

Participant Handbook

Sector
Beauty & Wellness

Sub-Sector
Beauty & Salons

Occupation
Skincare Services

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Beauty Therapist



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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

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

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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

Welcome to the “Beauty Therapist” training programme. This PHB intends to facilitate the participants with detailed knowledge about the concept of beauty & wellness industry, Beauty Therapist for skincare services profession and their functioning.

This Participant Handbook is designed based on the Qualification Pack (QP) under the National Skill Qualification framework (NSQF) and it comprises of the following National Occupational Standards (NOS)/ topics and additional topics.

1. Introduction
2. BWS/N9001 Prepare and maintain work area
3. BWS/N0104 Perform skin care services
4. BWS/N0105 Perform depilation services
5. BWS/N0401 Provide manicure and pedicure services
6. BWS/N0106 Perform makeup services
7. BWS/N0128 Operate and apply electrical/electronic equipment for facial beauty services safely and effectively
8. BWS/N0129 Perform salon reception duties
9. BWS/N9002 Maintain health and safety at the workplace
10. BWS/N9003 Create a positive impression at the workplace
11. Employability & Entrepreneurship Skills

Symbols Used



Key Learning
Outcomes



Unit
Objectives



Exercise



Tips

Table of Contents

| S. No. | Modules and Units | Page No. |
|-----------|---|------------|
| 1. | Introduction | 1 |
| | UNIT 1.1: Overview of the Beauty Industry | 3 |
| | UNIT 1.2: Job Role of a Beauty Therapist | 4 |
| | UNIT 1.3: Few Major Companies of the Sector | 5 |
| 2. | Prepare and Maintain Work Area (BWS/N9001) | 9 |
| | UNIT 2.1: Prepare and Maintain the Work Area | 11 |
| 3. | Perform Skincare Services, Operate Electronic Equipment for Facial (BWS/N0104 & BWS/N0128) | 23 |
| | UNIT 3.1: Skin Structure and Functions | 25 |
| | UNIT 3.2: Basic Facial Treatments | 50 |
| | UNIT 3.3: Electro-therapy in Facial Treatment | 76 |
| 4. | Perform Depilation Services (BWS/N0105) | 83 |
| | UNIT 4.1: Removal of Superfluous Hair | 85 |
| | UNIT 4.2: Bikini Waxing | 100 |
| | UNIT 4.3: Threading | 106 |
| 5. | Provide Manicure and Pedicure Services (BWS/N0401) | 111 |
| | UNIT 5.1: Manicure Techniques | 113 |
| | UNIT 5.2: Pedicure Treatment | 127 |
| 6. | Perform Simple Make-up Services (BWS/N0106) | 133 |
| | UNIT 6.1: Prepare for Make-up Services | 135 |
| | UNIT 6.2: Apply Simple Make-up Procedures for Routine Purposes | 142 |
| | UNIT 6.3: Drape Costumes on Customers | 148 |
| 7. | Perform Salon Reception Duties (BWS/N0129) | 155 |
| | Unit 7.1: Salon Reception Duties | 157 |



| S. No. | Modules and Units | Page No. |
|--------|--|------------|
| 8. | Maintain Health and Safety at the Workplace (BWS/N9002) | 165 |
| | UNIT 8.1: Maintain the Health and Safety at the Workplace | 167 |
| 9. | Create a Positive Impression at the Workplace (BWS/N9003) | 183 |
| | UNIT 9.1: Creating a Positive Impression at Workplace | 185 |
| | UNIT 9.2: Professional Skills | 194 |
| | UNIT 9.3: Language Skills | 198 |
| 10. | Employability & Entrepreneurship Skills | 205 |
| | UNIT 10.1: Personal Strengths & Value Systems | 209 |
| | UNIT 10.2: Digital Literacy: A Recap | 225 |
| | UNIT 10.3: Money Matters | 230 |
| | UNIT 10.4: Preparing for Employment & Self Employment | 238 |
| | UNIT 10.5: Understanding Entrepreneurship | 246 |
| | UNIT 10.6: Preparing to be an Entrepreneur | 268 |









1. Introduction

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. Evaluate the Beauty Industry
2. Recognize the job role of an Beauty Therapist
3. Identify few major companies of the sector

UNIT 1.1: Overview of the Beauty Industry

Unit Objectives

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

1. Analyze the Beauty Industry
2. Evaluate the Career Aspects in the Industry

Overview of Beauty Industry

The Global beauty industry is one of the most fascinating areas for consumers. The industry has been witnessing dramatic changes in the world market. These changes are mostly economic, cultural and the social transformations taking in different parts of the modern world. The industry has been able to pull a huge demand of products and services from the consumers worldwide; globalization is the major reason behind an extraordinary production of the products and services in this sector. In the last two decades the Global Beauty Market has grown by 4.5% a year on average, with annual growth ranging from 3% to 5.5%.

The Global Beauty market is generally divided into five segments: Skincare, Hair care, Colour (make-up), Fragrances and Toiletries. These segments are diverse yet interrelated which provides the consumers with a range of services, making them satisfied. In everyday life, each person follows a regime of personalized beautification, which includes: shower, shave, shampoo, weekly nail trim and monthly haircut. The next step is the holistic view of our beautification ritual which may include periodic visit to the beauty salon. The beauty salon has been increasingly improvising the various services, some of them includes; hair styling, hair removing, facials, nail care and many more such services.

The beauty industry has been growing phenomenally every year. Women contribute approximately 85 % of salon industry revenue, while men's facial care is the next big wave to hit globally. The rising influence on the middle class has upgraded the consumption lifestyles and willingness for adapting expensive services. The expansion of Spa and Salons are visible in luxurious hotels, Resorts, Cruises and many more such places which gives a huge platform for employment as well.

Career prospects in the Industry

The global fashion industry is estimated to be worth over 1 Trillion Euro, or about 2% of the value of the world economy. An estimated 4 million people are employed around the world in this industry, which includes: fashion design, sourcing materials, manufacturing, distribution, marketing, retailing, advertising, communications, publishing and consulting and many more. Out of the several employment options, this course will be focusing on the role and responsibilities of an Beauty Therapist.

UNIT 1.2: Job Role of a Beauty Therapist

Unit Objectives

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

1. Analyze the job role of an Beauty Therapist

Role of an Beauty Therapist

An 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. Beauty Therapist is expected to perform basic depilation; manicure, pedicure and basic face care services and also assist the Beauty Therapist in providing advanced services. The person also assists in salon ambience maintenance and also do various other odd jobs in the salon including sell salon retail products after obtaining knowledge on them.



Fig 1.2.1: Work in action in a salon

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

Key Attributes of a Beauty Technician :

- To provide basic skin care treatment.
- To carry out basic depilation services.
- To provide manicure and pedicure services.
- To assist the beauty therapist performing beauty services.

UNIT 1.3: Few Major Companies of the Sector

Unit Objectives

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

1. Identify few major companies of the sector

Few major Beauty Industries

Below is the list of 5 top beauty brands available in India that we all love for different reasons :

- **Lakme** – It is the most trusted brand in India. Lip liners and lipsticks, nail paints and eye shadows, eye liners and eye shadows, foundations and blushes, are few of the most sold products. Lakme belongs to the Unilever brand which is ruling the Indian market with their products priced at moderate rates. It never fails to disappoint its customers with its qualitative and budget friendly Lakme products.



- **L'Oreal** – The next product in the line is L'Oreal. The biggest hit of this brand is its star collection of lipsticks. L'Oreal also offers a marvellous range of hair care products like shampoos, conditioners, masques, serums etc. L'Oreal is undoubtedly one of the finest products available in India.

L'ORÉAL
PARIS

- **Revlon** – It is an international brand and came to India at the beginning of this century. It offers a wide range of beauty cosmetics like: lipsticks, mascaras, eye liners, nail paints, lipsticks, lip glosses and many more. The rates of Revlon are at the higher edge, but the products are worth the rate.



- **Avon** - This foreign brand is mainly used by Indian women as it also offers them a chance to work from home and become a sales representative for Avon. It offers an amazing range of products ranging from skin care, hair care, cosmetics, fragrances, personal care, etc. The products are moderately priced. Within these few years, the brand has secured a good position in India and is counted among the top most brands in the country.



- **Shahnaz Husain** – It has been named after the founder of the company, Shahnaz Husain in 1970. It is one of the leading brands available in India. Shahnaz Husain products are mainly used by the elder females. The brand is well known for its anti-aging treatments and the popular Ayurvedic Kajal.



Exercise

A. Choose the correct option :

1. In the last two decades the Global Beauty Market has grown by _____ a year on average, with annual growth ranging from 3% to 5.5%.
 - a) 10.5%
 - b) 4.5%
 - c) 1.5%

2. The expansion of _____ are visible in luxurious hotels, Resorts, Cruises and many more such places which gives a huge platform for employment as well.
 - a) Spa and Salons
 - b) Toiletries
 - c) Cutlery Detailing

3. The global fashion industry is estimated to be worth over _____ or about 2% of the value of the world economy.
 - a) 1 Billion Euro
 - b) 5 Million Euro
 - c) 1 Trillion Euro

4. Proficiency in _____ and keen service orientation would help in providing world class services to the clients.
 - a) Cleaning
 - b) Communication
 - c) Cooking

5. _____ belongs to the Unilever brand which is ruling the Indian market with their products priced at moderate rates.
 - a) Lakme
 - b) Lays
 - c) Pepsi

2. Prepare and Maintain Work Area

Unit 2.1 - Prepare and Maintain the Work Area



Key Learning Outcomes



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

1. Prepare and maintain the work area
2. Prepare client record cards
3. Prepare a client for service
4. Follow sterilisation and disinfection methods
5. Improve personal presentation and ideal behaviour
6. Identify ways to dispose of waste correctly

UNIT 2.1: Prepare and Maintain the Work Area

Unit Objectives

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

1. Prepare and maintain work area
2. Illustrate the process of filling the client record card
3. Explain the process of preparing a client for service
4. Illustrate sterilisation and disinfection methods
5. Demonstrate the method of improve personal presentation and ideal behaviour
6. Demonstrate the process of disposal of waste correctly

2.1.1 Introduction

A beauty salon's reputation rests strongly on its cleanliness and hygiene. While preparing the work area one must have the knowledge and expertise to setup the required tools and equipment, products needed to carry out the treatment as well as provide comfortable seating for the client and yourself.

Efficient running of a salon also includes proper disposing of waste materials after treatment, maintaining client record and stressing on the personal hygiene and appearance of the therapist.

As a first step into the beauty industry, you will be expected to assist senior beauty professionals by setting up trolleys for the treatment, preparing work areas and clients.

2.1.2 Record Cards

A Record Card is a document maintained in the salon where details of the treatment and services availed by the client is documented. A therapist might also incorporate in it suggestions for future treatment, particulars about the client including information about any disease or particular choice. A record card comes in very handy for a Beauty Therapist and helps her/him to provide better service to clients.

- The record card contains specifications of appointments thus enabling the service provider to be ready for the client.
- It advices the beauty executive about a client's skin type, products used, likes and dislikes
- You must ensure that every card has details such as the client's name, address, date of birth and anniversary.
- The card must be referred to by the therapist before the commencement of service.

2.1.3 The Treatment Room

A treatment room is a substitute for a beauty salon. It must be well-equipped and comfortable to the client.

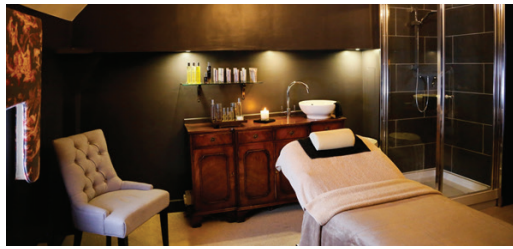


Fig 2.1.3.1: Treatment room

Setting up for treatment: A therapist must prepare the trolley with all required equipment and products for the treatment. You must ensure that the work area is organised and hygiene.

Following is a checklist of a treatment room:

- The client's record and pen
- A gown for the client and hooks to hang clothes
- Clean towels
- The treatment couch must be dry and clean.
- Trolley and other work surfaces must be sterilised.
- The trolley must be ready with all the required products and tools.
- The trolley must also have sufficient cotton and tissues.

2.1.4 Equipment and Products needed for various Treatments

The following are the products, materials and equipment, which should be known to the Assistant Beauty Therapists for providing beauty services:



Facial beds



Manicure tables



hairs for threading,
shampooing, hair cutting,
pedicure, etc.



