

Participant Handbook

Sector
Beauty and Wellness

Sub-Sector
Beauty & Salons

Occupation
Skincare Services

Reference ID: **BWS/Q0101, Version 1.0**
NSQF Level 3



**Assistant Beauty
Therapist**



Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

BEAUTY AND WELLNESS SECTOR SKILL COUNCIL

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/ Qualification Pack: '**Assistant Beauty Therapist**' QP No. '**BWS/ Q 0101 NSQF Level 3**'

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Authorised Signatory
(Beauty and Wellness Sector Skill Council)

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This participant handbook is dedicated to all the aspiring youth who desire to achieve special skills which would be a lifelong asset for their future endeavors and help them make a bright career in the Beauty and Wellness Sector.



About this book

The beauty and wellness industry in India is growing at a CAGR of 18.6 % and is likely to reach the 100,000 crore mark soon. The sector is thriving on the increasing section of affluent and middle-class population that has started considering beauty and wellness as a necessity. Increased emphasis on a holistic wellbeing with people's desire to look good and young are other motivators for the beauty and wellness industry.

Employment in the Beauty Sector is expected to grow at a CAGR of 20%, with 23% in organised and 15% in unorganised segments with a shortage of over 600,000 skilled personnel by the end of 2016. With a shift in focus towards quality of service, the industry has been looking to hire skilled workforce to sustain growth.

This Participant book is designed to enable theoretical and practical training to become an Assistant Beautician. The Qualification Pack of an Assistant Beauty Therapist includes the following National Occupational Standards which have all been covered in this participant handbook:

1. Prepare and maintain work area
2. Provide basic skin care treatment
3. Carry out basic depilation services
4. Provide manicure and pedicure services
5. Assist the Beauty Therapist with beauty services
6. Maintain health and safety at the workplace
7. Create a positive impression at the workplace

This participant handbook is designed considering the minimum education qualification of beauticians to be preferably Class VIII pass. The key learning objectives and the skills gained by the participant are defined in their respective units.

The participant will be able to perform basic depilation, manicure, pedicure and face care services and assist the Beauty Therapist in preparing and providing advanced services.

We would like to thank Ms. Vandana Luthra, Chairman of Beauty and Wellness Sector Skills Council for her constant guidance and support. We would also like to acknowledge the efforts put in by the BWSSC team, master trainer, consultants and our Industry Partners who give their valuable inputs in making this participant handbook.

We hope that this participant handbook will be able to provide a sound learning support to our young friends to aspire to build their career in the beauty and wellness industry.

Symbols Used



Key Learning Outcomes



Steps



Notes



Unit Objectives



Practical



Exercise

Table of Contents

S.No.	Modules and Units	Page No.
1.	Introduction to the Program	1
	Unit 1.1 - Objectives of the Program	3
	Unit 1.2 - Introduction to Beauty and Wellness Industry In India	5
2.	Prepare and Maintain Work Area (BWS/N9001)	9
	Unit 2.1 - Prepare and Maintain the Treatment Work Area	11
3.	Provide Basic Skin Care Treatment (BWS/N0101)	23
	Unit 3.1 - Skin Structure and Functions	25
	Unit 3.2 - Basic Facial Treatments	52
4.	Basic Depilation Services (BWS/N0102)	73
	Unit 4.1 - Removal of Superfluous Hair	75
	Unit 4.2 - Threading	88
5.	Provide Manicure and Pedicure Services (BWS/N0401)	93
	Unit 5.1 - Manicure Treatment	95
	Unit 5.2 - Pedicure Treatment	111
6.	Assist with Beauty Services and Makeup (BWS/N0103)	119
	Unit 6.1 - Assist with Beauty Services and Makeup	121
7.	Assist in Performing Hair Styling and Dressing (BWS/N)	139
	Unit 7.1 - Assist in Performing Hair Styling and Dressing	141
8.	Carry Out Application of Simple Mehendi/ Henna Designs (BWS/N)	147
	Unit 8.1 - Carry Out Application of Simple Mehendi/ Henna Designs	149
9.	Workplace Health and Safety (BWS/N9002)	153
	Unit 9.1 - Workplace Health and Safety	155
10.	Creating a Positive Impression at Workplace (BWS/N9003)	165
	Unit 10.1 - Creating a Positive Impression at Workplace	167
	Unit 10.2 - Professional Skills	179
	Unit 10.3 - Language Skills	185
	Unit 10.4 - My Learning Tree	195



