

Employment As A Salon Professional (2 hours)

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Module 1: Keys to Successful Employment (1 hour)

Outline

- Self-evaluation
- The resume
- Establishment evaluation

Learning objectives:

After completing this lesson you will be able to:

- Identify basic elements in the practice of self-evaluation
- Define the fundamental components of a well planned resume and portfolio
- Explain how to evaluate prospective establishments
- List inclusions of a successful job interview
- List key principles of possessing a team mentality

Module 2: The Job Interview (1 hour)

Outline

- Preparing for the Interview
- Job Applications
- Prospering In The Salon
- Glossary

Key Terms

accomplishments

attitude

employment

enthusiasm

evaluation

integrity

motivation

portfolio

prosper

resume

revenue

role-play

subordinate

work ethic

Introduction

The purpose of this study module is to review the principles, practices and theories of employment as a salon professional. We will discuss evaluation techniques regarding yourself, your goals and your future employer. We will put into action, a plan of how to gain employment, as well as analyze your ability to grow and prosper as a new employee. Through the module activities you will practice these principles as we learn the different steps to becoming successfully employed and being prosperous for many years to come.

Keys to Successful Employment

Whether a veteran as a salon professional or a beginner, it is a good idea to routinely evaluate yourself through personal inventory of your characteristics and behaviors as a salon employee.

We all have our own personal strengths as well as weaknesses.

We must perform a self-evaluation for ourselves by making a checklist to see how we measure up. Through honest evaluation, we can determine those areas in which we can improve upon to become a better employee.

It is a good idea to give consideration to the things we expect of ourselves as well as the things that others expect of us. Not only should we consider our skills and abilities as it pertains to quality of service but also our abilities as it pertains to employment.

Self-evaluation

We must consider personal characteristics such as our willingness to be committed to excellence, our willingness to get along well with fellow employees or to be a dependable team player.

All of these things and more lead to successful employment as a salon professional.

A few questions you might ask yourself are:

- Do I have a professional appearance?
- Do I have a willingness to serve?
- Do I have a willingness to help others?
- Do I have strong and appropriate interpersonal skills?
- Am I a good team player?
- Do I have excellent technical skills?

In order to acquire a stable permanent job in the service industry, you must either currently have these traits or be willing to practice for perfecting these traits.

The following is an example checklist you can use for self-evaluation. When developing your own evaluation checklist, use characteristics that a successful salon professional possesses and rate them as they apply to you personally.

Characteristic	Mastered	Above Average	Average	Needs Improvement
Well groomed				
Confident in technical skills				
Positive attitude				
Courteous				
Excellent communicator				
Motivated				
Responsible				
Honest				

You may add additional characteristics to your list.

When conducting a self-evaluation, there are a few questions we must ask ourselves in order to pursue a job that will be a good fit for what we are suited for.

Let's look at motivation.

There can be many motivating factors when seeking employment but the number one factor is the desire to make money.

On the average, most people need a job. We have to earn a living. This can be a very strong motivation when seeking employment.

What is motivating you to seek employment?

According to Dictionary.com the word **motivation is defined as: desire to do; interest or drive; incentive**

This definition refers overall to the intrinsic or internal drive one has. There can also be extrinsic or external motivations such as those that come from family, friends or varied life situations.

Intrinsic positive motivation is the most sustaining when it comes to a happy employment experience. Other types of motivation that involve extrinsic or negative will not usually sustain happy employment, not to be confused with successful employment.

External or negative motivation can sustain successful employment but under negative conditions does not normally make for a happy employment experience.

What level of technical skills do you possess?

This is where you must be painfully honest with yourself.

Do you, without question, have a complete understanding of all technical aspects of all services that as a license holder in your field requires?

Can you, with full confidence, perform all technical aspects of those services?

As a personal service worker you are expected to know all technical applications of services that fall within your category of licensing.

If you are unsure of procedures, you must continue to practice and study until you are confident that you can perform all services with confidence.

You must be an asset to an employer. Although most salons emphasize further training during employment, you must not rely on future training for the services you will be required to perform immediately, but possess it now.