Steamer/Vaporizer



Facial Massagers (Vibrators)



Wax heater



Towels for all treatments



Draw sheets for facial



Aprons or Uniform



Gowns for facial



Manicure trolley



Facial bowls



Pedicure tubs



Nail cutter



Cuticle snippers/ Cuticle cutter



Cuticle cleaners/pushers



Nail files/emery boards



Foot scrapers



Pumice stones



Brushes



Comedone extractor



Gloves



Cotton wool



Disinfectant solution



Shampoo/Conditioners
 Creams for hand massage,
 cleansing
 Skin tonic/astringent
 Moisturizer



Under Eye cream
 Wax, Calamine lotion, Talcum
 powder
 Acetone, nail polish, cuticle
 softener
 Thread (Chinese)
 Bleach
 Complete Make-up kit

2.1.5 Sterilisation and Disinfection Methods

In order to maintain high standards of hygiene, it is important to keep a check on diseases through cleaning, disinfecting and sterilising. Every client must be provided with clean towels. All used linen must be treated with hot water. Creams and lotions should be dispensed from spray bottles or with the help of a disposable spatula.

Cleaning : Cleaning is process of removing soil, dust, dirt and also a large amount of microorganisms. It must be carried out before disinfecting or sterilising any instrument or equipment. It is important for both the client and the therapist to wash their hands before undertaking a service.

Only disposable paper towels must be used for drying hands. All materials which are reusable must be disinfected, this includes all work surfaces. Cleaning must be carried out after every service. This, however, cannot destroy spores and viruses.

Disinfection: It is highly effective as it kills most bacteria, fungi and viruses. The disinfectant solution must be changed regularly as per manufacturer's instruction.

Sterilisation: it is mostly done in an autoclave which destroys all living organisms.

Sanitisation: Sanitisation is a process which completely destroys all living organisms including spores. It is done in an autoclave. It is done only on metal implements such as scissors, tweezers, etc. It helps, through the use of antibacterial agents like pre-wax lotions and hand cleaners, in reducing microorganisms from the surface of the skin.

Sterilising and Disinfecting Equipment: Autoclaving is the right process towards true sterilization.

An autoclave is a machine that sterilizes equipment, utensils, and other materials through a combination of steam, heat, and pressure. It works similarly to a pressure cooker. Microorganisms cannot survive in an autoclave.



Fig 2.1.5.1: Autoclave

Tools that need to be Sterilised and Disinfected

- Pumice Stone
- Metal scrappers
- Wooden loofa
- Cuticle cutter
- Cuticle nipper
- Cuticle trimmer
- Cuticle pusher
- Toe separator
- Comedone extractor
- Facial sponge
- Tweezers
- Face pack brush

2.1.6 Personal Protective Equipment

Personal protective Equipment (PPE) refers to clothing and other treatment equipment which can be used to reduce the risk of infection or injury. Example: disposable gloves, an apron for the treatment provider and disposable gown and thongs for clients during intimate waxing.

2.1.7 Prepare the Treatment Work Area

The environmental conditions in a treatment room are vital and it must not only be comfortable but also aesthetically pleasing. It must be suitable for the client and the service. A pleasant treatment area ensures that the client enjoys the salon experience and thus visits again. It must also be a satisfying work environment for the therapist.

Lighting: Lighting is an important aspect in creating a conducive atmosphere in the salon.

The lighting in the treatment room should depend on the kind of service being offered. For example, for make-up, the light must be bright and should not cast shadows, but for facial treatments it should be relaxing and soft with a magnifying lamp available to assist the therapist for close work and skin analysis.

The lighting must have the following characteristics:

- Bright enough to carry out treatments
- Soft enough to help clients to relax

Thus to ensure that optimum lighting efficiency is reached, there should be a good overhead light on a dimmer switch, and a magnifying lamp for close-up work such as skin inspection.

It must however be seen that:

- The therapist can see clearly while at work.
- Neither there is a requirement to squint nor do the eyes get dazzled.
- Any flickering or faulty light must be reported at the earliest.
- The lighting must be modulated according to the service being provided. For example, if a make-up service is being provided, the light must be bright.



Fig 2.1.7.1: Ambient and organised salon

Room Temperature: Temperature control is vital to the relaxation of the client. As the clients are relaxed during the treatment, their body temperature might drop. Thus, a salon must be warm but not stuffy or warm as it might lead to the spreading of germs.

A comfortable temperature for beauty therapy work is between 20°C and 24°C, with the level of moisture in the air between 40 and 60 per cent. It must also be kept in mind that the salon must be warm enough for the client to undress.

Ventilation: Circulation of fresh air is essential to keep energy levels high in both the staff and the client. It is also important to nullify the uncomfortable fumes that rise. Fresh air can be kept in circulation by a system of effective cross-ventilation and air-conditioning system. In salons and spas that have steam and sauna areas, it is important that the air does not become too damp and humid; therefore, good ventilation is essential. Ventilation may be achieved with the help of extractor fans, windows, air vents, doors and flues.

Lack of fresh air in circulation might lead to the following:

- Spread of disease and germs
- Bad odour making the atmosphere uncomfortable for both the staff and the client
- Build-up of fumes from glues, varnish and cleaning products, causing headaches and sickness.

General comfort: Following are the parameters to be followed to keep the client comfortable:

- Comfortable seating
- Warmth
- Aesthetically pleasing surrounding
- Controlled noise levels
- Relaxing music playing in the background
- Nice fragrance sprayed
- Polite, respectful and professional staff behaviour

2.1.8 Preparing a Client for Treatment

Ensure the ambience of the salon is comfortable. Ask the clients to remove their clothes. You should provide them salon garments. In case the clients are not comfortable in changing clothes, give them salon capes. Ask the clients to remove their jewellery pieces like earrings or chains in a safe place before starting with the hair treatments. Drape the neck area carefully with plastic capes or towels.

The client must be met with a friendly and confident expression:

- Eye contact must be established and the client should be greeted warmly.
- You must introduce yourself to the client and explain the procedure to the client.
- You must make polite conversation with the client.
- The client must feel at ease before the start of the service procedure.

Do's and Don'ts of polite conversation

Do's

- You must enquire if the client has regular treatments.
- You may talk to her about recent holidays.
- A discussion might be held on weather, movies, etc.

Don'ts

- The client must never be ignored.
- Don't ever gossip with the client.
- You must never talk about your personal problems.
- Never complain about your job.
- Avoid sensitive topics such as religion and politics.

2.1.9 Client Care

Once a client has been greeted, she/he must be guided to the treatment room which must be prepared beforehand. The client must be made comfortable and ready for the process she/he is about to undergo.

As a Beauty Therapist you must make sure that the client receives the following:

- Comfortable sitting
- Polite and respectful staff
- Clean and quite space
- Pleasant aroma
- Relaxing music

Client Protection: In order to protect the clothes that the client is wearing, ask them to change into the gown provided by the salon. A fresh clean towel must also be provided.

- **Manicure:** The client must be protected from varnish and other products that might stain her/his clothes. Tissues must be tucked around the sleeves once the sleeves are rolled up to the elbow.
- **Make-up:** A cape must be used to protect the client's clothing and the hair must be protected with the use of a hair band.
- **Facial Treatments:** You must use a gown, towel and a couch roll. A hair band must be used to protect the hair.

Just before you start: Enquire if it is all right to remove jewellery and if she agrees to it, place it in a safe box. The clients can keep their jewellery in their handbags.

Cleaning your hand: You must wash your hands thoroughly before the treatment. You might also tell the clients about the cleaning rituals you have followed in order to make them comfortable. However, before the beginning of the treatment your hands must be dry.

2.1.10 Personal Presentation and Behaviour

Your personal presentation and behaviour must comply with the professional decorum. You must wear your clean salon uniform and look smart and confident. High standards of personal hygiene must be maintained. The following checklist must be followed:

- The uniform must be clean, odour free, neat and ironed.
- The uniform must be well-fitted without being too short or too tight.
- The hair must be neatly tied.
- Heavy make-up must be avoided.
- Nails must be short and manicured.
- Your breath must be fresh and should not smell of food or tobacco.
- Wear simple jewellery.

2.1.11 Maintain the Treatment Work Area

Once the work area is prepared, you must make sure that it is clean and hygienic. Things must be kept clean and tidy. Waste must be disposed of and the area should be fit for the next treatment.



Fig 2.1.11.1: Maintenance of treatment work area

2.1.12 Safe Disposal of Waste

- Cotton, tissues, etc. must be disposed in a waste bin immediately after use.
- A clinical waste bin must be used to dispose of tissues and cotton containing body or skin fluids like blood.
- While using things such as lotions or crèmes, you must put them back in their places while you work.
- All bottle tops must be replaced immediately.
- While performing a manicure or a pedicure, you must use the time needed to dry the nail paint to clear away dirty water and towels.
- While doing facials, you must use the time needed to dry the mask to tidy the place.
- The tools which have been used must be put in the steriliser.
- All wastes must be put into designated dustbins. This helps maintain health and safety.
- You must dispose of the waste very quietly so that the client doesn't get disturbed.

2.1.13 Checking and Cleaning Equipment

In order to increase the life and efficiency of the products or equipment, the storage and cleaning instructions given by the manufacturer must be followed. All equipment and products have instructions about cleaning and maintaining.

The following problems must however be reported immediately:

- Dirty attachments
- Broken parts
- Faulty parts
- Broken wires

All equipment must checked regularly and the dates of test and the date of next due test must be displayed on labels.

2.1.14 Leaving Work Areas Clean and Hygienic

The following rituals must be practised rigorously to ensure that the cleanliness and hygiene of workplace is maintained.

- All bedding and towels must be washed.
- All products and equipment must be kept in their places.
- All work tops and trolleys must be disinfected.
- All equipment and tools must be cleaned and sterilised.
- All disposables must be discarded.
- New linen must be put out on treatment bed.

2.1.15 Storage of Records, Materials and Equipment

Client Records: Storage and Confidentiality

- The Record Cards hold a lot of information about clients, which must be guarded. They must be stored either in locked filing cabinets or should be password protected.
- No one must be given access to client records.
- The Record Cards must contain correct information.
- The clients might be shown their own Record Card, if required.

Tools and Equipment

- The rituals of cleaning, disinfecting and sterilising must be strictly followed to avoid infection and cross contamination.
- Sharp tools must never be kept in uniform pockets.
- Electrical equipment must be turned off and kept unplugged when not in use.
- Electrical leads must not be left on the floor.
- Magnifying lamps must not be kept in sunlight to avoid causing a fire



Click/Scan this QR Code to access the related video

Exercise

1. Sterilisation involves:
 - a) Boiling
 - b) Baking
 - c) Steaming

2. The basic sanitation practices in a salon involve:
 - a) Ventilated rooms
 - b) Safe drinking water
 - c) Cleans towels and gowns

3. Cleaning of combs involves:
 - a) Removal of hair from combs and brushes
 - b) Immersing combs and brushes completely into a bowl of soapy water for several minutes
 - c) Cleaning each comb separately with a small brush

4. A client record card is a card that contains:
 - a) Client information
 - b) Directions to the salon
 - c) Product information

5. When the client has left the treatment area, the following things need to be done:
 - a) Towels washed
 - b) Products tidied away and disposables thrown away
 - c) Worktops and trolleys disinfected and tools sterilised

6. Sterilisation is a process of:
 - a) Destroying bacteria
 - b) Beautifying the equipment
 - c) Storing the equipment

7. All tools and equipment must be cleaned, disinfected and sterilised to:
 - a) Prevent infections
 - b) Cross contamination
 - c) Maintain hygiene

8. As a beauty professional, you will make sure your reception area is:
 - a) Always tidy
 - b) Magazines are available for customers
 - c) Empty cups are removed as soon as possible

Practical

Practical-1 Role play for filling Client Card

Fill a client Record Card with all the necessary information regarding services, personal data, comments, etc.

Practical-2 Sterilising Tools

Sterilise tools in order to prepare for a beauty treatment.



3. Perform Skincare Services, Operate Electronic Equipment for Facial



Unit 3.1 - Skin Structure and Functions

Unit 3.2 - Basic Facial Treatments

Unit 3.3 - Electro-therapy in Facial Treatment



Key Learning Outcomes



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

1. Discuss the basic structure of skin and identify different skin types
2. Discuss the different types of skin diseases and disorders which may interfere with treatment of the skin
3. Discuss the actions of the facial, neck and shoulder muscles
4. Discuss the bone structure of the head
5. Maintain safe and effective methods of working when assisting with facial treatments
6. Consult, plan and prepare for treatments with clients
7. Perform a facial treatment effectively
8. Discuss the bleaching process and perform a facial bleach effectively

UNIT 3.1: Skin Structure and Functions

Unit Objectives

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

1. Describe skin, its structure and functions
2. Demonstrate the different skin types
3. Demonstrate the skin disorders which may occur during skin treatments
4. Discuss the action of massage on the facial, neck and shoulder muscle
5. Identify the bone structure of the head

3.1.1 Skin

The skin acts as protective shield of the body.

