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АНГЛІЙСЬКА МОВА

(за професійним спрямуванням)

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Англійська мова
(за професійним спрямуванням)

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Навчальний посібник містить автентичні тексти, розроблені з урахуванням основних тематичних напрямів фахової комунікації, відповідно до них лексико-граматичні вправи творчого характеру, перекладні вправи, вправи для розвитку усного та письмового мовлення, метою яких є забезпечення необхідної для фахівця комунікативної спроможності у сфері професійного спілкування.

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Передмова

Економічні та соціальні зрушення в житті суспільства викликали гостру потребу у фахівцях, що володіють іноземною мовою. Вузівська підготовка з предмету «Іноземна мова» повинна займати одне з головних місць у вирішенні цього питання. Тому на сьогодні є особливо актуальною розробка навчального посібника, який задовольнив би запити суспільства у відповідній галузі підготовки фахівців.

Посібник «Англійська мова за фаховим спрямуванням для студентів спеціалізацій «Перукар-модельєр, косметолог-візажист» розроблено з урахуванням основних положень кредитно-модульної системи.

Мета даного посібника полягає в організації контролю індивідуальної та самостійної роботи студентів і сприяє розвитку навичок читання та перекладу текстів професійного спрямування, а також оволодінню лексичними одиницями необхідними для спілкування за професійною тематикою.

У посібнику розроблені основні тематичні напрями фахової комунікації, лексико-граматичні вправи творчого характеру, перекладні вправи, вправи для розвитку усного та письмового мовлення; після кожного тексту надаються спеціальні словники.

Матеріал посібника поділяється на 2 модулі (по 6 блоків у кожному). Наприкінці кожного модуля пропонуються завдання для самостійного виконання студентами та контрольні завдання, метою яких є перевірка знань студентів, в результаті якої забезпечується необхідна для фахівця комунікативна спроможність у сфері професійного спілкування.

Окремим блоком надано шість додаткових текстів для самостійного опрацювання студентами.

Навчальний посібник призначений для студентів вищих навчальних закладів, які оволодівають основами перукарської майстерності та декоративної косметики, а також для широкого кола спеціалістів, які прагнуть удосконалити своє знання англійської мови в межах фахової проблематики.

Автори

MODULE A . THE ART OF BEAUTY

Unit 1.

I. Reading Activities

Text 1.

1. Read the text and focus on the points:

- a) *In which decades did women wear their hair short and in which long;*
- b) *Which decades witnessed the most radical changes in men's fashion in your opinion; prove your point with the facts from the text;*
- c) *In which periods of history do you think men and women looked especially attractive?*

DRESSING IN FASHION



Fashions change so quickly that it's difficult to follow them. What was "in" yesterday may be out of fashion tomorrow and not so popular even today! Even people who do not take much interest in clothes and fashion can't but notice how radically people around change with each new swing of fashion. Let's briefly describe the main changes in people's appearance that took place in the 20th century.

At the turn of the century clothes were rather conservative and fashions didn't change too quickly. Men wore traditional dark suits with starched white or light-coloured shirts. Dinner jackets and tails with bow-ties were for formal wear. A lot of men had moustaches and short hair-cuts. Women wore their hair long. A hat was a necessary

accessory when a lady was going out. Dresses were long and under them women wore corsets — the tools of torturing! They were stiff and uncomfortable, but they made women's waists narrower. And the fashion dictated this!

After the First World War the fashion changed greatly. Men started wearing the so-called Oxford bags — trousers with very wide legs. But it was women who really surprised the world by wearing short hair-cuts and short dresses allowing everybody to see their knees. No corsets any longer. No waist or bust indicated, a boy-like figure became the ideal of beauty.



It became fashionable for women after World War I to wear bobbed hair often permanently waved. Since then, increasing numbers of women regularly patronize professional hairdressers, for cutting, styling, curling and dyeing according to the latest styles. For men the closely cropped crew cuts adapted for practical reasons during World War II gave way to longer hair and untrimmed beards. Shorter, shaped hairstyles and neatly trimmed beards reappeared in the 1970.

The next two decades — 1930s and 1940s — brought more feminine styles. Skirts became longer and fuller. Shoulder length hair became popular. After the World War II, in the 1950s, the men got more interested in clothes, especially young men. The so-called teddy boys appeared who wore long jackets in bright colours — orange, yellow, pink (something nobody would have believed ten or twenty years before!) and very tight trousers called "drain-pipes". The shoes of both men and women had long pointed toes. Women' shoes also had high stiletto heels. Most women wore wide skirts and jumpers. Short socks to accompany them were in fashion.



In the 1960s there was another revolution brought about by mini-skirts (conservative Britain was Motherland of the new fashion!) and high boots for women. Men began to wear their hair long following the hair-cut of the famous group, The Beatles. In the late 1960s and the first half of the 1970s hippy style was in. Jeans and brightly coloured shirts and T-shirts for men, long hair (often dirty) and beards. Women wore loose maxi-dresses. They also wore their hair loose and long.

In the 1980s punks appeared with their special hairstyle in red, purple, blue and green, and brightly coloured make up. The 1990s brought about unisex fashion as well as rockers and bikers with leather jackets, leather trousers, a lot of metal accessories and decorations. What will the 22nd century bring us?

From "Speak English with pleasure"

Vocabulary

teddy boy – стилияга

pointed toes – взуття з гострими носками

drainpipes – вузькі брюки "дудочки"

stiletto shoes – тонкі каблуки-шпильки

starched – накрохмалений

2. Translate the following words and phrases. Consult a dictionary if necessary:

to be in fashion, feminine style, masculine, style, shoulder length, decorations, knee length, to be out of fashion, starched, bobbed hair, curling, stiff, tight, untrimmed beards, maxi-dresses, "drainpipes", in people's appearance, bow-ties, permanently wave.

3. Answer the questions given before the text in written form.

4. Match the following words (word-combinations) to their definitions:

| | |
|----------------------------|---|
| 1) fabrics | a) some clothes that do not cover arms |
| 2) casually dressed | b) people who plan the way clothes will look |
| 3) tracksuit | c) tailor – made clothes |
| 4) elegant | d) a suit of a kind worn by athletes |
| 5) designers | e) not loose |
| 6) “off the peg” clothes | f) items of clothing which can be worn together |
| 7) made to measure clothes | g) informally dressed |
| 8) suit | h) ready – made clothes |
| 9) short-sleeved | i) smartly dressed |
| 10) tight-fitting | j) materials for making clothes |

II. Grammar and Vocabulary Activities

1. Pick the words out of the text, which may be grouped under the heading: *fashion*.

2. Choose the verbs in the Past Simple. Write them down.

broken, spoke, chosen, fell, showed, forgot, given, saw, drawn, begun, knew, swum, blew, thrown, shook, did, wrote, grew.

The Past Indefinite Tense (Active)

| <i>Affirmative</i> | <i>Interrogative</i> | <i>Negative</i> |
|--------------------|----------------------|---------------------|
| I bleached | Did I bleach? | I did not bleach |
| You bleached | Did you bleach? | You did not bleach |
| He bleached | Did he bleach? | He did not bleach |
| She bleached | Did she bleach? | She did not bleach |
| It bleached | Did it bleach? | It did not bleach |
| We bleached | Did we bleach? | We did not bleach |
| You bleached | Did you bleach? | You did not bleach |
| They bleached | Did they bleach? | They did not bleach |
| I wore | Did I wear? | I did not wear |
| You wore | Did you wear? | You did not wear |
| He wore | Did he wear? | He did not wear |
| She wore | Did she wear? | She did not wear |
| It wore | Did it wear? | It did not wear |
| We wore | Did we wear? | We did not wear |
| You wore | Did you wear? | You did not wear |

The Past Indefinite Tense denotes:

1. A permanent action: *They worked at the Beauty Saloon. She wore the wigs.*
2. A one-time action: *They visited Hairdresser's twice a week. She entered the room and didn't bang the door.*
3. A repeated action: *He often cut his hair.*
4. A future action:
 - in adverbial clauses of time and condition: *I thought to change her image if she wanted.*
 - if planned beforehand (in indirect speech): *The lecture*

began at six so it was time to start.

3. Refer the sentences to the Simple Past using corresponding adverbial modifiers of time as an example:

For example: I usually watch TV in the evening. –

I watched TV in the evening yesterday.

1. He often goes to the Barber's. 2. We usually get there by bus. 3. She wears her hair short. 4. The students go to the university every day. 5. We have exams in May. 6. Mary attends English courses twice a week.

4. Use the words in brackets to ask questions:

For example: I met him in the shop yesterday (when). –

When did you meet him?

1. They spent their holidays in the country (where). 2. He got up very early yesterday (when). 3. I took this book in the library (what). 4. Peter had moustaches last year (who). 5. Ann went to the cinema last night (where). 6. The hairdresser did me a new haircut on Monday (what).

5. Give the English for the following word-combinations and phrases. Make up with them the sentences of your own in the Past Indefinite Tense:

to have moustaches, to be uncomfortable, to wear hair long, to become the ideal of beauty, to give way to untrimmed beards, to bring more feminine style, to get more interested in clothes, to have long pointed toes, to be in fashion.

III. Speaking and Writing Activities

1. Answer the following questions about yourself:

- a) Does fashion influence you most when you choose clothes? Is it more important for you than price, style, comfort, colour, etc.?
- b) What is your attitude to the fashion currently popular in our country?
- c) What image do you try to convey through your clothes?
- d) Do you try to wear fashionable clothes every day?
- e) Why do people follow fashion like sheep when they already have enough clothes to wear?
- f) What hairstyle is in fashion now?
- g) Do you think it's difficult to be very good-looking? Why?

Text 2. Read the following text and comment on it using the topical phrases, which are helpful to sum the idea up.

- *The title of the text is ...*
- *This text deals with the problem ...*
- *In the first paragraph the author says that ...*
- *In the second paragraph the author stresses that ...*
- *In the third paragraph it goes about ...*
- *Further on it is pointed out ...*
- *In conclusion I'd like to say that ... (зробіть свої висновки щодо змісту тексту).*

Make the plan of the text.

FASHION

Fashion, clothing that is in style at a particular time. The concept of fashion implies a process of style change, because fashions in dress, as well as in furniture and other objects, have taken very different forms at different times in history. Thus, when English playwright William Shakespeare observed in the 16th century that "the fashion wears out more apparel than the man," he meant that clothing becomes unfashionable long before it has worn out.

Back in Shakespeare's day, only upper-class people dressed fashionably; the mass of the rural peasantry wore simple clothing that hardly changed over many generations. Since the beginning of the 20th century, however, fashions have changed rapidly. We would look strange indeed if we wore the styles our great-grandparents wore. And most people—at least in the West—follow fashion to some extent, because fashion refers to much more than the haute couture, the exclusive and expensive clothing produced by leading designers. Even schoolchildren are aware that fashions exist, and change, in running shoes. Nevertheless, we do tend to distinguish, however imprecisely, between basic clothing, such as blue jeans, parkas, and T-shirts, and the latest trendy fashions created by fashion designers.



Fashion reflects the society of which it is a part. It has been influenced by wars, conquests, laws, religion, and the arts. Individual personalities have also had an impact on fashion. Royalty and heads of state have set fashion, and in the 20th century media stars have emerged as leaders of fashion. French writer Anatole France said that if he could come back to Earth 100 years after his death and have only one thing to read, he would choose a fashion magazine because that

would show him the way people lived.

Fashion also has its critics, who have at times denounced fashion as irrational, frivolous, tyrannical, and immoral. Why should pink be in fashion one season and gray the next season? Why do people follow fashion like sheep when they have enough clothes already? A common accusation is that fashion designers accelerate fashion change to create new business. Yet no new fashion succeeds until people are ready to accept it. The final decision about what to buy, or whether to buy anything at all, belongs to the consumer. Ultimately, fashions change because many people like new and different styles.

Vocabulary

furniture – меблі

apparel – сукня, одяг

peasantry – селянство

to some extent – до деякого ступеня

parka – парка (одяг)

Unit 2.

I. Reading Activities

1. Read the given text and answer the questions that follow it.

HUMAN BEAUTY

The characterization of a person as “beautiful”, whether on an individual basis or by community consensus, is often based on some combination of *inner beauty*, which includes psychological factors such as personality, intelligence, grace, charm and elegance, and *outer beauty*, which includes physical factors, such as health, youthfulness, symmetry, averageness, and complexion.

A common way to measure outer beauty, as based on community consensus, or general opinion, is to stage a beauty pageant, such as Miss Universe. Inner beauty, however, is more difficult to quantify, though beauty pageants often claim to take this into consideration as well.

A strong indicator of physical beauty is "averageness". When images of human faces are averaged together to form a composite image, they become progressively closer to the "ideal" image and are perceived as more attractive. This was first noticed in 1883, when Francis Galton, cousin of Charles Darwin, overlaid photographic composite images of the faces of vegetarians and criminals to see if there was a typical facial appearance for each. When doing this, he noticed that the composite images were more attractive compared to any of the individual images. Researchers have replicated the result under more controlled conditions and found that the computer generated, mathematical average of a series of faces is rated more favorably than individual faces.

Another feature of beautiful women that has been explored by researchers is a waist-to-hip ratio of approximately 0.70 for women. The concept of waist-to-hip ratio (WHR) was developed by psychologist Devendra Singh of the University of Texas at Austin. Physiologists have shown that this ratio accurately indicates most women's fertility. Traditionally, in premodern ages when food was more scarce, fat people were judged more attractive than slender.

Inner beauty is a concept used to describe the positive aspects of something that is not physically observable.

While most species use physical traits and pheromones to attract mates, humans claim to rely on the inner beauty of their choices. Qualities including kindness, sensitivity, tenderness or compassion, creativity and intelligence have been said to be desirable since antiquity. However new research comparing what humans claim to find attractive to their actual mating habits underlines the superficiality of "inner beauty," underlining the fact that the human animal relies on physical traits and pheromones just like every other animal to find a mate. That said, whether "inner beauty" does or does not measurably affect humans' mating habits, some traits classified as "inner beauty" do give an evolutionary survival advantage to either the individual or mating couple or group or all three.

Beauty presents a standard of comparison, and it can cause resentment and dissatisfaction when not achieved. People who do not fit the "beauty ideal" may be ostracized within their communities. The television sitcom *Ugly Betty* documents the life of a girl faced with hardships due to society's unwelcoming attitudes toward those they deem unattractive. However, a person may also be targeted for harassment because of their beauty. In *Malèna*, a strikingly beautiful Italian woman is forced into poverty by the women of the community

who refuse to give her work in fear that she may "woo" their husbands.

Nevertheless, beauty has inspired humans throughout history, but the quest for beauty via thinness has also led to eating disorders such as bulimia or anorexia. Too much emphasis on superficial beauty can undermine the importance of the inner person. It can become an arbitrary value that leads to social inequity.

Researchers have found that good-looking students get higher grades from their teachers than students with an ordinary appearance. Furthermore, attractive patients receive more personalized care from their doctors. Studies have even shown that handsome criminals receive lighter sentences than less attractive convicts. How much money a person earns may also be influenced by physical beauty. One study found that people low in physical attractiveness earn 5 to 10 percent less than ordinary looking people, who in turn earn 3 to 8 percent less than those who are considered good looking. Discrimination against others based on their appearance is known as lookism.

In a different context, the term "beautiful people" is used to refer to those who closely follow trends in fashion, physical appearance, food, wine, automobiles, and real estate, often at a considerable financial cost. Such people often mirror in appearance and consumer choices the characteristics and purchases of wealthy actors and actresses, models, or other celebrities. The term "beautiful people" originally referred to the musicians, actors and celebrities of the California "Flower Power" generation of the 1960s.

The Beatles reference the original "beautiful people" in their 1967 song "Baby You're a Rich Man" on the Magical Mystery Tour

album. With the close of the 1960s, the concept of beautiful people gradually came to encompass fashionistas and the "hip" people of New York City, expanding to its modern definition. Beautiful people usually enjoy an image-based and/or financially-based prestige which enhances their aura of success, power, and beauty.

Vocabulary

pageant – пишне видовище, карнавальна процесія

vegetarian – вегетаріанець

species – рід, вид, людство

ostracize – виганяти з суспільства

superficial – зовнішній; той, що вважається

1. What do we mean when we call a person beautiful?
2. What are the psychological and physical factors of beauty?
3. What is a common way to measure outer beauty?
4. What is the “ideal” image?
5. Is the computer generated, mathematical average of a series of faces rated more favorably than individual faces? Why?
6. What concept did Devendra Singh develop?
7. Is inner beauty important in human mating habits?
8. Beauty presents a standard of comparison, doesn't it?
9. Can beauty give only satisfaction?
10. Are people often discriminated on the basis of their appearance?
11. Who is often called “beautiful people” in a different context?
12. Can you give your own examples of “beautiful people”?

2. Translate the following words and phrases:

inner beauty, outer beauty, community consensus, beauty pageant, a typical facial appearance, to explore, waist-to-hip ratio,

emphasis, trends in fashion, mating habits.

3. Give the English for the following words and phrases:

психологічні фактори, фізичні фактори, збірний образ, поняття, давати перевагу, стандарт порівняння, звичайна зовнішність, аура успіху.

4. Read and translate the following words paying attention to the prefixes and suffixes:

overlay, beautiful, kindness, tenderness, underline, present, resent, dissatisfaction, unwelcoming, unattractive, inequity, discrimination, favourably, illegal, unpleasant, misunderstand, hopeless, careless.

5. Make the sentences complete joining the given parts of them:

| | |
|---|---|
| 1. A common way to measure outer beauty as based on... | A. ... that is not physically observable. |
| 2. A strong indicator of physical beauty... | B. ... community consensus or general opinion is to stage a beauty pageant. |
| 3. Inner beauty is a concept used to describe the positive aspects of smth... | C. ... and dissatisfaction when not achieved. |
| 4. Beauty presents a standard of comparison and it can cause resentment... | D. ... is “averageness”. |
| 5. People who do not fit the “beauty ideal” may be... | E. ... the musicians, actors and celebrities. |

| | |
|--|---|
| 6. The term “beautiful people” originally referred to... | F. ... ostracized within their communities. |
|--|---|

II. Grammar and Vocabulary Activities

1. Translate the following sentences paying attention to the Infinitive Constructions:

Infinitives

There are simple, progressive, perfect and passive infinitives, with and without to.

| | | |
|--------------|-------------------------------|--------------------------|
| SIMPLE: | I want to see the manager | It may rain. |
| PROGRESSIVE: | It’s nice to be sitting here. | You must be joking. |
| PERFECT: | I’m glad to have seen her. | She could have told us. |
| PASSIVE: | She likes to be liked. | It will be posted today. |

1. Qualities including kindness and intelligence have been said to be desirable since antiquity.
2. Some traits classified as “inner beauty” can give an evolutionary survival advantage to either the individual or mating couple.
3. A person may also be targeted for harassment because of their beauty.
4. Too much emphasis on superficial beauty can undermine the importance of the inner person.
5. How much money a person earns may also be influenced by physical beauty.

Nominative with the infinitive (The Complex Subject)

The Complex Subject is used with the following verbs:

- 1) to say, to expect, to know, to believe, to hear, to suppose, to consider, etc. (*the predicate is in Passive voice*):

| | |
|---|---|
| She is said to know some foreign languages. | Говорять, що вона знає декілька іноземних мов. |
| The film is believed to have already finished. | Гадають, що фільм вже закінчився. |
| He is expected to meet his wife at the Beauty Saloon. | Думають, що він зустрине свою жінку в Салоні краси. |
| English people are not known to be talkative. | Відомо, що англійці небалакучі. |

- 2) to seem, to appear – здаватися; to prove, to turn out – виявитися; to happen, to chance – траплятися, etc. (*the predicate is in Active voice*):

| | |
|---|--|
| The beautician seems to have finished applying make-up. | Здається, що візажист вже закінчив накладувати макіяж. |
| He appeared to be well-educated person. | Він, як виявилось, добре освічена людина. |
| She happened to cut her hair at home. | Так сталося, що вона сама дома стриже собі волосся. |

- 3) *the predicate* is expressed by the word-groups: to be likely (ймовірно, мабуть), to be unlikely (навряд чи малоймовірно,), to be sure, to be certain (безперечно, напевно):

| | |
|-----------------------------|---------------------------|
| She is likely to have a new | Мабуть, вона зробить нову |
|-----------------------------|---------------------------|

| | |
|--|---|
| hair-do. They are sure to come back the next month. He is unlikely to be doing homework now. | зачіску. Вони, безперечно, повернуться наступного місяця. Навряд чи він зараз виконує домашнє завдання. |
|--|---|

2. Make up sentences combining A, B, C. Translate them.

| A | B | C |
|---------------------------------------|---|--|
| Beauty pageant | Is known Is considered are said | to be common way |
| Intelligence | | to measure outer beauty |
| Composite image | | to be a part of inner beauty |
| Sensitivity, tenderness or compassion | | to be more attractive |
| Youthfulness | | to follow trends in fashion often at a considerable financial I cost |
| | | to be associated with beauty. |
| | | to be desirable to attract mates |

III. Speaking and Writing Activities

1. Summarize the information given in the paragraph and answer the question “What do you think of male beauty in Michelangelo’s David”?

The foundations laid by Greek and Roman artists have also

supplied the standard for male beauty in western civilization. The ideal Roman was defined as tall, muscular, long-legged, with a full head of thick hair, a high and wide forehead – a sign of intelligence – wide-set eyes, a strong brow line, a strong perfect nose and profile, a smaller mouth, and a strong jaw line. This combination of factors would, as it does today, produce an impressive "grand" look of handsome masculinity. With the notable exceptions of body weight and fashion styles, standards of beauty are rather constant over time and place.

2. Read the texts about the beautiful women in history. Describe how you imagine an up-to-date ideal of beauty.



Cleopatra, the Queen of Egypt

There are different opinions about whether she was beautiful or not. Some historians say she had a very long, bent nose. But there is a general accord amongst scientists that she gave a lot of attention to the care of her body and those men found her very attractive. Cleopatra was intelligent and used her great beauty as a diplomatic aid. So it is no wonder that leader of Rome like Caesar and Mark Antony, fell in love with Cleopatra, while another Roman leader, Octavian feared her.

Nefertiti, the Queen of Egypt

Every one knows that one of the most famous works of art of the ancient world is the bust of Nefertiti, who was the wife of the Pharaoh Amenhotep IV.

According to this remarkable sculpture she wore a blue headdress over a shaved bald head.



The face was light tan and she had red lips and black eye make-up. Her graceful elongated neck balances the tall, flattop crown, which adorns her sleek head.

Marilyn Monroe, American movie actress



Monroe was a world-famous sex symbol and after her death, became a Hollywood legend. At the beginning of her career she was a popular photographer's model. She started in a succession of movies: "Gentlemen Prefer Blondes", "The Seven-Year Itch", "Some Like It Hot" and so on. Monroe's 23 movies ensure her celebrity status but not happiness. Being one of the most recognized faces in the world she was unhappy in her personal life.

From "English эмо нрочно"

3. Prove that the sayings have sense. Do it in written form.

- ***"Beauty lies the lovers eyes".***
- ***"Beauty is in the eye of the beholder".***

Unit 3

I. Reading Activities

1. Read the text below and pay special attention to the stylistic ways that enhance a natural look.

BEING FASHIONABLE AND LOOKING GOOD

Modern trends are romantic or ethnic and reminiscent of the 60's and 70's. A new seduction comes into play, offering a mixture of modernity, nostalgia and softness.

Practical cuts allow many variations and reveal in turn a woman who is both, delicate and strong, audacious and innocent. Stylists introduce a line where know-how enhances a natural look.

Colours. Applied with delicacy, colour adds a glint of honey, caramel and Venetian blond. Shade is the secret to preserving a soft harmony.

Volumes. Bobs, short or long have been revised. Hair is in turn layered, tapered and lightened, allowing varied combinations of smooth, curly or mixed styles. Fringes and partings can be placed as the mood bids. Volumes are pure, light and airy.

Hairstyles. Stylists are playing on a natural look of innocence and softness while leaving room for provocation. Hairstyles are also varied and come in all lengths. They reveal the features but can also



conceal them. The important thing is to create a movement but to let each woman choose her own freedom of style.

Make-up. Make-up is a skill of applying make-up in a way to make one singular, accentuate advantages of the face and conceal its disadvantages.

«Adapted make-up» means adjusted in the best possible way to an individual person, her requirements, notions, and view on self-preservation. The major task for make-up artist is to model an individual style. Professional's assignment is to correct and perfect image, or possibly suggest a different one. This is a creative process...

Attentive to each woman and her personality, make-up will illuminate her. The base is impeccably natural, giving a healthy, fresh complexion, very lightly sun-tanned. The eyes are very soft and tightly made up. They can be playful, and will sometimes have mischievous small specks of bright blue or yellow. They take on a 60's air when thick mascara is used. Lips, penciled and glossed in pastel shades are emphasized. Soft transparent make-up enhances the eyes or the mouth, guarding the frailty of today's woman.

Vocabulary

audacious – сміливий, відважний

nostalgia – ностальгія

innocence – чистота, невинність

2. Translate the following words and phrases:

freedom of style, practical cuts, know-how, the mood bids, natural look, to create a movement, adopted make up, to illuminate personality, to enhance the eyes, to guard the frailty, to emphasize

lips.

3. Decide whether the following statements are true or false:

- a) Modern trends reminiscent of the 40's and 50's.
- b) Stylists introduce a line where know-how enhances a natural look.
- c) Bobs, short or long have not been revised.
- d) Volumes are not pure, light and airy.
- e) Fringes and partings can be placed as the mood bids.
- f) Hairstyles are also varied and come in all lengths.
- g) The major task for make-up artist is to model an individual style.
- h) Attentive to each woman and her personality, make-up will not illuminate her.

4. Comment upon the contextual meaning of the words in bold type:

- 1. Stylists introduce a line where **know-how** enhances a natural look.
- 2. Shade is the secret to preserving a **soft harmony**.
- 3. The important thing is to create a movement but to let each woman choose her own **freedom of style**.
- 4. The major task for **make-up artist** is to model an individual style.
- 5. They take on a **60's air** when trick mascara is used.

II. Grammar and Vocabulary Activities

1. Fill in the gaps with the cosmetics that you will need to make the face:

cake foundation, lipstick, mascara, eyeshadow, blusher, lip liner, eyebrow pencil

- 1) Moisturize and apply to the face and neck.
- 2) Brush eyebrows into shape and fill in any gaps with a brown ...
- 3) Use a pearly white all over the eye area.
- 4) Gently brush lashes with brown
- 5) Highlight the cheekbones and use a light orange underneath it.
- 6) Outline the lips with an orangey brown and fill in with a matching

2. Put the following nouns into the correct column:

a) countable

b) uncountable

trend, mixture, cut, colour, nostalgia, softness, play, caramel, style, feature, freedom, person, view, task, artist, model, image.

Countable nouns have plurals, and can be used with **a/an** (a chair – chairs, an idea – ideas).

Uncountable nouns have no plurals, and cannot normally be used with **a/an** (air, water, sand, English).

3. Write the plurals of these nouns:

face, skill, image, personality, fashion, cosmetics, eyebrow, accessory, cut, decoration, hair, beard, brush, box, stylist,

peach, play, nose, tooth, woman, trend.

Special cases

1. Countable nouns with the singular (and the plural) in **-s**: series, crossroads.
2. Other nouns with the singular and the plural the same: trout, deer, fish, salmon.
3. Nouns that have the plural without **-s** after a number: hundred (e.g. two hundred), million.
4. Nouns with the singular in **-f(e)**, the plural **-ves**: calf – calves, life-lives, knife-knives, loaf-loaves.
5. Other nouns with irregular plurals: child – children, ox – oxen, man – men.
6. Uncountable singular nouns ending in **-s** (normally no plural): athletics, economics, politics, billiards.
7. Plural nouns with no singular: trousers, thanks, people, goods, clothes, arms.
8. Foreign plurals: analysis – analyses, medium – media.