Consider all technical procedures or services that you feel that you consistently perform with excellence. Ask yourself what is it about the way you perform it that makes it excellent and what confirmation do you have that your work in that area has been excellent.

Do you have a strong work ethic?

Dictionary.com defines the term *work ethic* as: a belief in the moral benefit and importance of work and its inherent ability to strengthen character.

Consistently giving it your best at every level is the best way to express a strong work ethic. Be on time. Perform services to the best of your ability and treat people and things with respect.

Do you have enthusiasm?

Dictionary.com identifies the term *enthusiasm* to be synonymous to: eagerness, warmth, fervor, zeal, ardor, passion, devotion.

Do you have integrity?

Dictionary.com describes *integrity* as: adherence to moral principles; honesty.

Integrity can be applied to your work at many levels. You can have integrity to your techniques. You can show integrity toward others through your attitude and actions.

Integrity never involves embellishing the truth. Integrity means never using short cuts or doing less than what is proper. Can you think of an event that you have experienced, when you or someone else have displayed the virtues of integrity, enthusiasm or a strong work ethic on the job. How did others react? We should never underestimate the power of displaying these virtues.

The Resume

The beginning of job hunting is the resume.

A resume should represent a basic summation of your education and previous work experience.

Employers will view your resume for a quick overview of your achievements and work history.

Guidelines for preparing your resume:

Simplify resume information so it will fit onto one page
Use high quality paper to print it on
Include your Name, Address, Telephone Number and Email Address
List recent work experience
List education including school names and courses
Include a section for abilities and accomplishments
When adding information keep it relevant to the job you are pursuing

According to Milady's Standard book of Cosmetology, it only takes an employer about 20 seconds to view your resume before he decides whether he will grant you an interview. Therefore the construction and content of a resume is vitally important. It is much better to emphasize your accomplishments than detailing your previous duties. Using percentages and numbers to describe your achievements is also a good idea. It creates a solid basis of fact that an employer can visualize as he scans your resume.

For example: your written accomplishments can show

The number of regular clients that you serve.
The number of weekly clients that you serve.
Your client retention rate.
Your average revenue per client.
Your average percentage of total revenue that comes from retail sales.
Your average percentage of total revenue from chemical services.

Guidelines: Do

<p>Do make it easy to read. Use accurate and clear communication when writing. Avoid run-on sentences and overpowering descriptive words.</p>
<p>Do be familiar with the type of reader. Knowing your reader can help you cater the resume to the style of your potential employer.</p>
<p>Do keep it brief. One page is best.</p>
<p>Do emphasize accomplishments. Indicate the accomplishment and the skill that it took to achieve it.</p>
<p>Do define career goals when possible. Indicate that the position you are seeking is your goal.</p>
<p>Do mention skills that are transferable. List skills that you now have that will be of benefit to the new position.</p>
<p>Do use verbs that show positive action such as; maintained, coordinated, developed, increased, etc.</p>

Guidelines: Do Not

<p>Do not state your salary history (that will be asked on the job application)</p>
<p>Do not lie about anything</p>
<p>Do not put personal references on a resume (that will be asked on the job application)</p>

The following is an example of a successfully written resume.

Victoria Vale 123 Wisteria Lane City, State 12345 (123) 123-1234	
A Licensed Cosmetic Art Professional who trained in advanced techniques in Europe and has been featured in "Beauty Focus" magazine.	
Accomplishments and Abilities	
Sales	Named "Retail Leader of the Year" for highest monthly revenue. Increased and sustained retail sales an average of 32%. Increased chemical services by 43%.
Client Retention	Developed and maintained a client base of 220 customers for more than 3 years.
Special Projects	Developed a gifting program that helps cancer survivors acquire high-quality wigs. Supervised the collection of hair for wigs. Guest speaker for various Cosmetic Art Schools
Additional Training	Advanced techniques in hair-cutting Advanced techniques in hair-coloring Updated sanitation and health training
Awards	"Retail Leader of the Year" award "Expert Colorist" award "Superior Stylist" award Competition Grand Prize Winner
Experience	
The Place Salon & Spa	2004-2007 Cosmetologist / performed all services
Mattie's Beauty Boutique	2007-2011 Cosmetologist / performed all services
Education	
Graduate, Tangleze National Academy of Cosmetology, New York, 2004 Licensed as Cosmetologist, 2002	

Whether you are fresh out of Cosmetic Art school or have been working for years, it is a good idea to have a *portfolio* to show off your talents.