Anatomy: It is a branch of science which deals with the structure of the human body.

Physiology: It is a study of functions performed by the different parts of the body.

Cells: It is the smallest unit of the body of a human being.

Tissue: They are a bunch of similar type of cells which perform a particular function.

Types of Tissues:

- **Epithelial Tissue:** Forms the outer covering of the body
- **Muscular Tissue:** Helps in movement
- **Nerve Tissue:** It transfers the nerve impulses throughout the body
- **Connective Tissue:** It forms the connection of the joints
- **Lymphatic Tissue:** They help to transport food, oxygen, water products and hormones through blood

Organs: They are a group of tissues which perform a specific function forming the different parts of the body.

Muscular System: They help to maintain the form of the body and facilitate smooth movement.

Skeletal System: It forms the basic framework of the body consisting of the bones and both movable and immovable joints. An adult body has 206 bones. It helps to protect the delicate organs of the body.

3.1.2 Structure of Skin

A healthy skin is characterised by its softness, flexibility, moisture and having no blemish.

The skin has three layers

- Epidermis
- Dermis
- Hypodermis or Subcutaneous layer

The Epidermis

- It has nerve endings but no nerve vessels
- Made up of epithelial cells. It is the thickest on the palms and soles and most delicate on the eyelids
- The outermost layer of the epidermis consists of a superficial layer of dead cells which are frequently shed
- It acts as a barrier in the transmission of water through the skin
- It consists of a protein called elladin which makes the skin waterproof
- A series of chemical reaction with the amino acid tyroxine present in this layer gives rise to melanin.
- Melanin gives the skin its colour
- This layer acts as a touch receptor

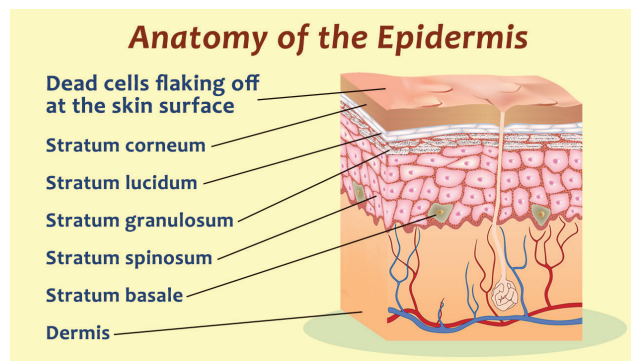


Fig 3.1.2.1: Anatomy of epidermis

The Dermis

- It is the inner layer of skin and is called the true skin
- This layer is flexible, elastic and tough
- It consists of elastic and collagen fibres, blood vessels, lymphatic vessels and nerves
- Hair follicles, arrector pill muscles, papillae and sebaceous are found within its structure
- It has two layer- Papillary and Reticular
- It provides nourishment to the epidermis
- It provides lubrication to skin and hair

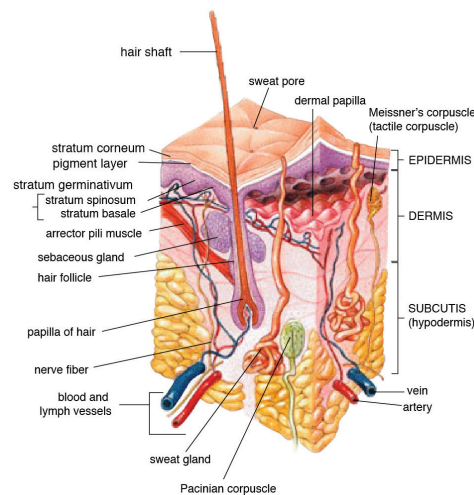


Fig 3.1.2.2: Dermis

Subcutaneous Tissue or Hypodermis

- It lies below the dermis
- It consists of adipose tissue, thick layer of connective tissue and fatty tissue
- The thickness of this layer depends on age, gender and general health
- It lends the body contour and smoothness
- It acts as an insulating layer
- Cushions the outer layer
- It roots the hair follicles

3.1.3 Functions of the skin

Sensory Receptor: The skin generates response to heat, cold, pressure, touch and pain

Heat Regulation: When the body is healthy a constant temperature of 37°C or 98.4°F is maintained

Vasodilatation in skin helps when the body becomes over heated

Vasoconstriction helps to heat the body when the temperature is too cold

The skin reddens when hot and pales when cold

Absorption: The skin absorbs nutrients and oxygen

Protection: It forms a barrier to protect the deeper and more delicate organs

It defends the body against microorganisms and harmful agents

Reflex action in the skin is a reaction to painful stimulation

Through melanin the skin protects from ultraviolet and harmful rays

Excretion: Through perspiration chemicals like Urea are excreted

Secretion: Secretes sebum which lubricates and smoothens skin and hair

Being slightly acidic sebum acts as an anti-infection

Sebum checks the loss of moisture and heat from the skin

Formation of Vitamin D: Vitamin D is produced when a fatty substance present in the sebum is exposed to sunlight

Vitamin D ensures proper utilisation of calcium and phosphorus in the body

Hydration: The skin holds moisture

Respiration: Skin helps vaporise unwanted gases from the body

3.1.4 Skin Types and Skin Analysis

- The skin must be analysed before selecting the treatment
- Age and general health of the client must be taken into consideration
- Records of progress of previous treatments must be taken
- The skin must be cleaned and analysed under magnifying lamp

Procedure for Skin Analysis

- The skin must be cleaned following the steps of professional cleansing
- Eye pads must be placed after removing the cleanser
- The skin of the entire face and neck must be studied under the magnifying lamp
- Skin must be slightly stretched using the middle and index finger to reveal the skin texture, size of pores, lines and flakiness

Skin Care: Following steps must be followed to maintain healthy skin

Cleansing

- Use cleansing lotion/milk/cream to deep cleanse the skin and remove impurities from the pores.
- It also helps to prevent black heads

Toning

- Toning is done after cleansing
- Toners remove grease from skin
- Acts as antiseptic
- Makes the pores appear smaller and tightens skin
- Soothes skin

Moisturising

- Helps keep the skin soft and supple
- Wards off the formation of wrinkle

3.1.5 Classification of Skin Types



Fig 3.1.5.1: Skin types

Normal Skin (pH 5.5 – 5.8)

- Rather rare
- Balance between dry and oily skin
- Firm
- Healthy colour, smooth and soft
- Tight pores
- Has a translucent glow

Dry Skin

- Lack of sebum leads to lack of lubrication
- Dehydrated
- Fine lines found around eyes and mouth
- Rough and flaky skin found on nose and cheeks
- With age, loses elasticity

Allergic and Sensitive Skin

- Has broken capillaries at the sides of nose and cheek
- Becomes blotchy, breaks out in rashes and suffers irritation
- Sensitive to heat, cold and wind

Matured Skin

- Similar to dry skin
- Looks parched, saggy, dehydrated
- Skin is deeply lined and loose

Oily Skin

- Thick and coarse
- Develops open pores, pimples, black heads, papules and pustules
- There is excess production of sebum

Combination Skin

- Very common and not easy to treat
- Open pored, oily, T-Zoned
- Has spots, black heads and clogged pores
- Areas around throat, cheeks and eyes are dry

3.1.6 Skin Diseases

The study of the structure, nature, function, diseases of the skin and its treatment is called **dermatology**.

The redness of the skin is medically termed **Erythema**.

The most common kind of skin condition that may be caused by a disease or disorder is called **lesion**.

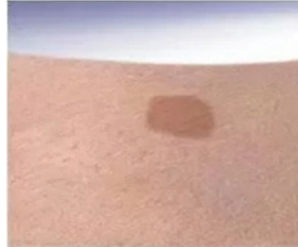
Lesion of the Skin

Lesion is structural change in the tissue caused by an injury or disease. They are of two types:

- **Primary:** It is formed during the early onset of the disease
- **Secondary:** It is caused by trauma

Primary Lesions: We shall now look at the various kinds of primary lesions

Macule:



- Small discoloured spots or blemish on the surface of the skin
- Neither raised nor sunken
- The surrounding skin are blisters containing fluids

Papule:



- Small elevated pimple on the skin
- Does not contain any fluid
- Can form puss
- It is 1cm or smaller in size
- Can be brown, red, purple in colour
- Feels itchy when infected or after bursting
- They are symptoms of acne, rosacea and also chicken pox

Pustule:



- It is a vesicle filled with puss
- Located under the skin surface
- Most common in teenagers
- Forms in the inside layer of epidermis
- Filled with dead cells

Wheal:



- Swollen and itchy
- Changes shape and size
- Disappears within an hour

Secondary Lesions: They develop in the later stage of disease and are serious in nature. We shall now look at the various kinds of secondary lesions:

Scar:



- Tissues formed after a wound heals
- Caused due to tissue damage
- May be red, brown or white in colour
- May be painful

Keloid:



- Over growth of connective tissues
- Can grow anywhere but mostly on upper back, shoulders or chest
- Raised above the skin surface
- Non-malignant

Cyst:



- Small sack-like
- Elevated
- Contains liquid or clear semi-solid substance
- May be of 100 different types
- Occurs mostly on skin when hair follicle is damaged or glands are blocked

Skin Diseases: A number of microorganisms might cause various skin diseases/disorders.

Classification of micro-organisms

- Bacteria
- Virus (Smallest)
- Fungi
- Insects- may be found over or under the skin and is very contagious

Bacteria: They give rise to bacterial diseases.

Boils (Furunculosis):



- They are caused by bacteria
- Appear as painful red nodules of size 5 – 10mm
- It breaks in the middle to collect puss and the show the skin below
- Folliculitis is a condition when it affects many follicles

- Should not be treated
- Occurs in both adults and adolescents
- Found commonly on the face, neck, buttocks, upper legs and armpits

Impetigo:



- Occurs in the superficial layers of the epidermis caused by Staphylococci
- Characterised by honey coloured crusts and sores
- A red and itchy skin is indicative of its occurrence
- Might have secondary infections in severe cases
- Mostly affects children
- Found in nose and mouth area

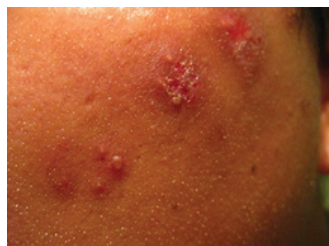
Virus: Some of the viral diseases in details.

Herpes simplex (Cold sore)



- Found mostly on face and lips
- Symptoms are blistering sores, pain during urination, itching and fever
- Caused due to extreme weather conditions or hormonal changes in menstrual cycle
- Initiates as itchy red patches which then develops vesicles and crusts
- It recurs, as the virus still remains in the body and is greatly contagious

Herpes Zoster (Shingles):



- Caused by the virus Varicella zoster, which also causes chicken pox
- Virus affects the dorsal root ganglion
- The sensory nerves are greatly affected
- Commonly found on the face and trunk
- It exhibits as erythema with groups of vesicles
- Should not be treated. The next person runs the risk of getting chicken pox instead

Warts (To remove: Apply air-tight plaster and peel off after 15 minutes)



- Warts which are viral tumours are caused by the aggregation of an altered type of cell
- Usually seen on hands, face and feet. On the face, they are fine, on hands they are plaque like and on the foot they are deep and surrounded by thickened skin (Verrucae planter warts)
- May be contagious but disappears suddenly
- Do not treat if bleeding and inflamed
- Keratin, a hard protein on the superficial skin is formed due to this virus

Fungi: They cause fungal infections.



- Fungal infections can affect anyone. The most commonly found in the environment is Tinea
- Infection caused by Tinea are:
 - on the scalp - Tinea Capitis
 - on the body - Tinea Corpora
 - on the hands - Tinea Manum
 - on the feet - Tinea Pedia
- Ringworms are round patches with raised scaly edges, redness and itching
- It appears as a red macule and heals in the centre spreading outwards
- Occurs mostly on feet where the flesh is moist, splits and remains raw underneath
- Highly contagious and must not be treated

Insects: They too cause many conditions.

Scabies:



- Exhibited as an infection of the epidermis – *Acarus scabi*
- The female lands the surface of the skin, then burrows underneath laying 2 to 3 eggs per day. 3 to 4 days later, the eggs hatch, then invade the hair follicles where they mature and mate to continue the process
- Usually seen on hands, wrists, groin, buttocks, axillae and feet.
- One might experience itching followed by erythema, seen as red lines after the burrowing
- It is highly contagious.