III. Speaking and Writing Activities

1. Answer the following questions to test your comprehension:

- a) What are modern trends like?
- b) What can you say about cuts?
- c) What is special about colours?
- d) What volumes have been revised?
- e) What is the important thing about modern hairstyles?
- f) What does “adopted make-up” mean?
- g) What is the last tendency about eyes?
- h) Do you think it’s difficult to be fashionable now? Why?

2. Comment upon the sayings in writing.

- *Being attractive is like being rich - it can help you find happiness, but it doesn't always make you happy.*
- *Attentive to each woman and her personality make-up will illuminate her.*

3. Using your own words, express briefly the meaning of each of the following sentences:

- a) A defined bold cut beats wishy-washy tresses every time this autumn/winter, so make a statement. Whether it's long or short, lots of layers are good for adding, volume and defining a shapely silhouette!
- b) Autumn is a great time to tone down the 'bleach-platinum block' that has dominated this summer. Sprinkling some natural undertone slices around the face in medium to light blonde will put the base shade back in to your hair colour and frame the face as the start to fade!
- c) Red is hot this season. Real, natural reds are slowly creeping in on red carpets and runways. A global tint that has vibrancy not dissimilar to Lily Cole's fiery colour is a perfect tone to keep you glowing even when the sun's not!

4. Make notes you need to build up a report "*Hair trends and tips for this season*".

Unit 4

I. Reading Activities

1. Read the text below and focus on the main points:

- a) What time does the use of cosmetics date from;*
- b) What preparations were used by people of ancient world, Egypt, Rome to decorate themselves;*
- c) What modern cosmetic products are employed today and what ingredients are they based on.*

COSMETICS

Cosmetics, general term applied to all preparations used externally to condition and beautify the body by cleaning, coloring, softening, or protecting the skin, hair, nails, lips, or eyes. Perfumery is usually excluded from the field of cosmetics, although perfumes are commonly manufactured in coordination with cosmetics.

The use of cosmetics is worldwide and dates from the remotest antiquity. Although it is generally believed that cosmetics as they are now known originated in the Far East, the study of simple cultures indicates that forms of cosmetic beautification have been practiced in every part of the world. The war paint of the Native American, the tattooing and scarification practiced by many peoples (the Maori of New Zealand and numerous African cultures), and the use of woad (a blue dye used by ancient Britons to paint their bodies) are all forms of cosmetic adornment.

The earliest historical record of cosmetics comes from the 1st Dynasty of Egypt (circa 3100-2907BC). Tombs of this era have yielded unguent jars, and from remains of later periods it is evident that

the unguents were scented. Such preparations, as well as perfumed oils, were extensively used by both men and women to keep the skin supple and unwrinkled in the dry heat of Egypt. The women of Egypt also developed the art of decorating the eyes by applying dark green colour to the under lid and by blackening the lashes and the upper lid with kohl, a preparation made from antimony or soot. It is likely that the Jews adopted the use of cosmetics from the Egyptians, since references to the painting of faces appear in the Old Testament.

By the middle of the 1st century AD, cosmetics were widely used by the Romans, who employed kohl for darkening eyelashes and eyelids, chalk for whitening the complexion, rouge and depilatories, and pumice for cleaning the teeth. The Crusaders found cosmetics widely used in the Middle East and spread their use throughout Europe. The almost universal use of cosmetics in modern times has grown with the scientific study of the ingredients employed. This research was begun by the French in the 19th century and led to the development of more and better cosmetics at low cost.

A large variety of cosmetics is generally available today. Cold cream is an emulsion of various oils and waxes and water; it is employed to cleanse and soften the skin. Face powder and dusting powder are based on talcum (powdered magnesium silicate) and zinc oxide and are used to dry and give a satiny texture to the skin. Lipsticks, applied directly or brushed on the lips, are made of cocoa butter or lanolin and are manufactured in an endless variety of shades, as are rouges, mixtures of red pigments and starch or finely powdered clay. Bath salts and other bath preparations combine water-softening agents such as sodium carbonate or borax with perfume; bath oils are also a popular skin-softening and perfuming aid. Nail polishes are lacquers or plastics available in many colours. Hair lotions and hair sprays are used to condition the hair, keep it in place, or make it glossy.

Shampoos are based on soap or synthetic detergents.

Hair-colouring dyes, tints, and rinses, available in many shades and colours, are widely used cosmetic products. Henna is a vegetable dye, used for centuries to impart a red tint to the hair. Weak solutions of hydrogen peroxide are often employed as hair bleaches. For colouring the eyebrows and eyelashes, mascara is generally used. This is a compound of gum and black, green, or blue pigment. Sulfides of calcium and barium have the property of removing hair from the skin and are generally the active agents in cosmetic depilatories. Bronzes are creams that impart a colour to the skin similar to that of suntan. Whereas perfumes are not classified as cosmetics, deodorants are. Deodorants may contain an astringent such as aluminum sulfate, which closes the openings of the sweat glands. An antibacterial ingredient, hexachlorophene, was banned from deodorants in 1972.

Cosmetics and perfumery are by no means confined to use by women. Grooming aids frequently used by men include powders, colognes, and lotions, particularly alcohol-based after-shave lotions; bay rum, a mixture of alcohol, oil of bay, and oil of orange, originally made with rum; hair tonics, often with an alcohol or quinine base; and deodorants.

Annual retail sales of men's and women's toiletries in the U.S. today make cosmetic manufacturing a multibillion-dollar industry. Connect the transplant with its original blood supply. The procedure necessitates a two-step operation, the second step involving the removal of the connecting tube after the transplanted portion has acquired a new blood supply from the recipient site.

Vocabulary

unguent – мазь

supple - гнучкий

kohl - коль

antimony - сурма

soot - сажа

pumice – пемза

clay - глина

bay rum – лавровишнева вода (лосьйон для волосся)

quinine - хінін

2. Translate the following words and phrases. Consult a dictionary if necessary.

To condition and beautify the body, the use of cosmetics is worldwide, the war paint, the tattooing and scarification, cosmetic adornment, unguent jars, perfumed oils, the art of decorating, blackening the lashes, whitening the complexion, rouge and depilatories, pumice, research, to cleanse and soften the skin, face powder, a satiny texture, powdered clay, nail polishes, impart a colour, suntan, the sweat glands, alcohol-based after-shave lotions, a two-step operation.

3. Answer the questions given before the text in written form.

4. Give a literary translation of the paragraph starting with “By the middle of the 1st century AD ...” till “... better cosmetics at low cost.” in written form.

5. Match the following words with their Ukrainian equivalents:

1. antiquity

2. to beautify

3. dye

a) повіко

b) поширювати

c) вії

- | | |
|--------------|---------------|
| 4. oils | d) суміш |
| 5. eyelashes | e) античність |
| 6. eyelids | f) фарба |
| 7. to spread | g) прикрашати |
| 8. mixture | h) масла |

6. Make the sentences complete joining the given parts of them:

| | |
|---|--|
| 1. Nail polishes are ... | A. ... to impart a red tint to the hair. |
| 2. Hair lotions and hair sprays are used ... | B. ... that impart a color to the skin similar to that of suntan. |
| 3. Shampoos are ... | C. ...lacquers or plastics available in many colors |
| 4. Henna is a vegetable dye, used for centuries ... | D. ... mascara is generally used. |
| 5. For coloring the eyebrows and eyelashes, ... | E. ... to condition the hair, keep it in place, or make it glossy. |
| 6. Bronzes are creams ... | F. ... based on soap or synthetic detergents. |

II. Grammar and Vocabulary Activities

Grammar Table

The Passive Voice

| | Present | Past | Future |
|-------------------|------------------------|-------------------------|-----------------------|
| Indefinite | The hair is dyed | The hair was dyed | The hair will be dyed |
| Continuous | The hair is being dyed | The hair was being dyed | — |

| | | | |
|----------------|------------------------|-------------------------------------|--|
| Perfect | The hair has been dyed | The hair had been dyed by that time | The hair will have been dyed by next day |
|----------------|------------------------|-------------------------------------|--|

1. Open the brackets using the Passive Voice. Translate the sentences:

1. Perfumery usually (to be excluded) from the field of cosmetics, although perfumes commonly (to be manufactured) in coordination with cosmetics.
2. Although it generally (to be believed) that cosmetics as they now (to be known) originated in the Far East.
3. From remains of later periods it is evident that the unguents (to be scented).
4. This research (to be begun) by the French in the 19th century.
5. Face powder and dusting powder (to be based) on talcum.
6. Lipsticks (to be made) of cocoa butter or lanolin and (to be manufactured) in an endless variety of shades.
7. An antibacterial ingredient, hexachlorophene, (to be banned) from deodorants in 1972.

2. Find in the text 5 more sentences where Passive Voice is used.

3. Change the following sentences using the Passive Voice:

For example: Helen washes her hair every day. –

Hair is washed by Helen every day.

1. The husband brought her the new cosmetic set last week.
2. She bought that lipstick yesterday.
3. Mother often combs her hair.
4. We shall change our image.

5. The hairdresser will colour my hair tomorrow.

III. Speaking and Writing Activities

1. Read the following text on your own. Say what cosmetics people used in different historical periods to look more beautiful and attractive.



We can find the earliest evidence of cosmetics **in Egypt**. The ancient Egyptians took great pride in their appearance and cleanliness. Make-up was an essential part of Egyptian hygiene. The rich women painted eyebrows on themselves using the cream made from sheep's fat and soot and used perfumed oils to prevent the skin from drying out in the harsh climate.

In Ancient Greece cosmetic oils, powders, perfumes, and hair dyes were in general use. In the Greek establishment, men and women wore a wig to conceal the fact that they seldom washed. Everyone powdered the face using chalk or white lead face powder. When women wanted to look more beautiful and younger, they applied red iron for lipstick.



In 1500 BC Chinese upper class women painted their faces pasty white, plucked their eyebrows, and stained their faces and hair.



Women during **the Middle Ages** didn't wear much make-up until Queen Elizabeth I became one of Britain's most famous consumers of beauty products.

In Elizabethan England red hair was stylish. Women slept with slices of raw beef on their faces to get rid of wrinkles, wore egg whites on their faces to appear paler and as a result more beautiful.

France and Italy became the most important centers of cosmetics manufacturing **in the 15th century**. In this period cosmetics were used only by the noblemen. Everyone else, except the very poorest classes of society, began to use make-up in the 17th century. In the 19th century France developed chemical processes to replace aroma made by natural methods. It was a revolution! The mid-1950s began a new era of the cosmetics business.



From “English эмо искусство”

2. Answer the questions in pairs:

1. Was make-up an essential part of Egyptian culture?
2. Why did Greece women apply red iron for lipstick?
3. What was the ideal of beauty in Elizabethan England?
4. When did France develop chemical processes to replace aroma made by natural method?

3. Look at the English sayings and decide if you agree with them or not. Motivate your answer in 5-6 sentences. Do it in the written form.

- a) *Beauty is only skin-deep.*
- b) *Your face is your fortune.*
- c) *The face is the index of the mind.*

4. You've been taking a conditioning lotion to remove the eye make up. The lotion happened to have a number of side effects. Write a letter of complaint to the cosmetology company which had manufactured it, describing the problem in detail. Make use of the hint below.

Letter of complaint

Letters of complaint are normally formal. Start your letter by stating the reason why you are complaining, then in separate paragraphs, explain your complaints in detail with reasons. Finish by suggesting what action you are expect to be taken.

| | |
|--|---|
| <p>Paragraph 1 Explain why you are writing</p> <p>Paragraph 2 Explain what the</p> | <p style="text-align: center;"><u>Plan for Letters of Complaint</u></p> <p style="text-align: right;"><u>Your Address</u> 16 Paddington Lane Leeds May 16 2008</p> <p><u>The Recipient's Address</u> The Manager The Cosmo Treat Company 5 Turner street York</p> <p><i>Dear Sir or Madam</i> I'm writing to complain about one of the skin-care product produced by your company, which I bought on May, 6. (I had been led to believe...;)</p> <p>Link your complaints with: <i>Firstly.....; first of all ...; to make matters worse ...; what is more ...</i></p> |
|--|---|

| | |
|--|--|
| <p>problem is and describe any action you have already taken</p> <p>Paragraph 3 Say what inconvenience it has caused you</p> <p>Paragraph 4 State what you want done about the problem</p> | <p>the smell is; the texture is; to dry out the skin; not to remove eye make up completely; to block the pores; not to remove waterproof mascara; etc.</p> <p>Link your reason with: <i>As a result...</i> the pores are blocked; it's caused the eyes watered;</p> <p>Link your conclusion with: <i>I trust...; I believe ..; I fully insist you replace ...; I hope the matter will be resolved.....; etc.</i></p> <p>Yours faithfully, Name (signature)</p> |
|--|--|

Unit 5.

I. Reading Activities

1. Read the text and focus on the points:

- 1) *What components is every fragrance made up;*
- 2) *What notes does every fragrance consist of;*
- 3) *What do the forms of fragrance depend on;*
- 4) *What can the scent you prefer say about you.*

A PASSION FOR PERFUME

“Perfume makes a woman more attractive, more sexy ... more memorable” says Guerlain’s master perfumer Jean-Paul Guerlain, who has created a dozen fragrances for the company founded by his great-great-grandfather. Indeed, there’s something, almost magical in the way a scent can make you feel, and make others feel about you. But the process of creating a perfume is more scientific than enchanted. Every fragrance is made up of a variety of components: the essential oils of plants and flowers, animal ingredients such as musk and ambergris, and synthetic materials called aldehydes.

The *top notes* of a fragrance are what you notice as soon as you put it on. They are the scent’s first impression. Top notes usually are composed of substances that make a big impression and then quickly fade away, such as citrus or spicy ingredients – lemon, bergamot, coriander.

A fragrance’s *middle notes*, which might come from such plants and flowers as jasmine, rose, iris and give a perfume dimension, variety and its diffuse quality as it unfolds on the skin.

The *base notes* of a fragrance are indelible; they form the basis of scent, giving it resonance. Base notes usually are made up of heavier-smelling ingredients, such as oak, moss and patchouli, as well

as animal substance. In a good perfume, top, middle and base notes are carefully blended to produce a harmonious effect that smells complete when you first apply it and depth and richness that continues to develop as it changes on your skin.

The form of fragrance you choose depends on how strong you like your scent:

- **PERFUME** contains the greatest concentration of fragrance: it's 15 to 30 percent pure scent. (Eau de perfume is 12 to 18 percent.)

- **EAU DE TOILETTE** is weaker, about 8 to 15 percent fragrance.

- **COLOGNE**, with the lowest concentration of fragrance, can vary in strength. A splash or spray version has from 1 to 5 percent.

When trying out a new scent, place it directly on your wrist. Wait for the alcohol to evaporate, or you will not get the true scent. Limit yourself to smelling no more than six fragrances at a time. Your nose will not be able to distinguish any more than that. If you find one you like, wear that scent for a while, then sample it again later – even on another day.

What your scent says about you if you prefer:

- **FLORAL FRAGRANCES**, you are ... feminine, romantic, youthful, independent.

- **FRUITY NOTES**, you are ... outdoorsy, sporty, natural, bold.

- **WOODSY ORIENTALS**, you are ... strong, sexy, sultry, seductive, uninhibited.

What is it about certain perfume that gives them such staying

power? Many classic fragrances were created decades ago and still hold their own against the tide of trendy new scents flooding the market today. “The reason many of these perfumes are so successful, I think, is because they’re made with top-quality ingredients,” explains Jean-Paul Guerlain. “They are never heavy or ostentatious the way so many modern perfumes are. They’re always womanly and be worn anytime, anywhere.”

In the perfume world, fake doesn’t necessarily mean bad. Almost every scent created within the last 50 years contains some artificial ingredients. In general, lower-priced scents contain a lower proportion of natural essences and oils than do fine perfumes. But the distinction between high-end and low-end fragrances is fast breaking down. It might be difficult, if not impossible, for most of us to distinguish between the two. Indeed, many mass-market fragrances now have an elegant image very similar to the traditional tried-and-true classics.

Vocabulary

woody – амер. лісовий

essential – ефірна олія

musk – мускус; мускусний запах

ambergris – сіра амбра

bergamot – бергамот

coriander – коріандр

jasmine – жасмін

thyme – чебрець

moss – мох

2. Translate the following words and phrases:

to make more attractive, magical, variety of components, to produce effect, to contain, to try out a new scent, to distinguish between, modern technology, for instance, elegant image.

3. Find in the text English equivalents of the following words and phrases:

поєднуватися, пристрасний, вільний, стійкість, надмодний, намазувати, триматися довше, основа, якість, любити парфум, процес створення, зразок, зберігатися.

4. Answer the questions given before the text in written form.

5. Choose the correct variant:

1. Perfume makes a woman ... attractive.
a) more; b) less.
2. The process of creating a perfume is more
a) scientific; b) enchanted.
3. Many women ... to wear certain scents.
a) hate; b) hesitate.
4. Scented oil ... to be the longest-lasting.
a) is likely; b) like.

6. Fill in the missing words from the box:

Scent, artificial, fade, fragrances, middle notes, big impression

1. A ... can make you feel and make others feel about you.
2. A fragrance's ..., which might come from plants and flowers, give a perfume dimension, variety and its diffuse quality.
3. Top notes usually are composed of substances that make a ... and then quickly ... away.
4. Almost every scent created within the last 50 years contains some ... ingredients.
5. It might be difficult to distinguish between the two

II. Grammar and Vocabulary Activities

Grammar Table

The Degrees of Comparison Regular

| <i>Positive</i> | <i>Comparative</i> | <i>Superlative</i> |
|-----------------|--------------------|----------------------|
| Large | Larger | the largest |
| Big | Bigger | the biggest |
| Short | Shorter | the shortest |
| Easy | Easier | the easiest |
| Small | Smaller | the smallest |
| Difficult | more difficult | the most difficult |
| Interesting | more interesting | the most interesting |

Irregular

| <i>Positive</i> | <i>Comparative</i> | <i>Superlative</i> |
|-----------------|--------------------|--------------------|
| Good | Better | the best |
| Bad | Worse | the worst |
| Many Much | More | the most |
| Little | Less | the least |

1. Write comparative and superlative forms of the following adjectives:

potent, attractive, scientific, long, great, late, heavy-smelling, good, deep, weak, low, bad, light, many.

2. Fill in the blanks with the correct form of the adjective in brackets.

1. Your fragrance is one of ... (potent) beauty message you will ever send.

2. Perfume makes a woman ... (attractive, sexy, memorable).
3. Base notes usually are made up of ... (heavy-smelling) ingredients.
4. Perfume contains ... (great) concentration of fragrance.
5. Eau de Toilette is ... (weak).
6. Recent innovations designed to make fragrances ... (user-friendly).

3. Find in the text: a) comparative; b) superlative adjectives. Write them down.

III. Speaking and Writing Activities

1. Answer the following questions:

- a) What is the process of creating a perfume?
- b) What is the best way to choose a new scent?
- c) Can your scent say a lot about your character?
- d) Can people easily distinguish between top-quality perfumes and fakes?
- e) What are the future fragrances?

2. Make an interview in the following situation: your friend and you are at the perfume's shop. Help your friend to choose different perfumes for different activities. Do it in written form.

3. Make a plan of the article and render it in your own words:

PERFUME

Perfume has been defined as “an odor which is used to drown out a worse one”, and that is exactly why perfume was first used.

Perfume dates back at least five thousand years. The ancient Hebrews first used it to disguise the odour of animals sacrificed to the Gods by burning. The ancient Chinese perfumed their robes and burned incense at funerals. Ancient Egyptians offered incense to the

Gods and anointed the bodies of dead Pharaohs with scented oils.

The word perfume comes from the Latin meaning “through the smoke” (of the burnt offerings). People came to believe that perfume, added to the burnt offerings, pleased the Gods. Its value to repel evil forces was at least as important, and people thought that perfume could exercise the demons of disease. Some doctors were known to recommend it to prevent respiratory illnesses.

Perfume has been used for many purposes through the years – religious, medicinal, and social, but its principal value today is social. Whatever its uses, perfume seems to be here to stay. And it has amazing lasting power – in 1922 a 2500-year-old tomb was discovered in Egypt. In it there were several vases of perfume – some still fragrant.

*Gloria Miklowitz
From “Cricket”*

Unit 6.

I. Reading Activities

1. Read and practise the following dialogues. Then, in pairs act out similar dialogues.

APPLICATION OF MAKE UP



Carol: I want to look as beautiful as possible. Can you show me the correct way to apply make-up?

Beautician: Of course! Let's start from the beginning. Foundation goes on first. It's a thick cream and should be a little bit darker than your skin tone. Carol, start the foundation at the forehead and blend up to the hairline.

Carol: I see, Bob. And then?

Beautician: Then cover the rest of the face, including ears, eyelids, and the neck. The neck is very necessary too.

Carol: And next the blush should be done. Am I right?

Beautician: Exactly! Choose a rosy colour and streak it over the cheekbone. Blend down and up, about halfway down the cheek.

Carol: The most complicated part for me is the eye make-up... Where do I start?

Beautician: First a very white 'highlighter' is used along the brow bone and under the eye.

Carol: The brow bone?

Beautician: Yes, right underneath the eyebrow. Next, a colour that's a little darker than your skin tone is brushed over the eye. After that, line the eyes with dark brown or a similar colour.

Carol: I always use black.

Beautician: Black should never be used. Finally, mascara is put on the top lashes.

Carol: After this goes lipstick. Right?

Beautician: Yes, liner and lipstick can be put on in any order. It depends on the individual's preference. Make sure that the liner goes on the outside of the lips.

Carol: What powder should I use? Loose powder or pressed powder?

Beautician: Loose powder is definitely better. Its purpose is to secure

the make-up in place.

Carol: That's all I need to look beautiful?

Beautician: Unfortunately not. You should also follow the new wave of technologically advanced cosmetics, supplements and treatments and combine all this with nutrition, fitness and healthy lifestyle.

BEAUTY TODAY

David: Well, Helen, how was your job interview? Did you get the job?

Helen: No. They chose a girl much younger and prettier.

David: Really? Well, I always said you should take better care of your appearance.

Helen: That's easy for you to say. Nowadays beauty and cosmetic improvements can be achieved with a few thousand dollars and a good plastic surgeon. We are not that rich!

David: That's not your only option, you can also dramatically improve your appearance through skilful make-up application and home treatments.

Helen: You don't say! How is that?

David: Well, there are now do-it-yourself cosmetic treatments such as chemical peels, creams and gels, teeth whiteners, cellulite treatments. You can take simple steps to improve and maintain your facial appearance.

Helen: How can I make my face more attractive?

David: Actually, I don't know. Maybe, if you want to look healthier, you should avoid agents of ageing...

Helen: Ha, ha, ageing is a natural process!

David: You don't get it! I mean, for example, don't expose your face to the sun, avoid strong hot and dry winds, extreme cold, or heat. Eat a balanced diet and take a multi-vitamin.

Helen: I see, David, I see. In short a healthy life style. Anything else?

David: Helen, maybe you should carefully consider accessories.

Helen: Wow! I had no idea you were such an expert!

David: Please, Helen, don't take offense! I think that clothing, such as hats, and accessories, for example jewellery, can improve your overall appearance.

Helen: Look who's talking! You want me to be a beauty, but you make no effort to be more handsome!

David: That's not true! As you know I grew my beard to hide the scar on my chin. I lead healthy life style and use services related to my health and appearance, such as a dermatologist, a beautician, and hairstylist.

A NEW IMAGE

Arthur: Hi, can you help me? I want to change my look.

Hairdresser: Hello. Surely. Let's see. Colouring your hair is perhaps the quickest and most dramatic way to change your look.

Arthur: Colouring? Oh, no! I just want a new haircut!

Hairdresser: You see, your hair is beginning to turn grey. With grey hair you look much older than you are.

Arthur: Really? Oh, my God!

Hairdresser: Don't worry. Today's colours come in such a wide variety that matching your natural hair colour is easy.

Arthur: Will colouring damage my hair?

Hairdresser: Actually, no. Only if too many permanent colours are applied or you are over-processing. Also if you constantly change your hair colour, but you don't do this, do you?

Arthur: Of course, not. Are there many types of hair colours?

Hairdresser: Well, hair dyes can be permanent and semipermanent, with variations of each.

Arthur: So, what's better for my hair, the first or the second?

Hairdresser: Semipermanent colours give your hair a higher shine, but they won't lift the natural hair colour and they will not cover large amounts of grey hair.

Arthur: I see. What about permanent colour?

Hairdresser: If the colour is used correctly, you will always achieve a permanent effect.

Arthur: OK. And what about a haircut? What do you advice?

Hairdresser: A haircut should fit your face shape, hair texture, image, and lifestyle. I'll try to do this, of course.

Arthur: Well, what are you going to do with my hair?

Hairdresser: I'll take a hairstyle and keep updating it, to make you look and feel handsome. So just sit back and enjoy your transformation.

From "English это просто"

2. Match the following words with their Ukrainian equivalents, transcribe them:

- | | |
|----------------|-------------------------|
| 1. lipstick | a) повіка |
| 2. foundation | b) пудра |
| 3. forehead | c) вії |
| 4. powder | d) рум'яна |
| 5. hairline | e) туш для вій |
| 6. eyelid | f) тон-основа |
| 7. blush | g) губна помада |
| 8. highlighter | h) лінія волосся |
| 9. mascara | i) лоб |
| 10. lashes | j) засіб для маскування |

3. Complete the following sentences (dialogue “A New Image”):

1. Arthur wants to _____ his look.
2. Hairdresser says that the quickest and most dramatic way to change his look is _____.
3. Arthur’s hair is beginning to turn _____.
4. It’s easy to _____ natural hair colour because of such a wide variety of colours.
5. Colouring can damage Arthur’s hair if too many _____ are applied, he is _____ or constantly change his _____.
6. _____ can be permanent or semi-permanent.
7. A haircut should fit _____, _____, _____.

4. Confirm or object the following statements (dialogue “Beauty today”):

1. Helen got the job after her job interview.
2. They chose a girl much younger and prettier.
3. Helen should take better care of her appearance.
4. We can improve the appearance through a good plastic surgeon only.
5. Helen can take simple steps to maintain her facial appearance with do-it-yourself cosmetic treatments.
6. A balanced diet and multi-vitamin can’t help us to look healthier and avoid agents of ageing.
7. Helen should carefully consider accessories to improve her overall appearance.
8. David makes no effort to be more handsome.
9. David uses services related to his health and appearance.
10. David doesn’t lead a healthy lifestyle.

5. Put the steps of application of make-up in the correct order.

1... 2... 3... 4... 5... 6... 7... 8... 9... 10...

- a) Blend down and up, about halfway down the cheek.
- b) After this goes liner and lipstick.
- c) You should start the foundation at the forehead and blend up to the hairline.
- d) Making the eye make-up start with a white highlighter.
- e) And next you should use the blush.
- f) Let's start from the foundation.
- g) Cover the rest of the face, including ears, eyelids and the neck.
- h) Skin foundation should be a little bit darker than your skin.
- i) After that line the eyes with dark brown or a similar colour.
- j) Finally put mascara on the top lashes.

II. Grammar and Vocabulary Activities

1. Decide which is the odd word in each group:

1. Cheekbone, eyelid, brow bone, eyelashes, finger.
2. Foundation, perfume, pressed powder, blush, blemish concealer cream.
3. Eye shadows, lash mascara, brow definer, lipstick, liner.
4. Nail enamel, manicure tools, wig, nail enamel remover, hand cream.
5. Highlighter, hair spray, comb, dye, mousse, haircut.

2. Consult the English-English dictionary to find the definitions for the following:

highlighter, cosmetic, beauty, fitness, appearance, hair style, barber.