A portfolio should include a good quality ring binder that can hold photos and documents within clear individual sleeves.

It's a great opportunity to give true visuals of what you have accomplished throughout your career. This is the time to put your best foot forward into a collection of awards, certificates, recognitions and even business reports.

Keep in mind a portfolio has no limits in how you can represent yourself as a professional. As long as your portfolio contains nothing that can be construed as offensive to the viewer, all is well.

Here are a few ideas.

Portfolio Content

Cosmetology school diploma
Certificates of Awards
Resume
Letters of reference from former employers
Continuing Education Certificates
Industry / Organization / Affiliation / Membership documentation
Photos of “before and after” models
Professional Statement /brief paragraph of “why you choose to be in your field”
Other relevant documentation such as newspaper articles, business reports, etc

Before assembling your portfolio consider whether your gathered material is a good representation of you and your skills.

Remove anything in question and get advice from someone who is familiar with you and your work.

Keep in mind that all documentation including your resume and professional statement should be typed and never hand written.

You can use tabs to mark each section if you wish.

Professional Statement

Your professional statement should include:

A description of what you love about your profession

Your philosophy of teamwork and how you can contribute

Your acknowledgment of the importance of service and retail revenue and a method or two of how you increase it

Establishment Evaluation

Which salon /employer is a good fit?

To ensure the best chance of success of employment, it is best to find a salon that is a good fit for what you are looking for. There are many things to consider.

Throughout your research, you should visit several salons in order to get a good idea of your opportunities. This checklist is a good way to keep up with how you grade your would-be employer.

Good Fit Checklist

The Salon's Image: Does the salon have an image that fits into your comfort zone? Does it reflect an image that goes against your ethics in some way or seem uncomfortable to you? How about the way your work area is arranged? Is the volume of the music excessive and unprofessional? Does the salon use handmade signs? If you see anything alarming, go ahead and check that salon off your list. Use your own values for what is acceptable in order to decide if the salon is a possible place for you to be employed.

() **above average** () **average** () **poor**

comments: Clean back-bar. High-end appliances / lighting is excellent at the service stations.

Employee Image: Observe the manager and her employees. Are they leaning on counter-tops? Are they giving proper attention for those clients who just walked up to the counter for an appointment? Are they properly monitoring chemical services for any discomfort a client might be having? This is the time to monitor the behavior and appearance of both the manager and her employees. If it doesn't seem acceptable today, it is unlikely things would improve after you are employed there.

() **above average** () **average** () **poor**

comments: Employees are all ages - all had incredible hair /wardrobe /makeup

Management: Is the telephone being answered quickly and walk-in clients attended to promptly? Are the floors clean and the retail area orderly? What about team work? Is there an air of negativity? All of these things can indicate poor management.

above average **average** **poor**

comments: They have a full-time receptionist.

Clients: Are the clients being properly attended to from beginning to end? Are they properly welcomed and monitored throughout their visit? Does the salon have customary smocks, changing rooms and beverages for their patrons?

above average **average** **poor**

comments: They have individually wrapped chocolates in the dressing rooms for the patrons.

Services and Pricing: Compare one salon's pricing to another. Compare the add-on services within the pricing to see which salon has the better value for the customer. Consider if you yourself would come there as a client under those circumstances.

above average **average** **poor**

comments: They include a free hand message with every service

Retail: Again, Does the salon use professional marketing for their retail? Are the prices over-inflated? Are the bottles covered in dust? Are the employees selling?

above average **average** **poor**

comments: Very clean. The usual brands. No specials or sale bundles that I noticed.