Lice (Pediculosis):



- It occurs on the head (*Pediculosis capitis*), body (*Pediculosis corpora*) and on the pubis (*Pediculosis pubis*)
- Female lice lays eggs on the hair
- The pearl coloured eggs (nits) attach themselves firmly to the base of the shaft
- Most visible behind the ears
- Dirty hair is a preferable breeding ground than clean hair

Eczema:



- It is a chronic skin condition caused due to inflammation
- Most common type being Atopic dermatitis (AD)
- It appears as an itchy red area, may be dry and scaly or wet with vesicles
- Can be atopic and is inherited

Seborrheic:

- Seborrheic dermatitis or seborrhoea is a red, itchy rash with flaky scales
- Dermatitis develops where the sebaceous glands are numerous
- Hardly any irritation
- Cause is unknown
- Do not treat as it may lead to secondary infection

3.1.7 Glossary of Disorders

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| 1. Psoriasis | <ul style="list-style-type: none"> • Bright red, well defined patches with silvery scales on the skin surface which flakes off and leaves a trail behind. • Scales if peeled off will bleed underneath. Causes unknown. May be hereditary. • Pain, swelling, heat and redness are the symptoms. • Skin cells grow deep in the skin and slowly rise to the surface. • One can find them on knees, elbows, scalp, face, palm, lower back, and soles of the feet. |
| 2. Cholasma | <ul style="list-style-type: none"> • Cholasma is also called melasma. • Increased deposits of pigment in the skin. • It is recognized by dark patches of skin which are darker than the surrounding skin. • Found mainly on forehead, nose and cheeks. • Cholasma occurs very often in women than men. • In younger women, it is very often a side effect of contraceptive pills or pregnancy. • This condition normally disappears after child-birth or when the sufferer stops taking the contraceptive pills. • May also be the result of over exposure to ultra-violet rays. • It will fade when exposure is ceased but reappear very rapidly on the next exposure to UV. |
| 3. Urticaria | <ul style="list-style-type: none"> • Urticaria is also known as hives. • Commonly known as 'nettle rash' (Urtica is the latin word for nettle). • It is a skin reaction caused by release of histamine. • It goes away within 24 hours but is very itchy. • There is itchininess, reddening, swelling and wheals on the skin. • The wheals are formed by extreme dilation of capillaries allowing serum to escape into the dermis. This is not contagious; however, it should not be treated as it could be painful. |

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| <p>4. Milia</p> | <ul style="list-style-type: none"> • Also known as 'whiteheads'. • It is a disorder of the sebaceous glands which is caused by the collection of keratinized cells which are dead and sebaceous matter trapped beneath the skin. • It can occur on any part of the face and sometimes on chest, shoulders and back. • Whiteheads resemble the small grains of sand under the skin. • A follicle that is filled with the material, but does not have a microscopic opening to the skin surface is the cause of whiteheads. • The material remains unoxidised and white because the air cannot reach the follicle. |
| <p>5. Comedones</p> | <ul style="list-style-type: none"> • Also known as blackheads. • A yellow or blackish bump or plug on the skin is a blackhead. • A worm-like mass of keratinised cells and hardened sebum, appearing mostly on chest, back, shoulder and face. • Blackheads are caused by excess oil that has accumulated in the sebaceous gland's duct (accumulation of dead cells which blocks the mouth of the follicle) which oxidised to form the blackened tip. |
| <p>6. Skin tag</p> | <ul style="list-style-type: none"> • Skin tag is also known as acrochordon • It is a fibrous tissue that is like a bead. It stands away from the flat surface of the skin. • They resemble a small piece of soft, hanging skin. • It is bits of flesh-colored or darkly pigmented tissue. • Can be removed by a surgeon. • It occurs mostly on the base of the neck, underarm, eyelids, groin folds, buttock folds and under the breast. |
| <p>7. Sebaceous Cyst</p> | <ul style="list-style-type: none"> • It is a subcutaneous tumor of the sebaceous glands (oil producing gland), that ranges from a pea to an orange in size. It consists of Sebum. • This creates a sac that is filled with a yellow fatty substance that can resemble cottage cheese. • It is not cancerous and is generally not a serious condition. • It occurs on the neck, scalp or back. |
| <p>8. Prickly heat</p> | <ul style="list-style-type: none"> • An acute, inflammatory disorder of sweat glands (when the sweat gland duct is plugged due to dead skin cells or bacteria). • Seen as small red vesicles with burning and itching sensations on the skin. • The exposure to excessive heat and excess weight is its cause. • Not contagious but do not treat as it may be painful. |
| <p>9. Dilated Capillaries</p> | <ul style="list-style-type: none"> • Also known as Broken Capillaries • It results in blocked blood vessels. • The minute thin-walled blood vessels that connect with the smaller arteries and veins are the dilated capillaries • Appear more prominently on the cheeks and nose. • Broken capillaries may turn bluish in color and appear as fine lines. Caused by excessive friction, extremes of heat and cold and poor circulation. • Cosmetic camouflage (concealer, creams and massage) can help to conceal this condition |

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| 10. Naevi (naevus in singular) | <ul style="list-style-type: none"> • Moles- (melanocytic nevus) • An epidermal, benign tumour • Common on all parts of the body, vary in sizes, colour and appearance. • May be flat, raised, or on a stalk. • Raised hairy moles require a Doctor's letter before electrolysis treatment may be given. • Moles are formed by melanocytes. • Most people have between 30 to 40 moles. • Not usually present at birth/but appear in later life. They, occasionally, become malignant (cancerous). • Spider naevus • They are seen as small dilated arteries with radiating vessels (like web), hence named 'spider'. It is noticeable. • It occurs in pregnancy (hormonal changes) and is due to raised level of oestrogen. • In males, it occurs due to cirrhosis of liver (liver disease). • Also common during the process of aging. • It may be caused due to trauma to skin or it can also be caused by injuries, sun exposure. • Removal requires specialized treatment, i.e. advanced beauty treatment using diathermy to cauterize vessels. |
| 11. Lentigo | <ul style="list-style-type: none"> • The increased deposition of melanin and an increased number of melanocytes leads to a brownish pigmented spot on the skin. It appears more distinct than freckles and has a slightly raised appearance and more scattered melanocytes are in the basal cell layer. • They do not increase in colour density or number on exposure to sunlight. |
| 12. Vitiligo | <ul style="list-style-type: none"> • Vitiligo is a continual and long term skin problem that produces white depigmentation patches that develop and enlarge only in certain sections of the skin. • A complete loss of color in the skin and hair in areas of the face, limb and body. • Commences as small patches which join up to form fairly large areas. • This condition is prominent on dark skins and the skin around the patches appears hyper-pigmented. • Cause: basal cells no longer produce melanin. • The areas affected are irritated when exposed to UV Light. • It is not very common as only 1% of the population is affected by vitiligo in their skin. • It starts from the age of 20. • Cosmetic camouflage can be used to disguise the affected areas. |
| 13. Rodent ulcers | <ul style="list-style-type: none"> • An epidermal, malignant tumor of the face (skin cancer) • It arises from basal layer (stratum germinativum) and is soft due to non-production of keratin. • Growth is slow but if ignored will penetrate into deeper tissues including cartilage and bone. It is normally non-pigmented and it spreads slowly. • Main cause is UV light and fair skins suffer more than dark skins. • Occur mainly on face and neck. • Sometimes it occurs due to trauma from an unhealed ulcer. • Treatment: Recommend to doctor. Requires surgery to remove growth. |

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| <p>14. Squamous cell</p> | <ul style="list-style-type: none"> • Flat cells that look like fish scales. • The word means the scale of fish as is derived from Latin word squama. • An epidermal malignant tumor. • Arises from stratum spinosum and contains keratin which gives it a hard cauliflower like appearance. • It occurs in skin which has become unstable due to chronic inflammation. • If it spreads through the body it can cause death, but is not so common. |
| <p>15. Malignant Melanoma</p> | <ul style="list-style-type: none"> • An epidermal malignant tumour. • Most cases are from a pre-existing mole, either pigmented or unpigmented suspicious moles. • That increase in size or pigmentation, bleed or form crusts or have an inflammatory area around mole. • These are very dangerous as they spread rapidly and may cause death. • Around 9 to 12 thousand people are affected by malignant melanoma in UK and it leads to about 2000 deaths annually. • Medical treatment is surgical removal which requires large area of removal of tissue around mol |
| <p>16. Portwine stain</p> | <ul style="list-style-type: none"> • Is almost always a birthmark. • A dermal, benign tumour. • It has a smooth surface and is seen as a discoloration of the skin, usually bluish-red. • Caused by dilation of blood capillary. • Usually occurs on scalp and face. • It is fully visible at birth. • Thought to be due to trauma in the womb but cause is not fully known, difficult to remove. • Skin graft is possible but can cause scarring. • Laser therapy successful in some cases. Cosmetic camouflage can be very successful |
| <p>17. Strawberry Mark</p> | <ul style="list-style-type: none"> • Appears as a small red dot on skin at birth but the growth usually stops by the age of 1. • It is reddish-purple in color. • Soft to touch and may have several lobes. • Vary in sizes and usually 50% disappear by 5 years of age and more than 90% by about 10 years of age. • They leave a loss in skin elasticity. • Best left alone as they do disappear spontaneously in most cases. • It is caused by immature veins and capillaries that broke away from the circulatory system during fetal development. |

3.1.8 The Actions on the Facial, Neck and Shoulder Muscles

Muscles

Muscles Affected by Massage

The cosmetologists work with the voluntary muscles of the face, neck, hands and arms. It is crucial to identify them and their functions. The direction of pressure in massage is usually performed from the insertion to the origin. Let us now study them in details.

1. **Facial muscles:** These are a group of striated muscles innervated by the facial nerves. These muscles mainly control the facial muscles.

Epicranius or occipitofrontalis refers to the muscles which are broad in nature and cover the top of the skull.

It has two parts:

- The occipitals or back part
- The frontalis or front part

Frontalis helps to raise ones eyebrows, drawing their scalp forward. The wrinkles across the forehead are also caused due to this. Both the occipitals and the frontalis are connected by a tendon



Fig 3.1.8.1: Massaging the facial muscles

2. **Muscles of the Eyebrows**

Orbicularis oculi

- A ring band of muscles that completely surrounds the margin of the eye socket is Orbicularis oculi muscle. It also helps in blinking
- It produces vertical lines and causes frowning

3. **Muscles of the Nose**

Procerus

- Covers the bridge of the nose and the top of nose between eyebrows
- It creates wrinkles across the bridge of the nose by depressing the eyebrows

Nasalis

- Nasalis (Compressor top) is a spintcher-like muscle of the nose
- Compresses nose, causing wrinkles

4. Muscles of the Mouth

- Quadratus Labil Superioris consists of three parts
- It surrounds the upper part of the lip
- It helps in opening the mouth by lifting the upper lip
- Quadratus labil inferiors surrounds the lower part of the lip
- The lower lip is depressed and is drawn to one side, as in the expression of sarcasm

Buccinator

- The thin flat muscle between the upper and lower jaws. It gives shape to the cheek
- Puffs out cheeks when blowing, keeps food in mouth when chewing

Caninus

- Caninus lies under the quadrates labil superloris. It raises the angle of the mouth at the corner, as in snarling

Mentalis

- Mentalis is situated at the tip of the chin
- Lifts the chin and moves the lower lips outwards, as in doubt or displeasure

Orbicularis Oris

- It leads to the formation of flat band around the lower and upper lip
- It closes the mouth, pushes lips forward, as in kissing or whistling

Risorius

- Extends in the lower cheek , it joins to the corner of the mouth
- Pulls back angles of the mouth, as in smiling and grinning

Zygomaticus

- It extends from the zygomatic bone and continues into the orbicular oris to the angle of the mouth
- It elevates the lip, as in laughing

Triangular

- It extends along the side of the chin
- It pulls the corner of the chin down

5. Muscles of the Ear: There are three muscles of the ear which do not perform any function. They are:

- **Auricularis posterior:** It is present behind the ear
- **Auricularis anterior:** It is present in front of the ear

6. Muscles of Mastication

- **Temporalis and Mastication:** These are muscles that coordinate the opening and closing of the mouth and are referred to as chewing muscles

7. Muscles of the Neck

Platysma

- It is a muscle in front of the throat
- It is a muscle which is broad in nature. It extends from the chest and shoulder muscles to around the mouth
- It pulls down the lower jaw and angles of the mouth, so the expression of sadness will be seen

Sterno-cleido-mastoid

- It is the largest and most superficial cervical muscles
- On either side of the neck
- It pulls the head down to the shoulder, rotates head to side and pulls chin into chest