4. Rewrite the following sentences in reported speech. Pay attention to the Sequence of Tenses.

Sequence of Tenses. Reported Speech

| <i>Direct Speech</i> | <i>Reported Speech</i> |
|---|---|
| He said, "I go to the barber every week". | He said (that) he went to the barber every week. |
| She said, "I'm reading a letter now". | She said she was reading a letter then . |
| He said, "I went to the cinema last night". | He said he had gone to the cinema the previous night. |
| He said, "You will enjoy your new image". | He told me (that) I should enjoy my new image. |
| She said, "I have already done this work". | She said she had already done that work. |

When changing direct speech into reported the following changes of tenses take place:

| <i>Direct Speech</i> | <i>Reported Speech</i> |
|----------------------|------------------------|
| Simple Present | Simple Past |
| Present Progressive | Past Progressive |
| Simple Past | Past Perfect |
| Present Perfect | Past Perfect |
| Simple Future | Future in the Past |

When changing direct speech into reported the following changes of adverbs and pronouns usually take place:

| <i>Direct Speech</i> | <i>Reported Speech</i> |
|----------------------|------------------------|
| This | That |

| | |
|-------------|--------------------------|
| These | Those |
| Now | Then |
| Here | There |
| Today | that day |
| Tomorrow | the next (following) day |
| Yesterday | the day before |
| Next | the following |
| Last | the previous |
| Ago | before |
| In two days | two days later |

Reported Questions

| <i>Direct General Questions</i> | <i>Reported General Questions</i> |
|--|---|
| He asked me, a) "Is your hair coloured?" b) "Are you waving hair now?" c) "Has she seen this photo?" d) "Did you like the hair-do?" e) "Will you go to the Saloon?" | He asked me if / He wondered whether a) my hair was coloured. b) I was waving hair then. c) She had seen that photo. d) I had liked the hair-do. e) I should go to the Saloon. |
| <i>Direct Special Questions</i> | <i>Reported Special Questions</i> |
| Nick asked me, a) "When does the exam begin?" b) "Where were you last night?" c) "Why have you gone?" | Nick asked me a) when the exam began. b) where I had been the previous night. c) why I had gone. |

Reported Commands and Requests

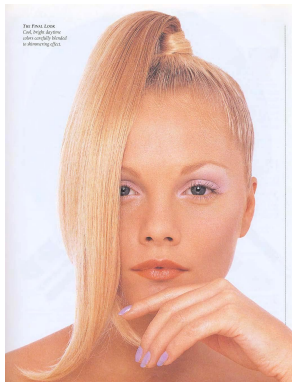
| <i>Direct Speech</i> | <i>Reported Speech</i> |
|--|--|
| He said to us, “Go and buy a new mascara”. | He asked us to go and buy new lipsticks. |
| He said to me, “Don’t be late”. | He ordered me not to be late. |
| He said (to me), “Open the window, please”. | He told me to open the window. |

1. She said, “I want to change my image”.
2. The dermatologist said to the patient, “There are now do-it-yourself cosmetic treatments”.
3. “Volume mascara is best for you. Apply it from base of lashes”, the beautician said.
4. She asked the hairdresser, “Will colouring damage my hair?”
5. She cried, “What have you done with my hair?”
6. My friend asked me, “When did you visit the Beauty Saloon last time?”
7. “Semi-permanent colours will not cover large amounts of grey hair”, answered the barber.
8. The stylist explained, “Hair sprays are generally used on different types of hair to hold and fix a style”.

III. Speaking and Writing Activities.

1. Read the article about the description of a style “Ice Maiden” that can be achieved with clever make up. Fill in the gaps with words from the list.

Lips, the cheekbones, contrast, eyeshadow, brows



The key to this cool, strong daytime look is the clever blending of pearly, pale White, lilac, pink, and coral work together to create a frosty, shimmering feel that is perfect for brightening bleak winter days. A pearly white eyeshadow is also used to highlight and helps enhance the pale, frosted effect. Lashes and are gently outlined in soft brown, while the orange and light orange blusher make a dramatic and add a hint of summer

to the overall effect.

*Mary Quant
From "Classic Make-up & Beauty"*

2. In small groups, use the information in the exercise above to write step-by-step instructions for building up to the following finished looks. Mention what colour and tones of foundation, eyebrow pencil, eyeshadow, mascara and lipstick you can use in making the face. Give the name for each look.



3. Read the dialogue and number its parts in the correct order. Report the dialogue.

- A. **Barber:** Yes? I'll change it, sir.
Customer: Now, see that no hair gets under my collar.
Barber: Yes, sir. (*After some time.*) Do you find your hair cut as you like?
Customer: Well, that'll be all right, I suppose. Now for a shave.
- B. **Customer:** Only a shave, please.
Barber: Your hair wants cutting, sir.
Customer: Does it? Well, let's have a haircut as well.
Barber: Is it to be cut short?
Customer: By no means, I'm not a boxer, you know.
- C. **Customer:** Good morning. Oh, you are engaged, I see.
Barber: You'll be attended to in a moment, sir. Won't you sit down? There's the today's paper on the table, sir.
Customer: Which is it?
Barber: "The times", sir. (*After a short time.*) Please, sir. A cut and a shave?
- D. **Barber:** But it's more refreshing in a hot weather like this, sir.
Customer: No, you won't talk me into a crop. Just trim it all round and that'll be the end of it.
Barber: Yes, sir. (*Begins cutting the customer's hair.*)
Customer: Your hair clipper pinches.

4. In small groups, make-up dialogues on the situations:

- a) One of you is a hairdresser. The others are customers. Ask your hairdresser about changing your image.

MODULE A. Individual work

The First Level.

Task 1. Read the text and try to summarize its content in several sentences. Supply the heading and make up the glossary of this text.

Beauty, throughout history, generally has been associated with that which is good. Likewise, the polar opposite of beauty is generally considered to be ugly and is often associated with evil. Evil witches, for example, are often depicted with unpleasant physical features and personalities. This contrast is epitomized by classic stories such as *Sleeping Beauty*. Likewise, beauty according to Goethe, from his 1809 *Elective Affinities*, is “everywhere a welcome guest”. Goethe stated that human beauty “acts with far greater force on both inner and outer senses, so that he who beholds it is exempt from evil and feels in harmony with himself and with the world.”

Symmetry may be important because it is evident that the person grew up in a healthy way, without visible genetic defects. Although style and fashion vary widely, cross-cultural research has found a variety of commonalities in people's perception of beauty. Large eyes and a clear complexion, for example, are considered beautiful in both men and women in all cultures. Some researchers have suggested that neonatal features are inherently attractive and thus likely to be found beautiful. Youthfulness in general is associated with beauty.

There is good evidence that a preference for beautiful faces emerges early in child development, and that the standards of attractiveness are similar across different cultures. Meta-analyses of the empirical research indicate that all three are attractive in both male and female faces and across a variety of cultures. Facial attractiveness may be an adaptation for mate choice because symmetry and the absence of blemishes signal important aspects of mate quality, such as

health. It is also possible that these preferences are simply by-products of the way our brains process information.

Task 2. Fill in the blanks:

1. Beauty, ... has been associated with that which is good.
2. Likewise, the polar opposite of beauty is generally considered ... and is often associated with
3. Large eyes and a clear complexion, for example, are considered ... in both men and women in all cultures.
4. Some researchers have suggested that ... are inherently attractive and thus likely to be found beautiful.
5. Meta-analyses of the empirical research indicate that ... and across a variety of cultures.
6. Facial attractiveness may be an adaptation for mate choice because

Task 3. Explain the meaning of the following words. Make up sentences using these words:

ugly, harmony, symmetry, people's, perception of beauty, neonatal, youthfulness.

The Second Level.

Task 1. Read the dialogues and fill in the words from the list below.

AT THE BARBER'S

Mr Smith: Good afternoon!

Hotel Clerk: Good afternoon, sir! Can I help you!

Mr Smith: Where is a 1) here?

Hotel Clerk: It's on the second floor.

Mr Smith: Is it 2) now?

Hotel Clerk: Yes, it's open from 8 a.m. to 8 p.m.

Mr Smith to the barber: Good afternoon, sir!

Barber: Good afternoon, sir! What would you like?

Mr Smith: I'd like to have my 3)

Barber: All right. I think you need 4) too.

Mr Smith: Yes, I'll have a shave and massage, please.

Barber: Very good, sir!

a) a shave; b) barber shop; c) hair cut; d) open.

AT THE HAIRDRESSER'S

(The lady comes into the hairdresser's)

The lady (to the hairdresser): Good morning!

Hairdresser: Good morning! What would you like, ma'am?

The lady: I'd like to have my 1) and set. First I want a 2)

Hairdresser: Would you like shingle?

The lady: Yes, I usually have shingle. I like it very much.

Hairdresser: How d'you have your 3) dressed? With parting or without?

The lady: Without 4), a bit to the right.

Hairdresser: Do you like a 5)

The lady: No.

Hairdresser: Would you like curlers or hand-fan?

The lady: Curlers, please. My hair is thin and dyed.

a) *hair*; b) *fringe*; c) *shampoo*; d) *parting*; e) *hair cut*.

Task 2. Write one of the dialogues in reported speech.

Task 3. Read the dialogue and put the utterances in the correct order.

AT THE BEAUTY PARLOUR

Miss Brick to the Cosmetologist: Good afternoon!

Cosmetologist: Do you use make-up?

Miss B.: Grey, please.

C.: Good afternoon, ma'am! What would you like to have?

Miss B.: Yes, please.

C.: Would you like black or grey?

Miss B.: I do, I've got cosmetic soap and face cream for dry skin. I do my lips lightly and pencil my eyebrows. I don't like it when women and especially girls are heavily made up. I think it bad taste.

C.: How about eyelashes?

Miss B.: I'd like to have my eyebrows dyed and plucked.

C.: Your skin is very dry. Would you like beauty mask and face massage?

Miss B.: I want to get them mascara too.

C.: You are right. It's bad taste indeed.

Task 4. Make up your own dialogues.

The Third Level.

Task 1. Read the text and try to summarize its content in several sentences. Make up the glossary of this text.

THE BEGINNING OF FASHION

Many cultures through history have followed fashion. Styles of clothing have changed as a result of contact with other societies and competition for status within a society. Yet not until the 14th and 15th centuries, during the late Middle Ages and the Renaissance, did styles begin to follow a regular pattern of change in Europe. The beginning of fashion dates to that time.

In western Europe during the 14th and 15th centuries, trade revived, cities grew, and a rebirth of learning took place. The textile industries played an especially important part in this economic revival. The wool trade in England and Flanders and the silk industry in Italy contributed to the growth of a wealthy urban elite, and this elite increasingly competed with a landowning nobility for social and economic status.

The beginning of fashion is associated with this growth of trade and business and the rise of the economic system known as capitalism. In 1423 the doge (ruler) of Venice, an Italian city-state, observed, "Now we have invested in our silk industry a capital of 10 million ducats and we make 2 millions annually in export trade; 16,000 weavers live in our city". Among the luxury fabrics produced in Venice were satins, velvets, and brocades. Renaissance paintings depict these magnificent textiles, which were produced in many small workshops organized in a system of guilds. Textile production was also carried out in people's homes using inventions new to Europe, such as the spinning wheel.

Trunk Hose and Doublet Fashionable attire for men was fairly standard throughout Europe during the 1600s. It consisted of short, padded breeches known as trunk hose, long fitted tights, a shirt, and a fitted jacket called a doublet. A short cape was worn over the doublet, as seen in this portrait of King Charles IX of France painted by Francois Clouet in 1583.

Fashion information spread quickly through Europe, as the following 16th-century English poem attests:

Behold a most accomplished cavalier,
That the world's ape of Fashion doth appear.
Walking the streets his humours to disclose,
In the French doublet and the German hose,
The muff, cloak, Spanish hat, Toledo blade,
Italian ruff, a shoe right Flemish made.

As this poem reveals, fashionable items of clothing came from all parts of Europe, and fashionable dress was fairly standard throughout Western Europe. By the 16th century a fashionable man's attire consisted of a white linen shirt and a doublet (fitted jacket), and over it a looser jacket or short cape, which a man might hang from one shoulder. Hose (thick tights) attached to the doublet and covered the legs. Hose might fit snugly or be loose around the hips and stuffed with padding. Short padded breeches were known as trunk hose and took several shapes, depending on the padding used. Women's dresses had tight bodices with a stiff panel, called a stomacher, that extended over the chest and abdomen. Sleeves and skirts were full-made with ample fabric so they puffed out). Both men and women wore white ruffs, which were stiff, pleated collars.

Fashion tends to follow power. During most of the 15th century, Venice and other Italian city-states held economic power in Europe,

but the center of power shifted to Spain after navigator Christopher Columbus made his first voyage to the Americas for Spain in 1492. During the 16th century the Spanish style increasingly dominated European fashion. Men at the Spanish royal court favored black clothing, with a large white ruff at the throat. The fashionable silhouette for both men and women became bulky and stiff. Men's short breeches and doublets were padded. Skirts became wider and were supported by a farthingale (hooped petticoat), also known as a wheel or drum, which grew wider toward the bottom. Upper-class women adopted a boned corset, which flattened and narrowed the upper body.

Fashion also helped create an impressive royal image. Queen Elizabeth I of England, for example, used fashion to make a statement of political authority, to assert her power and legitimacy. Ornate garments encrusted with jewels, gold, and other decoration asserted her power and her right to rule, even though she was a woman.

Task 2. Imagine that you are the author of this text. What questions would you ask to get more information?

Task 3. These words and expressions are taken from the text. What do they mean?

- 1) A regular pattern of change -
- 2) An Italian city-state -
- 3) Thank Hose -
- 4) Doublet Fashionable -
- 5) Royal image -
- 6) Bulky and stiff silhouette -

Task 4. Prepare a short survey on the history of fashion in English.

MODULE A. Завдання для самостійної роботи.

CHECK YOURSELF

I. Read the dialogue and then decide whether the statements afterwards are true or false. Correct the false ones:

Daisy: I'm so happy to meet a famous beautician! Can I ask you for some expert advice?

Beautician: Surely. What's the problem?

Daisy: Sometimes I don't have time to put on make-up before going to work or going out. Still I want to look good. Is lipstick enough?

Beautician: It depends on, the individual's preference. But foundation is considered the basis of make-up. It evens up the skin tone for a perfect complexion.

Daisy: Do you know of any miracle method to get my make-up to stay on all day?

Beautician: Daisy, there is indeed a trick used by make-up professionals. Brush on a bit of powder after putting on your make-up for a perfect hold.

Daisy: Wow! I hope it works! Also, I have dark circles under my eyes. I know it's not fatigue, I've had it since birth. How can I conceal them?

Beautician: Yes, apply the lightest shade of special cream with your fingertips, just on your dark circles. Follow up with a touch of pressed powder for a light matt finish.

Daisy: And, finally, I want to make my lips brighter.

Beautician: I'd recommend you to use a lip pencil. Choose a shade that matches your lipstick. Remember, it's best to use a lighter lipstick shade.

* * *

1. Daisy is happy that she's met a famous dietitian.
2. Foundation is considered the basis of make-up and it's always necessary.

3. Daisy should never brush off powder after putting on her make-up.
4. Daisy can conceal dark circles under her eyes by applying the lightest shade of special cream.
5. She should apply the lightest shade of special cream with her palm.
6. Daisy doesn't want to make her lips brighter.

2. Write the dialogue in reported speech.

3. Find the end of the sentences.

| | |
|---|---|
| 1. I'm bored with this green nail polish. – What's the problem? Take ... | a) ... should I take? – I think you should take a waterproof one. |
| 2. Nick and I are going to the French Riviera. What mascara ... | b) ... exactly, may be an aftershave balm. |
| 3. What are you going to present for Bob's birthday? – I don't know ... | c) ... my nail polish remover. |
| 1. Volume mascara is best for you. Apply it ... | a) ... to hold and fix a style. |
| 2. What about a haircut? What do you advise? – You have a round face so ... | b) ... from base of lashes. |
| 3. Hair sprays are generally used on different types of hair ... | c) ... I would recommend you a shoulder length haircut. |

4. Read the sentences and fill in the gaps.

1. A plastic ... won't help if you are not leading a ... lifestyle.
2. Eat a ... , sleep enough and don't ... too much. Then you

will be

3. I have run out of ... and pink
4. Oh, darling, look at yourself. Don't you think that ... is too ...?
5. Apply light ... if your eyes are deeply-set.
6. You put the ... on incorrectly. Don't ... the eyes with thick ... colour.

a) balanced diet; b) beautiful; c) blush; d) surgeon; e) eye shadows; f) lipstick; g) dark; h) work; i) healthy; j) make-up; k) pressed powder; l) rosy; m) line.

5. Decide whether the following statements are true or false:

1. Dye is used to change the colour of the hair.
2. To look beautiful you should lead healthy life style.
3. Women use mascara for colouring eyelashes.
4. Highlighter is never used to conceal skin defects.
5. We use a teeth whitener to whiten our teeth.
6. Hair gel is used for washing your body.
7. Women should start the foundation at the forehead and blend up to the hairline.
8. The purpose of loose powder is to secure the make-up in place.
9. People never use a shampoo for washing their hair.
10. Haircut is the style in which our hair is cut.

6. Choose the verb in the correct Tense:

1. I *go* / *went* to the cinema last week.
2. Who *lived* / *live* here last year?
3. Mary and her sister *got* / *get* there in time.
4. When did they *begin* / *began* to learn English?

5. Where did she *spent* / *spend* her holidays?
6. Some years ago he *study* / *studied* at school.
7. She *wake up* / *woke up* very early two days ago.

7. Use the appropriate tense form instead of the infinitive in brackets.

1. At the turn of the century clothes (to be) rather conservative and fashions (not to change) too quickly.
2. Fashion (to be influenced) by wars, conquests, laws, religion, and the arts.
3. Traditionally, in premodern ages when food (to be) more scarce, fat people (to be judged) more attractive than slender.
4. Beauty (to present) a standard of comparison.
5. After the First World War the fashion (to change) greatly.
6. In 1940s shoulder length hair became popular.
7. Almost every scent (to contain) some artificial ingredients.

8. Open the brackets using the Passive Voice:

1. The characterization of a person as “beautiful” (to base) on some combination of inner beauty and outer beauty.
2. Another feature of beautiful women that (to explore) by researches is a waist-to-hip ratio.
3. The concept of waist-to-hip ratio (to develop) by psychologist Devendra Singh.
4. In premodern ages fat people (to judge) more attractive than slender.
5. In different context the term “beautiful people” (to use) to refer to those who closely follow trends in fashion.

9. Divide the following words into three groups of adjectives:

a) ones forming their degrees of comparison using –er, -est; b) those forming their degrees of comparison by placing “more” and “most” before the adjective; c) having irregular forms of degrees of comparison:

Simple, happy, careful, sad, good, clever, dirty, important, much, narrow, little, bad, beautiful, short, dangerous, many, thick, busy, impossible.

MODULE B. THE HAIRDRESSING ART

Unit 1.

I. Reading Activities

1. Read the text, supply a heading for it.

1. You can cut it or let it grow long. You can decorate it with ribbons and slides. You can **plait it** or tie it in a bun. You can change its colour with a dye and you can change its shape with a pair of scissors. Its only real purpose is protecting your head from the sun, but it also tells other people a lot about you. There's even a musical about it. It's the most versatile part of the human body. What is it? It's hair.

2. **The average human head** has over 100,000 separate hair follicles and each follicle produces one hair. (Fair-haired people have more than dark-haired people, but nobody knows why). If you didn't cut your hair, it would continue growing until it reached your knees. Each hair stops growing after about six years. It falls out and then three month later, a new hair starts growing from the follicle. Fortunately they don't all do this at the same time, but we all lose between fifty and a hundred hairs a day.

3. Everyone's hair is different, but there are three basic hair types - curly, wavy and straight. But you don't have to keep the type of hair that you were born with. Hairdressers can straighten curly hair and they can curl straight hair by perming it. They can make it darker by dyeing it or make it lighter by bleaching it. **With scissors**, razors and clippers, they can create all sorts of shapes. And you needn't worry if you don't like your new style. That's the wonderful thing about hair. It will always grow again.

4. If you don't want to wait for it to grow, you can wear a wig. Wigs have been worn for thousands of years. In Ancient Egypt both men and women of the aristocracy used to shave all their hair off and wear wigs. So you can stop wondering how the Ancient Egyptians got those strange hairstyles. They were just wigs. Cleopatra was really bald!

5. **Wigs** became fashionable for the aristocracy in Europe in the seventeenth and eighteenth centuries. Some of the wigs were very elaborate and very heavy. Some were so big that mice used to build nests in them. The fashion for wearing wigs died out at the end of the eighteenth century, but judges and barristers in British law courts have continued wearing wigs to the present day. It's become part of their image.

6. Hair has always been a strong symbol of **group identity**. It has been used by many groups from monks to Samurai warriors. In the English Civil War the people who supported Parliament were called Roundheads, because they had short hair. The Cavaliers, who supported the King, had long hair. We can see the same thing today. The Rasta's dreadlocks, the skinhead's stubble and the punk's spikes are all symbols of group identity.

7. Many of the things that we do with hair wouldn't be possible without **a lot of equipment and cosmetics** - brushes, combs, hairdryers, shampoo, conditioner, gel, mousse, grease, hairspray.

From "Hot Line"

Vocabulary

court – двір

identity – тотожність, ідентичність

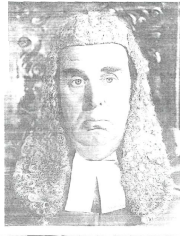
monks – монах, чернець

warrior – воїн; боєць

2. Agree or disagree with the following statements:

- a) The average human head has over 100000 separate hair follicles.
- b) Each follicle produces one hair.
- c) Each hair stops growing after about seven years.
- d) We all lose between forty and fifty hairs a day.
- e) Everyone's hair is not different.
- f) There are two basic hair types: curly and wavy.
- g) Wigs have been worn for hundreds of years.
- h) Hair has not been a strong symbol of group identity.

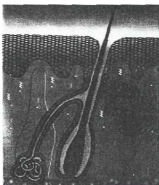
3. Match the pictures to the correct paragraph:



A

B

C



D

E

F

G

4. Match the following words with their Ukrainian equivalents:

- | | |
|----------------|-------------|
| 1. ribbon | a) фолікул |
| 2. shape | b) хвилясте |
| 3. scissors | c) кучеряве |
| 4. dye | d) перука |
| 5. follicles | e) бритва |
| 6. curly | f) форма |
| 7. hairdresser | g) мода |
| 8. wavy | h) ножиці |
| 9. straight | i) лисий |
| 10. wig | j) стрічка |
| 11. razors | k) краска |
| 12. bald | l) перукар |
| 13. fashion | m) імідж |
| 14. image | n) пряме |

5. Read out the sentences in the extract, which have the words and phrases in bold type and translate them.

II. Grammar and Vocabulary Activities

1. Fill in the missing words from the box:

Ribbons, scissors, wigs, hairdresser, versatile, hair, perming, follicle, slides, razors, clippers

1. We can decorate hair with _____ and _____.
2. It's the most _____ part of the human body?
3. Each _____ produces one hair.
4. _____ can straighten curly hair.
5. Hairdresser can curl straight hair by _____ it.

6. They can create all sorts of shapes with _____, _____, _____.
7. Some of _____ were so big that mice used to build nests in them.
8. _____ has always been a strong symbol of group identity.

2. Use the appropriate tense form instead of the infinitive in brackets. Explain your choice:

- a) Each hair (to stop) growing after about six years.
- b) Wigs (to become) fashionable for the aristocracy in Europe in the seventeenth and eighteenth centuries.
- c) Some of the wigs (to be) very elaborate and very heavy.
- d) Judges and barristers in British law courts (to continue) wearing wigs to the present day.
- e) Hair (to be) the most versatile part of the human body.

3. Find in the text as many sentences as possible in which the Modal Verbs are used.

Grammar Table

Modal Verbs

| <i>Affirmative and negative forms</i> | | |
|---------------------------------------|---------------------------------|----------------|
| I, you, he, she, we, they | can cannot, can't | Speak English |
| | may may not | Come later |
| | Must Must not, mustn't | Come in time |
| | Should Should not, shouldn't | Attend courses |
| | Need Need not, needn't | do it |

| <i>Interrogative, affirmative and negative forms</i> | | | |
|--|---------------------------------|-----------------|--|
| Can | I, you, he, she, we, they | Speak English? | Yes, you can. No, you can't. |
| May | | Come later? | Yes, you may. No, you may not. |
| Must | | Come in time? | Yes, you must. No, you mustn't. No, you needn't. |
| Should | | Attend courses? | Yes, you should. No, you shouldn't. |
| Need | | do it | Yes, you must No, you needn't. |

1. Can

The verb has two forms: **can, could**. It has the following meanings:

1) mental or physical ability to do smth:

She can easily do sums.

2) permission:

| | |
|-----|--------------------|
| Smb | Can do smth now |
| | Could do smth then |
| | Could do smth now |

You can do smth ...

You can stay here if you want to ...

3) request:

| | | |
|-------|----------|--------------|
| Can | could | you do smth? |
| Can't | couldn't | |

Can you tell me the time?

Could you give me a liner?

Couldn't you just give me a hint?

4) asking for permission:

| | | |
|-------|----------|-----------------|
| Can | could | I (smb) do smth |
| Can't | couldn't | |

Can I have another ice-cream?

Couldn't I wait in the bus?

5) prohibition:

| |
|--------------------|
| You cannot do smth |
|--------------------|

We cannot go out to play.

4. Choose the word that best completes the sentences:

1. The girl (can, may, must) already read.
2. I (can, must) go to the library. I have time.
3. If you want to speak English well you (may, can, must) work hard.
4. We (can, must, may) walk fast to get there in time.
5. You (must, may) go to the Hairdresser's with me.
6. You (should, can) see a lot of places of interest there.

7. You (may, can) do the haircut somewhere in the centre of the city.

5. Form sentences expressing prohibition using the modal verb “can”. Use the following combinations:

- a) to plait the hair;
- b) to change the hair’s colour;
- c) to cut the beard.

6. Form sentences expressing permission using the modal verb “can”. Use the following combinations:

- a) to decorate the hair with ribbons;
- b) to curl straight hair;
- c) to wear a wig.

7. Translate the given phrases into Ukrainian, for each word combination make up a sentence that illustrates its meaning:

to let hair grow long, a pair of scissors, a human body, hair follicles, to cut your hair, to wear a wig, a symbol of group identity.

III. Speaking and Writing Activities.

1. Answer the following questions:

- 1. What is the real purpose of hair?
- 2. How long does a separate hair live?
- 3. How much hair do we all lose a day?
- 4. What are the three main hair types?

5. How can we change the type of hair?
6. Why did people in different times wear wigs?
7. Why is hair described as “the most versatile part of the human body”?
8. What is common about hairstyles of groups who use hairstyles as a symbol of their identity?

2. In the text find as many ways as possible of changing your hairstyle. Do it in writing.

3. Topics for discussion:

- *What kind of hairstyle do you prefer?*
- *What does your hairstyle say about you?*

4. Look at the dialogue and number the parts in the correct order. Work in pairs. Then, act out a similar dialogue.

Hairdresser: Fine. Now if you could just sit back over here. How much do you want taking off?

Customer: About half an inch, please. And I'd like it thinning out a bit at the sides.

Hairdresser: Hmm, yes. Would you like it layering?

Customer: Yes, that would be good.

Hairdresser: Hello. How are you?

Customer: Fine, thanks.

Hairdresser: How do you want it doing?

Customer: Just a trim, please.

Hairdresser: Do you want it washing first?

Customer: Yes, please,

Hairdresser: Well, there you are. That's £12, please.

Customer: Here you are.

Hairdresser: Thank you very much. Goodbye.

Customer: Bye.

Hairdresser: OK, well, if you could take a seat over here. Could you just put this towel round your shoulders and then put your head back? That's it. That's not too hot, is it?

Customer: No, it's fine.

Hairdresser: Nice day today, isn't it?