Professional Marketing: Does the salon use professional posters to promote their product lines? Does the salon use wall hangings and framed photos that reflect updated styles?

above average **average** **poor**

comments:

—

Once you have determined which salon is the perfect fit, it is time to prepare for the job interview. Remember, there doesn't have to be a job opening to get an interview. And, there doesn't have to be a formal "job opening" per say to be hired. Many a salon professional has been hired when the manager hasn't even herself advertised a job opening. There may be a position available that is part-time or temporary that can lead to a full-time position. Often times a manager will create a position if she really wants you on her team.

Module 2: The Job Interview (1 hour)

Module Outline

- **Preparing for the Interview**
- **Job Applications**
- **Prospering In The Salon**
- **Glossary**

Preparing for the Interview

Resume Review:

Preparing for the face to face interview includes reviewing your resume.

- Does your resume represent your abilities and accomplishments in your job and training?
- Does it make your reader inquisitive and want to learn more?
- Is the format neat and easy to read with content that emphasizes your skills?
- Is all information relevant to the job you are seeking?
- Is it a relatively complete and well-rounded overview?

Portfolio Review:

Preparing for the face to face interview includes reviewing your portfolio.

Did you include:

- diploma
- awards and Certificates of Achievement
- resume
- letters of reference from former employer(s)
- continuing education certificates
- memberships of Cosmetology organizations
- before and after photos
- other relevant documentation

Now would be the time to remove anything from your resume or portfolio that doesn't fit in with your overall purpose.

Now let's focus on wardrobe.

Since you have previewed the potential establishment, you now have an idea of what they consider the image appropriate for their salon.

You should try to mirror this as closely as possible.

You want to look like you could begin work the day you are interviewed with no changes needed.

You might be asked to return for a second interview so have ready a second outfit for that purpose.

Consider these points:

- Is your outfit appropriate for that position?
- Is it an up-to-date fashion and does it fit well?
- Are your accessories appropriately sized and not noisy?
- Are your fingernails clean and manicured?
- Is your hair style up to date and flattering?
- Ladies, is your make-up up-to-date and appropriate?
- Men, are you clean shaven and/or your facial hair appropriately trimmed?
- Is your cologne or perfume lightly applied?
- Are you carrying a handbag or briefcase but not both?

In addition to your resume and portfolio, you will need to have a list of names and dates of former employment, education and references.

Be ready for the questions!

You may not be a professional “interviewee” but there is a good chance that your future employer is a professional “interviewer”.

She will be ready to ask the hard questions whether or not you are ready to answer them, so be ready. There are certain questions that are often asked by employers.

You can be ready and even rehearse your answers. Get a friend or family member to **role-play**.

It's a great way to put yourself at ease with having to think on your feet.

Let's role-play right now!

Below are typical questions that are often asked during an interview.

What would be your answers?

What did you like best when your first began training in your field?
Are you regularly on-time for meetings and work-days?
What do you feel are your strongest skills? What areas do you feel are not as strong and why?

Are you a team player? Give me an example of when you were a team player.

Are you flexible? Give me an example of when you had to be flexible.

What is your ultimate career goal?

What days and hours are you available for work?

Do you have your own transportation?

Are there any problems that would prevent you from being employed full-time?

What assets would you bring to this position and to our salon?

Who is the most interesting person you have ever met? Why?

How do you handle difficult people?

How do you feel about retail?

- If you prepare ahead of time, you will be more relaxed and will give better answers.
- If you were told to be prepared to perform a service as part of the interview, you will need to prepare your model to ensure that she will meet interview standards.
- Discuss with her what to expect, what to wear, what not to wear and the need to arrive early.
- Gather all necessary gear to perform the service.
- Be careful to observe all modes of sanitation, storage and customary behaviors you normally would.