1. Introduction to the Program



Unit 1.1 - Objectives of the Program

Unit 1.2 - Introduction to Beauty and Wellness Industry In
India



Key Learning Outcomes



At the end of this module, you will be able to:

1. State the objectives of the program and the skills required for the job
2. Discuss Beauty and Wellness Industry growth and trends in India
3. Understand the industry classification of Beauty and Wellness Industry
4. Discuss the roles and responsibilities and personal attributes of an Assistant Beauty Therapist

UNIT 1.1: Objectives of the Program

Unit Objectives

At the end of this unit, you will be able to:

1. Explain the overview and objectives of this program
2. Describe the role and responsibilities of a Assistant Beauty Therapist

1.1.1 Introduction

The beauty and wellness sector is a growing sector in India. It has shown consistent growth in the last few years and has contributed significantly to the economic growth of the country. It has created huge employment opportunities across the country and can easily be termed as a leading employer. There are many factors which contribute to this phenomenal growth including rising consumerism globalisation and the changing lifestyle of the Indian consumer as well as an increasing rate of wellness tourism.



Fig. 1.1.1 Beauty Services

The rapid growth of beauty and wellness industry along with the entry of giant organised players, both nationally and globally, has led to a huge demand for trained personnel. However, there is a huge deficit in the availability of skilled and trained personnel. This talent deficit poses a threat to the growth and expansion of the whole beauty and wellness industry. Developing skilled and trained personnel is thus a huge task at hand for both individual businesses and for the sector.

1.1.2 Assistant Beauty Therapist

An Assistant Beauty Therapist in the Beauty and Wellness Sector is a critical operational job role providing various types of beauty services in salons.

An Assistant Beauty Therapist should be well versed with the beauty services and therapy operations and have basic service aptitude. Proficiency in communication and keen service orientation would help in providing world class services to the customers.

Roles and Responsibilities of an Assistant Beauty Therapist

An Assistant Beauty Therapist needs to be aware of the basics of beauty therapy, health and hygiene, safety and needs to be knowledgeable about various beauty products. An Assistant Beauty Therapist is expected to perform basic depilation, manicure, pedicure and face care services and assist the beauty therapist in providing advanced services.

The person also assists in salon ambience maintenance and does various other odd jobs in the salon including selling of salon retail products after obtaining knowledge about them.

Expectations of an Assistant Beauty Therapist

- Make the customer comfortable.
- Understand what the customer needs even when he/she is unable to express.
- Keep the workplace clean as it is the first attribute which convinces the customer to take your services.
- *Clean Personal Appearance* - Maintain a clean personal appearance. Customer may not like to take your services if you have a shabby or messy demeanour. Beware of body odour, bad breath and over all hygiene.
- *Make suitable suggestions* – If you catch your customer confused and indecisive, use the opportunity to suggest the best for him/her. Customer may like it and appreciate. You are not at a loss anyway.
- *Do not be in a hurry* – Do not rush the customer out. If you are attending the customer, make sure you give him/her proper time.
- *Keep your knowledge updated* – You must know all the important updates about your field so that if the client has any questions, you are be able to answer appropriately.
- *Respect your customer* – Respect the decision of your customers and do not force your opinion. Ultimately it is their decision about the services they wish to take from you and you must respect that.
- *Have knowledge about products* – Assistant Beauty Therapist must be able to tell what products are suitable for the customer. For instance, if a customer having dry skin asks for a face cream, then an Assistant Beauty Therapist must keep the skin type in mind and suggest the best product available. This can happen only if she has knowledge about available products.
- *Proficiency in communication* – As much as an Assistant Beauty Therapist needs to be efficient in her skills, she needs to have good communication skills as well. Assistant beauty therapist first deals with the customer with her communication skills and later with beauty skills. Therefore, she has to be warm and welcoming, open to giving details, must not fumble and be clear with what she says.
- *Good body language* – An Assistant beauty therapist must not be stressed over handling customers. Her body language should be easy yet active, she should seem happy to work and give her services, must be smiling and quick in her work.

1.1.3 Program Overview

This program will facilitate an overview of:

- Beauty and wellness industry
- Preparing and maintaining work area
- Basic skin care treatment
- Basic depilation services
- Manicure and Pedicure services
- Performing beauty services
- Health and safety at the workplace
- Create a positive impression at the workplace

UNIT 1.2: Introduction to Beauty and Wellness Industry in India

Unit Objectives

At the end of this unit, you will be able to:

1. Discuss Beauty and Wellness Industry growth in India
2. Understand the industry classification of Beauty and Wellnes Industry
3. Discuss the emerging industry trends in the Industry

1.2.1 The Beauty Industry in India

Though the beauty and wellness industry is new in India, there is increasing awareness about health and well-being. The beauty and grooming industry in the country is booming, thanks to the growing desire among both men and women to look stylish and feel good.