Latissimus dorsi

- It covers the upper and middle region of the back, and the back of the neck
- They rotate the shoulder blade and control swinging movement of the arm

Pectoralis major and pectoralis minor

- Cover the front of the chest
- They help in swinging the arms
- Breathing and raising the arm is done with the help of Serratus anterior

The principal muscles of the shoulder and upper arm are:

- **Deltoid** - It is a muscle which is thick, large and triangular in shape. It helps in lifting and turning the arm and covering the shoulder
- **Bicep** - the two-headed and principal muscle, on the front of the upper arm. It helps in turning the palm downward, lifting the forearm and flexing the elbow
- **Tricep** - It is the three-headed muscle of the arm which helps in extending the forearm forward and covering the entire back of the upper arm

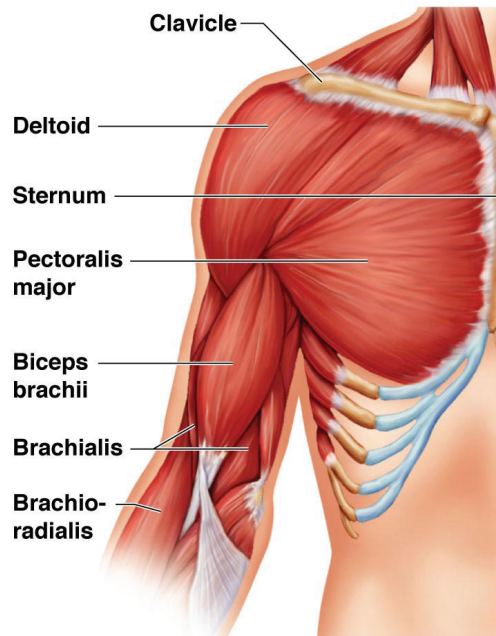


Fig 3.1.8.2: Principal muscles of the shoulder and upper arm

The fore arm is consists of a series of muscles and strong tendons. The esthetician is concerned with the following:

- **Pronators:** The most important group, to allow the palm to face downward, they help in turning the hand inward
- **Supinators:** It turns the palm upward and hand outward
- **Flexors:** It helps in drawing the hand up, bending the wrist and closing fingers towards forearm
- **Extensors:** In order to form straight line it straightens the wrist, hand and fingers

The hand has many small muscles overlapping from joint to joint, providing its flexibility and strength. When the hands are properly cared for, these muscles will remain supple and graceful.

3.1.9 Bones

A Beautician need not be an anatomist, but it is good to have a basic knowledge of the structures upon which she is working. Knowledge of the bones, principle muscles, arteries and nerves is helpful to understand the reason for certain steps required in giving facial treatments.

Bones of the Skull

- The skull is the bone of the head.
- It is an oval, bony case that shapes the head and protects the brain.
- The skull is divided into two parts:
 - Cranium
 - Mandible

Cranium

The cranium consists of eight bones and the facial skeleton consists of fourteen bones.

The eight bones of cranium are:

- 1 ethmoid bone
- 1 frontal bone
- 1 occipital bone
- 2 parietal bones
- 1 sphenoid bone
- 2 temporal bones

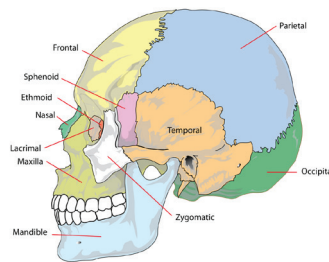


Fig 3.1.9.1: Anatomy of a human skull

The following bones are involved indirectly in connection with scalp and facial manipulations:

1. **Occipital:** One bone at the back of the skull
2. **Two parietal bones:** They are situated at the back of the head and form the roof of the skull
3. **Frontal:** Frontal bone forms the front of the skull, the forehead and upper eye sockets
4. **Two temporal bones:** Two temporal bones on the sides of the head, around the ears (below the parietal bones). The ethmoid and sphenoid bones are not affected by massage
5. **Ethmoid:**
 - The light and spongy bones between the eye sockets which forms the part of the nasal cavity are Ethmoid bones
 - They are located in the center of the face, behind the nose
6. **Sphenoid**
 - All the bones of the cranium are joined together by Sphenoid bone. It is located behind the orbitals
 - At the base of the skull, wing shaped, forms the temple

Fourteen Bones of the Face

- Two nasal bones form the bridge of the nose
- Two lacrimal bones are small fragile bones located at the front part of the inner wall of the eye sockets
- Two Zygomatic or malar bones form the cheeks bones
- Two maxillae are the upper jawbones which join to form the whole upper jaw

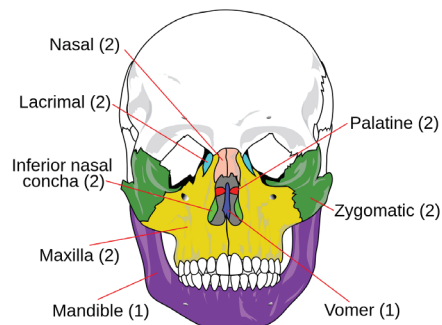


Fig 3.1.9.2: Fourteen facial bones

Mandible

- The lower jawbone of the face is known as Mandible. It is the strongest and longest bone of the face
- The only moving bone in the face, allowing movement of the mouth for chewing and talking.

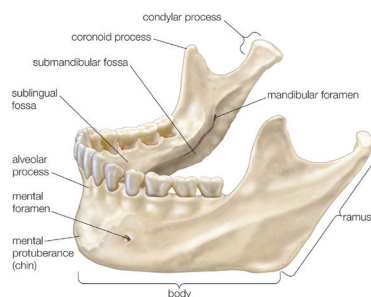


Fig 3.1.9.3: Mandible

3.1.10 Bones and Position of Head and Neck

The bones of the head and neck are essential to support and protect the brain, the sensory organs, nerves and blood vessels from mechanical shocks and injuries.

With the exception of the mandible, all the 22 cranial and facial bones are tightly held together. The brain and special sense organs of vision, hearing, balance, taste and smell are protected by the skull. The muscles of the head and neck are attached to the skull on the outward surface. Important movement like chewing, speech and facial expressions are governed by it. Teeth are rooted deep into sockets in the mandible and maxillary bones. Within the hollow oral and nasal cavities of the skull is the upper portion of digestive and respiratory track.

Bones of the Neck

The Hyoid bone and Cervical vertebrae are bones of the neck

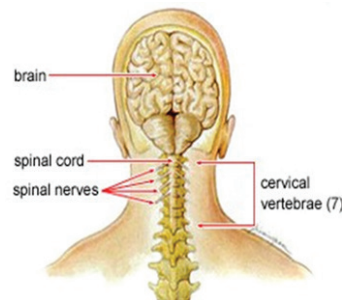


Fig 3.1.10.1: Bones of the neck

Hyoid bone

- Hyoid bone is also called “Adam’s apple” and is located in the front part of the throat (between chin and thyroid cartilage). It is “U” shaped bone
- It aids tongue movement and swallowing

Cervical vertebrae

- Cervical vertebrae are found in the neck region and it forms the top part of the spinal column
- It helps to support and balances the head, allows free movement of the head, protecting the spinal cord
- Cervical vertebrae are the thinnest and most delicate bones

The bones of the neck are formed by seven cervical vertebrae, which support the skull and organs of the head. The head is supported and balanced by the first cervical vertebra. The head rotates laterally to the left and the right by the second vertebra. The spinal cord and vertebral arteries are protected by the hollow spaces within the cervical vertebrae. The movement and posture of the head and neck is provided by the muscle attachment sites on the cervical vertebrae.

Bones of Thorax or chest

- This is an elastic bony cage consisting of the Chest (Thorax), the breast bone, the spine, the ribs and connective cartilage
- It acts as a protective shield for the heart, lungs and other delicate internal organs
- This framework is held in place by 24 ribs; 12 on each side
- Many diseases affect the chest and one of the most common symptoms is chest pain

Bones of the Shoulder

The shoulder bone is made up of three bones:

- Clavicle (collarbone)
- Scapula (shoulder blade)
- Humerus (upper arm bone) Arm and Hand

Clavicle: Each side of the shoulder is made up of one clavicle and one scapula

1. Scapula: The scapula forms the back of the shoulder girdle, positioned on top of the rib cage. It is a flat bone, triangular in shape.

2. Humerus: It is a long bone in the upper arm. The scapula and the two bones of the lower arm are connected by it. They are ulna and radius.
 - Ulna – The large bone which is located on the opposite side of the forearm from the thumb is Ulna. In an adult after development is completed, the diameter of the Ulna becomes half that of the radius.
 - Radius – Radius is the smallest bone of the forearm located on the side of thumb. It allows the hand to pivot at the wrist. These movements are essential to many everyday tasks such as writing, drawing and throwing a ball.

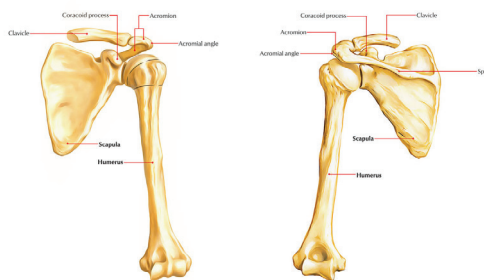
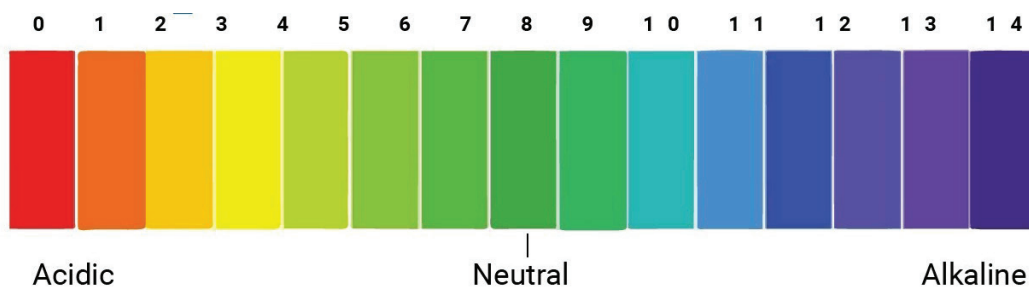


Fig 3.1.10.2: Humerus

3. The wrist or carpus: flexible joint is composed of eight small, irregular bones, held together by ligaments.
4. The palm comprises of five long, slender bones, called metacarpal bones.
5. The fingers or digits contains three phalanges in each finger and two in the thumb, totalling 14 bones

3.1.11 The pH Factor

pH stands for Potential of Hydrogen. The skin’s natural tendency to fight infection and environmental stress is affected by its pH level. pH determines how acidic or alkaline the skin is. The scale used is 1-14, where 1 is most acidic and 14 is the most alkaline. 7 is the neutral reading. Our skin has a thin protective layer of sebum mantle which is acidic in nature with the Ideal pH being 5.5.



3.1.11.1: pH scale

As we age, the skin becomes more acidic with changes in our lifestyle and environment leading to the breaking of the acid mantle and the skin’s ability to protect itself.

3.1.12 Skin Care for Every Season

Depending on the skin type the skin care routine needs to be adjusted according to the season. You must assess and evaluate your skin type every season and then decide upon the regimen.

Winter months: The skin in the winter months require more than some external protection. Cold weather and lack of moisture can cause cracking, chapping and irritation. The combination of the winter wind and sun can cause serious sunburns and skin conditions such as eczema.

Winter care for skin

- Do moisturize: Moisturizer helps protect against the harsh elements. It's best to apply moisturizer directly after a bath or shower to help seal in and replenish the skin with the necessary water and oils.
- Don't forget the sunscreen.
- Don't take long hot showers: While everyone enjoys basking in a long hot shower, the hot water can strip the skin of its natural elements – contributing to dry skin. Instead, use lukewarm water for a shorter period of time.

Autumn months: As dry, colder air arrives, skin may lose precious moisture. Autumn also provides an opportunity to recover from the summer toll on the skin left by sun, chlorine and saltwater.

Do list for autumn skin

- Do exfoliate and moisturize: It's best to apply moisturizer directly after a bath or shower to help seal in and replenish the skin with the necessary water and oils. Switch from lotion to cream. As the air becomes drier, skin needs a thicker moisturizer. Creams provide a stronger oily barrier to provide hydration.
- Invest in hand cream. Hands often become dry and cracked during the winter. Start moisturizing hands now to ensure soft and healthy hands all winter long.
- Don't forget the sunscreen: Even though the temperatures seem cooler and the days shorter, apply sunscreen before heading to outdoor activities.

Spring months: When the weather warms up there are some important things to save skin.