Customer: Yes, a lot better than it has been for a while.

Hairdresser: Right. Is that short enough?

Customer: Yes, thanks, that's fine. I'd like some gel putting on it, please.

Hairdresser: And then you want it parting at the side here and combing back. Is that right?

Customer: Yes, that's it.

From "Hot Line"

Unit 2.

I. Reading Activities

1. Read the following text and name important functions of hair styling in preindustrial societies and in modern ones.

THE SECRETS OF HAIRDRESSING ART

Hairdressing is the art of arranging the hair or otherwise modifying its natural state. Closely related to headgear, hairdressing has been an important part of the dress of both men and women since antiquity and, like dress, serves a number of functions.



Almost all societies have found it necessary to cut or confine the hair in order to keep it out of the way. They further arranged their hair to fulfill man's basic desire for personal adornment, which may vary in form from the ornately curled, blond wigs of Roman matrons to the sleek shine heads of flappers in the 1920's. One extremely important function of hair styling, especially in traditional preindustrial societies, is to indicate status. Primitive men, for example, fastened bones, feathers, and other objects in their hair to impress the lowly and frighten the enemy with their rank and prowess. Noble rank among the ancient Gauls was indicated by long hair, which Caesar made them cut off as a sign of submission when he conquered them. The occupational associations of hair are exemplified by the gray wig of a British barrister and the lacquered, black wig of a Japanese geisha.

The religious significance of hair is seen in the shaved heads of Christian and Buddhist monks, indicating renunciation of the world,

and in the single long lock on the shaved heads of Muslim men, by which, they believed, Allah would pull them up to heaven. In the 17th century England, both politics and religion were professed by the long curling locks of the Royalist Anglican Cavaliers and the cropped hair of the Parliamentarian Puritan Roundheads.

Hair arrangement could also proclaim age and marital status. Boys in ancient Greece cut their hair, and Hindu boys shaved their heads when they reached adolescence. In medieval Europe maidens wore uncovered flowing hair, while matrons bound theirs under veils. As a sign of mourning the ancient Egyptians, whose heads were usually shaven, grown hair, and long haired Hindu widows cut off their hair.



From the late Middle Ages, hairstyles in the West have been greatly influenced by changing fashion. In the 17th century, for example, courtiers followed the lead of the balding Louis XIV, who wore a wig. In the 20th century women of all classes eagerly followed the example of film stars with such styles as the platinum hair of Jean Harlow.

Until the 20th century, fashionable hairstyles generally were limited to the upper classes, and the dictates of fashion were relatively rigid. Today, with the general increase in wealth, the improvement in mass communication, and the trend toward informality and individualism, women (and men) in all classes can choose the style and colour of their own hair, or of a wig, that best suit their needs and tastes.

Vocabulary

lacquered – лакований

renunciation – відмова, (само)зречення
sign – знак, позначка, ознака

Proper Names

Roman [ˈroumʌn] римський
Gauls [gɔːlz] гали
Caesar [ˈsiːzə] Цезар
Christian [ˈkrɪstjən] християнський
Buddhist [ˈbudɪst] будіст
Muslim [ˈmʌslɪm] мусульманський
Greece [griːs] Греція
Hindu [ˈhɪnˈduː] індус, індуський
Europe [ˈjuːrɒp] Європа
Egyptians [ɪˈdʒɪptjən] єгипетський
Middle Ages [mɪdl̩ ˈeɪdʒɪz] середні віки

2. Translate the following words and phrases from the text:

to arrange hair, to cut the hair, to confine the hair, to vary in form,
to fasten feathers in the hair, to shave heads, to dictate the fashion,
to choose the style.

3. Give the English equivalents for:

вигнано, сиве волосся, довге волосся, лакована чорна
перука, довгі пасми, довгий кучерявий локон, стригти,
спадаючі кучері, лисіти, носити перуку.

4. Complete the following sentences using the words from the text:

1. Hairdressing is the ... or otherwise ... its natural state.
2. One extremely important function of ... is to indicate status. 3.

Hair arrangement could also proclaim ... and

4. In the 20th century women of all classes ... followed the ... of film stars.

5. Today women can choose the style that best ... their needs and

5. Decide whether the following statements are true or false:

- a) One extremely important function of hair styling, especially in traditional preindustrial societies is to indicate age.
- b) Noble rank among the ancient Gauls was indicated by short hair.
- c) Hair arrangement could not proclaim age and marital status.
- d) Boys in ancient Greece cut their hair and Hindu boys shaved their heads when they reached adolescence.
- e) In the 17th century courtiers followed the lead of the balding Louis XIV, who wore a wig.

II. Grammar and Vocabulary Activities

1. a) Write down the three forms of the following verbs:

relate, serve, curl, indicate, see, profess, crop, shave, follow, limit, choose, wear.

b) Make up sentences of your own with the verbs given above using Present, Past, Future Simple Tenses in Passive Voice.

2. Translate the following sentences paying attention to the Passive constructions in bold type. Analyse the use of the tense forms of the passive.

1. Noble rank among the ancient Gauls **was indicated** by long hair.
2. The occupational associations of hair **are exemplified** by the gray wig of a British barrister and the black wig of a Japanese geisha.
3. The religious significance of hair **is seen** in the shaved heads of Christian and Buddhist monks.
4. As a sign of mourning the ancient Egyptians, whose heads **were usually shaven**, drew long hair.
5. Hairstyles in the west **have been** greatly **influenced** by changing fashion.
6. Politics **were professed** by the long curling locks of the Royalist Anglican Cavaliers.

3. Translate into English using the Passive Voice.

1. Перука була пишно завитою.
2. Приклад кінозірок охоче наслідували жінки всіх класів.
3. Модні стилі зачісок диктувалися вищим класом.
4. Мені порадили зробити нову зачіску.
5. Її навчили стригти на курсах перукарів.

III. Speaking and Writing Activities.

1. Answer the following questions:

- a) What is a hairdressing?
- b) What are the most important functions of hair styling?
- c) Does hair have any religious significance?
- d) In what way hair arrangement could proclaim age and marital status?
- e) Why were hairstyles greatly influenced by changing fashion until the 20th century?

f) Can you now choose the style and colour of your own hair so that they best suit your needs and tastes?

2. Comment on the following. Find some proof in the text.

- *One extremely important function of hair styling is to indicate status.*

3. Write an essay describing advantages and disadvantages of being a hairdresser.

Before writing an essay about advantages and disadvantages of a certain topic you should make a list of the good and bad points, giving reasons for each one. In two separate paragraphs give reasons for the points which are for and against the topic. Begin each paragraph with a topic sentence that summarises what paragraph is about.

Essay describing advantages and disadvantages

| Plan | |
|---|--|
| <i>Introduction</i> <i>State topic</i> | There are many advantages and disadvantages to doing this kind of job. |
| <i>Paragraph 1</i> <i>List the advantages and give reasons</i> | advantages: rewarding; etc. reasons: help women to solve the beauty problem; etc. |
| <i>Paragraph 2</i> <i>List the</i> | disadvantages: tiring; etc. |

| | |
|---------------------------------------|--|
| <i>disadvantages and give reasons</i> | reasons: stay in one place; etc. |
| <i>Paragraph 3 Conclusion</i> | Restate the fact that there are both advantages and disadvantages. |
| <i>Appropriate linking words</i> | <i>e.g. to start with, furthermore, what is more, on the other hand, in conclusion, etc.</i> |

Unit 3.

I. Reading Activities

1. Read the text about the way you treat your hair and pay special attention to the key tips for keeping it in shape.



KEEP YOUR HAIR HEALTHY

Is anyone ever happy with their hair? It doesn't seem like it! Either their hair is too wavy, too straight, too thin, too brittle, or some strange combination of those factors. Then, to make matters worse, the things people do to their hair to solve a problem often seem to create another hair crisis.

The first step to sanity is to accept reality. Most hair characteristics, such as texture and colour, are genetic. You can't do much to change them, so you just have to learn to live with them – at least for a while. What you can do is to make some decisions about the way you treat your hair. Learn about common hair problems and do whatever you can to keep your hair healthy and in good condition. Shampoos today are very effective, but the manufacturers instruct you to wash and repeat simply so you use more of their product.

Most people lose about 100 - 150 hairs per day, but don't worry, you grow new ones. Check out all the Hair Loss pages for more on that topic.

Oily Hair

After dandruff, the main complaint of most teenagers is oily, greasy, or stringy hair. Unfortunately, your hair needs that oil. Glands in the scalp secrete oil for each of the hair's follicles. This oil actually allows the hair to slide through the scalp and protects the hair from the elements. The key is finding ways to cut down on some of those nasty

oil spills. Wash your hair as often as you like, but use a mild shampoo and wash only once. You do not need to add a conditioner to oily hair. If you really want it drier, you can make it drier by having it permed or tinted.

Dry Hair

If you have dry hair, your scalp is producing less sebum than it should and you end up with dry, brittle hair. When the layer of oil in the hair is broken down, the moisture trapped below evaporates, leaving the hair to dry out and become more prone to damage. It isn't long before you end up with dry, unmanageable areas complete with split ends and broken shafts. You should wash it as infrequently as you can and use a mild shampoo with a cream conditioner afterwards. Leave the conditioner on for a few minutes before rinsing. Don't brush your hair out too much, try to comb it gently. **Dry hair is fragile hair!!!**

The good news about hair is that it is programmed and designed to battle the elements. The cells in your hair shaft's thin outer layer, or cuticle, overlap like scales to protect the shaft's inner mass of fiber, called the cortex. This shaft is usually covered with a lubricant called sebum; that is the oily stuff.

The bad news is that you're in a constant state of combat with the environment. Sun, salt and chlorinated water draw moisture from the hair, strip away the sebum and damage the cuticle of the hair. If the cuticle scales crack or warp, the roughened hair surface loses its natural sheen and the fiber of the cortex frays, creating frizzy, dry hair.

Hair Tips

Here are some tips to keep your hair in shape:

- Use conditioners. They won't necessarily give your hair a

radiant glow, but they can coat the hair with a lubricant or synthetic that replaces the stripped out sebum. Some conditioners bond to the hair, helping to smooth the cuticle and restore sheen to the hair. Others cut down the static charges of flyaway hair.



- Go easy on colouring, hot rollers and dryers – especially if you spend a lot of time outdoors.

- Remember, "perm" is short for "permanent" and although it is not permanent it can take a long time to grow out. If you really want to have it done, have a hairdresser do it and make sure they tell you the different options for your hair type.

- Wear a hat in the sun. The sun dries your hair out, as it bleaches it too. Hats can be cute, fun and change your look.

- Wear a bathing cap in pools or in salt water. Comb conditioner into your hair before you put the cap on and then wash your hair afterward. I know you think you will look like a dork, but chlorinated pool water can change your hair colour. I know, I live in Florida and the water here is very chlorinated. So, it lightens and damages everyone's hair!

- Dry your hair gently, by blotting and squeezing, not wringing or rubbing. Never brush wet hair. Instead, use a wide-tooth comb.

Hair Dyes

Whether your colour is blonde, red, black or brown, you should know what you're getting into when you use hair dyes. The jury is still out on whether hair dyes cause long-term health problems, but it still pays to be cautious by following these tips:

- Try to postpone the decision to dye your hair permanently for as long as possible. Learn to make the most of your natural colour.

- Dye your hair as little as possible, not just because you're sick of the last colour. The more you use permanent dyes or go from one wild extreme to the next, the more likely you are to damage your hair.

- Read hair dye instructions carefully. Leave the product on only as long as the instructions indicate and use it only in the amounts indicated.

- Try highlights or streaking instead of colouring your entire head.

- Talk with a cosmetologist who specializes in hair colouring. He or she may be able to give you some tips related to problem products.

- Consider going to a professional hairdresser or "hair colourist" if you must dye your hair. They are the pros and will have a lot more experience than you or your friends.

2. Translate the following words and phrases from the text:

to make matters worse, to accept reality, make decisions, to treat one's hair, to allow, to have hair permed, split ends, fragile hair, to restore sheen to the hair.

3. Give the English equivalents for:

дивна комбінація, генетичний, у гарному стані, турбувати, захищати, основна скарга, волога, навколишнє середовище, гладкий.

4. Complete the following sentences in accordance with the text.

... is to accept reality.

Shampoos today

You do not need

You should wash it

The sun dries your hair

II. Grammar and Vocabulary Activities

1. In the text find as many sentences with imperatives as possible.

Imperatives

We use **imperatives** to tell people to do, advise them, encourage them etc.

Imperatives look the same as **infinitives without to**.

Negative imperatives begin with **do not/don't**.

Look in the mirror before you drive off.

Have some more tea.

Don't try again. Don't cheer up.

We can use **do** to make **emphatic imperatives**.

Do sit down! Do stop making that noise!

The position of *always* and *never*: **before imperatives**.

Always try to tell the truth. Never do that again.

2. Make the following imperative sentences negative:

1. Brush your hair out much.
2. Wash your hair with cold water.
3. Add a conditioner to oily hair.
4. Dye your hair as much as possible.
5. Wash your hair very often.

3. Put in *always* or *never*. Translate the sentences:

1. Use conditioners after washing the hair.
2. Wear a hat in the sun.
3. Brush wet hair.
4. Use a wide-tooth comb for brushing.
5. Go to a professional hairdresser.

III. Speaking and Writing Activities.

1. Answer the following questions:

1. Is anyone ever happy with one's hair?
2. What kinds of hair cause a lot of problem?
3. Does the environment damage the hair?
4. Are there any programmes to protect your hair?
5. Do you manage to keep your hair in good condition?

2. You are an expert in hairdressing. This is a part of the letter that a client has sent you. Read it, and then write him/her a letter giving your advice.

Dear Mrs A. Stuart,

I've just examined the condition of my hair and found out that I have some problems with unmanageable areas of hair complete with split ends and broken shafts. I'm worried of falling out. What can I do? Please help me!

A Letter giving advice

When you write a letter giving advice, first you express your sympathy to the person who has got the problem, then you give him/her your advice. you finish your letter by wishing the person good luck.

Plan for Letters giving advice

Your Address
27, Wood Avenue,
Oxford,
May 3 2009

The Recipient's Address
SimonaThomas

| | |
|---|---|
| <p><i>Introduction</i></p> | <p><i>34 Cricket Road</i> <i>Brighton</i> <i>Dear (the person's first name)</i></p> |
| <p><i>Paragraph 1</i> <i>Expressing sympathy</i></p> | <p>Start with: I was sorry to hear about your problem; I think I can help you.</p> |
| <p><i>Paragraph 2</i> <i>Giving advice</i></p> | <p>Giving advice: You should ...; It would be a good idea to ...; the best thing you can do is ...; I strongly advise you to ...; etc.</p> |
| <p><i>Paragraph 3</i> <i>Conclusion</i></p> | <p>Finish with: I hope this advice helps you.</p> <p>Good luck, <i>Mrs A. Stuart</i></p> |

3. Using your own words express briefly the meaning of the paragraph.

With short hair, whether it's wavy or stick-straight, a body-building gel is all you need to maintain your style and keep your hair from going limp and flat. Take a dime-sized amount of gel, rub between your palms and apply to damp hair starting close to scalp and working your way to the ends. "Short hair loves gel", says Tippi, "because it's not looking for movement as much as control."

4. Work out a beauty-care programme to relief dandruff.

5. Read and comprehend the following information:

The characteristics of a good shampoo are fairly obvious. A shampoo should clean away the oil and dirt, rinse out easily, and leave your hair shiny, manageable, and flexible. If you believe shampoo commercials, the right shampoo will also have good-looking strangers taking notice of your fabulous hair — but let's not get carried away. Let's try for a goal that's more achievable — clean, manageable hair.

Take a look at the ingredients listed on a bottle of shampoo. Some of those ingredients are colouring, fragrance, thickeners, glycol distearate (which gives shampoo an opalescent look), and lather enhancers (which help it foam). And some of those ingredients condition your hair to make it more manageable:

Water. Acts as solvent, keeping the other ingredients in solution. **Ammonium lauryl sulfate and Ammonium laureth sulfate.** Detergents that remove oils and grease from hair. **Dimethicone.** Conditioning ingredient that makes dry hair soft. **Glycol distearate.** Gives shampoo a pearlescent look. **Ammonium xylenesulfonate.** Thickener. **Cocamide mea.** Lather builder. **Hydrolyzed collagen and Tricetylmonium chloride.** Conditioning ingredients that help control static and make hair easier to comb. **Octyl salicylate.** Sunscreen. **Xanthan gum.** Thickener. **Cetyl alcohol and Stearyl alcohol.** Thickeners and fatty acids. **Disodium EDTA.** Preservative. **Sodium chlorid.** Thickener. **Methylchloroisothiazolinone.** Fragrance. **Sodium citrate.** Thickener. **Methylisothiazolinone.** Preservative. **Citric acid.** Makes shampoo acidic.

Unit 4.

I. Reading Activities

1. Read the text afterwards and focus on the main points:

- 1) *What hairstyles can be suggested according to the shape of the face;*
- 2) *What shampoos are there for different kind of hair;*
- 3) *What types of hair colouring are available.*

MODERN HAIRDRESSING PROCEDURES



Styling. The most important qualities for hair are healthy, shining, and in a flattering, easy-to-manage style. Many fashion magazines suggest hairstyles according to the shape of the face in order to make the face resemble as closely as possible the perfect oval. The circularity of a round face may be minimized by a sleek, controlled style with side bangs. A square face needs a style that cuts across the square corners at the

temples and is full around the jaw. The best style for a long face also rounds off the corners at the temples and is short. For a triangular face, a narrow chin should be filled out with chin-length hair, while a wide chin may be minimized with wide bangs. In finding the right hairstyle, however, a woman should also consider the proportions of her whole figure, the texture of her hair, her skill in handling it, and the character of her life. Once a hairstyle is chosen, it must be maintained by regular washing, setting, and, usually, cutting. Some women care for their hair principally at home, going to the hairdresser only infrequently for a cut or a shampoo and set for a special occasion.

Many women go to the hairdresser once a week, while still others may see him every day for a combing.

Washing. Clean, healthy hair is the basis of any hairstyle. In addition to brushing, dry hair requires shampooing once a week, oily hair perhaps every day. Shampoos are soapy or synthetic detergents in liquid, gel, lotion, or cream form and may have special uses. There are shampoos for normal hair, egg shampoos to add sheen to dry hair, and lemon shampoos to cut extra oils in oily hair. There are hypoallergenic shampoos for sensitive scalps, medicated shampoos for scalp problems, and special shampoos for tinted or bleached hair.

Colouring. Because hair colouring is constantly being improved

and tested scientifically and is subject to rigid quality controls, more women than ever before can colour their hair safely and achieve a natural effect. Most errors stem from the user's carelessness. There are three types of hair colouring available. *Temporary rinses*, which coat the hair shaft and wash away with one shampoo, make no drastic change but add highlights and blend in discoloured streaks. *Latent rinses*, which also coat the hair



shaft but last through four to eight shampoos, make hair slightly darker and can effectively cover gray hair. Because the colour imparted by these rinses fades gradually, it does not require retouching. *Permanent tints* penetrate the hair shaft and permanently change the pigment inside. The tint includes a bleaching agent, which removes the natural hair colour, and colouring matter, which gives a new colour. In a one-colour process these actions take place at the same time. In a two-colour process, only for the most dramatic changes, the hair is bleached first and then a toner (a very light shade) is applied to enliven the bleached hair. Retouching is needed about

every three weeks at the roots, where the darker hair grows in. It should usually be done professionally because overlapping of chemicals can cause the hair to become overly porous and brittle. Steaking is the two-tone process applied to strands separated from the mass of hair.

2. Translate the following words and phrases from the text:

important qualities, according to, to consider the proportions, to care for the hair, in addition to, user's carelessness, the most dramatic changes, to take place, overlapping of chemicals.

3. Give the English equivalents for:

здорове, блискуче волосся, модні журнали, трикутне обличчя, ходити до перукаря, сухе волосся, жирне волосся, чутлива шкіра голови, натуральний колір волосся, сиве волосся, знебарвлене волосся.

4. Answer the questions given before the text in written form.

5. Fill in the gaps using the words from the text:

1. The circularity of a round face may be
2. A ... face needs a style that cuts across the square ... at the ... and is full around the
3. ..., ... hair is the basis of any hairstyle.
4. There are ... to add sheen to dry hair, and to cut extra oils in oily hair.
5. There is hypoallergenic shampoo for ... hair, medicated shampoo for, and special shampoo for ... or ... hair.

6. What hairstyle can be suggested according to the shape of the face:

- if one has a round face;
- if one has a square face;
- if one has a long face;
- if one has a triangular face with a narrow (wide) chin.

II. Grammar and Vocabulary Activities

1. Translate the sentences paying attention to the modal verbs and Passive constructions:

1. The circularity of a round face may be minimized by a sleek, controlled style with side bangs.
2. A narrow chin should be filled out with chin-length hair.
3. A wide chin may be minimized with wide bangs.
4. The proportions of her whole figure should also be considered by a woman.
5. Once a hairstyle is chosen, it must be maintained by regular washing, setting and cutting.
6. Retouching should usually be done professionally.

2. Translate into Ukrainian using the modal verbs and Passive constructions:

1. Зачіску слід обирати відповідно до структури волосся.
2. Волосся потрібно було знебарвити.
3. Натуральний колір волосся може бути знищено.
4. Різноманітні шампуні слід використовувати для сухого нормального та жирного волосся.
5. Фарбування волосся повинно постійно удосконалювати.

3. Make up sentences of your own using the suggested words. Use the Passive Voice:

1. A beard – must – to trim. 2. Your hair – can – to set – professionally. 3. Hair – should – to wash – more carefully. 4. A new hairstyle – may – to choose – always – fashion magazine. 5. A new perfume – can – to buy – the shop. 6. Your hair's colour – should – to change.

III. Speaking and Writing Activities.

1. Answer the following questions:

- a) What are the most important qualities for hair?
- b) What should be done once a hairstyle is chosen?
- c) How often do you go to the hairdresser?
- d) Can colouring be a way of personal adornment?
- e) What basic rules should we observe to keep hair healthy, shining and beautiful?
- f) What should you do before applying colour?
- g) Can the shape of your hair change the shape of your face?

2. Look at the pictures and determine the shape of the face of each girl. Match the picture with the definition of an appropriate hair-do.



A



B



C

1. A fairly long smooth style will soften the outline of a square face. Make sure it falls over the point of the jaw at each side.

Wrong: A very short style will make a square face to look hard.

2. A medium length style will slim down a large face.

Wrong: Very short or bouffant styles emphasize a large face.

3. Choose a style that provides fullness at the sides and is worn down over the forehead to help the face to shorten.

Wrong: Long hair style will emphasize an oval or long face.

3. Your friend must look terrific. Help her to choose a perfect hairstyle. List all the necessary steps in written form.

Unit 5.

I. Reading Activities

1. Read the following text about creating a hairstyle. Choose the most suitable heading from the list A-E, for each part (1-5).

A *Setting.*

B *Cutting.*

C *Combing Out.*

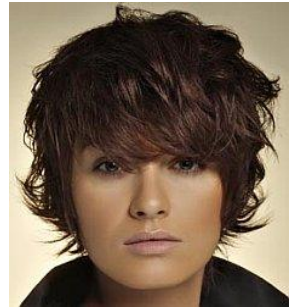
D *Setting and Waving.*

E *Permanent Waving.*

PATTERN CHANGE

1) Fundamental to a short hairstyle is the cut. A blunt cut with scissors makes the ends of the hair straight. Cutting with a razor tapers the ends so that they cling close to the head.

2) Most hair, especially if it is short, needs to be arranged in a certain position while wet to give it shape when dry.



3) The most popular method of setting the hair is to wrap small sections of wet hair around rollers, usually of plastic wire. The result is relatively, flexible, natural looking curls with a "hounce" that add height and width to a hairstyle. Hair may also be set in flat pin curls, which produce a very curly effect. There are many aids for setting hair. Electric curlers (rollers) in dry hair quickly revive a set. Setting lotions on wet hair helps the set to hold its shape and last longer. After a shampoo an instant conditioner (a protein-based lotion) is added, "body" (substance) and sheen to the hair, or a cream rinse makes hair softer and less dry.

4) Some women, especially those with straight or fine hair, may want a permanent wave, which gives the hair "hold" and adaptability to a set. In the modern cold wave the hair is wrapped around plastic rods and treated with a permanent wave solution. After a time the rods are removed and a neutralizer is applied to stop the waving action and lock in the new wave pattern. As a result, the structure of the hair is actually changed so that after the set that must follow each shampoo, the hair falls easily back into line. Permanent waves may be in several strengths: super waves for hard-to-curl hair, regular waves for more casual styles or relatively curly hair and body waves to give hair a soft, curving line. There are also permanent waves for gray hair and children's hair. Naturally curly hair can be straightened by a permanent wave in reverse.

5) The final step in creating a hairstyle is to comb out the hair. Once the set hair is dry, the rollers or pins are removed, and the hair is brushed to distribute the curl evenly and to achieve a smooth line. If hair lacks desired height or fullness, it may be "teased" (back combed) to add bulk under the top hair, which is then smoothed down to follow the contour of the head. Then the hair is lifted slightly the handle of a rattail comb, and hair spray is lightly applied to help hold the style in place.

2. Translate the following words and phrases from the text:

a cut with scissors, to give shape, to wrap hair around rollers, to add height and width, to make hair softer, to create a hairstyle, to follow the contour of the head, to apply hair spray.

3. Find in the text English equivalents of the following words and phrases:

стрижка, укладка, завивка, структура волосся, плоский, розчісувати, розподіляти, об'єм волосся, розгладжувати, бігуді, освітлювання.

4. Choose the words:

a) describing hair:

dark, blond, grey, traditional, clean, healthy, crystal, curly, flowing, short, long, wavy, natural, round, dry, square, normal, oily, effective, shining, tinted, bleached, dramatic, porous, brittle, lifted, wet, cut, cold, important, flexible, cropped, shaved, middle, plastic, big, electric, combed, soft;

b) referring to the art of the hairdressing:

wig, style, shave, cut, example, fashion, washing, running, jumping, bleaching, colouring, rinsing, including, retouching, growing, removing, setting, waving, drying, managing, applying, shampooing, eating, sleeping, combing out, brushing, reading, lotion, teacher.

II. Grammar and Vocabulary Activities

1. Compare the using of the verb “need” as the Modal Verb (p.64) and as the meaning “треба”:

You need a long rest.

Does he need my help?

We needed the dictionary.

I'll need your advice.

I don't need your book.

Translate the following sentences:

1. Most hair needs setting and waving.

2. Curly hair needs no permanent waving.
3. Wet hair needs drying and brushing.
4. Your hair is grey, it needs colouring.
5. The ends of the long hair need cutting with scissors.
6. After back combing hair needs smoothing down.

2. Complete the following sentences:

- 1) Once a hairstyle is chosen, ...
- 2) Once the set hair is dry, ...
- 3) Once the permanent waving is chosen, ...

3. Use the Past Indefinite instead of the infinitive in brackets. Translate the sentences:

- a) A blunt cut with scissors (to make) the ends of the hair straight.
- b) There (to be) many aids for setting hair.
- c) An instant conditioner (to add) sheen to the hair.
- d) After a time the rods (to be removed) and a neutralizer (to be applied) to stop the waving action.
- e) The hair (to be brushed) to distribute the curl evenly.

III. Speaking and Writing Activities.

1. Answer the following questions:

- a) How often should hair be cut?
- b) How many basic ways of cutting do you know?
- c) What cosmetic product should you use to last the hairstyle longer?
- d) How often is it recommended to perm hair?
- e) Have you ever tried permanent waving?
- f) Is it simple procedure? Why?
- g) What procedure of pattern change is the most difficult? Why?
- h) Which is your favourite hairstyle?

- i) What can women do to change their hairstyle?
- j) What are the steps to have your hair look very attractive?
- k) Is it difficult to create a hairstyle that best suits your taste?