The Interview

Tips for the “face-to-face”:

- Be early.
- Smile.
- Use good posture at all times.
- Be courteous and polite at all times.
- Remain standing until asked to be seated or whenever you are aware that it is expected.
- Never chew gum or smoke even if offered to do so.
- **Do not bring food or drink.**
- Do not lean. Do not touch the interviewer except for a hand shake. Do not touch his desk or other items.
- Make a good first impression, be relaxed and confident.
- Speak clearly.
- Answer questions truthfully and do not speak longer than a couple of minutes about any given subject.
- Never criticize former employers.
- **Thank the interviewer at the end of the interview.**

You will be asked by the interviewer if you have any questions. Never say no! It shows interest and enthusiasm to be inquisitive about your new job.

Here are a few questions that you can ask.

May I review the job description?
Is there a salon manual?
How does your salon advertise?
How long do your employees usually work here?
Does your company offer continuing education?

Does your company offer benefits, medical insurance or paid vacations?

What is your compensation plan?

When will the position be filled?

Should I follow up with you about your decision or will you be contacting me?

It probably wouldn't be necessary to ask all of the questions listed above, however, do ask the questions that are most important to you.

Pay attention to the interviewer's reactions to your questions. You will most likely be able to discern when it is a good time to end the conversation.

Employment Application

Here is where you will use your prepared notes: dates of employment, addresses of former employers.

The application is always a mandatory addition to your resume. Employment applications will vary from company to company however there is a standard in which certain information is customary.

Read the following Sample Application:

Personal Information		
Date	Telephone	Social Security Number
Last Name	First Name	Middle Name
Physical Address		
Do you have relatives that are employed with X Company?		Name:
Were you referred to this salon?		Name:
Desired Position		
Date you can start	Salary desired	

Current Employer				
May we contact them?				
Have you ever applied for a position with our company before?				
Where?				
When?				
Education				
Name/ location of school			Years completed:	
Subjects studied:				
Additional subjects studied:				
What languages do you:				
Speak fluently?				
Read fluently				
Write fluently				
List any US Military Service		Rank	presently serving?	
Do you serve in the National Guard Reserve?				
Employment History				
List below the last three employers, beginning last one first.				
Date: month/year	Name and Address of Employer	Position	Reason for leaving	Salary
From: _____ To: _____				
From: _____ To: _____				
From: _____ To: _____				
References:				
List names of 3 people not related to you that you have known for one year or longer.				
Name	Address	Business	Years known	

<p>Physical Record</p> <p>Do you have any physical disability that might affect your job performance?</p> <p>Emergency Contact Person:</p> <p>Name _____ Address _____</p> <p>Telephone _____</p> <hr/> <p>I authorize all my statements in this application to be investigated. I understand that I can be dismissed from employment if any misrepresentation or omission of facts are present.</p> <p>Signature _____</p> <p>Date _____</p>			

Prospering in the Salon

There are many ways to *prosper*.

You prosper in your relationship with other professionals.

You prosper in your relationship with clients and management.

You prosper financially.

One of the basic tools to measure prosperity as a salon professional is your finances and income.

Financial prosperity comes with successful business practices.

It's our reward for excellence.

The personal service industry can be very challenging, especially if you are ever mistreated or disrespected by the people that you serve.

Prosperity in the knowledge that you have lasting integrity and honesty with those that you serve and those that you work with is immeasurable.

Thriving or Surviving?

There are solid approaches to increase prosperity in the salon. Putting these approaches into action will help the salon professional to thrive.

<p>Put others first. This sometimes means putting your own feelings aside while putting the client or the salon first.</p>
<p>Fulfill your word. Do what you say you will do. Be truthful and do not exaggerate.</p>
<p>Be on time. Your time is carefully scheduled and if you are late it will impact the client and your team. Arrive to work early enough to prepare your station and to prepare for your first client before she gets there.</p>
<p>Be grateful for your job. It is a privilege to have a job. Behave with a positive attitude and appreciation for it.</p>
<p>Be a problem solver. All places of employment has it's share of difficulties. You can assist in solving any problem that may arise. Think constructively and be the problem solver.</p>
<p>Respect all. No matter what is said or done, respect all at all times.</p>
<p>Learning for a lifetime. All of your professional life, there will be new things to learn. A mature professional always finds new things to learn.</p>

The Team

It's a give and take world no matter what the job. You can't always be a taker, you must contribute. Whether you contribute much or little, no kind deed goes unnoticed. A salon is the kind of team environment that provides the opportunity to exercise great artistic freedom. Many people are not so fortunate as to have a professional license and would love to take your place. No matter what the challenge, it is indeed a privilege to be on the team.