Do know your skin type: Depending on the pigment of skin, the likelihood of burning in the sun can vary and so should the level of sun protection factor (SPF) in sunscreen lotion. and don't forget the sunscreen.

Summer months: A tan basically refers to a damaged skin. There is nothing as a healthy tan.

Do use sunscreen daily: No matter what skin type you have or how your body reacts to the sun, you should always wear sunscreen containing at least SPF 30.

Do wear protective clothing: like hats and sunglasses.

Exercise

1. Which of the following is not the skin layer?

| | |
|--------------|------------------|
| a) Epidermis | b) Upper dermis |
| c) Dermis | d) None of these |

2. Which of the following is/are types of skin?

| | |
|-------------------|-----------------|
| a) Oily skin | b) Dry skin |
| c) Sensitive skin | d) All of these |

3. Which of the following is a thick layer of fibrous and elastic tissue that gives the skin its flexibility and strength?

| | |
|--------------|----------------------|
| a) Epidermis | b) Dermis |
| c) Fat layer | d) None of the above |

4. Anatomy is the study of -

| | |
|----------------------------|-----------------|
| a) Structure of human body | b) Animals |
| c) Beauty | d) Civilisation |

5. Normal skin is characterized by:

| | |
|---------------------------|---------------|
| a) Grease on the skin | b) Flaky skin |
| c) Smooth and supple skin | d) Itchy skin |

6. Skin replaces itself approximately every:

| | |
|------------|------------|
| a) 10 days | b) 28 days |
| c) 31 days | d) 45 days |

7. Blemishes are:

| | |
|---------------|-------------------|
| a) Skin Marks | b) Eye infections |
| c) Blackheads | d) Whiteheads |

8. Some of the key terms when giving basic skin care are:

| | |
|--------------|---------------------|
| a) Cleanse | b) Moisturise |
| c) Exfoliate | d) All of the above |

9. _____ helps to support and balances the head and allows free movement of the head

| | |
|-----------------------------|-----------------------|
| a) Hyoid bone | b) Cervical vertebrae |
| c) Bones of Thorax or chest | d) None of the above |

10. _____ is a vesicle filled with pus and is located under the skin surface.

| | |
|-----------|------------|
| a) Papule | b) Pustule |
| c) Keloid | d) Cyst |

UNIT 3.2: Basic Facial Treatments

Unit Objectives

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

1. Maintain safe and effective methods of working when assisting with facial treatments
2. Consult, plan and prepare for treatments with clients
3. Carry out facial treatments
4. Provide aftercare advice
5. Demonstrate the bleaching process and perform facial bleach procedure effectively

3.2.1 Introduction

The face is the most important part of the body and we endeavour to keep looking young and healthy. Facial skin changes as we age, with environmental changes and effect of lifestyle. Facial treatments are essential to clean the skin and renew the cells.

3.2.2 Different Types of Packs

Packs are divided in the two categories.

Setting packs: Setting packs are those which sets and dries on the skin, they are good tightening packing.

Non-Setting packs: These packs are do not dry on skin. They are moist. Remove them after 30 min. When they have absorbed the ingredients, honey is the ingredient which makes the non-setting packs

3.2.3 Different Facials for Different Skin Types

Beauty expert Shahnaz Husain advises, "The skin type should be kept in mind while selecting a facial. The Assistant Beauty Therapist analyses the skin and suggests the treatment that's suitable for a particular skin type — oily, dry or combination."

Normal to dry skin: To women with normal skin type, a facial massage is provided by using nourishing creams. Moisturizers are also used. If you have normal or dry skin, ideally opt for the classic facial or a plant stem facial.

Classic facial: The classic salon facial includes cleansing, toning and massage (done manually or with the help of gadgets), mask and protection coverage. All the areas of the face and the neck are treated according to specific needs.

This facial is done following a specific direction and movement of the fingers. Different strokes and pressures are applied to various areas.

Duration: 1 hour



Fig 3.2.3.1: Classic facial

Plant stem cell facial: This rejuvenates the skin and makes it look younger. The plant cells introduced into the skin through external cosmetic care helps the skin at the cellular level. It activates the process of repair and replacement of dead and damaged skin cells. It stimulates the cellular regeneration process in the skin, reducing the signs of ageing. This facial comprises an exfoliator, cream, mask, serum and an under-eye gel.

Duration: 1 hour



Fig 3.2.3.2: Plant stem cell facial

Normal to oily skin: For those with oily skin, a facial massage with creams or moisturizers is not advised. The facial treatment for oily skin includes deep cleansing with exfoliation, toning, mask and protection. The masks and other procedures help remove excess oils, shrink the pores and make the skin soft and translucent.

Pearl facial: This facial is ideal for those with an oily skin. It helps remove tan and brightens the skin. Deep cleansing is done next, to refine the skin. This is followed by a light facial massage with pearl cream and application of a pearl mask. It helps retain moisture and revitalizes the skin. This facial ensures natural lightening of the skin, giving fair and radiant skin with an even colour tone.

Duration: 1 hour



Fig 3.2.3.3: Pearl facial

Silver facial: This facial is done to detoxify and purify your skin. The silver facial consists of a glow scrub, gel; cream and pack that offer dull skin an instant lift. This facial not only restores the natural pH balance of your skin, but also clears the pores and deep cleans to prevent the formation of blackheads. The silver facial revives your skin by giving it the right amount of moisture, and evens out your tone, leaving your skin evidently supple and charming.

Duration: 40 minutes to 1 hour

Combination skin: Combination skin needs to be treated carefully, since the face has both dry and oily tissues. After cleansing, the dry area of the skin is massaged and the face is toned with a cold compress, using a rose-based skin tonic.

Platinum facial: The platinum facial is said to recharge and energize your skin. It influences the skin at the cellular level and helps to ensure the strength of its supportive tissues. It maintains the desired moisture level. It has powerful anti-oxidant effects which protect the skin's youthful properties and impart radiance.

Duration: 45 minutes to 1 hour



Fig 3.2.3.4: Platinum facial

Gem therapy: Gemstone facial therapy utilizes the natural energy of gemstones and helps correct physical, mental and spiritual imbalances. This facial is based on the properties of different types of gems. These stones work as a detoxification and exfoliating aid and slow down the ageing process. The key ingredients contain ash from gems like emerald, ruby and sapphire. The facial restores the ideal skin balance, keeps the skin free from blemishes and helps in the process of cell renewal. The gemstone is ground to a micro-fine powder and applied using vitamin-rich oils and aromatherapy essences that relax the body, and improve skin tone and texture.

Duration: 1 hour



Fig 3.2.3.5: Gem therapy

Benefits of a Facial

- Professional cleansing, exfoliating and toning are part of a facial, and hence protect and preserve youthfulness.
- A facial delays the signs of ageing, fine lines and wrinkles and keeps the skin soft and supple.
- Both, the skin and muscles, are toned, which preserves firmness and elasticity.
- It induces relaxation and helps reduce stress and fatigue.
- Improves blood circulation, strengthens the supportive tissues and improves the skin's resilience.
- A facial also helps in lymphatic drainage, which flushes out toxins from your system and purifies the skin.

3.2.4 Step-By-Step Facial Process

Following are the steps involved in a facial skin care treatment.

STEP 1: Preparation and consultation

STEP 2: Check for Contra-Indications

STEP 3: Makeup removal

STEP 4: Cleansing

STEP 5: Tone and refresh

STEP 6: Full skin inspection

STEP 7: Exfoliate, steam and comedone removal

STEP 8: Massage

STEP 9: Face mask

STEP 10: Soften and smooth and finish the process



Fig 3.2.4.1: Facial (step-by-step process)

3.2.5 Safe and Effective Methods of Working

The Work Area

1. The treatment room should be setup properly with all products, tools and equipment before a client is brought in.
2. For any treatment remember to be both safe and effective. This means that your work area must always be:
 - **Organised** – Set the trolley up with all required tools. Forget nothing
 - **Easy to reach** – Place everything within easy reach
 - **Hygienic** – Make sure everything is clean and disinfected before use

3.2.6 Sterilisation and Cleaning of Skin Care Tools and Equipment

To prevent skin and eye infections which happen when germs are transferred from one person to the other through towels, dirty surfaces etc., follow the correct hygiene methods.

| Steps of Facial | Unhygienic practices |
|--------------------------------------|---|
| Preparation stage or treatment stage | Going from one to client to another without washing your hands or changing your gloves. Or not washing your hands after going to the toilet during or between treatments. |
| Comedone extraction | Unsterilized Comedone extractor |
| Applying a mask | Tightening the skin by applying a mask unclean and un-sterilized mask brush |
| Putting moisturizer | Scooping the cream from the pot with your fingers in place of a spatula |



Fig 3.2.6.1: Steps of facial

- In the facial treatment, both disposable and non-disposable items are used.
- Disposable items such as cotton tissues, orange sticks etc. should be opened only when the treatment begins and disposed of after the treatment is over.
- Non-disposable items need to be prepared and handled carefully.
- Use a spatula to remove skin care products from their containers.

3.2.7 Maintaining Hygiene Throughout

Hygiene is needed to be maintained not only at the beginning of the treatment but also throughout the treatment. This includes the personal hygiene of the therapist as well as the tools and equipment.

Remember:

- Turn away from the client if you cough or sneeze, after that go and wash your hands
- Use spatulas to remove products from containers do not put your fingers inside
- Used items such as tissues and cotton must be put into a dustbin immediately after the treatment
- It is your responsibility to keep your work area clean and tidy



Fig 3.2.7.1: Maintaining hygiene throughout beauty treatment

3.2.8 Posture and Positioning While Working

It is foremost important for you to be comfortable while treating a client. Normally, during in a facial treatment the client lies on a comfortable bed.

- Make sure that your client lies in a comfortable position and remains relaxed during the treatment.
- Make sure that you have the correct posture otherwise performing a long treatment can give you physical aches and pains.
- Decide to stand or sit behind the bed. This decision will depend upon the height of the bed or chair you decide to use.
- Make sure to minimize your movements as much as possible while working; keep all the required equipment and tools handy.

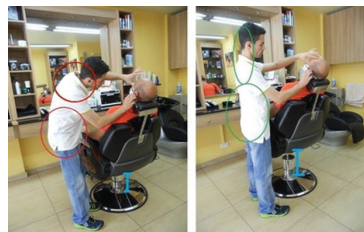


Fig 3.2.8.1: Left image shows incorrect posture, and right one shows correct posture

3.2.9 Environmental Conditions

Lighting: The lighting should be bright and clear for skin inspection but should be adjustable as well to soften it and allow the client to relax.



Fig 3.2.9.1: Spacious treatment room with ample lighting

Ambience: The aim of any treatment is to make sure that the client relaxes and enjoys the experience. This means that atmosphere or mood in a salon is very important. The right ambience can be created using the right decor, music, pleasant smelling oils and candles.

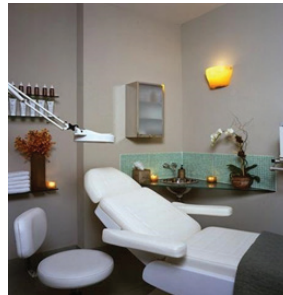


Fig 3.2.9.2: Comfortable treatment area

Heating and ventilation: Circulation of fresh air in a salon is a must. To facilitate that one must have an air-conditioning system or air freshening unit installed. In facial care room, good ventilation is essential to prevent damp and humid air. To prevent the drop of body temperature, the client must be covered in some blanket or sheet during facial. The facial room must be warm and inviting.

3.2.10 Preparing for Treatment



Fig 3.2.10.1: Preparing the treatment room





- Discuss the course of treatment with the client and be open to suggestions.







- Begin by asking the client the reasons for wanting a facial. Ask for the client's name address and other contact details and put that in the report card. Also, ask about the client's home skincare routine and make sure you record it in the record card for future reference.
- Follow up with a skin analysis to identify the skin type, any problems, products used and plan a suitable treatment for the client. Keep the clients informed and make sure she agrees to your plan.
- Remember to set up your treatment room and work area with everything that you will need before you bring your client into the treatment room.

We can divide all the material you will need into three parts.

- The basics, which include the disposable products such as cotton and tissues, the facial bed, trolley, your stool to sit, towels, bed sheets etc.
- The tools such as a magnifying glass, tweezers, blackhead extractors etc.
- The products like the cleaning creams, massage creams, facemasks and other lotions you will need for the treatment.