2. Practise the following dialogue and perform it for the class. Then, act out a similar dialogue.

At the Hairdresser's

- What can I do for you?
- I'd like to have my hair cut (I want a haircut and shampoo).
- How would you like your hair cut? Short?
- Not too short, please.
- Short only at the back and sides, I suppose.
- Yes, please. And don't touch its top.
- Will you look in the mirror? Is that as you like it?
- That's quite all right. Thanks. How much do I owe you?

3. Make up your own dialogue using the words and phrases from the conversation. Any changes and additions are welcome.

4. Talking points.

- *Describe the process of setting rollers in details.*
- *Characterize the process of combing out the hair.*
- *Describe the difference between setting lotions for dry, oily and damaged hair.*
- *Characterize the process of permanent action.*
- *Characterize the best short and long style for a heart-shaped face, for a rectangular face, for a round face, for an oval face.*

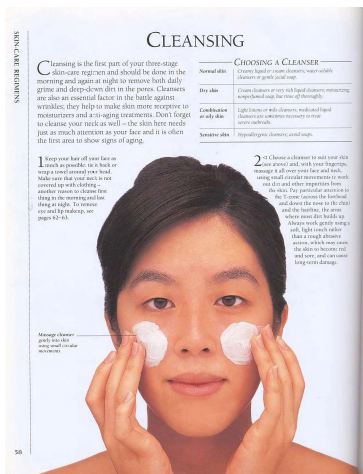
Unit 6.

I. Reading Activities

1. Read the following text and do the activities that follow it.

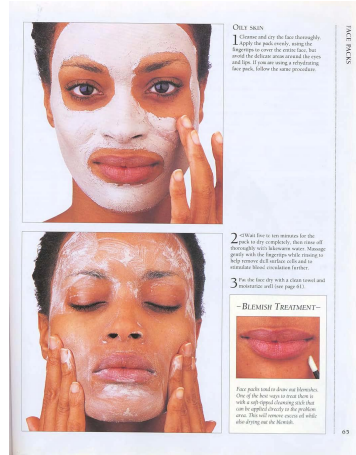
FOLLOW OUR GUIDE TO LOOKING ATTRACTIVE AND SKIN AND HAIR PROBLEMS WILL BECOME A THING OF THE PAST!

Grainy Stuff. In order to help pores do their "job" of allowing oil to flow efficiently, use a grainy exfoliated cleanser, which will polish off the dry, dead skin that's clogging them. We really like Burt's Bees Citrus Facial Scrub, because it's gentle enough to use every day and contains such nice natural ingredients as oats, orange peel, ground almonds and rose petals. Just be careful with grainy products. Use them gently and not too often. If you overdo it with washing, the body produces more oil in an attempt to replace it - so once or twice a day is fine.



Facials. Facials are brilliant for thorough, deep-pore cleansing, not to mention how soothing they can be. The mark of a good facial is that it's personalized to meet the precise needs of your skin, so it's essential to have a consultation with a facialist in which you discuss your needs and concerns prior to service. Another great feature of a facial is that you can have nasty blackheads (pores blocked with dead cells) safely extracted. We love the peaceful environment and immaculate facials offered at Shizuka Japanese Day Spa.

Microdermabrasion. Microdermabrasion significantly lessens the appearance of pores by "roughening up" skin, therefore loosening the dead skin that clogs pores. It also stimulates collagen so skin looks really smooth. You can have it done by a pro; American Laser Center has medical professionals on staff to oversee treatment. Or you might like to try a less vigorous but still highly effective at-home product such as Derma New Microdermabrasion System. Just don't get microdermabrasion if you have spider veins. The skin treatment can make them worse.



Alpha and Beta Acids. Both alpha hydroxy and beta hydroxy acids exfoliate skin to prevent dead skin cells from building up and clogging pores, but while alpha hydroxy acid is water soluble only, beta hydroxy acid (salicylic acid) is oil soluble, so if it's able to really seep into the sebum-packed pore, exfoliating the dead skin cells built up inside. Look for products that contain salicylic acid. If you have combination skin, you can find products like Murad's Exfoliating Acne Treatment Gel, which contains both salicylic and glycolic acid.

Tretinoin. Ask your dermatologist if your pores call for something stronger, like tretinoin, the drug widely known as Retin-A. It helps unclog pores by loosening blackheads and speeding up cell turnover. If the gel-based Retin-A is too harsh, ask about Renova, which comes in a moisturizing base.

Make-up Tricks. Skip Foundation: Avoid applying foundation

to any areas where pores are enlarged. Foundation just seems to magnify their look – even mattifying foundations seem to call more attention to pores.

Use Blotting Powder: Apply a neutral blotting powder directly to any areas where pores appear larger. The powder will serve to diffuse the look of the pores so all you'll see is a smooth, more matted surface. MAC Cosmetics makes a terrific one.

Apply a Pore-Perfecting Cream: Look for gels and tinted creams formulated to smooth the appearance of pores. Just put the product directly on areas that are bothering you. Let it set and lightly apply powder over it. Clinique's Pore Minimizer Instant Perfector has a creamy feeling, and it's completely invisible on the skin. Perricone's Pore Refining Concealer contains glycolic acid and antioxidants in a tinted base.

2. a) Look for the Ukrainian equivalents of the following words and phrases:

a positive miracle worker, a full face, slap, the basics, tone and moisturizer, pore problem, cleanser, natural ingredients, grainy products, skin treatment, a neutral blotting powder, cosmetics.

b) Make use of these words and phrases in the sentences of your own.

3. Give the English for the following words and phrases:

тип шкіри, косметичні продукти, натуральні інгредієнти, основа, кислотно-збалансований, масаж обличчя, ніжно, піклуватися про, лікування, хитрощі гриму, колаген, струп.

4. a) Explain the meanings of the following. Comment on the

phrases:

grainy stuff, facials, make-up tricks.

b) Illustrate your understanding of their meanings in the sentences of your own.

5. Complete the following sentences using the text.

1. A facial scrub will rid you of dead, dull skin and ... no and!
2. Make sure you cleanse tone and moisturize ... whatever your skin type.
3. Just be careful with grainy products. Use them gently and ...
4. Just don't get microdermabrasion if you
5. Avoid applying foundation to any areas where pores are

II. Grammar and Vocabulary Activities

1. Write out imperative sentences from the text. Translate them into Ukrainian.

2. Read the sentences and put in the verbs from the box:

| | | | | |
|-------|-------|-----|-----|------|
| Rinse | Don't | Try | Use | Work |
|-------|-------|-----|-----|------|

1. Don't pour shampoo onto your head! Pour it into your hands then ... it through your hair.
2. Curly hair is often dry, so ... a moisturizing shampoo like Neutrogena Clean Shampoo Replenishing.
3. To strengthen strands ... a protein-based conditioner like Pantene Pro-V Daily Treatment Conditioner.
4. After conditioning ... those locks with cool water to boost the circulation in your scalp and to increase the shine of your locks.

5. ... pile your hair on top of your head (if it is long), this will only create knots.

The Construction *to have smth. done*

I want

I wish

I am going

to have smth. done

It shows that the action is not performed by the subject of the sentence, but at the request of the person denoted by the subject.

| | |
|--|--|
| <i>She did the manicure. – Вона зробила манікюр (сама).</i> | <i>She had her manicure done. – Її зробили манікюр.</i> |
| <i>I cut my hair yesterday. – Я постригла собі волосся (сама).</i> | <i>I had my hair cut yesterday. – Мене вчора постригли.</i> |
| <i>You can shampoo your hair at home. – Ви можете помити своє волосся дома (самі).</i> | <i>You can have your hair shampooed at the hairdresser's. – Вам можуть помити волосся в перукарні.</i> |

3. Make up your own sentences with each of the following constructions:

- 1) to have one's hair cut;
- 2) to have a new image changed;
- 3) to have nails polished;
- 4) to have a new hair set made;
- 5) to have hair plaited;
- 6) to have beard shaved.

III. Speaking and Writing Activities.

- 1. Write down five things which in your opinion make skin healthy.**
- 2. Return to the text again, make the plan of the text and render it in your own words.**
- 3. Make up your own guide to look attractive. Do it in writing.**

MODULE B. Individual work.

The First Level.

Task 1. Read the text, divide it into five logical units, give the main idea of each paragraph and say what new information you have obtained after reading this text.

When washing your hair don't make the water too hot, as this will only stimulate the oil glands in your scalp and make your hair greasy. Rinse with icy cold water to give your locks a glossy shine.

Healthy hair starts on the inside, so eat lots of nutritious scoff, and concentrate on getting lots of wheat germ and vitamin B rich foods.

Going for a regular trim won't make your hair grow faster (that's just an old wives' tale!) but it will keep it in good condition. Every couple of months should be sufficient.

If your hair is subjected to many "appliances" such as hairdryers, straighteners, hot bendy sticks etc., give it at once a week deep conditioning.

Naturally curly or permanent hair? Invest in a diffuser for your dryer - it'll dry your hair without making it frizzy.

If you're a sporty girl and enjoy regular swims - beware! Chlorine can be especially drying to your hair, so always condition well after a dip.

Nowadays, most people use a lot of gel, mousse, hairspray etc. While this isn't in itself harmful, it can cause 'build-up' on your hair, making it dull and lifeless. To combat this use a special shampoo designed to get rid build up - try Neutrogena's shampoo.

Avoid back-combing. It's well dodgy for your hair.

There's no harm in washing your hair daily if you feel that's what it needs, but make sure that you use a gentle shampoo. You shouldn't need to lather more than once!

Task 2. Fill in the gaps.

1. Too will only stimulate the oil glands in your scalp and make your hair greasy.
2. Going for a will keep your hair in good condition.
3. Healthy hair starts on the
4. ... can be especially drying to your hair, so always ... well after a dip.
5. Nowadays, most people use a lot of ..., ...,
6. Avoid It's well ... for your hair.

Task 3. Match the words and their definitions.

- | | |
|----------------|--|
| 1. glands | a) a thick substance that is between a liquid and a solid; |
| 2. scalp | b) causing harm; |
| 3. nutritious | c) to make yourself/sb/sth free from sb/sth that is unpleasant or not wanted; |
| 4. hairdryers | d) a substance that is used on hair to make it stay in a particular style; |
| 5. conditioner | e) any of the organs inside your body that produce chemical substances for your body to use; |
| 6. rid | f) a machine that dries hair by blowing hot air through it; |
| 7. gel | g) a substance you spray onto your hair to hold it in place; |
| 8. mousse | h) (about a food) very good for you; |
| 9. hairspray | i) a substance that keeps sth in a good condition; |
| 10. harmful | j) the skin on the top of your head that is under your hair. |

The Second Level.

Task 1. Read the text and try to summarize its content in several sentences. Make up the glossary of this text.

WHAT IS HAIR?

Each hair on your body grows from a hair follicle, a tiny, saclike hole in your skin. At the bottom of each follicle is a cluster of special cells that reproduce to make new hair cells. The new cells that are produced are added on at the root of the hair, causing the hair to grow longer.

The living tissue that makes your hair grow is hidden inside the hair follicle. The shaft, the part of a hair that you see, is made of cells that aren't living anymore. That's important to know when you are messing with colouring or perming or straightening your hair. If you cut yourself, your skin can heal, since it's living tissue. If you damage your hair, it can't heal. You just have to do what little you can to repair the damage or cut the damaged hair off and wait for more hair to grow back.

Each hair shaft is made up of two or three layers: the cuticle, the cortex, and sometimes the medulla. The *cuticle* is the outermost layer. Made of flattened cells that overlap like the tiles on a terra-cotta roof, the cuticle protects the inside of the hair shaft from damage.

To feel the cuticle, just pinch a single long hair between your fingers starting up near the root. Pull the hair between your fingers and feel how slick and smooth it is. As you move from root to tip, you're running your fingers in the same direction as the cuticle layers. Now start at the tip of the hair. In this direction, the hair may feel rougher; it may squeak as it passes between your fingers. You're running your

fingers against the grain, and you're bumping into the edges of all those flattened cuticle cells.

It's handy to know how different conditions affect this protective layer on the outside of each hair. Chemists talk about solutions that are acidic (like vinegar or lemon juice) and ones that are alkaline (like a mixture of water and baking soda). In an acid solution, the cuticle cells shrink and harden. In an alkaline solution, the cuticle cells swell up and soften.

Underneath the cuticle is the *cortex*, which is made up of long proteins that twist like the curly cord on a telephone. Try stretching a hair and you'll find that it's elastic — it stretches before it breaks. When you stretch a hair, you are straightening the coiled proteins in the cortex. When you release the hair, the proteins coil up again. The pigments that give your hair its natural colour are tucked among these protein strands and protected from the elements by the translucent layer of cuticle cells.

When you get split ends, you're seeing the cortex at its worst. You've worn away the protective cuticle on the tips of your hair with harsh treatment like hard brushing or too much sun and water. Without the cuticle, the fibers of the cortex fray like the strands of a rope. Since the cortex can't heal itself, the only way to get rid of split ends is to cut them off.

In the center of some hair is the *medulla*, a soft, spongy mass of tissue. Coarse hair generally has this layer, while fine hair usually doesn't. The presence or absence of a medulla doesn't have much to do with how your hair behaves when you wash or colour or curl it, however, so you don't have to worry about it.

Task 2. Match a correct definition corresponding to different parts of the hair.

| | |
|------------------|--|
| 1. Hair follicle | A. A soft, spongy mass of tissue |
| 2. The shaft | B. The layer of the hair shaft which is made up of long proteins that twist like the curly cord on a telephone |
| 3. The cuticle | C. A tiny, saclike hole in your skin |
| 4. The cortex | D. The outermost layer which is made of flattened cells that overlap like the tiles on a terracotta roof |
| 5. The medulla | E. The part of a hair which is made of cells that aren't living anymore |

Task 3. Translate into English:

1. корінь волосся
2. ушкоджене волосся
3. зовнішній шар волосся
4. пасмо волосся
5. посічені кінчики
6. жорсткий догляд
7. кінці волосся
8. захисний шар волосся

The Third Level.

Task 1. Read the text and try to summarize its content in several sentences. Make up the glossary of this text.

ONLY MY HAIRDRESSER KNOWS FOR SURE

Before I talk about the joys of changing your hair colour, let me tell you how your hair gets its natural hair colour. In your hair follicles, there are cells called melanocytes that make pigments called melanins. A hair's natural colour is determined by how much and what kind of melanins are in the hair's cortex. Different melanins combine to produce the natural colours of human hair. In general, the darker the hair, the more melanin it has. If a hair doesn't have any melanin, it looks white. "Gray" hair is a mixture of pigmented and unpigmented hair. As you age, the melanocytes in your hair follicles slow down or stop working altogether and your hair goes gray or white.

As millions of people have discovered, modern chemistry has made it possible to colour hair for a day — or change it forever (or at least until it grows out) with a permanent tint. For the timid, there are temporary dyes, which form a coloured film over each hair and wash off with shampoo.

The bolder try semipermanent dyes. These dyes contain alkali to swell and soften the cuticle cells. The pigment molecules in semi-permanent dyes are all small enough to sneak between the swollen cuticle cells and get inside the hairs. Just as different natural pigments combine to make natural hair colours, a mixture of synthetic pigments blends to make a variety of hair dye colours. A burgundy hair dye, for instance, contains both red and blue pigments. The smallest molecules, the red pigments, worm their way much deeper into the hairs than the larger molecules, the blue pigments. Over the next few weeks, some

pigment molecules wash away with each shampooing. The larger molecules, which haven't penetrated as deeply, wash away first. That's why the colour of semipermanently dyed hair fades and changes tone with each washing.

Finally, for the truly adventurous, there are chemicals that cause permanent changes to your hair: bleach and permanent dyes or tints. The solution that is used to bleach hair contains alkali to soften the cuticle and hydrogen peroxide to release oxygen. This oxygen penetrates your hair and reacts with the natural pigments in the cortex, oxidizing them and breaking them down. The bleach mixture also contains modifiers to slow the release of oxygen so that the reaction happens over a period of about an hour.

After bleaching your hair to remove some of the natural pigments, you can put another colour in. Permanent hair dyes start out as colourless molecules that are small enough to squeeze between the cuticle cells and get inside the hair. These tiny molecules react with hydrogen peroxide to become coloured molecules. They also form clusters that are too large to wash out of the hair, leaving your hair permanently coloured. That's why you can't judge a hair colour by looking at the mixture before you put it on your hair. The colour of the pigments will change as the colourless molecules react with hydrogen peroxide. At the end of a successful colouring operation, the giant pigment molecules are securely in place behind the translucent cuticle, which is once again protecting the cortex. Voila! You look wonderful.

Or may be not. Suppose you don't like the colour and you want to change your mind. One way to get these giant molecules out of the hair is to damage the cuticle so that they fall out. Not a good idea, but people sometimes do this by mistake when they try to perm or

straighten coloured hair.

Another way to get the giant molecules out of the hair is with a colour stripper or reducer, which reverses the action of the hydrogen peroxide, breaking the giant molecule back down into tiny molecules that can be rinsed away. Colour stripper removes the added colour, but it doesn't return your hair to its natural shade. While the oxygen from the hydrogen peroxide was making giant molecules, it was also destroying some of your natural pigments. At this point, even the most adventurous should be cautious.

Colour stripping leaves the cuticle a little damaged so that the hair is very porous, likely to soak up any colour that comes along. Trying another permanent colour is risky. Some of those tiny tint molecules may still be caught inside the hair. Give them a little peroxide, and they'll react and darken the hair again. After colour stripping, it's safest to use temporary colours while you give your hair a chance to grow out.

Task 2. Translate the following phrases into Ukrainian. Make up sentences of your own using these ones.

1. To change one's colour
2. To get hair's natural colour
3. To make possible to colour hair
4. To get inside one's hairs
5. To contain pigments
6. To wash away with shampooing
7. Bleach and permanent dyes
8. To react with hydrogen peroxide
9. To form clusters
10. The giant pigment molecules

11. To be rinsed away
12. To use temporary colours

Task 3. Imagine that you are the author of this text. What questions would you ask to get more information?

MODULE B. Завдання для самостійної роботи.

CHECK YOURSELF

I. Read the text and then decide whether the statements given below are true or false. Correct the false ones:

Hair Care

Often the first stage in helping hair should include proper cleaning. It is important to choose a shampoo and conditioner that is right for you. It goes without saying that a well-balanced diet is also essential for healthy hair growth. Stress can also cause problems. Try to avoid using a shampoo that is very mild, like a baby shampoo as this will make your hair very flyaway. Check the label on the back of the shampoo or conditioner to see what it contains. Proteins, keratin and amino acids will strengthen and protect your hair. You should avoid using the same shampoo all the time as your hair will eventually build up a resistance to it. Your hair will suffer so about every ten washes you should use a different shampoo to wash out all your old one. The results will make a rather noticeable difference to the shine of your hair. Try to avoid the use of spray or mousse after you have washed your hair. Your hairdresser should be a person who understands your hair and your style of haircut.

* * *

1. The first stage in helping hair should include proper cleaning.
2. It is not important to choose a shampoo and conditioner that is right for you.
3. A well-balanced diet is important for healthy hair growth.
4. Stress can influence healthy hair growth.
5. Adults can use baby shampoo because it is very mild.
6. Substances as proteins, keratin and amino acids will strengthen and protect hair.

7. You can use the same shampoo all the time if it suits you.
8. Every ten washes you should use a different shampoo to wash out all your old one.
9. You don't have to avoid the use of spray or mousse after you have washed your hair.
10. It's not necessary that your hairdresser should be a person who understands your hair.

2. Read the sentences and fill in the gaps.

1. I would like ... my hair. What do you think, what ... should I ... ?
2. Can you ... ? I'm not sure what colour of ... I need to
3. You have a ... face so I would recommend you a shoulder length
4. Hair ... are generally used on ... types of hair to ... a style.
5. ... provides a ... aroma but it costs more than eau de toilette.

a) round; b) help me; c) apply; d) choose; e) to dye; f) sprays; g) foundation; h) long-lasting; i) perfume; j) colour; k) hold and fix; l) different; m) haircut.

3. Group the words:

Face make-up:

Eyes make-up:

Manicure:

Perfume:

Hairdressing:

Foundation, shampoo, haircut, perfume, manicure tools, curlers, dye, pressed powder, eau de toilette, comb, scissors, blush, hair drier, blemish concealer cream, eye shadows, deodorising body

spray, lash mascara, brow definer, hair spray, lipstick, liner, nail enamel, nail enamel remover, eau de cologne, highlighter, mousse.

4. Choose the right answer:

1. Women put ...on their lips to make them more attractive.
a) *powder* b) *hair mousse* c) *lipstick*
2. Women put ... on the hair to keep a particular shape or style.
a) *hair mousse* b) *powder* c) *mascara*
3. ... is fat in the human body which makes the skin lumpy.
a) *cream* b) *cellulite* c) *mascara*
4. You put on your face or body to improve its appearance.
a) *cosmetics* b) *protein* c) *fitness*
5. ... improves the appearance of a customer's face, body and hair, using make-up and other types of treatment.
a) *dermatologist* b) *stylist* c) *beautician*
6. A thick creamy liquid which washes off your hair after you've washed it, to improve its quality and appearance.
a) *conditioner* b) *perfume* c) *aroma*
7. A strong pleasant smell is
a) *conditioner* b) *aroma* c) *mascara*
8. ... studies and treats skin diseases.
a) *dermatologist* b) *beautician* c) *stylist*
9. ... cuts people's hair and puts it into a style.
a) *modeller* b) *stylist* c) *hairstylist*
10. ... is a liquid with a pleasant smell, usually made from oils taken from flowers or spices.
a) *lipstick* b) *mousse* c) *perfume*

3. Match:

a) the hair type and its definition.

| | |
|----------------|--|
| 1. Normal hair | A. Excessive oil occurs when the sebaceous glands are overactive. Sometimes this condition is related to hormonal imbalances. Once the scalp becomes greasy, brushing and combing make the entire shaft oily. |
| 2. Oily hair | B. The ideal condition of hair, when the sebaceous glands are balance-active. |
| 3. Dry hair | C. This hair type has shafts that are thinner than normal. It can be either oily or dry. It is very sensitive and easily damaged by harsh hair-care products and the sun. |
| 4. Fine hair | D. It is caused by underactive sebaceous glands, the oil glands in the scalp. However, this type of hair can also be caused by stress, too much sun, using a blow dryer at high settings or brushing hair too frequently or vigorously. This hair type frequently leads to split ends and hair breakage, because there is a lack of oil over the hair shaft. |

a) the hair problems with their definitions.

| | |
|---------------|---|
| 1. Dandruff | A. These occur because hair ends endure months of washing, combing and exposure to the elements. Braiding hair, using permanents and rollers can also cause this problem. After it the entire shaft may break. Hair looks brittle, dull and uneven. |
| 2. Split ends | B. Hair in this condition feels rough and brittle. It is also unmanageable. This problem occurs when the protective outer layer of the hair shaft is worn away by chemicals or excessive exposure to the elements. It can contribute to hair |

- | | | |
|---|--------------|----------------|
| | a) can | b) may |
| 9. ... I come in? | a) may | b) must |
| 10. I ... forget to post the letter. | a) mustn't | b) needn't |
| 11. We ... go shopping today. We have enough food. | a) mustn't | b) needn't |
| 12. This fashion magazine can ... in every bookstall. | a) buy | b) be bought |
| 13. A modern hair style must ... professionally. | a) be chosen | b) choose |
| 14. We can ... hair spray to fix a style. | a) be used | b) use |
| 15. Your hair may ... in twenty minutes. | a) bleach | b) be bleached |

7. Choose the phrase that best completes the sentence:

1. I go to a hairdresser's if ...
2. I go to a beauty saloon if ...
3. I go to a barber's if ...
4. I go to the cosmetologist if ...
5. I go to the beautician if ...
 - A. I want to have my style changed.
 - B. I want to have my nails polished.
 - C. I want to have my skin cleaned.
 - D. I want to have my moustaches trimmed.
 - E. I want to have my make-up applied.

Additional Reading

Text 1.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

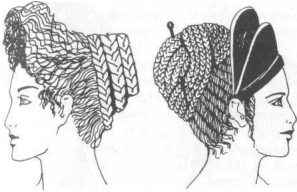
HISTORY OF STYLES

Ancient World. In early and primitive societies the simplest hair style, worn by the common people, was long or cropped hair usually held in a fillet or band. Aristocrats developed distinctive and more complex styles. Sumerian noblewomen, for example, dressed their hair in a heavy, netted chignon, rolls, and plaits around the head or letting it fall thickly over the shoulders. They also powdered it with gold dust or scented yellow starch and adorned it with gold hairpins and other ornaments. Babylonian and Assyrian men dyed their long hair and square beards black and crimped and curled them with curling irons, sometimes wigs were worn. Persian nobles also curled their hair and beards and stained them red with henna.



Egyptian noblemen and noblewomen clipped their hair close; later, for coolness and cleanliness in the hot climate they shaved their heads with bronze razors. On ceremonial occasions, for protection from the sun, they wore heavy, usually black wigs. These were in short curly shapes or long and full in curls or braids and were adorned with ivory knobbed hairpins, fillets, fresh flowers or gold ornaments. Men shaved their faces and wore stiff false beards. In classical Greece, men wore short hair and often beards. Later they were shaved. Women's long hair was drawn back loosely or bound into a chignon, later a melon shape. Both sexes wore fillets, and

the upper classes used curling irons. Some women dyed their hair red (or in Athens even blue, dusted with gold, white, or red powder), and others adorned it with flowers, ribbons, and jeweled tiaras.



In austere republican Rome, men and women generally followed simple Greek styles, but under the empire the upper classes used curling irons and the men dusted their hair with coloured powder or gold dust.

Women dyed their hair blond with yellow soap or wore ebony wigs or wigs made from the blond hair of captive barbarians. Their hair was piled high in curls and braids, sometimes arranged on crescent-shaped wire frames. Throughout the ancient world hair-dressing and shaving were accomplished by domestic slaves or in public barbershops.

The Non-Western World -The Muslim World and the East Among Muslims, traditionally, the hair was modestly concealed in public under the man's headed, turban, or fez or the woman's veil. Both men and women, however, attended their respective hammams (public baths), where the men were shaved (sometimes the whole head except for the long topknot) and their beards were trimmed. The women's long hair was washed and often given a henna rinse.

In China, men traditionally shaved the front hair and combed the back hair into a queue braided with horsehair or black silk. Worn by the Manchus and imposed by them on their Chinese subjects in the 17th century as a sign of submission, the queue was also a mark of dignity and manhood. To pull it was a grave insult. Chinese women combed their hair back, sometimes under a bandeau, into a low knot, which might be decorated with jeweled combs, hairpins, or flowers. Unmarried girls wore long plaits.

In Japan, traditionally, men usually shaved the front and top of the head, leaving a little stiff pigtail at the back of the crown. Women's hair in the medieval period streamed down their backs. After the introduction of pomade in the 17th century, women's hair was swept and arranged with combs, bars, ribbons, and long ornamental hairpins, revealing the nape of the neck, which was thought to be especially appealing. The Geisha's lacquered coiffures, which often were wigs, were especially elaborate.

Africa. Africans developed complex hair styles indicative of status. Some involved shaving the head, dyeing the hair with red earth and grease, bleaching it with ammonia, Or stiffening it with dung. Among the Masai, for example, no warriors and women shaved their heads while warriors tied their front hair into three sections of tiny braids and their back hair into a waist-length queue. Mangbetu women arranged thin plaits over a cylinder-shaped basket frame with a flared top and stuck it full of long flat bone needles used also to groom their finger- nails. Such hair styles took hours to achieve and were left untouched for weeks. Somewhat simpler were the styles of Miango maidens, who combed their kerchief-covered hair back into a long queue tied with leafy branches, or of Ibo girls, who shaved their heads and thereafter let the hair grow only according to an elaborate pattern chalked on their skulls.