The urban beauty parlour market in India is growing rapidly. A KPMG Wellness sector report projects that the size of India's beauty and wellness market will nearly double by 2018. The beauty business is blooming so much that many private equally firms or now investing in it. Specialised hair care is one segment that is doing particularly well.

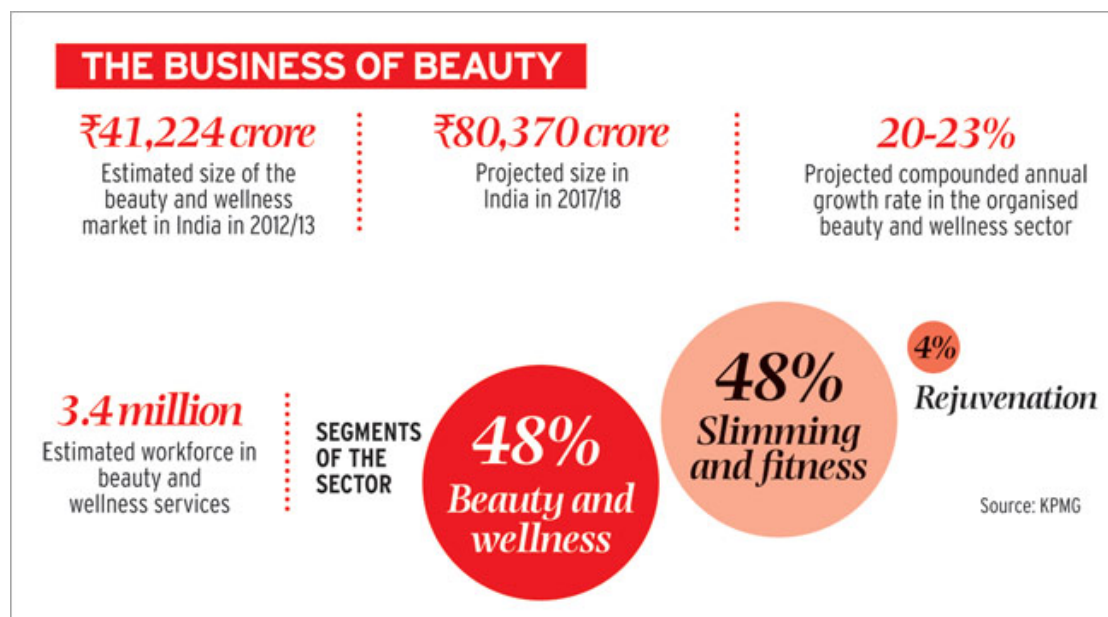


Fig. 1.2.1 The business of Beauty and Wellness in India

One segment of the beauty business that is doing particularly well is specialised haircare. An AC Nielsen report estimates the haircare market in India at Rs 3,630 crore, with average annual growth of 20 per cent.

Bridal make up is another expanding segment. With the wedding market in India growing by leaps and bounds not only the bride but also friends and relatives go to a beauty parlour to get ready for the wedding. Most beauty parlours offer special packages for the bride and her family.

Specialised knowledge is needed for quality beauty treatments. Thus many beauty training schools have come up across the country. Many leading salon brands have their own academies for example VLCC, shahnaz Hussein and Javed Habib running specialised courses.

The government's Beauty and Wellness Sector Skill Council also runs various training schemes. Naturally, employment opportunities in the sector are booming too. The KPMG Wellness Report estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022. Salaries of makeup and beauty professionals vary between Rs 15,000 and Rs 65,000 per month.

Reasons for growth

1. Growing consumerism, rapid urbanisation and rising disposable income
2. Young consumer population is characterised by increased exposure to media, resulting in increased aspiration for beauty
3. Obsession with looking young has put the sector on a high growth trajectory as more and more consumers ask for cosmetic treatments and anti-ageing products.
4. Product innovation and an increased demand for looking good in the future

1.2.2 Industry Classification

Beauty Centers and Hair Salons - The beauty and salon segment includes skin, hair and nail care services. Services are given in order to meet customers requirement of mending or fixing personal physical image or look.

Product and Counter Sales - This comprises counter sales of beauty and salon products, including cosmetics and toiletries that address age-related health and appearance issues. The products are bought for different beauty requirements.