Let us look at all the things we will need for a facial skin care treatment in detail.

| Item | Purpose |
|---|--|
| <p>Cotton</p>  | <p>Cotton: Cotton squares are needed for removing the cleanser and putting on the toner. Cut them large enough to make sure that you can wrap them around your index and middle finger.</p> <p>Cotton half-moons are needed at the beginning of the treatment to be placed under the eyes to protect the skin when make up its been cleaned.</p> <p>Cotton pads for eyes which are used to cover the eye during inspection with a magnifying lamp or when removing blackheads.</p> |
| <p>Towels</p>  | <p>Towels can be used to cover the client during the treatment if a blanket is not available. Another towel is needed to place across the client's chest during a facial and a small handle can be used for drying your own hands.</p> |
| <p>Blankets</p>  | <p>Blankets are needed especially in the winter months to keep the client warm during the treatment.</p> |
| <p>Tissues</p>  | <p>Tissues are used to blot excess toner or moisturiser. There are also used to cover the tip of an orange stick when removing eye makeup. Make sure to use tissues economically in the salon.</p> |

| Item | Purpose |
|--|---|
| <p>Sponge</p>  | <p>A sponge is used to remove the mask from the skin. It is wet in warm water and then used on the skin. However, sponges are prone to gather a load of dirt and bacteria so they need to be cleaned and washed in very hot soapy water and dried thoroughly. Do not forget to sterilise the sponge. You can also use them cotton squares to remove the mask.</p> |
| <p>Cotton sheets</p>  | <p>Cotton sheets are used to protect the facial bed from marks or spills during a treatment. Do make sure that the cotton sheets are washed after each treatment.</p> |
| <p>Gown</p>  | <p>This is protective clothing worn by the client to protect her clothes and preserve her modesty.</p> |
| <p>Headband</p>  | <p>The client is made to wear a headband to prevent her hair from getting in the way of treatment and, also, to protect the client's hair from the products being used.</p> |
| <p>Sterilizing Jar</p>  | <p>A small jar is filled with a disinfectant solution to keep small metal tools such as tweezers and blackhead extractives. This helps to keep the germ level down. The solution must be changed after each client.</p> |
| <p>Small bowls</p>  | <p>This can be plastic or metal and are needed to keep cotton, tissues and sometimes the client's jewellery.</p> |

The first step for preparing your client for a treatment is having a consultation with the client.

- Questioning and recording information
- Visual analysis
- Manual analysis – this is when you feel the smoothness, softness, firmness and hydration of the client's skin

3.2.11 Questioning the Client

During a client consultation, based on their reasons you will decide the type of facial that should be done and the techniques used. Fill the client consultation Card with the information that you get from the client as you question the client.



Fig 3.2.13: Reasons for Asking for Facial Treatment

Recording Information

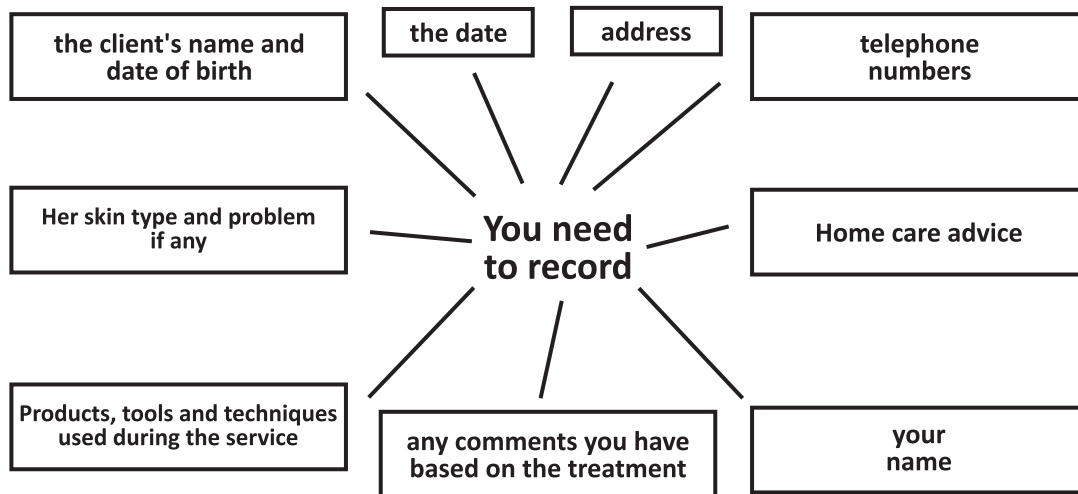


Fig 3.2.11.1: Information that requires Recording

3.2.12 Contra-Indications

A contra-indication is a condition like eczema, an unhealed cut, big pimples, rash etc. that makes or could make a treatment difficult or a client unsuitable for a treatment.

Working Around Contra-Indications

You can cover the affected area with a cotton pad if it is not possible to avoid treatment.

- Cover the area with a cotton pad
- Cover the area with barrier cream

Some Contra-indications that may be worked around are:

1. Old scar Tissue-more than 6 months
2. Small cuts or bruises
3. Non-infectious conditions like rash

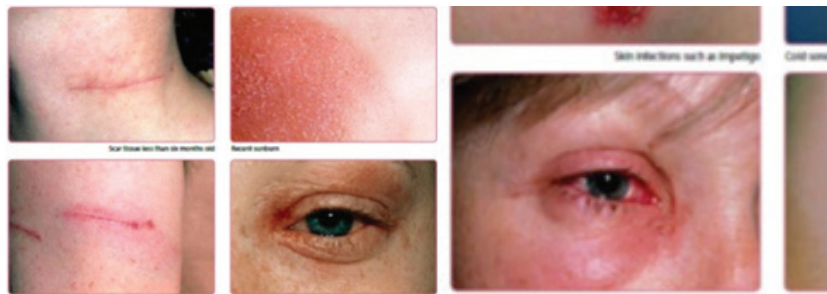


Fig 3.2.12.1: Contra-indications

Skin disorders that may restrict treatment include:

- Eczema
- Psoriasis
- Skin Irritation or Allergy
- Widespread Rashes
- Deep bruising

It is best to completely avoid treatment in these conditions as the use of tools and products could cause an increase in the condition.

3.2.13 Preparing the Client

After the client consultation you can get the client ready for the treatment.

- Take the client to the treatment room and ask her to wear a gown removing her clothes from the top half. You can hang her clothes on the hook.
- Now ask the client to remove any jewellery that she is wearing and to put it either in her handbag or you can store it safely. Once the client is ready help her to lie down on the facial bed. Cover her with a blanket or towels and make sure she is warm and comfortable.
- Put a headband around the client's hair to protect them. You can also talk tissue under the headband to keep it clean. Open the ground and push it down over the shoulders. Please a medium double across the client chest.

3.2.14 Facial Equipment, Material and Products

| Equipment | Implements and materials | Products |
|---|---|--|
| <ol style="list-style-type: none"> 1. Facial chair 2. Facial steamer 3. Magnifying lamp 4. Trolley for products and implements 5. Trash receptacle | <ol style="list-style-type: none"> 1. Clean sheet or other covering 2. Cotton pads 3. Cotton swabs & pledgets; gauze 4. Headband & head covering 5. Salon gown 6. Towels 7. Spatulas; sponges; tissue 8. Blanket 9. Gloves | <ol style="list-style-type: none"> 1. Hand sanitizer 2. Cleanser and Exfoliator 3. Astringent; toner or freshener 4. Moisturizer and Massage cream 5. Hot towels moistened with aromatic oils and Specialty care products 7. Electrical equipment (used as needed) <ul style="list-style-type: none"> • High frequency • Galvanic, Brushes, Suction, Mister and Microdermabrasion |



Fig 3.2.14.1: Facial equipment

3.2.15 Galvanic Facial Therapy

The galvanic hand piece is used to direct a galvanic current of ions directly into the skin. These positive and negative ions act like a magnet on top of the skin's surface, and will slowly push the product lying on the skin's surface down into the deeper layers.

The skin can then absorb the treatment within seconds and the electric energy also firms up, tones and tightens the skin during the session. Most sessions last for just 10-15 minutes, but are combined with a full facial treatment that can last up to an hour.

Micro current energy has been documented and studied for over a century. Galvanic treatments use very low-frequency impulses so there is no risk of burning or electric shock. The electricity triggers cellular turnover so that any damaged tissues can repair and heal quickly.

Even though the procedure does not injure the tissues, it does 'trick' the cells so that they begin to undergo the healing process. Galvanic facial treatments have a proven track record in Europe, and have been used for decades as an anti-aging solution.

The galvanic gel applied to the skin directly before the treatment is also effective for toning up and brightening up the skin, and can help to calm down inflamed skin while stimulating the tissue as a gentle massage. The micro massage treatments stimulate deep under the skin's surface, so the treated area will not be aggravated in any way.

Key Benefits of Galvanic Facial Therapy

Galvanic facial therapy is considered a complete skin reconditioning system and offers benefits for all skin types. It can be used to:

- Heal acne scars, eliminate fine lines, reduce or eliminate wrinkles and gets rid of superficial scars
- Buff and tone up the skin
- Reduce puffy eye bags or the appearance of dark circles
- Tighten up loose skin
- Even out the skin tone

3.2.16 Facial Treatment with High Frequency Current

The high frequency facial is used by skin care professionals to help treat and prevent:

- Stubborn acne
- Shrink enlarged pores
- Reduce the appearance of fine lines and wrinkles
- Decongest puffy eyes
- Fade dark eye circles
- Rejuvenate the condition of the scalp
- Nourish hair follicles for healthier hair growth

It is a timeless and essential skin rejuvenating treatment in the skin care industry. It induces renewal of cells and helps improve the better penetration and absorption of skin care products by gently warming the tissues of the skin.

High frequency facial machines and devices (traditionally referred to as "violet rays") vary in design and appearance. However the underlying principle, technology, and operational functions are the same.

Most professional high frequency machines used in spas, salons and medical offices operate at a frequency of 100,000 - 2500, 000+ Hertz (cycles per second). Compact versions of the equipment are also available for personal use.

The safe and gentle oscillating and oxygenating power of high frequency electrical current helps to:

- Enhance blood circulation
- Increase collagen and elastin production
- Eliminate toxins and acne-causing bacteria
- Encourage lymphatic drainage
- Exfoliate dead skin cells
- Improve skin care product absorption

Due to its rapid rate of oscillation, high frequency does not cause muscular contractions. Instead, it works on the principle of skin toning.



Fig 3.2.16.1: Facial treatment with high frequency current

3.2.17 Carry out Facial Treatments

A facial treatment is a treat for the skin. It relaxes the client. During a facial, several other smaller treatments are carried out to:

- Cleanse the skin deeply
- Nourish and hydrate the skin
- Improve circulation and relax muscles
- Bring a glow to the skin



Fig 3.2.17.1: Facial treatment

After a facial, the client should feel relaxed and her skin should glow.

Makeup removal

At the beginning of a facial treatment the first thing to do is to remove the make up your client might be wearing.



Fig 3.2.17.2: Makeup removal

Cleansing

The next step is to cleanse the client's face. Based on the skin type choose an appropriate cleanser. Massage movements are used to carry out the cleansing routine.

Massage Movements

There are five main massage movements.

Effleurage: This technique is used mainly for cleansing and has a soothing and relaxing effect.

It is used to join up other movements and is a gentle stroke used at the beginning or end of the treatment.



Fig 3.2.17.3: Effleurage movement

Petrissage: These movements are circular or kneading movements.

The hands, thumbs, or fingertips are used to apply pressure to the muscles by lifting, rolling and pushing.



Fig 3.2.17.4: Petrissage movement

Tapotement: In this movement your hands must not leave the client's skin and all movements are to be done lightly. Here light tapping quick pinching or gently slapping is done using the fingers sides.



Fig 3.2.17.5: Tapotement movement

Vibration: The vibration stroke includes a range of things from which seeking to rhythmic rocking. This is done using the therapists hand and applying constant pressure to the client's body. It can be done with the hand side or the fingertips. This kind of massage movement helps in loosening scar tissue relaxing the muscles and soothing irritated nerves.



Fig 3.2.17.6: Vibration movement

Friction: Friction massage technique is done using a pointed object or the ball of the thumb of the therapist. It is done in small circular movements and is it the pressure massage to penetrate deep tissues. It involves pressing on that issue and rubbing it back and forth.



Fig 3.2.17.7: Friction movemen

Tone and refresh: Clean the client's face twice and use a toning lotion to remove the cleanser and refresh the skin.

Full skin inspection: After the senior therapist is done with a detailed inspection of the skin using a magnifying lamp, the therapist will be able to identify the real skin type, any present problems and make a final check for any contra indications. Based on this the rest of the facial will be planned.

You can now decide the products you will use, the kind of face mask and any change in treatment, if needed. Here are some pointers to carry out skin inspection. Make notes in the record card as the inspection happens.