Pre-Columbian America. In the pre-Columbian era the heads of North American East Coast Indian men were generally entirely shaven, with shell or stone knives, save for a ridge, or comb, of hair along the crown of the head. Plains Indians wore two long plaits, as Indian women did generally.

Farther south in more civilized regions, more complex styles developed, such as the large whorled squash-blossom arrangement over the ears of marriageable Hopi girls. Mixtec women drew their hair

into a bun under a horned turban, while Aztec women braided their hair with coloured material and wound it round their heads, as they still do in some parts of Mexico. Among Aztec warriors a ridge of hair indicated that he had taken many prisoners. Maya nobles, who wore high head dresses, are to have shaved their artificially elongated skulls. Inca chiefs wore relatively short hair, with a headband wrapped around five times; nobles and commoners had progressively longer hair and fewer turns of the headband.

The Western World-Middle Ages and Renaissance the barbarians who overran Europe in the Middle Ages wore long flowing locks and beards. From the 9th century, nobles on the Continent wore short hair (to the neck) and were clean shaven. After the Norman Conquest of the still long haired English, Continental fashion changed, requiring beards and long curled hair, filled out with false hair. In the 13th and 14th centuries the hair was neatly rolled at the neck in page boy style. The pudding-basin, ear-revealing style of the early 15th century was superseded- longer page-boy style, rough in the north meticulously curled and combed in Italy. The clergy were distinguished by the tonsure, a shaved patch on the head. Its precise shape disputed by the Celtic and Roman churches, in the 7th century, whole crown was finally established, according to Roman usage.



The influence of the church, always concerned for modesty, encouraged married noblewomen to veil their long plaits entwined with ribbons and false hair. In the 13th and 14th centuries they coiled their plaits over the ears or bundled them into gold or silver cauls (nets) or concealed hair, neck, and chin with a linen wimple, all these styles finished off by a veil or kerchief. In the 15th century, fashionable ladies of northern Europe

plucked their hairline to make their foreheads seem higher and scraped their hair back under an elaborate homed, pointed, or wired headdress. In the warmer climate of Italy, women displayed their hair in plaits and under low, jeweled turbans, bandeaus, or caps. Both men and women strove to achieve blond hair by either using a bleach or saffron or onion skin dye, or, in the case of Italian women, by sitting for hours in a crownless hat in the sun.

In the 16th century, after Francis I of France accidentally burned his hair with a torch, men wore short hair and grew short beards and moustaches. Women's hair was tucked under stiffened, lappet hoods (caps in Italy), which gradually became smaller, revealing more hair as did small soft toques. The front hair was frizzed around the face and brushed over metal hoops or rolls. The back hair was coiled up in a net out of the way of the high collar. Blond or, in England, red hair, like Queen Elizabeth's, was popular, and false hair and wigs were used. Hair was dusted with powder or flour for blonds, violet for brunettes, and white for the gray-and held in place by gum or rotten oak paste. Lead combs were believed to press and restore colour to the hair. Jewels, feathers, and ornamental hairpins provided decoration.



The 17th and 18th Centuries. In the first half of the 17th century fashionable men wore lone curled hair, often oiled, falling over wide, white collars. Frequently they displayed a longer lock tied with a bow, a neat moustache and a small, pointed beard, the Vandyke. Later in *the* 17th century men shaved their faces and their beards, covering their heads with caps at home or long, full-bottomed, curled wigs in public.

Women's hair in the first part of the 17th century was flat on top with fringe on the forehead; wide crimped puffs, then bunched long

curls over wire frames at the sides; and a coil high in back decorated with rosettes or a fine linen or lace cap. Gradually the outline became high and narrow as the cap became the tall, lacy frontage.

In the 18th century, men continued to wear wigs but generally smaller and lighter ones, powdered white. Some wigs were tied back into a queue encased in a black silk bag, some were braided, and some were held by a black bow. The law, the army, and the navy each had its own style of wig. Some men wore their own hair in a queue.

In the early part of the 18th century, women had trim little crimped or curled heads, powdered and decorated with garlands or bows. Widows, middle-class women, and women at home wore tiny caps. By the 1770's coiffures built over horsehair pads or wire cages, stuck with pomatum, and powdered with starch mounted three feet in the air. Some had springs to adjust the height. They were extravagantly adorned with feathers, ribbons, jewels, and even ships, gardens, and menageries. Such constructions required several hours work every one to three weeks. Between sessions the undisturbed coiffure was likely to attract vermin. In the 1780's a reaction against formality and extravagance led to the horizon (hedgehog) style for men and women, a loose, bushy mass of curls.

By this time hairdressers formed a distinct profession. The best were men, many of them trained as wigmakers. Especially notable was Legros de Rumigny, a former baker, who became court hairdresser in France, published the **Art de la coiffure des dames** (1765), and opened an Academia de Coiffure in 1769.



The 19th Century. The French Revolution and Empire and the accompanying taste for simplicity and the antique had a great effect on hair styles. Both men and women cut their hair

very short, like the Roman emperors, or women twisted their hair into Greek knots, with short curls framing the face, or later into smooth plaits around the head. They also wore coloured wigs.

Gradually as men became more concerned with commerce, they spent less time on their hair. In the 19th century they kept it relatively short, sometimes curled and dressed with macassar oil. Most men wore some variety of moustache, sideburns, or beard.

By the 1830's women were dressing their hair standing rolls or loops on the crown, held by ribbons and combs, and short curls clustered at the temples. Beginning in the 1840's heads were sleek and demure, the hair oiled and smoothed down over the temples with long sausage curls at the side later with a heavy chignon of curls or Plaits in 'back. In the 1880's the front hair formed a crimped fringe. In the 1890's the pompadour of the Gibson Girl was combed over a pad making a high wide frame for the face, and swept up behind. Curls, crimping, and the natural-looking marvel wave were achieved by the use of heated irons, including the waving iron invented by the French hairdresser Marcel Grateau in the 1870's.



The 20th Century As a result of World War I, women everywhere cut or "bobbed" their hair as a symbol of their political and social emancipation. There followed a succession of short, head-clinging hair styles inspired by film stars-the page boy of Garbo, the peek-a-boo of Veronica Lake. Short hair greatly increased the popularity of the permanent wave, invented by the German Charles Nessler about 1905. The early permanents required heat, took 12 hours, and sometimes gave a frizzy effect. Later the cold wave, with chemicals, simplified the process.

In the 1950's the invention of rollers for waving made possible the very short, layered Italian cut As young, active, informal women discarded hats, hair styles, bouffant styles and the smooth, geometric

cuts became more important. In the 1960's the availability of natural-looking hair pieces in the form of full wigs, half wigs, or long falls, at all prices, enabled almost every woman to own one or more to suit her taste and mood.

Men's hair in the 20th century was generally simple and short, even to the point of the brush-like crew cut, and most men were clean shaven. In the 1960's the nonconformist young started a trend toward longer hair and side burns or beards to suit their unconventional clothes. Some went to wild-looking extremes; others chose moderate, well-groomed styles to the nape of the neck, trimmed to flatter the shape of the head. Such styles were created or copied in the newly established men's hairdressing salons that offered scissor or razor cuts, lotions, drying in nets, hairspray, and colouring.

Professional Requirements In the 20th century a hairdresser must fulfill professional requirements. In the United States he must attend a cosmetology school, generally for 1,000 hours of training, in order to receive a state license to practice. In Europe he must serve an apprenticeship of from one to five years before registering to practice.

Text 2.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

WHAT DOES “NATURAL” BEAUTY REALLY MEAN?

These days, consumers are becoming more aware of how easily chemicals can be absorbed through the skin and some of them may be responsible for serious health problems. Ironically, many of the products that we use every day on our skin and hair contain harsh synthetic substances. While some of these substances' effects are unknown, others are known to be toxic. So it makes sense to use natural persona! care products.

Going natural

Going natural, however, is not quite as easy as it seems because there is no clear definition of 'natural'. Although many manufacturers may use the term on their product labels, this doesn't necessarily guarantee as much as you might think. A product may boast that it is 'natural' simply because it contains one or more plant-derived ingredients. However, this is often in addition to the synthetic substances in its base formula. Hypoallergenic products are often no closer to 'natural' either. Their label only means that the manufacturer believes the product to have less chance of causing allergic reactions than other products. Because there are no regulatory standards for this claim, it often only indicates that the manufacturer has left out a problem-causing ingredient. Similarly, products claiming to have been allergy-tested, dermatologist-tested or sensitivity-tested carry no guarantee that they will not produce an adverse reaction.

Green cosmetics

If you want to be totally sure that your cosmetics are

botanically based, you could look for 'green' cosmetics. This trend, which originated in Europe, has been growing steadily in the cosmetic industry over the last 20 years. The 'green' label is not just a marketing ploy but is used within the industry to denote cosmetics that are more natural than 'natural'. In other words, products which contain no mineral oils, synthetic substances, synthetic preservatives or dyes. Again, there are no regulatory standards for 'green' cosmetics, other than those set by the members of the industry themselves.

So how can you tell which products are really natural? The only way to be sure is to check the ingredients and, of course, you need to know what you're looking for. Here's a rundown of some of the most common synthetic ingredients and their truly natural replacements.

Preservatives

Cosmetics need preservatives to prolong their shelf life as well as an antibacterial agent to prevent germs from growing in them once they've been opened. Preservatives pose a particular problem for 'green' cosmetics, because the process used to obtain preservative-free can pose serious health hazards. However, there are ways of preserving cosmetics without using chemicals or boosting bacteria. One is to reduce the water content by using a water-in-oil formulation. The other is to use natural preservatives such as antioxidants, ascorbic acid and essential oils known for their antibacterial and antimicrobial properties such as tea tree, peach nut and lemon.

Emollients

Moisturisers use emollients to help improve and maintain the skin's moisture level. They work by forming a protective coating over the skin. Whereas synthetic emollients use petroleum derivatives, which wrap the skin in a film of oil, preventing the pores from breathing properly, natural products contain plant oils like almond oil, safflower oils, bees wax or avocado. These oils are much lighter and

allow the skin to breathe.

Emulsifiers

Without emulsifiers, water-soluble and oil-soluble ingredients are unable to combine uniformly. Natural emulsifiers include glycerin, carageenan and lecithin. Some manufacturers avoid using emulsifiers altogether, the only difference is that their products merely need shaking before use.

Fragrances and fixatives

While fragrances are the substances that give products a pleasant smell, fixatives preserve these scents by preventing them from evaporating. Natural fragrances are made using plant or fruit extracts. These may still cause allergic reactions in sensitive people, so those who already have allergies to certain plants, should be sure to choose fruit fragrances or safe plant scents. The most natural products will use herbs or essential oils to preserve fragrances.

Humectants

Humectants are moisturizers that work by attracting and retaining water in the skin. Non-synthetic humectants incorporate water-soluble amino acids and proteins from natural plant sources. They are present in skin moisturizers and some hair care products. Synthetic humectants can suffocate the skin whereas botanical extracts rehydrate the skin while allowing it to breathe.

Phytocomplexes

These are combinations of natural substances including oils, sugars, proteins and vitamins. Phytochemicals are easily absorbed through the skin. They can enable a cosmetic to treat the body holistically through absorption. They are found in body lotions,

moisturizers and hair products. Phytochemicals are commonly derived from fruits and vegetable sources.

Vegetensor

These lotions contain vegetable amino acids and proteins (usually from peas). The lotion forms an even layer over the skin, which moisturises and allows it to breathe. As the lotion dries it retracts, creating a skin tensing effect. Over time this can help to maintain the skin's suppleness.

| Synthetic ingredients | Purpose | Natural ingredients |
|--|---------------------------------|--|
| Imidazolidinyl Urea Diazolidinyl Urea Germaben II | Preservatives | Tea tree, Grapefruit seed extract, Rosemary oil |
| Methyl, Propyl, Butyl, Paraben, Ethyl | Antibacterial Anti-microbial | Tea tree, Lavender oil, Witch hazel |
| BHA, BHT, Propyl gallate | Antioxidants | Allantoin, Tocopherol (Vit E), Vitamin C, Selenium |
| Petrolatum | Emollients | Almond oil, Bees wax, Avocado, Safflower oil |
| Formaldehyde, ambrette, Phenoxyethanol and musk | Fixatives | Orris root, Angelica root, Patchouli oil |
| Propylene Glycol, Butylene glycol | Humectants | Glycerin, Sorbic acid, Sorbitol |
| Sodium lauryl, Sulphate cetyl, alcohol | Emulsifiers | Glycerin, Carageenan, Lecithin |

Text 3.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

AROMATHERAPY

Aromatherapy had been around for 6000 years or more. The Greeks, Romans, and ancient Egyptians all used aromatherapy oils. The Egyptian physician Imhotep recommended fragrant oils for bathing, massage, and for embalming their dead nearly 6000 years ago. Imhotep is the Egyptian god of medicine and healing. Hippocrates, the father of modern medicine, used aromatherapy baths and scented massage. He used aromatic fumigations to rid Athens of the plague.

The modern era of aromatherapy is dawned in 1930 when the French chemist Rene Maurice Gattefosse coined the term aromatherapy for the therapeutic use of essential oils. He was fascinated by the benefits of lavender oil in healing his burned hand without leaving any scars. He started investigating the effect of other essential oils for healing and for their psychotherapeutic benefits.

During world war II, the French army surgeon Dr. Jean Valnet used essential oils as antiseptics. Later, Madame Marguerite Maury elevated aromatherapy as a holistic therapy. She started prescribing essential oils as remedy for her patients. She is also credited with the modern use of essential oils in massage.

Aromatherapy works the best when it works on the mind and body simultaneously.

Essential oils stimulates the powerful sense of smell. It is known that odors we smell have a significant impact on how we feel. In dealing with patients who have lost the sense of smell, doctors have found that a life without fragrance can lead to high incidence of psychiatric problems such as anxiety and depression. We have the

capability to distinguish 10,000 different smells. It is believed that smells enter through alia (the fine hairs lining the nose) to the limbic system, the part of the brain that controls our moods, emotions, memory and learning.

Studies with brain wave frequency has shown that smelling lavender increases alpha waves in the back of the head, which are associated with relaxation. Fragrance of Jasmine increases beta waves in the front of the head, which are associated with a more alert state.

Scientific studies have also shown that essential oils contain chemical components that can exert specific effects on the mind and body. Their chemistry is complex, but generally includes alcohols, esters, ketones, aldehydes, and terpenes. The effect of these chemical components are summarized in the accompanying table.

Aromatherapy for Behavior

Considerable evidence exists that fragrant compounds and aromatherapy have a profound effect on our mind and behavior. Animal studies have found that hyperexcited mice (as a result of consuming a large quantity of caffeine) was calmed by the aroma of lavender, sandalwood, and other oils sprayed into their cages. The same mice were found to become very irritable when exposed to the aroma of orange terpenes, thymol, and some other substances. These oils were all detected in their bloodstream after "about an hour.

Aromatherapy for Colds

It has been well established that chicken soup is good for cold (both historically and scientifically). Studies were conducted to find out whether the effect was due to the action of the hot steam on the lining of the nostrils or whether the aroma of the chicken soup has anything to do with it. The results indicated that chicken soup was more effective than the steam indicating the effectiveness of the aroma.

Aromatherapy for Stress

In a study conducted at the Memorial Sloan-Kettering Hospital in New York, patients undergoing magnetic resonance imaging (MRI) reported 63 percent less claustrophobic after getting exposed to the aroma of vanilla. There was no change in their heart rate. Obviously, the aroma reduced their anxiety probably by the pleasant memories evoked by the vanilla aroma or by some other physiological response.

In another study, 122 patients who were in an intensive care unit, reported feeling much better when aromatherapy was administered with the oil of lavender (compared to when they were simply given a massage or allowed to rest.) No changes in the patients who were given aromatherapy were observed in the blood pressure, respiration, or heart rate. As we mentioned before, Japanese have reported less mistakes by keypunch operators when exposed to fragrance.

From www.holisticonline.com/aromatherapy/htm.

Text 4.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

HOW TO CHOOSE A HAIR COLOUR

Learning and knowing how to choose a hair colour, could in the long run, save you from future embarrassment or prevent you from wasting your money. When you go to choose and purchase a hair colour, you will need to consider the colour of your hair to begin with. In addition to this, maybe you should also consider your skin tone before you choose a new hair colour. Some people with fair skin, really don't have a great appearance if they colour their hair with a black or very dark hair colour. So I would make the suggestion, if you were very fair skinned, do not choose a dark hair colour.

When you want to know how to choose a hair colour, I suggest you pay a visit to one of a few places for advice. If you go to your local pharmacy, a salesperson will be on hand to give you the appropriate advice you will need when buying a hair colour. You can also, head into a hair salon and ask them for advice on how to choose a hair colour and in fact, what hair colour would be best suited to you. If you have done one of these two things, there is now a little more to know about how to choose a hair colour. You will need to know where to choose your hair colour from. Once again, obviously you have a variety of places where you can in fact choose and make such a purchase. I have already mentioned that you can ask a salesperson, or even a pharmacist for advice on how to choose a hair colour and which hair colour would best suit you, so obviously a pharmacy is one of the places, where you can in fact purchase and choose your hair colour. You can also purchase a hair colour from your local supermarket.

You now know how to choose a hair colour with the advice from a variety of people, and based on what colour your hair is

naturally anyway, and what type of skin tone you have. But now you have to know just what brand of hair colour you need or should be choosing and purchasing. There are many brands of hair colour available on the shelves today, so read the back of the packaging very carefully before you do make a hair colour purchase. Some brands of hair colour are more easily used than others. While you will be able to follow the directions and 'do it yourself' with some brands of hair colours, some brands, you will actually need a second person there to help you put the hair colour through your hair. All brands of hair colour, do in fact come with instructions and easy to follow guidelines on how to use the hair colour.

The other alternative, and often the far “safer” alternative, is not only to pay a visit to your local hair salon for advice on how to choose a hair colour, but also to make an appointment to show you the varying colours available and what may or may not look good on you, or be suitable for your skin tones etc. Many salons these days have a computerized program where they can show you what you will look like, on changing the colour of your hair to something different. It is often best for the salon to then, actually colour your hair for you.

The benefits of getting advice on how to choose a hair colour from your local salon and actually getting them to colour your hair, is they are less likely to make your hair turn some strange colour. It has been known to happen on many an occasion, when someone chooses to take on no advice about hair colour from another source, and just goes ahead and changes their hair colour simply to “something they liked” or thought “would look cool”, has often gone terribly wrong, leaving the hair colour far from what was expected.

Text 5.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

IF YOU WANT A PERMANENT CHANGE

When you curl your hair—whether it's with water and styling gel or a permanent-wave kit—you are messing with the chemical bonds that keep the protein fibers of your hair's cortex stuck together. These chemical bonds include hydrogen bonds—a weak attachment that comes about when a hydrogen atom dangling off one protein is attracted to the oxygen atom dangling off another protein.

Water is made of hydrogen and oxygen—it's called H₂O because every molecule of water has two hydrogen atoms (H₂) and an oxygen atom (O). When you wet your hair, water molecules sneak in between the proteins of the cortex and join these hydrogen bonds. Your hair swells up, absorbing up to 30 percent of its weight in water.

In wet hair, one protein molecule doesn't bond directly to another protein molecule. Instead, a protein is stuck to a water molecule, which is sticking to another water molecule, which is sticking to another protein. That's much weaker than having one protein stuck directly to the other protein – which is why wet hair is much weaker and more likely to break than dry hair.

That's also why you can curl your hair when it's wet. If you set your wet hair in curlers or pull your curly hair straight, then let it dry in this new shape, the hydrogen bonds will reform in a new position. Of course, when your hair gets wet again, those hydrogen bonds will weaken and then reform in their original position, giving you back the hair you didn't want—making curly hair straight, straight hair curly.

If you want a permanent change, you can perm your hair. In a perm, you don't just break hydrogen bonds, you also break the disulfide bonds that hold the proteins together. You add chemicals that break the

disulfide bonds (bonds between sulfur atoms). Then you reshape your hair and add chemicals that reconstruct those disulfide bonds, holding your hair in a new shape. Since these disulfide bonds withstand water, your new hairdo will be waterproof. Unfortunately, about 10 percent of the disulfide bonds that break when you are perming your hair don't reform again. So the proteins in permed hair are held together more weakly, and the hair is more likely to break and get split ends. That's the price you pay for messing with Mother Nature.

Text 6.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

“In the world there is only one Mademoiselle - it's me, only one Madame - Helena Rubinstein and only one Miss -Elizabeth Arden” (Coco Chanel)

Elizabeth Arden is one of the top leading prestige cosmetics and fragrance companies in the world. It was founded by one of the original cosmetics designers credited with creating and popularizing the American cosmetics industry. Florence Nightingale Graham was born in Ontario and was the youngest of five children of a Scottish grocer. She received little education and worked at several jobs before setting off for New York in 1908. There she was trained as a nurse and then was hired as a bookkeeper for the Squibb Pharmaceutica Company. Intrigued with the research and product development being done at Squibb laboratories, she was encouraged to combine this interest with her knowledge of nursing. This led to a job mixing and applying facial treatments in a beauty salon. Two years later she borrowed 6000\$ from the bank and opened her own salon on New York's fashionable Fifth Avenue. She was rather ambitious and determined. She used to say: “Every woman may be beautiful, it depends on her own willingness combined with the professional's advice”. It took her only a year to pay the debt.

Florence had two favourite books: the first one is “Elizabeth and her German garden” by Tennyson and the second — verses by Onch Arden. These books gave her an idea to change her common name into the intriguing and charming Elizabeth Arden. In 1918 she married Thomas Lewis, who acted as her business manager until their divorce in 1935. He then went to work for her rival Helena Rubinstein as Arden had never allowed him to hold stock. In 1942 she married Prince Michael Evlonoff (divorced 1944). Elizabeth Arden invariably dressed in shades of pink, owned more than 100 exclusive salons in America

and Europe and manufactured over 300 cosmetics products, basing her success on a prestigious image bolstered by high prices. She was a fiercely conservative and loyal Republican who felt that society was in decline. As a well-known racehorse owner she “treated her women like horses and her horses like women”, insisting that her own beauty preparations be used instead of horse liniment. Under the name Elizabeth Graham, from the 1930s-early 1960s she ran the Maine Chance Stables in Kentucky where the 1947 Kentucky Derby winner was bred.

During the following decades, she continued opening salons throughout the world. In 1938 she was named the first woman millionaire by the magazine “Fortune”. It was a rare thing for a woman to achieve such a successful career at that time. But she was the first not only in this. We should owe her for showing aerobics on TV, for such a position as a beauty consultant. She established the first spa for women known as “Main Chance Spa”. She was the first to invent 8 hour face protection cream. A true innovator in product development, sales promotion, and packaging, Miss Arden continued to introduce women to her remarkably effective skin care formulations and trend setting make up until her death in 1966. Known for their famous “Red Doors”, the Elizabeth Arden salons provide full-service beauty care based upon state-of-the-art technology, thereby making skin care and cosmetics both accessible and affordable to women in America and world wide. These world famous salons were instrumental in establishing the prestigious retail cosmetics industry. In 1971, Eli Lilly & Co. acquired Elizabeth Arden and brought to the cosmetic company a vast scientific research source. In late 1987, Elizabeth Arden was acquired by Faberge and continued being an innovator in skin care and make up technology. Today, as part of International Unilever Prestige Personal Products with its global research and technological resources, Elizabeth Arden is uniquely positioned to continue in its role as a leader in the cosmetics and skin care

industry. Always on the forefront of product innovation, Elizabeth Arden, a pioneer in skin care technology, also successfully extended its product line to include prestige fragrances. Elizabeth Arden joined forces with such designers as Karl Lagerfeld, the Fendi sisters, and Valentino to produce and market award winning fragrances. A joint venture with Elizabeth Taylor launched “White Diamonds” which ranked as the number one fragrance in its first year. Then “True Love” and “Sunflowers” appeared. The last Elizabeth Arden perfume is “5th Avenue” — super modern fragrance in the refined design. For more than eighty years and into the future, the Elizabeth Arden name represents the best of all worlds ... capturing glamour, elegance, and beauty while combining tradition with technology, elegance with innovation. The current consumer target group for this moderate priced line are women twenty-five and above. Within the next few years the target group will include eighteen year olds and above. The Elizabeth Arden design group continually works to develop new colours and styles as directed by the fashion trends and seasons. While metal is a strong influence in the Elizabeth Arden line, plastic/metal combination styles are also showing an excellent acceptance.

New York, May 1997 - ELIZABETH ARDEN has signed star makeup artist Mary Greenwell to serve as Creative Consultant for colour cosmetics. In this capacity Greenwell will work with the company in a variety of projects, including consulting on trends and product development, enhancing the makeup skills of the Training Executives and Consultants, and representing ELIZABETH ARDEN in special events.

“Mary Greenwell represents the next step in the revitalization of ELIZABETH ARDEN in the colour category”, explains Victoria Spellman, Vice President, Marketing. “As a respected makeup artist and authority in the beauty business, we know her expertise will help Arden keep ahead of the trends in terms of colour, formulation and

appeal”.

Signing Mary Greenwell is the latest step by ELIZABETH ARDEN to align the company with high-profile “faces” and experts. In 1996, ELIZABETH ARDEN signed supermodel Amber Valletta as a fresh new image for the company. In that same year, the company became the exclusive beauty sponsor of the “7th on Sixth” New York Fashion Collections, strengthening its ties to fashion, stylesetters and cutting-edge trends.

Among her superstar clients are Meg Ryan, Catherine Deneuve, Naomi Kempbell. One of her favourite clients was Princess Diana.

The designers for whom Mary has worked include some of the most important and diverse fashion houses, including Vivienne Westwood, Giorgio Armani, Ghost, Valentino, Prada, Jil Sander, Karl Lagerfeld, and Christian LaCroix. Mary has also worked with prestigious publications such as Madame Figaro (her first cover), The New York Times, Harpers and Queen, Tatler, Elle, and all international editions of Vogue, and is a contributing editor at British Vogue. She also regularly appears on British television, delivering beauty tips and makeup demonstrations to a wide audience.

Through the various twists and turns of career and geography, Mary has stayed true to her vision of beauty. Her uniquely soft and natural style brings out the innocence in a woman's face, and her expert understanding of the products and process of makeup allow her to work equally well with top models and everyday women. Her main advice for women reads as follows: “Look attentively in the mirror before deciding what to use because nobody knows your face better than you”.

From “English”, 2002

Text 7.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

BATHS

I INTRODUCTION

Baths, the rooms or buildings containing facilities for washing or soaking of the body in water. The term may also refer to the receptacles that contain bath water. Bathing has been part of religious practice as ritual purification since early times. It is still important among Hindus and Muslims. The *mikvah* in Orthodox Judaism and baptism in Christianity are derived from ritual bathing. Bathing has also been considered important to health and comfort in some societies, notably those of the ancient Greeks and Romans and those of the West in modern times. Bathing may also have a social function, as in ancient times and in Turkey, Iran, and Japan.

II ANCIENT WORLD

Bathing facilities have been found in excavations of the city of Mohenjo-Daro in India dating from before 2000BC; in the royal palace of Knossos (Knosys), in Crete (Kruti), built between 1700 and 1400BC; and in the Egyptian royal city of Tall al 'AtvripaB, built about 1350BC. Paintings on ancient Greek vases show primitive shower arrangements, and Homer mentions tub bathing in the *Iliad*. Public Greek baths were at first adjuncts to gymnasiums and had only cold water, but by the late 5th century BC they were separate structures run by the city, offering steam, hot, temperate, and cold rooms and serving as a social center for men or women. Usually a Greek bath, like the later Roman bath, involved exercise, oiling of the

body, process through baths of several temperatures, scraping the body of oil and sweat, and further anointing.