Fitness and Slimming - Includes service providers involved in the fields of physical exercises, yoga, other mind-body practices and weight-loss and slimming.

Rejuvenation Centers - This includes the core spa industry services, including spa operations, spa education, products and events. The sector primarily offers proactive services aimed at relaxing the body and the mind.

Alternate Therapy Centers - Alternative therapy centers provide clinical diagnosis and treatments under alternative therapy.



Fig. 1.2.2 Beauty and Wellness Industry Classification

1.2.3 Industry Trends

Changed Consumer Psyche – Expenditure on beauty and wellness does not count as a luxury anymore. People consider this as a necessity and do not mind spending for it.

Emerging Unisex Services – Many organised segments are offering such services and many Unisex beauty and wellness centers are emerging and getting acceptance.

Expansion in different areas/regions – Apart from urban areas and metro cities, rising awareness is causing the expansion of industry in other areas as well. Low rental and manpower costs also play an important role.

International beauty brands – Growing number of customers is causing international brands to penetrate the Indian market.

1.2.4 List of Beauty Services

1. Pedicure
2. Manicure
3. Threading
4. Waxing
5. Basic Facial
6. Basic Makeup
7. Bleach

Exercise

1. Which of the following are not the characteristics of an Assistant Beauty Therapist?
 - a. Having knowledge about products
 - b. Good body language
 - c. Clean personal appearance
 - d. Being in a hurry
2. What are the current Beauty and Wellness Industry trends?
 - c. Changed consumer psyche
 - d. Emerging unisex salons
 - e. International beauty brands
 - f. All of these
3. Beauty industry in India is growing at what CAGR per annum?
 - d. 18.6%
 - e. 18%

2. Prepare and Maintain Work Area



Unit 2.1 - Prepare and Maintain the Treatment Work Area



BWS/N9001

Key Learning Outcomes

At the end of this module, you will be able to:

1. Prepare and maintain the treatment work area
2. Know how to prepare client record cards
3. Know how to prepare a client for treatment
4. Know about sterilisation and disinfection methods
5. Understand about personal presentation and ideal behaviour
6. Identify ways to dispose off waste correctly

UNIT 2.1: Prepare and Maintain the Treatment Work Area

Unit Objectives

At the end of this unit, you will be able to:

1. Prepare and maintain the treatment work area
2. Know how to fill client record cards
3. Know how to prepare a client for treatment
4. Know about sterilisation and disinfection methods
5. Understand about personal presentation and ideal behaviour
6. Dispose off waste correctly

2.1.1 Introduction

The work area of a beauty salon should be clean, hygienic and inviting. In this chapter we will focus on how to prepare and maintain the work area for beauty services like makeup, facials, and manicure pedicure. Preparing the work area includes setting up the equipment and the tools needed to carry out the treatment, preparing the seating for the client and yourself.

It also includes understanding how to dispose of waste material after treatments, how to maintain client records and the importance of the personal hygiene and appearance of the therapist.

One of your main duties as a beauty professional will be to assist the senior beauty professional by setting up the trolleys and work areas making sure that the materials and equipment needed for a treatment or service are there and by preparing the client for the treatment. To be effective you should know what products, tools and equipment are needed for each treatment.

2.1.2 Record Cards

A client's record card is a document that the salon maintains to keep a record of treatments or services that the client has taken. A therapist can put down comments or suggestions for future treatment of the client and also. Getting information from a client's record card will be one of your first duties as a ABT.

- The card will tell you the treatment the client is booked in for, this enables you to set up the required materials.
- The record card also tells you more about the client's skin type, previous products used, likes and dislikes, which will tell you what products to set up.
- When collecting a record for a client check the client's name and address carefully to ensure that you have the correct card.
- Hand the card to the therapist before she begins the treatment.

2.1.3 The Treatment Room

A treatment room should be well equipped to handle different treatments. Here are some guidelines for the adequate equipping of a treatment room.



Fig. 2.1.1 The treatment room

Setting up for treatments

You need to set up the trolley with the necessary products and equipment and organise the work area so that everything is hygienic and within reach.

A checklist for setting up a treatment room:

1. The client's record card with a pen for the consultation.
2. The gown the client will wear during the treatment and a hook for the clients clothes.
3. Lay out clean towels
4. The treatment couch should be clean
5. The trolley and other work surfaces should be disinfected
6. The trolley should have the products and tools which will be used during the treatment
7. The trolley should have an adequate amount of cotton wool and tissues