Key Principles of The Team Mentality

To be a good team player you should:

Help others. Do things not only to help yourself be successful but be concerned with helping others succeed. Go beyond the call of duty from time to time when you see someone needs assistance.

Pitch in. Join in to do tasks. Be self motivated. Do things because they need to be done. Don't wait to be instructed.

Share your knowledge. We are all in this together and if you can mention something that can enhance the knowledge of others it is always a good thing.

Be positive. Don't join in with those that have negative attitudes. Speak positive and think positive.

Build relationships. Get along with others. Have conversations and build a relationship between you and other team members.

Resolve conflicts willingly. Find solutions and be quick to forgive. Quickly resolve unpleasant issues so they do not grow into bigger problems.

Be willing to be subordinate to your manager. All employees must be able to be instructed by their manager. You must make an effort to show you are willing to be instructed.

Loyalty. Be loyal to your manager and to your salon.

This concludes our study of Employment as a Salon Professional.

Please study the following definitions.

Glossary:

<i>enthusiasm</i>	en·thu·si·asm [en-thoo-zee-az-uh m] Origin: c.1600, from M.Fr. enthousiasme, from Gk. enthousiasmos, "be inspired," *ardent and lively interest or eagerness
<i>motivation</i>	mo·ti·va·tion [moh-tuh-vey-shuh n] Origin: 1873, from motivate. Psychological use, "inner or social stimulus for an action," is from 1904 *desire to do; interest or drive
<i>portfolio</i>	port·fo·li·o [pawrt-foh-lee-oh, pohrt-] Origin: 1722, from It. portafoglio "a case for carrying loose papers," from porta, imperative of portare "to carry" + foglio "sheet, leaf," from L. folium. *a flat, portable case for carrying loose papers, drawings, etc.
<i>posture</i>	pos·ture [pos-cher] Origin: 1595–1605; < French < Italian postura < Latin positūra. *A position of the body or of body parts.
<i>prosper</i>	pros·per [pros-per] Origin: mid-15c., from O.Fr. prosperer (14c.), from L. prosperare "to flourish, succeed." *to be successful or fortunate, especially in financial respects; thrive; flourish.
<i>relevant</i>	rel·e·vant [rel-uh-vuh nt] Origin: 1560, from M.L. Relevantem *bearing upon or connected with the matter in hand; pertinent:
<i>role-play</i>	role-play [roh1-pley] Origin: 1945–50 *to assume the attitudes, actions, and discourse of another, especially in a make-believe situation in an effort to understand a differing point of view or social interaction:
<i>subordinate</i>	sub·or·di·nate [adj., n. suh-bawr-dn-it; v. suh-bawr-dn-eyt] Origin: 1425–75; late Middle English (adj.) < Medieval Latin subōrdinātus past participle of subōrdināre to subordinate, equivalent to Latin sub- sub- + ōrdin- (stem of ōrdō) rank, order + -ātus -ate *placed in or belonging to a lower order or rank
<i>work ethic</i>	work ethic Origin: 1950–55 *a belief in the moral benefit and importance of work and its inherent ability to strengthen character.

Conclusion

By professionally applying employment principles, practices and theories, the salon professional will have the best chance to get the job. Applying what you have learned about self evaluation, the resume, and the job interview can greatly improve your chances among other employment candidates.

Credits, References, and Resources

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U.S Environmental Protection Agency * Ariel Rios Building 1200 Pennsylvania Avenue, N.W. Washington, DC 20460 * (202)
272-0167 * TTY (202) 272-0165 www.epa.gov

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