The earliest known Roman baths are the Stabian baths at Pompeii, built in the 2nd century BC. Their arrangement is similar to the public baths found in other parts of the Roman Empire. Around a central courtyard, used for exercise, were the *apodyterium*, or dressing room; the *calidarium*, or hot room, containing the *alveus*, or hot bath, and the *laconicum*, or steam bath; the *tepidarium*, or warm bath; and the *frigidarium*, or cold bath. These facilities were duplicated, on a smaller scale, for women. Floors were of mosaic tile, and floors and walls were heated by a hypocaust that circulated hot air through flues.

I Water was brought great distances by aqueducts. Between the 1st and 4th centuries AD, five imperial *thermae* were built in Rome. Extensive ruins of three of these remain; the baths of Titus, Caracalla, and Diocletian. In addition to the facilities found in Pompeii, these had shops, lecture halls, elaborate gymnasiums, gardens, and libraries.

The public baths were the center of social life and a place for relaxation and recreation. Many works of art were discovered in the ruins. Separate times of the day or separate facilities existed for use by women, but during the last years of the Roman Empire, mixed bathing was practiced, and baths became settings for debauchery.

III MEDIEVAL EUROPE AND THE EAST

The early Christian church, which considered physical cleanliness less important than spiritual purity, did not encourage private bathing, and it censured the licentiousness of Roman public baths. Bathing, especially in chilly northern Europe, came to be regarded as unhealthy and was frowned upon as an indulgence. Medieval builders paid more attention to fortifications and fireplaces than to water supply and drains. Although many late medieval cities had public baths, which offered refreshment and entertainment to

mixed company, such facilities were generally considered extremely disreputable. Bathing, for most of the population, was rare.

In northeastern Europe, where Roman influence had not penetrated and the church took longer to become established, the Finns and Russians developed steam baths, derived from the steam baths of the ancient Scythian nomads on the Eurasian steppe. Finnish and Russian families built small wooden rooms or huts (Finnish *sauna*) with benches around the walls. Water thrown on heated rocks created dense clouds of steam, in which the bathers sweated. They were then soaped, rubbed, flogged with softened birch twigs, and washed with tepid water. Finally they were splashed with cold water or plunged into snow or an icy stream.

Islamic societies, in southern Europe and the Middle East, which valued baths for religious, hygienic, and social purposes, developed sophisticated bathing facilities. The rich built splendid baths in their homes. Public baths were built in every town that had a mosque. Some large cities, such as Cyrdoba in Spain, had hundreds of baths, which men and women visited separately. In Constantinople (present-day Istanbul) and other Turkish cities, public baths served the same functions as Roman baths. They consisted of a large, domed, steam-heated central room surrounded by smaller rooms, the whole decorated with marble or mosaics. One could spend the day at the baths, enjoying refreshments and meeting friends. Turkish baths, like Roman baths, in time degenerated into resorts of idleness and indulgence.

The Japanese also set great store by social bathing. Almost every house had a bath, which was an indoor wooden tub or a garden pool. Washing was done first in private, but a whole family enjoyed soaking in a hot tub. In addition many large public baths were at mineral or hot springs where many families bathed together. These customs continue in modern Japan.

IV THE MODERN WEST

The puritanical spirit of the 16th-century Reformation further discouraged bathing in Europe and similarly affected the American colonies. In the 18th and 19th centuries, more secular in outlook, the wealthy adopted the habit of visiting natural medicinal or hot springs for their health. It became fashionable to spend a few weeks each year taking the waters at such resorts as Bath in England, Vichy in France, Baden-Baden in Germany, or Saratoga Springs, New York, in the United States. Luxury hotels, fine shops, concert halls, and casinos grew up around the baths.

In 19th-century cities, however, dirt and disease increased as a result of the Industrial Revolution. Cities were begrimed by factory smoke and overcrowded with people seeking factory work. After an outbreak of cholera in London, a demand gradually arose for improved bathing facilities. By the late 19th century, private houses of the upper classes were being built with separate bathrooms supplied with running water in fixtures of wood, copper, or iron. Municipal and private corporations built public baths for the general populace.

By the late 20th century, cleanliness was generally recognized as desirable, and as a result of mass production, most city dwellings had their own indoor baths. New housing was usually provided with one or more bathrooms, equipped with hot and cold running water in fixtures usually of gleaming porcelain enamel. Showers became commonplace.

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Text 8.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

SKIN TREATMENTS

PSORIASIS

There are many plants used for the control and care of psoriasis, the following is a brief overview.

GOA POWDER

Araroba or *Andira araroba* is also known as Goa Powder or Bahia Powder. The medullary matter of the stem and branches, dried and powdered, is used. It contains about 80% of chrysarobin, which is probably responsible for its activity. Chrysarobin is a reduced quinone. In India and South America it has been esteemed for many years for ringworm, psoriasis, dhobi's itch etc., as ointment, or simply moistened with vinegar or saliva.

Bep Oliver refers to a related species Dog Almond or Worm Bark which is known as *Andira inermis*, this is also used to treat psoriasis and ringworm of the scalp. The bark is, however, a dangerous poison in large doses, causing vomiting with drastic purgation, delirium and narcosis. Alkaloids present are berberine, and angeline or andirine or geoffroyine which is N-methyl-tyrosiine.

THORNY PIGWEED

Amaranthus spinosus or *Amaranthus viridis* is Thorny Pigweed, the leaves of which possess mucilaginous properties. The Negritos of

the Philippines apply the bruised leaves directly to eczema, psoriasis, and rashes with good results. The leaves make a good emollient preparation available in some of the Filipino villages for insect bites, sunburn, and regular burns. In India the roots are used as a decoction for treating eczema and cobra bites and scorpion stings.

SARSAPARILLA

There are a number of species of sarsaparilla, the most common are *Smilax ornata* and *Smilax regelii*, which contain saponins, sarsaponin and parallin, and yield isomeric saponogenins, sarsapogenin and smilogenin. It also contains sitosterol and stigmasterol in the free form and as glucosides. It is indicated for psoriasis, and other cutaneous conditions, but it is specific for psoriasis where there is desquamation. This is confirmed by Hoffman, who says that the root and rhizome are used in scaling skin diseases such as psoriasis, especially where there is much irritation. Bradley mentions other species of the plant, particularly of *S. aristolochiaefolia* Miller, *S. febrifuga* Kunth., *S. ornata* Hooker and *S. regelii* Killip et Morton, which are also indicated for skin disorders such as psoriasis and eczema; rheumatism and rheumatoid arthritis. Exploring the Internet, one discovers *S. ovalifolia* and *S. lanceaefolia* are also being used medicinally in India.

PAPAYA AND PAPAIN

Leung says papain is derived from *Carica papaya* and is also known as vegetable pepsin. It was formerly used in treating a wide variety of illnesses or conditions including infected wounds, sores, ulcers, tumours, and psoriasis. One of the major current uses is in preparations to control edema and inflammation associated with surgical or accidental trauma, infections or allergies. It is also used in

certain face creams, cleansers, "face lift" formulations, and dentifrices, and as the active ingredient in enzyme cleaners for soft lenses, among others.

TURMERIC

The rhizome of *Curcuma longa* has been used as a medicine, spice and colouring agent for thousands of years. A native of India and Southeast Asia, it is now cultivated in many countries, but India still accounts for a large percentage of world production. Turmeric appears in an Assyrian herbal dating from about 600 BC and was also mentioned by Dioscorides. In India, turmeric is regarded as a stomachic, tonic and blood purifier, which is used for poor digestion, fevers, skin conditions, vomiting of pregnancy and liver disorders. Externally it is used for conjunctivitis, skin infections, cancer, sprains, arthritis, haemorrhoids and eczema. Indian women apply it to the skin to reduce hair growth.

Turmeric has a warm, bitter taste and is a primary component of curry powders and some mustards. The powders and its oleoresins are also used extensively as food flavourings in the culinary industry. The spice has a long history of traditional use in Asian medicine. It also has been used topically as a poultice, as an analgesic and to treat ringworms.

Among the dark races of India, turmeric has been used since time immemorial to treat skin problems. Both the Ayurvedic and the Unani practitioners have used a paste of powdered turmeric or its fresh juice made into a paste or a decoction of the whole plant as a local application in the treatment of leprosy and cobra bites. It is especially useful for indolent ulcers on the surface of the skin and gangrene in the flesh. A paste made from the powdered rhizomes along with caustic lime forms a soothing remedy for inflamed joints.

It is also used as an external application by some women in India to suppress the unwelcome growth of facial hairs and upper lip moustaches. In Northern India the rhizome is used by many natives for treating cuts, burns and scalds.

The use tremendous value of this plant is confirmed by its use in other countries. The natives of Samoa use the powdered rhizome to sprinkle on new-born infants to help heal a recently cut umbilical cord, to prevent nappy rash from occurring, and to keep the skin soft and resilient. The powder is also used as a paste or poultice to treat skin ulcers and to help heal extensive skin eruptions. In parts of Africa, turmeric has been successfully tested for healing rashes due to allergies, the inflammation in psoriasis and itching.

CAJUPUT

Cajuput or *Melaleuca leucadendron* is a close relative of the Tea Tree Oil plant or *Melaleuca alternifolia* and so perhaps it should not be a surprise that this plant has use in treating sores, dermatoses (skin diseases) such as psoriasis and acne.

The Negritoes of the Philippines sometimes use cajeput oil as a local application in chronic forms of psoriasis and eczema. It is also rubbed over painful, chronically inflamed joints and on varicose veins and pulled tendons and ligaments for relief.

GOTU KOLA

The Indian Pennywort or *Centella asiatica* [Syn. *Hydrocotyle asiatica*] is a plant worthy of study, since it has numerous uses around the world in the treatment of chronic skin conditions. It is a slender, creeping plant that grows commonly in swampy areas of India, Sri Lanka, Madagascar, South Africa and the tropics.

Gotu Kola has also shown much promise in treatment of psoriasis. When creams containing oil and water extracts of the leaves were administered each morning to 7 psoriatic patients. Five showed clearance of lesions within 3 to 7 weeks. One showed improvement without clearance and the other clearance of most of the lesions.

SOAPWORT

Soapwort, Bruisewort, Bouncing Bet, Dog Cloves, Fuller's Herb, Latherwort, Lady's-Washbowl and Old-Maid's-Pink or *Saponaria officinalis* contains saponins (to 5%), comprising saporubin and saprubrinic acid; gums; flavonoids; vitamin C and vitexin. It has been used in the topical treatment of certain skin conditions, including acne, psoriasis and eczema. In India the prepared rootstock is considered a galactagogue. An extract of the roots is still a popular remedy of poison ivy. Soapwort was grown on the 19th century herb farms of the American Shakers. The leaf, stem and root are used cosmetically, by boiling in soft water and straining to wash hair and sensitive skins. Medicinally, the root decoction is used as a wash for acne and psoriasis.

ACNE

HOLY BASIL

In India, *Ocimum sanctum* or Kovil Tulsi is one of the sacred herbs, which is grown in houses and temples in all areas of the sub-continent. It is a powerful medicinal plant and much has been done to validate its medicinal activity, and *Ocimum sanctum* extracted in methanol and fed to rats was found to exert an immunostimulatory effect. When basil oil was tested in trials in India as an antibacterial treatment for acne, it produced good results, this activity could well be

due to the antibacterial activity which is present in this family. An excellent study of oils from 4 types of *Ocimum* species, found that although there was variation, all the oils were found to have antimicrobial activity at fairly low dilutions.

RED SANDALWOOD

Red Sandalwood, raktachandana or *Pterocarpus santalinus* is ground to a paste with water or honey, and applied topically as a popular home remedy used in southern India, especially Kerala, for post-acne and other facial scars. However, this treatment may produce allergic contact dermatitis, which though rare in this species is more commonly seen with *Santalum album*.

SANDALWOOD

Known by the Indian and Sanskrit name of Chandan, *Santalum album* is used for its volatile oil. It is astringent, cooling, deodorant, disinfectant, stimulant and tonic. Sandalwood is useful in cutaneous inflammation, where the chief uses are in skin care, to soothe cutaneous inflammation, as an antiseptic, a skin softener, and to invigorate peripheral blood circulation in the skin. It acts as a prophylactic against skin diseases and allergic conditions, is haemostatic or styptic, and removes skin blemishes.

It has been used since earliest times as incense, in embalming and cosmetics. In ancient India it was used in religious ceremonies. Mentioned in the Nirukta the oldest vedic commentary written (15th century BC). In India and Egypt it is used as a perfume. Effective against *Streptococcus aureus*. It relieves itching and inflammation of the skin and acts as an antiseptic in acne. Good astringent for oily skin.

CEYLON LEADWORT

Plumbago zeylanica is extremely popular throughout Africa and Asia as a remedy for parasitic skin diseases, especially leprosy, scabies, acne vulgaris and surface sores and leg ulcers.

The root has been shown to contain plumbagin, a yellow naphthoquinone, which is responsible for its antimicrobial and antibiotic activity. A very dilute solution (i.e. a concentration of 1:50,000) of plumbagin is lethal to a wide spectrum of bacteria and to pathogenic fungi, i.e. *Coccidioides immitis*, *Histoplasma capsulatum*, *Trichophyton* spp., *Candida albicans*, *Aspergillus niger* and *A. flavus*.

PEA

Even the humble pea or *Pisum sativum* has value in the treatment of acne. The seeds are used, which contain proteins, lecithins, carbohydrates, fats and salts. It is nutritive and antidermatosis. They have an appreciable effect on many types of skin complaint. Face masks made from the crushed fresh fruits are used in cases of acne and on faded, wrinkled skins.

CAMPHOR

Cinnamomum camphora

Camphor or *Cinnamomum camphora* has an aroma that is fresh, clean and very piercing. It is grown in the East, principally Borneo, China, Sri Lanka, Madagascar and Sumatra. It has white flowers which lead to red berries. This long-lived tree (often up to a thousand years) is not touched until it is about 50 years old.

The action on the skin is cooling, therefore reduces inflammatory conditions. Oily skins seem to benefit most and it has

been used in cases of acne, burns and ulcers. Cold compresses for bruises and sprains are usually effective.

PUMPKIN

The natives of Central America rub the oil extracted from the seeds of *Curcubita pepo* on herpes lesions, venereal sores, acne vulgaris, and stubborn leg ulcers which refuse to heal up. Pumpkin leaves are also applied as poultice on sprains and pulled ligaments. The roots are made into an infusion and used on syphilitic sores, herpes lesions, pimples and blackheads. However, this is a plant that is common on the Indian continent where the plant has similar uses.

This species has been the subject of a patent. Details of a patent are given relating to carbon dioxide extraction of *Cucurbita* spp. The extracts are suitable for use in cosmetics for treatment of juvenile acne and as antiseborrhoea agents.

CHASTE TREE

As often happens, a plant that is well-known on another continent becomes the subject of another countries attentions. *Vitex agnus-castus* has been examined for the treatment of acne. In India the plant is more often used to treat bites, eye diseases and most especially menstrual disorders.

DANDELION

Taraxacum officinale or dandelion is a plant that is common universally and it is used for acne, biliousness, boils, constipation, cystitis, dyspepsia with sluggish digestion, rheumatism. In another reference, the plant is recommended for skin complaints such as spots, pimples and acne, where a course of dandelion tea and eating fresh

young leaves in salads will help clear the skin.

BLACK WALNUT

Hutchens refers to *Juglans nigra* as Black Walnut. There are six species of the walnut, genus Juglan, which are native to the United States. Black Walnut is among them, widely distributed in the eastern states and extending to adjacent Canada.

The bark, leaves, rind and green nut are most commonly used. The bark in particular is quite astringent, while the leaves have a cleansing (detergent) property.

An old American recipe for scrofula is treated with 1 cup of the leaves boiled in 1 quart of water, made fresh daily and used often with honey. This should be continued for several months. The dried leaves may be used when the green cannot be had. It is also used homoeopathically, where a tincture of leaves and of rind of green fruits is used for acne, chancre and herpes.

Juglans regia is known as the English Walnut, where the leaves are the medicinal part used in India. The leaf decoction is used externally as a wash or bath additive for rheumatism, gout, glandular swelling, gum problems, scrofula, sweaty feet, acne, dandruff, other skin problems.

The constituents are approximately 10% tannin (ellagitannins), which are responsible for the astringent properties. Juglone (or 5-hydroxy-1,4-naphthoquinone), and hydrojuglone almost entirely in the form of the monoglucoside; juglone is present only in traces in older leaves and in the drug. Related compounds, including a series of volatile 1,4-naphthaquinones like plumbagin, beta- hydroplumbagin, and others are present in other parts of the plant (stem bark, fruit husks). Flavonoids: quercetin, hyperoside, quercetrin etc. Gallic, caffeic and neo-chlorogenic acids.

HEARTSEASE or WILD PANSY

Viola tricolor is a healing herb and can be used externally to soothe and relieve pain.

Launert (B94) The active ingredients are saponins, the glycoside gaultherine, salicylic compounds, tannin, mucilage, flavonoids. It is effective against skin diseases (acne, pruritis eczema etc.). It can be used as an infusion taken internally (2 teaspoons per cup) 2-3 times a day, and applied externally, applied to the skin by means of a compress. It is picked when it comes into flower (even the roots can be kept) and dried as quickly as possible for, although taken from the ground, growth continues and diminishes its effectiveness.

In India it would be more than likely that the *Viola yedoensis* or Wild Chinese Violet is used. The whole plant is used for its antipyretic, antidote, and antiphlogistic effect, especially where carbuncles, boils, ulcers and other skin conditions are indicated. The juice of the fresh root is applied externally to abscesses.

NEEM, NIMBA or MARGOSA

The natives of India use *Azadirachta indica* or neem leaves in various forms such as poultices, ointments, and liniments for everything from leprosy, burns, gangrene, scabies, herpes lesions, eczema, and skin ulcers. Its use dates back into antiquity in Hindu Ayurvedic medicine, the seed oil has also been widely used in Asian medicine, and the therapeutic value of the oil has been confirmed as an anti-inflammatory and antibacterial agent. There are also reports that the plant has insecticidal and spermicidal properties. There are also a number of reports that the plant can be toxic when ingested.

There has been some confusion in the nomenclature between *Melia azedarach* and *Melia azadirachta* (*Azadirachta indica*). Oil obtained from the latter (*Melia azadirachta*) is known as margosa oil,

neem oil, nim oil and oleo margosa. These names have been incorrectly applied to the oil of *Melia azedarach* as well. Some caution is advised with the correct identification of this plant.

A tincture of *Azadirachta indica* when compared with aspirin (200 mg/kg gave 10%) and indomethacin (4 mg/kg gave 29%) reduced inflammation by 18% for 800 mg/kg of dry extract. The experiment was performed on carrageenin-induced rat paw edema and three doses of neem were used - 400, 800 and 1600 mg/kg.

The tree was not known in America, as early as 1883 and appears in the U.S. Dispensatory of that date. Under *Azedarach indica* or Nim Tree. "The inner bark of this tree is extensively used in India as a febrifuge and tonic, in the form of powder, or more usually in that of decoction. The roots are said to be vermifuge, and the seeds yield an oil largely used for lighting purposes and sometimes as a medicine."

The Pharmaceutical Codex of 1923, also makes mention of Neem, "Indian azadirach is used as a simple bitter, in the same way as gentian or quassia, for which it is employed as an equivalent in India and the eastern Colonies, being administered usually in the form of tincture or infusion."

CONEFLOWER

The Purple Coneflower or *Echinacea angustifolia* is one of the most interesting plants of recent times and has been the subject of much serious research. Its traditional use has been for the treatment of acne, boils and mastitis, an effect that may be due to the antiseptic properties of the plant. The latest thinking on Echinacea is that it is very effective in increasing the ability of the immune system to fight infections, it is a stimulating alterative for use in helping cleanse the body in septic conditions or where resistance to infections is lowered.

In a recent paper it is reported that Echinacea has been used

successfully in cases of blood poisoning. It was reported that Echinacea was useful against cancerous growths especially of mucous membranes. It has been used to lessen the pain and inflammation of gonorrhoea and syphilis, tonsillitis, impotency and skin disorders, i.e. eczema, psoriasis, acne, poison ivy, irritation.

In another paper, it is said that the root and rhizome are used in folk medicine for their antiseptic and vasodilator activities, and are indicated for furunculosis, septicaemia, pyorrhoea, tonsillitis, and particularly for boils, carbuncles and abscesses. They are reported to be depurative, digestive, and confirm the effectiveness against eczema and acne.

ONION

A plant does not have to be exotic to have value as a skin treatment, even something as apparently mundane as the common red onion or *Allium cepa* can have beneficial effect. It has been used externally as a poultice for acne, chilblains and arthritis (to draw out inflammation) and the juice applied to blemished skin.

Onion poultices are used on boils, abscesses and blackheads to draw out the infection, decrease inflammation and speed healing. In Africa onion juice has been applied to burns and scalds to prevent blistering and infection, and the natives of East Africa sometimes use the skin of the onion as a sticking plaster on facial and body sores.

A French physician by the name of Ambroise Pare developed an important treatment for major and minor burns incurred through flames, gun powder burns, and explosions, using fresh onion juice.

Text 9.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

BATH PRODUCTS

There are dozens of plants used for washing or bathing in India and it would be unrealistic to try to mention all of them, so a few of the more interesting materials are discussed.

KARANJA TREE or INDIAN BEECH NUT TREE

Pongamia pinnata Vent. [Syn. *Derris indica* (Lam.) Benn., *Pongamia glabra* Vent.] family Papilionaceae has the English name Indian Beech nut, the Kannada names are Honge, Hulugala or Kanigemara. *Pongamia* species grows extensively across India, and the seed oil is commonly used in Indian Ayurvedic medicine for the treatment of skin conditions, for skin protection and rheumatic pain. It is taken internally for bronchitis and whooping cough. *Pongamia* extract contributes and/or enhances the UV absorbing properties of a conventional sunscreen. It helps to broaden the UV protection.

The seeds crushed to a paste are used for leprosy, skin disorders and painful rheumatic joints. A paste made from crushed leaves is applied as a poultice to wounds, and a hot infusion of the leaves is used as a medicated bath for relieving rheumatic pains, and for cleaning foul ulcers and sores. The seeds are high in non-edible oil which is used in the preparation of soap.

Pongamia pinnata, Linn., used in the Ayurvedha and Siddha traditional medicine systems, for treatment of clinical lesions of skin and genitalia, was evaluated for antiviral properties against herpes simplex virus type-1 (HSV-1) and type-2 (HSV-2) by in-vitro studies

in Vero cells. A crude aqueous seed extract of *P. pinnata* completely inhibited the growth of HSV-1 and HSV-2 at concentrations of 1 and 20 mg/ml (w/v), respectively, as shown by complete absence of cytopathic effect.

SOAPBERRY or SOAP NUT

Soapberry is also known as *Sapindus indica*, whereas Soap Nut is more usually called *Sapindus detergens* Roxb or *Sapindus mukurossi* Garten.

Manning refers to Soapberry as *Sapindus marginatus* (family: Sapindaceae) where the fruit pulp used as a substitute for soap. In India, the Soap Nut or *Sapindus trifoliatus* is known locally as Reetha or Ritha (Hindi) or Aristaka (Sanskrit).

One fruit in forty parts of water provides a hair wash which promotes the growth of hair and removes dandruff. Assessment of a cosmetic company on this traditional shampoo.

The spring of Northern India is celebrated with Holi, or the Festival of Colour. Participants smear orange, purple, red, green, yellow dyes, powders and paints over each other's heads and bodies. It is very difficult to rid the hair of these dyes, but the traditional soap-nut hair wash rinses out the colours while conditioning the hair and the scalp at the same time. Using the soap nut as a base, Indian women concoct their own shampoos, frequently mixing it with a medicinal combination of three myrobalans or other ingredients such as turmeric or coconut pulp.

LOVE-LIES-BLEEDING

There are a number of species of this plant among which are: *Amaranthus spinosa*, *Amaranthus hypochondriacus* and *Amaranthus caudatus*. It has the country names Velvet Flower, Red Cockscomb,

Prince's Feather, Balder Herb, Floramor, Flower Gentle. It has the symbolic meaning of hopeless and heartless. A few examples are given from this enormous family!

Other members of the family include *Amaranthus paniculatus* Linn, *Amaranthus speciosus* Sims., *Amaranthus sanguineus* Linn., *Amaranthus strictus* Willd., *Amaranthus frumentaceus* Ham., *Amaranthus farinaceus* Herb. Roxb., *Amaranthus anarcadana* Ham., *Amaranthus flavus* var. *bracteatus* Linn., *Amaranthus caudatus* Merr., which in Sinhalese is known as Rana-tampala, in Hindi as Chuamarsa, Ganhar, Kalgaghasa, in Sanscrit as Rahadri, Rajagiri, Rajashakini. Certain hill tribes in India and Africa use the plant as a staple food. It is given for scrofula and applied topically to scrofulous sores.

Amaranthus spinosa Linn.. or Prickly Amaranth, which is known in Sinhalese as Katu-tampala, in Hindi as Cholai, Kantenatia, in Sanscrit as Alpamarisha, Bahuvirya, Bhandira, Ghamasrana, Granthila, Kandakamarisha, Kanderu, Meghanada, Pathyashaka, Sphurjathu, Sushaka, Svanitavhaya, Tandula, Tandulanama, Tanduleraka, Tandulibija, Tanduliya, Vira, or Vishaghna. In Tamal it is called Mullukkirai or Mudkirai.

The plant is used as a sudorific and febrifuge and is recommended for eruptive fevers. The leaves are considered a good emollient, lactagogue and a specific for colic. Externally, the bruised leaves are applied locally on eczema.

Amaranthus tricolor Linn., *Amaranthus gangeticus* Linn., *Amaranthus lanceolatus* Roxb., *Amaranthus tristis* Linn., *Amaranthus oleraceus* Roxb., *Amaranthus polygamus* Roxb., *Amaranthus lividus* Roxb., *Amaranthus amboinicus* Herb. Ham., *Amaranthus inamoenus* Willd., *Amaranthus melancholicus* Linn., *Amaranthus mangostanus* Linn., or Love-lies-bleeding, Red Cock's-comb. In Sinhalese it is called Sudu-tampala, in Tamal it is Arikkirai or Chirukirai, while in Hindi it is known as Lalnatiya or Rajkiri and in Sanscrit it is Marisha

This plant is an astringent and it is used externally as a gargle in ulcerated conditions of the mouth and throat and as a wash and poultice for ulcers and sores.

Reports of teratogenicity and carcinogenicity have not been adequately substantiated and Amaranth is presumed to be safe at present.

TERMINALIA

The Combretaceae family has a genus called Terminalia, which is an extremely large and important genus of plants. Many of the species within this genus have antibacterial and useful skin properties. The most important species in India are discussed briefly.

Terminalia arjuna: A decoction of the bark is used to wash ulcers.

Terminalia bellirica: The pericarp of the dry fruit is an ingredient in many decoctions for a variety of diseases. It is one of the myrobalans which go to form the "Thippal" which is largely used by every Ayurvedic physician for all the diseases of the human body and is used in many of their stock preparations. The fixed oil extracted from the seeds is considered a beneficial application for the hair and for rheumatism.

Terminalia catappa Linn.: In India, the juice of the young leaves is used to prepare an ointment for scabies, leprosy, and other cutaneous diseases. In East Indies, the plant is used externally on skin diseases. In Indo-China, the leaves are used as a sudorific and also applied to rheumatic joints.

Terminalia chebula: It is finely powdered and used as a dentifrice useful for carious teeth, bleeding and ulceration of the gums. The ashes of the fruit mixed with butter form a good ointment for sores. Regular use of the powder with king-coconut water is supposed to improve the complexion.

Terminalia tomentosa: The powdered bark mixed with oil is used to remove apthae. It is also applied externally on ulcers and on fractures.