- The products to be used
- The type of face mask
- Need for change of treatment plan

Make sure to record your findings from the skin inspection on the client record card.

| | |
|---------------------|---|
| Colour of Skin | Any patch of red or other signs of sensitivity Tanned or normal skin |
| Eyes | Lines around the eyes Dark circles or puffiness around the eyes |
| Texture of Skin | Soft, slightly rough, rough Flaky or smooth? Thin or thick? Firm or loose? |
| Muscle tone of skin | Young skin, tight skin Frown lines on forehead Tightness of skin around eyes and mouth |
| The T-zone | Freckles, blackheads or pores on the T zone |
| Client Speak | Skin Care routine of client Products she uses Diet and lifestyle of client |

Exfoliate steam and blackhead removal: After the skin inspection, exfoliate the facial skin using an appropriate exfoliator. Follow this up by steaming the face and neck and removing blackheads from the chin, nose and forehead. Check the full face for any black or white heads and remove them.



Fig 3.2.17.8: Facial steam before exfoliation



Fig 3.2.17.9: Blackhead removal

Massage: The next step is the facial massage. The senior therapist maybe performing the facial massage using the massage movements we have studied earlier.

Facemask: This is the final step in the facial skin treatment. Once the massage is over the therapist applies the facemask. Make sure that your client's skin is free of the massage medium (oil or cream) before applying the mask. Make sure to use a mask suitable for your client's skin type.



Fig 3.2.17.10: Facemask

Smooth and soft: After you take off the mask apply a suitable moisturizer to the client's skin. Leave the client to relax for a couple of minutes after you have finished.

Finishing Treatment: Once the treatment is over, offer a mirror so that the client can check if everything is alright. As the client gets ready to leave, ask her if she has enjoyed the treatment. Give the client some tips and advice for home care. Clean your workplace and tidy yet to make it ready for the next treatment.

Complete the client's record card and put the information regarding

- The treatment you did and the date
- The products used
- The client's comments homecare advice
- Your comments and suggestions for the client

3.2.18 Step-By-Step Facial (Pictorial)

Facial is a part of massage therapy which has many steps.

Exfoliation

- Exfoliation is the process of facial scrubbing.
- This method extracts the dirt particles from the open pores.
- Blackheads and whiteheads are removed.
- It is a simple method that whisks away dead cells from the surface of skin, revealing the plumper, younger looking skin, underneath.
- It also encourages skin to speed up cell production, which means that the cells that reach the surface are younger and better looking.
- The result is a brighter, smoother complexion - no matter what the age or skin type.

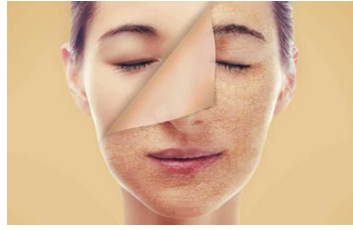


Fig 3.2.18.1: Exfoliation

Skin warming

- Most skin type benefit from a weekly heat treatment.
- Dry and mature skins must be warmed only once a month.
- Damp heat opens the pores.
- It encourages sweat to flush out ingrained dirt.
- It brings oxygen-rich blood to renew the skin.
- Oil can be put on skin first, since the heat helps oil penetrate more deeply.



Fig 3.2.18.2: Skin warming

Comedone Extraction

- It is a popular method of treatment for acne vulgaris.
- Blackheads (open comedones) are extracted using gentle pressure around the pore opening.
- Whiteheads (closed comedones) are extracted by incision with a large needle or a blade.
- It must be performed skilfully to prove beneficial.
- Possible negative effects of the procedure include incomplete extraction, refilling, scarring and tissue damage.



Fig 3.2.18.3: Comedone extraction

Facial massage

- Massage oils are the most common massage medium used by therapists. The best varieties of massage oils is not absorbed by the skin immediately, but are complementary to the skin and has the same characteristics as the skin's own natural oils.
- Massage cream is suitable for clients who need a deeper tissue work and who does not like the greasy feeling of massage oil.
- Massage gel is used for clients who already have a lot of natural oil in their skin.
- Massage lotions work well for smaller areas and quicker service.
- Massage powders are used in Ayurvedic treatments.



Fig 3.2.18.4: Facial massage

- **Effleurage** which means "to touch lightly on", is a series of massage strokes used to warm up the muscles during facials. They are used in the beginning consists of soothing, stroking, circular movements with the palm of the hand.
- **Petrissage** are massage movements where deep pressure is applied to compress the underlying muscles. Kneading, wringing, skin rolling and pick-up-and-squeeze are the movements that comprise petrissage. The padded palmar surface of the hand and the surface of the finger and the thumbs are used in this massage.
- **Tapotement is a specific** rhythmic percussion, most frequently administered with the edge of the hand, a cupped hand or the tips of the fingers. It is used to stimulate the nervous system and also release lymphatic build up in the back.

The five types of tapotement include

1. **Beating** - lightly hitting the area with closed fists
2. **Slapping** – using the fingers to gently slap
3. **Hacking** – using the edge of the hand
4. **Tapping** – using just the fingertips
5. **Cupping**- making the hand looks like a cup and gently tapping the area

Mask application

- A face mask is a stronger version of a face pack.
- It gives visible results.
- The mask chosen must be according to the treatment and the skin type.
- The face mask must be applied in smooth, upward motions.
- The fingertips must be dipped into the face mask using about a quarter-sized amount.
- The face mask must be evenly spread onto the skin.

- One must begin at the upper neck and gently work the way up the face.
- The delicate area of the lip and eye area must be avoided.
- The mask must be allowed to sit for 10-15 minutes.
- While the face mask is sitting on the skin, the client must relax, lay back, and practice deep breathing.
- The mask must be removed using luke warm water.



Fig 3.2.18.5: Applying mask

Moisturising Application

- The skin must be moisturized with a good massage.
- The correct application of the moisturizer is necessary for gaining maximum benefit.
- After the correct moisturizer is chosen it must be made sure that it is applied it on a clean and damp skin.
- Dot moisturizer all over the face and blend in thoroughly.
- Then an eye cream or eye gel is applied to moisturize the eye area.
- Starting from the centre of the face apply the moisturizer up and out to give the face a bit of a lift.
- Apply the moisturizer and let it soak in at least 3 minutes.



Fig 3.2.18.6: Application of moisturiser or moisturizing serum

3.2.19 Leaving the Work Area Clean and Tidy

A tidy salon is a house of professionals. The following should be taken care of to keep the work area neat and tidy:

- Wash all bedding and towels
- Keep all the products and equipment in their place
- Disinfect worktops and trolleys
- Clean all equipment and sterilize all tools Discard the disposables
- Put out new linen on the treatment bed

3.2.20 Provide Aftercare Advice

Give the client some advice after the treatment to make sure the benefits of the facial treatment lasts for a longer period

| Follow-up advice | Reasons for advice |
|---|---|
| Allow the skin to relax and do not do anything for the next 12-24 hours, you don't even need to clean it. | It is best time for the skin to relax as it has had an hour- long treatment to deep cleanse and stimulate it. |
| No Makeup if possible for 12 hours. | To get the full benefit of the treatment avoid makeup as it can clog the skin pores and make the skin dirty. |
| Do not touch the face unnecessarily especially the blackheads and spots. | Touching can make the skin dirty. |
| Get the treatment done regularly. | In almost a month the skin renew its layers, so a regular facial is great. |
| Cleanse tone and moisturize your skin twice a day. | This will keep the skin soft and pores clean. |
| Use a good moisturizer always. | A good moisturizer protects against dryness and the skin from getting clogged with makeup. |
| Drink plenty of water and eat a healthy diet with lots of fruits and fresh vegetables. | Water will help to rehydrate dry skin and a good diet will improve the condition of all skin types. |
| Get plenty of sleep. | During sleep the skin repairs and regenerates. |
| Use a cream containing a UV-filter (at least SPF 15) to protect skin in the sun. | The sun can age and dry out the skin. |

3.2.21 Facial Bleaching

Bleach is a chemical procedure designed to camouflage unwanted superfluous growth of hair. Bleach does not remove, cut or melt hair as other beauty procedure such as waxing, threading etc. It only camouflages the hair by changing and lightening hair colour so that it mingles with that of the skin and becomes less visible.

Hairs have a colour pigment called 'melanin' which gives the hair a colour. Bleach penetrates the layer of hair and destroys the colour pigment melanin. As a result, hair becomes transparent and when the light passes through them they appear pale golden. Bleach involves a number of chemicals such as H2O2

and ammonia therefore we need to be very careful when dealing with clients. Any skin or hair beauty treatment which involves chemicals has to be done only after taking a patch test.



Fig 3.2.21.1: Facial bleaching

3.2.22 Patch Test

It is essential to take a patch test before any skin or hair treatment that involves chemical in any form. Mix a small quantity of bleaching cream and one or two grains of ammonia and apply it on a small patch of skin.

- Wait for 10 to 15 minutes.
- Keep asking your client about any discomfort such as itching, pain etc.
- In such a case remove bleach immediately with moist cotton and if you see any swelling, redness, rashes etc., rub ice cubes all over and apply Lacto calamine.
- In case of no allergy or problem, you can continue with bleach all over the face and neck.

The ideal time to repeat bleach is at least one month but if your client is young or having soft delicate skin, do not repeat bleach earlier than a month. Try to delay the repetition for two to two and half months for the wellness of the skin.



Fig 3.2.22.1: Patch test for contact dermatitis

Contra-indications

- Open cuts and wounds
- Acne
- Very sensitive skin
- Prone to allergy

Things required

- Head band. Medium and small size towel
- Cleansing milk. Eye pads (tea bags, cucumber slices)
- Cotton pieces (2''x 2'')
- Plastic, glass or ceramic bowl, plate along with spatula
- Bleaching cream and Ammonia
- Moisturizer, lacto calamine, ice cubes, chilled water

Procedure: Observation and Discussion: While performing the bleaching procedure, we should remember things, such as:

- Age of the client
- Conditions
- Time Gap
- Sit your client, offer her a comfortable chair
- Wrap a head band around her head and cover her clothes with a large size towel

Cleansing: Apply and spread cleansing milk all over the neck and face and massage it in upward and outward direction with moist cotton.

Making the Paste: Take two to two and half spatula of bleach cream, add approximate quantity of grainy ammonia to the cream, and blend it well.

Application: Apply this paste to the upper lip first and then to the rest of the face because upper lip hair is supposed to be coarse and take slightly longer to bleach. Apply it in a uniform neat layer.

Eye Pads: Put eye pads to protect the eyes from watering.

Do not leave your client unattended throughout the service. Wait for five to seven minutes for the bleach to process. Remove a little bleach from a few spots on the skin to check the colour of the hair. Reapply it if the result is not satisfactory and wait for another five minutes.

- Re-check: In the same manner after allowing some processing time.
- Removing: Remove bleach with a spatula from all over the face and neck.
- Eye-massage: Rub an ice cube for a few minutes all over the face and neck for relaxation, freshness and to prevent any reaction.
- Covering Cream: Apply moisturizer/ sun screen lotion/ oil. Put a thin layer of Lacto calamine.

3.2.23 Benefits of Bleach

- Instant result: Bleach service gives you instant/quick result within 10 minutes
- Beach camouflages your hair by lightening them
- The complexion also becomes fair, removing the sun tan

3.2.24 Disadvantages of Bleach

Bleach containing chemicals such as ammonia and H₂O₂, if misused or frequently used or used for a long time may have certain harmful effects on the skin and hair. To prevent or control these damages one must take proper post bleach care.

- **Dryness:** The chemical may dry the sebum, which in turn may dry up the skin and result in it becoming flaky. This dryness can further lead to many other minor or major skin problems such as skin becoming stretchy and itchy.
- **Texture:** Dryness makes the texture of the skin rough.
- **Wrinkles:** If dryness is not controlled, the skin will start developing fine lines, then cracks and finally wrinkles.
- **Appearance:** The damages caused by over doing of bleach can affect the appearance of skin also. It will look lifeless unpolished. Spots and blemishes/freckles may develop.
- **Accelerates hair growth:** It has been scientifically proven that frequent and prolonged usage of bleach can encourage the growth of unwanted facial hair.

Practical

Practical 1- Cleaning and toning the face; Perform cleaning and toning on the client's face effectively

Practical 2- Steam, exfoliation and extraction: Perform exfoliation and extraction on the client skin effectively

Practical 3- Facial massage: Perform the various steps involved in facial massage effectively

Practical 4- Applying of face mask and moisturiser: Apply the face mask and moisturiser on client's skin effectively in order to prevent and treat dry skin, protect sensitive skin and improve skin tone and texture

Exercise

1. Erythema is caused by:
 - a) Infection
 - b) Lack of water
 - c) