- Paragraph 2 - _____
- Paragraph 3 - _____

Imagine you work in a beauty salon and a client sent you an email asking for information. **Write** an email (80–100 words) to a client explaining:



- What a basic pedicure includes
- One benefit of having regular pedicures
- When they should book their next appointment



New Message



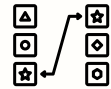
To:

Subject:

SEND



FURTHER PRACTICE



1 Match each hair condition with the appropriate shampoo type.

1	Hair exposed to summer heat without any protection	a	Shampoo for chemically treated hair
2	Hair with excess of oil	b	Shampoo for oily hair
3	Hair with various highlights	c	Shampoo for dry hair
4	Normal hair	d	Shampoo for normal hair

1- 2- 3- 4-

2 Complete the sentences with the correct product.



- a.** A _____ provides intensive treatment for damaged hair once per week.
- b.** Apply _____ before using a flat iron to prevent heat damage.
- c.** _____ is used to hold a finished hairstyle in place.
- d.** For added shine and frizz control, use a _____.
- e.** _____ adds volume and body to fine hair.

3 Write a dialogue between a stylist and a client discussing product recommendations. The client has dry, color-treated hair.



Stylist: ...
 Client: ...

Quiz answers

page 204

- | | |
|------|-------|
| 1. B | 7. C |
| 2. C | 8. C |
| 3. B | 9. B |
| 4. B | 10. C |
| 5. B | 11. B |
| 6. B | 12. B |

**EXIT
TICKET** ★ ★ ★

In this unit I learned that...

Something I need to revise is...

my favorite part of this unit was...

I felt...



Rúbrica de Proyectos

	Primeros pasos (1)	Estás en el camino (2)	Estás llegando a la meta (3)	Has llegado a la meta (4)
Silueta textual	El texto que has presentado se puede ver como un solo cuerpo. Las oraciones se encuentran incompletas. Las ideas están entremezcladas y no se ve una diferenciación en párrafos. No se ven las diferentes partes del texto solicitado.	El texto que has presentado diferencia ideas pero no se diferencia en párrafos o se realizan párrafos pero se entremezclan las ideas. No se encuentran diferenciadas las partes del texto.	El texto posee párrafos bien diferenciados. No existen problemas de mezcla de ideas entre párrafos. Sin embargo, no se encuentran diferenciados las diferentes partes del texto solicitado.	En el texto has incluido oraciones bien diferenciadas. Se puede ver que has construido párrafos. Se encuentran diferenciadas las diferentes partes del texto, ya sea a través de subtítulos o a través de la diferenciación en párrafos separados por un espacio.
Contenido	Si bien es cierto que tienes idea de lo que se te ha solicitado, no tratas los temas que se establecen en la consigna de trabajo. Te expandes en ideas que no están relacionadas con el tema solicitado.	Has tenido en cuenta menos de la mitad de los temas que se te han solicitado en la consigna. O has tratado todos los temas pero has logrado desarrollar, argumentar o ejemplificar menos de la mitad de ellos.	Has tenido en cuenta todos los temas de la consigna y argumentas, describes y ejemplificas más de la mitad de ellos, aunque no todos. Puede suceder que trates más de la mitad de los temas y que todos estén fundamentados, descriptos o ejemplificados. Sin embargo no has hecho dicho trabajo con todos los elementos solicitados en la consigna.	Has tenido en cuenta todos los temas que forman parte de la consigna de trabajo. Cada uno ha sido desarrollado, es decir, no solo se nombra sino que agregas ideas referidas al mismo. Además, el tema posee argumentos o ejemplos que ilustran las ideas. Cada párrafo contiene un tema concreto y no una mezcla de los mismos.
Lenguaje	Las ideas del proyecto no se encuentran conectadas de manera de lograr una comunicación efectiva. Los errores de lengua y pronunciación han impedido la transmisión de tus ideas.	Los errores de lengua hacen que tus ideas no resulten claramente expresadas por momentos. Existen algunos errores de lengua y pronunciación que hacen que la transmisión de tus ideas sea poco clara.	El proyecto ha sido presentado en su formato escrito y oral de forma clara. Tus errores no interfieren con la presentación del proyecto, aunque algunos de ellos le quitan fluidez.	El proyecto ha sido presentado en su formato escrito y oral de forma clara y fluida. Se nota la preparación para la presentación, es decir tu audiencia logra comprender el mensaje que quieres comunicar.