COCKSCOMB or QUAIL GRASS

The seeds of *Celosia argentea* L. [Syn *Celosia margaritacea* L] are used medicinally as an ophthalmic antiphlogistic and astringent in conjunctivitis or retinal haemorrhage. The flowers of *Celosia argentea* var. *crinata* Bth., are officinal and used as astringent, haemostatic, anti-diarrhoeic in dysentery, enterorrhagia, metrorrhagia, epistaxis.

The leaves of *Celosia argentea* [Syn. *Celosia argentea*] are used to treat itching, and the water extracts of the seeds are used as an eye-wash. Two rare isoflavones, 5-methoxy-6,7-methylenedioxy-2'-hydroxyisoflavone and 2',5-dimethoxy-6,7-methylenedioxyisoflavone, were isolated from the aerial parts of *Celosia argentea*.

It is interesting to note that similar species have similar use in Africa. *Celosia laxa* as anthelmintic, for rheumatism, stomach ache, ritualistic use, skin diseases and as an embrocation for pains. The fruits and leaves are used. *Celosia hastata* is also used for dysentery, skin diseases, as an anthelmintic and for arthritis.

The safety of these species is not envisaged as a problem, *Celosia argentea* Linn. (Amarantaceae) is a troublesome weed in flax fields, but it is gathered and consumed as a vegetable. The leaves and shoots of *Celosia argentea* L. are edible. Also the leaves and shoots of *Celosia schweinfurthiana* Schinz. are also edible. *Celosia trigyna* L. [Syn. *Celosia laxa* Schumach. & Thonn.] has edible leaves.

The leaves are used in poultices in China on infected sores, wounds and skin eruptions and in India mixed with honey on inflamed areas and painful afflictions such as buboes, abscesses etc. The whole plant is used as an antidote for snake bite and the root as a specific for colic, gonorrhoea and eczema. The water in which the leaves, flowers

and stems have been boiled is used as a body wash for convalescents.

LOTUS *Nelumbium nelumbo*

The Lotus mentioned by Theophrastus was probably *Lotus zizyphus*, but the Sacred Lotus or Bean of India is most certainly the *Nelumbium speciosum*.

It is the symbol of Brahma, the impersonal and abstract conception of God; of Vishnu, the second, personal, essence of God; and the symbol of Gotama Buddha to whom daily prayer is offered: "Om mani padme hum", meaning "Hail to the jewel in the flower of the lotus".

The Chinese goddess of mercy, Kwan Yin is depicted sitting on a lotus. Amida, the Japanese Buddhja, is always shown as seated on the blossoms of the lotus. Hap, the god of the south Nile, was clearly depicted ensconced on a lotus, as was Horus the youthful sun god of ancient Egypt. The flower is almost universally considered a symbol of purity and holiness.

In bath preparations it has a vitalising or activating effect, an effect relished by the geisha and sing-song girls from the use of the flower in their daily skin care remedies.

Text 10.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

HAIR CARE

There are numerous plants for the care of the hair, some are less well known than others.

Pithecellium bigeminum is cited for the promotion of hair growth⁸³. A few will remember the use of anti-macassars on the backs of chairs to protect them from being damaged by hair oil, that hair oil was made from *Schleichera trijuga* or Macassar oil from India, which is also known as the paka or kussum tree.

A cassia known as *Cinnamomum cassia*, which yields an oil used in barbers' shops was mentioned in Exodus as being used by Moses on sacred occasions. It is massaged in to the scalp to keep the hair dark and to help prevent baldness in men⁸⁵. Queen Isabel of Spain had powdered cassia bark used in her talcum powder with orris root (*Iris florentina*) cloves and a few grains of musk.

ROSE APPLE

Another plant Rose Apple or *Eugenia jambos* Bianchini (B102) says that it is a species originally from India and is grown today extensively in Florida⁸⁶. Its name derives from the delicate fragrance of roses that is noticeable when the fruit is eaten. The rose apple is about the size and colour of an apricot, with one to three seeds inside. The name in India is Jambul or Jambu, a closely related species is *Eugenia jambolana*, also known as Phalendra in Sanskrit. The fruits and leaves are used.

Tribal use of Jambu in India is as a ritual post-natal facial wash and in facial wound healing remedies. Jambu is a unique Southern Indian plant which also has the properties of stimulating the scalp and regenerating damaged hair.

SHELLAC

The term shellac is used only for the purified lac, which is a natural resin secreted by the tiny insect *Kerria lacca* on certain trees and bushes, principally in India and Thailand. Known for more than 3000 years, lac is mentioned in early Sanskrit writings.. In the Atharva Veda the origin of lac, the lac insect and the application for lac for medicinal uses are briefly described. Lac and laksha are said to be derived from the Sanskrit word "lakh" for 100,000 due to the large number of insects producing this resin.

The word 'lacquer' also owes its root to the word 'lac'. Shellac is probably the only commercially used natural resin of animal origin. In addition to being used to produce the old 78 rpm records and to insulate electrical windings, it was also used as a hair lacquer resin.

The Lac host tree in India are the Kusum-trees [*Schleichera oleosa* (Lour.) Oken], and another species Ber-trees (*Lizyphus mauritiana* Lamk.) In Thailand the Lac host tree is the Rain tree [*Samanea saman* (Jac.) Merr.]. The film forming properties make shellac an ideal compound for hair care products, be it fixatives, pump sprays, aerosol sprays or even mascaras. The film is easily washable with soap or shampoo, so that the hair can easily be freed from the resin. Shellac is compatible with all common plasticisers.

COMMON INDIGO or INDIAN INDIGO

In India, *Indigofera tinctoria* is the source of an important blue dyestuff. It does not exist ready formed, but is produced during

fermentation from another agent existing in the plant. This is called Indocan, and is yellow, amorphous, of a nauseous bitter taste with an acid reaction. The plant contains alkaloids, glycosides and oleoresin. Its action is anti-microbial. Wild Indigo is a herb to be considered wherever there is a focus of infection. Externally the ointment will help infected ulcers and sore nipples. A douche of the decoction will help leucorrhoea.

Mummified remains from Egyptian tombs show that a mixture of Henna and Indigo (*Indigofera tinctoria*) shoots called Henna reng, was used to colour hair and false beards to a youthful blue-black, a practice that is still found in India today.

It is the leaves that yield the dye, and they are soaked in vats filled with water for several weeks, the solution turning deep yellow. This oxidises to form an insoluble precipitate of indigo, used to intensify the black hair of Indian women who soak the dried (or fresh) leaves in water and usually apply it mixed with henna as a paste.

SCARLET PIMPERNEL

Anagallis arvensis has a bright scarlet flower. The ancient Greeks were fond of the flower, which they used in the treatment of eye diseases. The herb is also prescribed in cases of jaundice, dropsy and inflammation. The plant has cosmetic properties, applied as a skin lotion, a standard infusion regulates the pigmentation, removing freckles and other minor blemishes. The same lotion is used as a hair restorer. The aerial parts contain various saponins and an enzyme. The root is rich in cyclamine, a crystalline saponin. Cyclamine is toxic and fish are particularly sensitive to it. The plant is used for fishing in parts of India. Previously medicinal, the plant is no longer used in homoeopathy. A tincture prepared from the fresh plant is, however, used to treat skin eruptions and ulcers, also as a cholagogic and diuretic. It is also used to treat stings and bites, to soothe nettle rash,

poison ivy rash, and to treat swellings. There is also a blue pimpernel which is of lesser medicinal value.

BHRINGRAJ or MAKRA

Eclipta alba Hassk. Is a member of the Asteraceae or Compositae family. The herb, root and leaves are used. Medicinally, bhringraj is indicated for a number of problems including skin diseases. In the cosmetic field it is used as a hair darkener, for skin toning and stimulation, and invigorating peripheral blood circulation of skin. It is traditionally used to check hair loss, stimulate hair growth, and is therefore useful in hair care.

This is a species found across China, Taiwan, Indochina, India, Japan, Philippines. (Syn. *Eclipta erecta* L., *Eclipta prostrata* L., *Eclipta thermalis* Bunge., *Eclipta marginata* Boiss.)

The entire plant is officinal. The taste is sweet-sour. The plant contains nicotine. It is prescribed as an astringent haemostatic. Dose 5-10g. The extracted juice of the fresh herb is applied to the scalp to promote hair growth and taken internally it blackens the hair and beard. Elderly women use an herb decoction to rinse hair; the plant possesses a bluish-black dye, and they say there is no need for white hair as long as *Eclipta* is available. It is also found and used in Egypt, where juice of the fresh plant is applied to the scalp to promote hair growth, taken internally it blackens the hair and beard.

Eclipta prostrata which is also known as Bhringaraja in Ayurvedic or Bhangra in Unani is mainly used in hair oils. In hair oils, it may be used along with *Centella asiatica* and *Phyllanthus emblica*. The paste prepared by mincing fresh plants has an anti-inflammatory effect and may be applied on insect bites, stings, swellings and other skin diseases. In Ayurveda, it is mainly used in hair oil, while in the Unani system, the juice of *Eclipta prostrata* is used in "Hab Miskeen Nawaz" along with aconite, *Croton tiglium*, *Piper nigrum*, *Piper*

longum, *Zingiber officinale* and minerals like mercury, sulphur, arsenic, borax, etc., for various types of pains in the body. It is also a constituent of "Roghan Amla Khas", for applying on the hair, and of "Ma'jun urrawah-ul-arwah".

WITHANIA

Withania somnifera Dunal, *Withania coagulans* Dunal or Withania has the common Indian names aswagandha (or Asvagandha) and ashwagandha, it is known as Vijaya Kala Gandha in Sanskrit. It is also known by the pretty name of Hair Flower tree. The plant is related to the tomato and potato plants and is found throughout the drier regions of India, Afghanistan and as far west as Israel.

It has always had a prominent place in Ayurvedic, Unani, and ancient Indian systems of medicine, where it is used to restore the "balance of life forces" much in the same way as ginseng and eleutherococcus are used. It is often referred to as "Indian ginseng". The dried fruits and roots are anti-inflammatory and used topically for the management of swelling and ulcerations.

The flowers of withania are an exclusive hair care remedy in India. Other parts of the shrub are considered for diverse applications, including use as an aphrodisiac, immuno-stimulant and to combat debility due to old age. It nurtures and clarifies the mind, calms and strengthens the nerves and promotes sound, restful sleep. A leaf infusion is given in fevers and bruised leaves are applied with good effects to boils and swellings. The fruit and seeds are diuretic whilst the seeds are said to be hypnotic. The plant is good for circulation of the scalp, improving the structure of the hair, in preparations against greasy hair and dandruff.

It is also known as Winter Cherry or Balada flowers, and is one of the most widely used rejuvenative tonic herbs in India. An adaptogenic, ashwaganda has been studied scientifically and shown to

contain numerous nutrients including plant sterols. Since it is anabolic, this herb provides an excellent, safe alternative to steroids for increasing muscle mass.

Text 11.

Task 1. Read the text, list unknown words, summarize the information given in the text in writing. Make up the glossary of the text.

YOUR BODY

The more you learn about your body and how it works, the better you take care of it and keep it looking its best. Try not to be self-conscious about your individual shape; instead, concentrate on being more body conscious, learning how to revitalize and recharge yourself through a combination of exercise, diet, and relaxation. You may also like to expand your beauty routine so that you have time to beautify your whole body with a range of pampering home treatments.

EXERCISE

EXERCISE NOT ONLY KEEPS YOU IN SHAPE, it makes you feel more relaxed and helps you sleep well and enables you to handle stress better – all of which will benefit the appearance of your skin and body. Exercise also reduces the body's fat reserves by converting them into energy and so helps improve body shape. Building an exercise program into your routine is probably one of the most positive steps you can take to enhance your body. Start with gentle activities such as walking, stretching, or swimming, and work up to five 30-minute sessions a week.

RELAXATION TECHNIQUES

ONCE A DAY, take time to relax your body and mind, and free yourself from tension. Relaxing is a skill that needs to be learned and developed; start by practicing these simple but effective techniques.

1. Abdominal breathing helps induce calmness. Place one hand on your chest and the other on your abdomen. Breathe in slowly and deeply through your nose, allowing your stomach to expand but keeping your chest still. Breathe out slowly through your nose and repeat for five to ten minutes.

2. Close your eyes and count backward from 20, saying each number silently as you breathe out. Repeat several times.

3. Shut your eyes and imagine a tranquil scene. Hold the picture in your mind for five minutes without allowing other thoughts to intrude.

DIET

EVEN THE MOST SOPHISTICATED skin-care and body treatments will not be effective if you do not feed your skin from within. Drink plenty of water (four glasses a day or more) and herbal teas to flush out toxins and prevent dehydration. Ensure that your diet contains the essential nutrients for healthy skin. Certain vitamins are thought to be particularly valuable for improving the complexion and boosting the circulation. These include:

– ***Vitamin A*** to help maintain the skin’s elasticity. Good sources are carrots, rutabagas, yellow or orange vegetables, and dark green leafy vegetables.

– ***Vitamin B3*** to promote healthy circulation. Good sources are grains, beans, green leafy vegetables, seeds and nuts, and fish and seafood.

– ***Vitamin C*** to assist in the formation of collagen (the skin’s support fibers). Good sources are citrus fruit, broccoli, green leafy vegetables, cherries and apricots.

Mary Quant

From “Classic Make-up & Beauty”

Glossary

A

| | | |
|--------------|----------------|--------------------------------|
| accentuate | [Wk'sentjueit] | підкреслювати |
| accept | [Bk'sept] | приймати |
| accessory | [ək'sesəri] | аксесуари |
| acid | [ʷsid] | кислота |
| accompany | [ə'kʌmpəni] | супроводжувати |
| accusation | [ækju:zeiʃən] | обвинувачення |
| adornment | [B'dɔ:nment] | прикраса |
| advanced | [Bd'va:nst] | прогресивний |
| aesthetics | [i:s'letiks] | естетика |
| ageing | [ʷeidfiE] | старіння |
| aldehyde | [ʷldihaid] | альдегід |
| ambergris | [ʷmbɛgri:s] | сіра амбра |
| ancient | [ʷeinʃnt] | античний, стародавній |
| anorexia | [ʷnɒ'reksiB] | відсутність апетиту |
| apparel | [ə'pærəl] | сукня, одяг |
| application | [,Wpli'keiʃn] | використання |
| apply | [B'plai] | наносити, використовувати |
| architecture | [a:'kitektʃ] | архітектура |
| aroma | [B'rʊmɒ] | аромат |
| arrange | [B'reindʃ] | приводити до ладу (волосся) |
| assignment | [B'sainmɒnt] | призначення |
| audacious | [ɔ:deiʃs] | сміливий, відважний |
| aura | [ɔ:rɒ] | аура |
| average | [ʷvɛridʃ] | середній; |

| | | |
|-------------|------------------|-------------------------------|
| | | звичайний |
| avoid | [ə'vɔɪd] | уникнути |
| aware | [ə'weə] | усвідомлювати |
| B | | |
| bald | [bɔ:lɪd] | лисий |
| beautician | [bju:'ti:ʃn] | косметолог |
| beard | [biəd] | борода |
| beef | [bi:f] | м'ясо, бик |
| bergamot | [ˈbɜ:gβmɔ:t] | бергамот |
| bleach | [bli:tʃ] | знебарвлювати |
| blend | [blend] | змішувати |
| blush | [blʌʃ] | рум'янець |
| bone | [bɔ:n] | кістка |
| brittle | [brɪtl] | ламкий |
| brow | [brau] | брова |
| brush | [brʌʃ] | щіточка |
| bulimia | [ˈbju:limiə] | ненажерливість |
| C | | |
| casual | [ˈkæʃjuəl] | повсякденний |
| cease | [si:s] | переставати, припиняти |
| celebrity | [si'lebrɪti] | відома особа, знаменитість |
| cellulite | [ˈseljulaɪt] | целюліт |
| character | [ˈkæriktə] | характер |
| cheek | [tʃi:k] | щока |
| cheekbone | [ˈtʃɛkboʊn] | вилиця |
| chemical | [ˈkemɪkl] | хімічний |
| circularity | [ˈsɜ:kju'lɪrɪti] | кругла форма |
| cologne | [kɔ'lɒn] | одеколон |

| | | |
|---------------|----------------|----------------------------------|
| colouring | [ˈkʌlɪbrɪɛ] | фарбування |
| combine | [ˈkʌmbaɪn] | комбінувати |
| combing | [ˈkoumɪɛ] | розчісування |
| commercialize | [kɒˈmɜːʃlaɪz] | перетворювати в джерело прибутку |
| common | [ˈkɒmɒn] | загальний |
| complexion | [kɒmˈpleksjən] | колір обличчя |
| conceal | [kənˈsiːl] | маскувати |
| conditioner | [kənˈdɪʃnɪs] | кондиціонер |
| confine | [kɒnˈfaɪn] | обмежувати |
| conscious | [ˈkɒnʃəs] | усвідомлений |
| consider | [kənˈsɪdə] | ураховувати |
| constantly | [ˈkɒnstəntli] | регулярно |
| contain | [kənˈteɪn] | містити в собі |
| cosmetic | [kɒzˈmetɪk] | косметика |
| coriander | [ˈkɔːrɪˈwɒndə] | коріандр |
| court | [kɔːt] | двір |
| cream | [kriːm] | крем |
| curl | [kɜːl] | локон |
| curly | [ˈkɜːli] | кучерявий |
| cut | [kʌt] | стрижка |
| cuticle | [ˈkjʊːtɪkl] | кутикула |

D

| | | |
|---------------|--------------------|-------------|
| damage | [ˈdʌmɪdʒ] | ушкоджувати |
| dandruff | [ˈdʌndrʌf] | лупа |
| decoration | [dekəˈreɪʃən] | прикраса |
| denounce | [dɪˈnaʊns] | засуджувати |
| dermatologist | [ˈdɜːmətɪˈlɒdʒɪst] | дерматолог |
| desired | [dɪˈzaɪəd] | бажаний |

| | | |
|-------------|---------------|------------------|
| distinguish | [dis'tiEgwil] | розрізняти |
| dramatic | [drB'mWtik] | значний |
| dye | [dai] | фарба, фарбувати |

E

| | | |
|---------------|------------------|-------------------------|
| effort | ['efat] | зусилля, спроба |
| elaborate | [i'lWbrit] | детально розроблений |
| eliminate | [i'limineit] | усувати |
| emerge | [i'mə:dF] | з'являтися |
| enchant | [in'tʃa:nt] | зачаровувати |
| era | ['iBrB] | ера |
| essential | [i'senʃl] | ефірна олія |
| establishment | [i'stasbliʃmant] | установа |
| evidence | ['evidans] | очевидність |
| exemplify | [ig'zemplifai] | бути прикладом |
| exist | [ig'zist] | існувати, жити |
| expert | ['ekspB:t] | експерт |
| expose | [ik'spauz] | піддавати дії |
| extreme | [iks'tri:m] | крайнощі |
| eyebrow | ['aibrau] | брова |
| eyelid | ['ailid] | повіка |

F

| | | |
|----------------|-------------|-----------------------------|
| facial | ['feiʃl] | лицьовий |
| fascinate | ['fWbineit] | зачаровувати |
| fatigue | [fB'ti:g] | утома |
| fade away | [feid] | поступово зникати |
| feature | ['fi:tB] | риси обличчя (характера) |
| feminine style | [feminin] | жіночий стиль |

| | | |
|-------------|----------------|-------------------------------------|
| fingertip | [ˈfiŋgɪtpɪp] | кінчик пальця |
| flexible | [ˈfleksɪbəl] | пружний |
| fly-away | [ˈflaɪəweɪ] | широкий, |
| forehead | [ˈfɔːhɛd] | лоб, чоло |
| fortunately | [ˈfɔːtʃənətli] | на щастя |
| foundation | [faʊndeiʃn] | основа, базис |
| fragile | [ˈfrʌdʒaɪl] | ламкий, крихкий |
| fragrance | [ˈfreɪgrəns] | аромат, пахощі |
| fringe | [frɪndʒ] | чубчик, облямівка (щодо волосся) |

G

| | | |
|---------|-------------|----------------------------|
| gel | [dʒel] | гель |
| genetic | [dʒiˈnetɪk] | генетичний |
| gently | [ˈdʒentli] | м'яко, лагідно |
| gland | [glænd] | залоза |
| glint | [glɪnt] | спалах, блискотіти |
| grainy | [ˈgreɪni] | шорсткий, гранульований |

H

| | | |
|--------------|---------------|--------------------------|
| haircut | [ˈhɛɪkʌt] | стрижка, зачіска |
| hairdresser | [ˈhɛɪˈdresɪ] | перукар |
| hairdressing | [ˈhɛɪˈdresɪŋ] | перукарська справа |
| hairline | [ˈheɪlɪn] | волосяна лінія |
| halfway | [ˌhɑːfweɪ] | на півшляху |
| harsh | [hɑːʃ] | грубий, жорсткий |
| hide | [haɪd] | ховатися |
| highlighter | [ˈhaɪlaɪtɪ] | висвітлювач (обличчя) |
| hygiene | [ˈhaɪdʒiːn] | гігієна |

hypoallergenic [ˈhɑɪpəˈwɪbəlˈɑːfɪnɪk] гіпоалергенний

I

impact [ˈɪmpækt] поштовх, зіткнення
imprecisely [ɪmpriˈsaɪsli] неточно
indelible [ɪnˈdelɪbəl] незмивний
indicate [ˈɪndikeɪt] вказувати, свідчити
individual [ˈɪndɪˈvɪdʒuəl] особистий
intelligence [ɪnˈtelɪdʒəns] розум, інтелект
iron [ˈa(ɪ)ɪn] залізо

J

jaw [dʒɑː] підборіддя

K

keratin [ˈkeratɪn] кератин

L

label [ˈleɪbəl] етикетка
lack [læk] нестача
lacquered [ˈlækwəd] лакований
lash [lɑːʃ] вія
lead [liːd] вести, керувати
lift [lɪft] підіймати
liner [ˈlaɪnər] лайнер
lip pencil [ˈlɪp ˌpensl] карандаш для губ
loose [luːs] 1) вільний;
2) розсипчастий
(про пудру)
lose [luːz] губити

M

| | | |
|-------------|----------------|----------------------------|
| make-up | ['meikʌp] | макіяж, грим |
| mascara | [me'ska:rʃ] | туш для вій |
| matt | [mWt] | матовий |
| measure | ['meʃB] | вимірювати, міра |
| mild | [maild] | м'який, спокійний |
| miracle | ['mirʃkl] | диво |
| mixture | ['mikstʃB] | суміш |
| moisturizer | ['mɔstʃɪzɪzɪz] | зволожуючий крем |
| rid | [rid] | позбавляти |
| mousse | [mu:s] | мус |
| moustache | [məs'ta:ʃ] | вуса |
| musk | [mʌsk] | мускус; мускусний запах |

N

| | | |
|------------|--------------|--------------------|
| natural | ['nWtʃBrʃl] | природний |
| nobleman | ['nɒblmɛn] | щляхетна людина |
| note | [nɒt] | характерна ознака |
| noticeable | ['nɒtɪsəbəl] | примітний |
| nutrition | ['nju:triʃn] | харчування |

O

| | | |
|-----------------|------------------|------------------|
| option | ['ɒpʃn] | вибір |
| overall | ['ɒvərl] | верхній одяг |
| over-processing | ['ɒvə 'prɒsɛsɪŋ] | надмірна обробка |

P

| | | |
|------------|--------------|---------------|
| particular | [pə'tɪkjʊlə] | особливий |
| pasty | ['pWsti] | рихлий (щодо) |

| | | |
|----------------|-----------------|----------------------------|
| peaceful | [ˈpi:sfʊl] | обличчя) мирний; тихий |
| peels | [pi:ls] | очищення |
| perceive | [pɪvˈsi:v] | сприймати |
| perfume | [ˈpɜ:fju:m] | парфуми, пахощі |
| permanent | [ˈpɜ:mənt] | тривала (фарба) |
| physical | [ˈfɪzɪkəl] | фізичний |
| pick | [pɪk] | добирати |
| plait | [plʌt] | заплітати |
| plastic | [ˈplɑ:stɪk] | пластичний |
| pluck | [plʌk] | вищипувати |
| pore | [pɔ:] | пора |
| pressed powder | [ˈprest ˌpaʊdɜ] | компактна пудра |
| prevent | [priˈvent] | перешкоджати |
| pride | [praɪd] | гордість |
| prone | [praʊn] | розпростертий, схильний |
| protein | [ˈprəʊti:n] | білок, протеїн |
| purpose | [ˈpɜ:pʊs] | цілеспрямованість |

R

| | | |
|-------------|----------------|--------------------|
| razor | [reɪzɜ] | бритва |
| receiver | [riˈsi:vɜ] | телефонна слухавка |
| requirement | [riˈkwaɪəmənt] | вимога, потреба |
| resistance | [riˈzɪstəns] | протидія, опір |
| retouching | [riˈtʃɪŋ] | ретушування |
| reveal | [riˈvi:l] | виявляти |
| rid | [rɪd] | позбавляти |
| ruddy | [ˈrʌdi] | рум'яний |

S

| | | |
|----------------|-------------------|------------------------|
| scalp | [skWlp] | шкіра черепа |
| scar | [ska:] | шрам |
| scent | [sent] | запах, парфуми |
| scissors | [ˈsizBz] | ножиці |
| sebum | [ˈsi:bBm] | шкірне сало |
| secure | [siˈkjuB] | охороняти |
| seduction | [siˈdHkʃn] | спокуса |
| semi-permanent | [ˈsemiˈpB:mBnBnt] | нестійка фарба |
| shade | [ʃeid] | тінь |
| shampoo | [ʃWmˈpu:] | шампунь |
| shine | [ʃain] | сяйво, блиск |
| similar | [ˈsimilB] | подібний |
| skilful | [ˈskilfl] | майстерний |
| soluble | [ˈsɒljubl] | розчинний |
| soot | [sut] | сажа |
| species | [ˈspi:ʃiz] | рід, вид |
| spicy | [ˈspaisi] | пряний |
| spray | [sprei] | аерозоль |
| stage | [steidʃ] | сцена, стадія |
| stain | [stein] | пляма |
| stiff | [stif] | жорсткий, негнучкий |
| streak | [stri:k] | смуга |
| strengthen | [ˈstreŋθBn] | зміцнювати |
| stress | [stres] | стрес |
| stubble | [ˈstHbl] | щетина |
| stylish | [ˈstailiʃ] | стильний |
| suffer | [ˈsHfB] | страждат |
| supplement | [ˈsHplimBnt] | додаток |
| surgeon | [ˈsB:dʃBn] | хірург |
| swing | [swiE] | коливання; змах |

T

| | | |
|----------------|--------------------|-------------------------|
| tail | [teɪl] | хвіст |
| teeth whitener | [ˌtiːl waɪtənər] | відбілювач для зубів |
| temple | [ˈtempəl] | скроня |
| tend | [tend] | хилитися |
| temporary | [ˈtempərɪəri] | тимчасовий |
| texture | [ˈtekstʃər] | структура |
| tight | [taɪt] | тісний, в обтяжку |
| tone | [taʊn] | тон |
| transformation | [ˌtrɑːnsfɔːrmeɪʃn] | перетворення |
| treatments | [ˈtriːtmənts] | лікування |
| triangular | [ˌtraɪˈæŋɡjʊlə] | трикутний |
| trim | [trɪm] | підрівняти (волосся) |

U

| | | |
|------------|--------------|-----------------|
| underneath | [ˈʌndərniːθ] | унизу, під |
| unfold | [ʌnˈfɔːld] | розподіляти(ся) |
| upper | [ˈʌpər] | верхній |

V

| | | |
|-----------|--------------|-------------|
| variation | [ˌvəˈrɪeɪʃn] | зміна |
| vary | [ˈvɛəri] | змінювати |
| versatile | [ˈvɜːsəbəl] | різнобічний |

W

| | | |
|--------|-----------|---------|
| waving | [ˈweɪvɪŋ] | завивка |
| wig | [wɪɡ] | перука |
| wind | [wɪnd] | вітер |

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