	Primeros pasos (1)	Estás en el camino (2)	Estás llegando a la meta (3)	Has llegado a la meta (4)
Presentación	Al realizar tu presentación te has parado detrás del material. ¿Crees que has mantenido contacto visual con tus compañeros como para involucrarlos en la presentación? Hablas bajo, piensa en tus compañeros del fondo que también deben y quieren escucharte.	Al presentar tu proyecto te diriges a la clase por momentos y en otras ocasiones pierdes contacto visual con tus compañeros. La clase debe poder verte y oírte de forma clara para así comprender todo lo que tratas de comunicar.	Al momento de exponer te paras de tal manera que logras contacto visual y así conectar con tus compañeros la mayor parte del tiempo. Tu voz es clara pero aún necesitas buscar más estrategias para transmitir tu mensaje.	Durante tu presentación te paras al frente de la clase y te desplazas manteniendo contacto visual con tus compañeros, involucrándose en tu presentación. Hablas fuerte y claro demostrando seguridad, ya que no lees ni dudas al expresar tus ideas.
Elementos paralingüísticos	Haber incluido imágenes relacionadas al contenido de tu presentación, tal como habíamos acordado en la negociación de las pautas de trabajo, hubiese hecho que el contenido de tu proyecto fuera más claro y atractivo.	Has usado imágenes que si bien están relacionadas al contenido de lo que has presentado, lo podrías haber usado como ayuda para que tus compañeras/os y profesoras/es logren entender con mayor claridad lo que has planteado.	Has usado imágenes relacionadas al contenido de lo que has presentado. Debes tratar de llegar a un balance entre cantidad de imágenes incluidas, y su relación con la información planteada. Las imágenes no siempre ayudan a entender o a hacer atractivo tu trabajo.	Las imágenes incluidas han permitido que tus compañeras/os, tus profesora/es y cualquier persona que vea tu trabajo, pueda entender lo que estás compartiendo con ellos, además de hacer el trabajo más atractivo.
Compromiso y ética hacia el trabajo	Has presentado tu trabajo incluyendo contenido interesante aunque no está relacionado al problema inicial.	Has incluido ideas de otras fuentes sin haber reflexionado sobre ellas o haber citado al autor.	Has presentado tu trabajo incluyendo contenido pertinente. Has incluido ideas de otras fuentes sin haber reflexionado sobre ellas o haber citado al autor. Has presentado tu trabajo incluyendo contenido pertinente. Has incluido ideas de otras fuentes aunque no en todos los casos las has citado o has reflexionado sobre ellas.	Has presentado tu trabajo incluyendo contenido pertinente. Lo has presentado usando tus propias palabras, intercalando reflexiones personales sobre el contenido que has incluido, e incluyendo citas sobre reflexiones de entendidos en la temática.

Vocabulary Bank

This space was created to keep track of new words and phrases you have learned throughout this book.

Did you know?



A vocabulary bank is a collection of new words and phrases that the learner or class builds up as they learn.

A large, empty, lined area for writing, resembling a notebook page with a spiral binding on the left side. The page is divided into horizontal lines, with a margin on the left side where the spiral binding is located. The lines are evenly spaced and extend across the width of the page.

Glossary - Beauty & Entrepreneurship

Beauty & Haircare

- **Hair aesthetics** – techniques related to styling, cutting and caring for hair.
- **Shampooing** – washing hair using shampoo and water.
- **Rinse** – remove a product using water after washing.
- **Haircut / Hair cutting** – trimming or shaping hair using scissors or machines.
- **Updo** – hairstyle where the hair is lifted and fixed up with pins.
- **Bridal makeup** – makeup designed for weddings, long-lasting and elegant.
- **Straightening** – using heat or chemicals to make hair smooth and straight.
- **Perming** – chemical process to create waves or curls.
- **Sectioning** – dividing hair into parts to style or cut.

Tools & materials

- **Dye brush / Tint brush** – brush for applying color or tint to hair.
- **Scissors / Shears** – main cutting tool for hair.
 - **Straight scissors:** basic cut;
 - **Thinning shears:** reduce volume.
- **Vent brush / Paddle brush / Round brush** – different brushes for drying, detangling and straightening.
- **Wax** – product used for hair removal.
- **Moisturizer** – cream used to hydrate skin and avoid dryness.
- **Primer** – product applied before makeup to help it last longer.
- **Setting spray** – spray to fix makeup and prevent smudging.

Skin & makeup

- **Skin type** – category describing skin conditions (oily, dry, combination).
- **Foundation** – base makeup that evens skin tone.
- **Concealer** – product used to cover dark circles and imperfections.
- **Neutral tones** – soft colors like beige, brown, nude for natural looks.
- **Color palette** – set of colors suitable for a person depending on undertone.
- **Eyebrow shaping** – cleaning and giving form to eyebrows.
- **Manicure / French manicure** – nail care service / classic style with white tips.
- **Updo / Waves / Side braid** – wedding and event hairstyles.

Style & Fashion

- **Casual / Formal / Elegant / Trendy / Sporty** – clothing styles for different contexts.
- **Plain / Colorful / Baggy / Tight / Ethnic** – adjectives to describe clothes.
- **Personal style** – unique way someone chooses clothes, makeup or aesthetics.
- **Accessories** – extra items: jewelry, belts, sunglasses, bags.

Client Care & Feelings

- **Consultation** – short interview to know client needs and preferences.
- **Relaxing treatment** – service focused on comfort (facial, massage).
- **Confidence / Self-esteem** – positive feeling after good beauty service.
- **Pampered** – feeling cared for and spoiled during treatment.
- **Satisfied / Unsatisfied** – client reaction to final results.

Entrepreneurship & Business

- **Trend** – popular movement or style in the market.
- **Customer / Client** – person who pays for a service or product.
- **Demand** – what people want or need.
- **Affordable** – reasonably priced, not expensive.
- **Marketing strategy** – plan to promote services or brand.
- **Portfolio** – visual record of your best work.
- **Entrepreneur** – someone who starts a business.
- **Budget** – financial plan related to costs and income.
- **Certification** – official course approval for working professionally.





Reflection Corner

You've reached the end of this amazing journey, and now it's time to reflect upon your progress.

Let's complete the SWOT matrix.

Did you know?

A SWOT matrix allows you to think about your own internal strengths and weaknesses. It also helps you think about external opportunities and threats that could affect your performance as a student.



STRENGTHS

S

WEAKNESSES

W

O

OPPORTUNITIES

T

THREATS

#WORKING URUGUAY

ESTÉTICA INTEGRAL
INDUMENTARIA TEXTIL

1



ANEP

CONSEJO
DIRECTIVO
CENTRAL

DIRECCIÓN
DE POLÍTICAS
LINGÜÍSTICAS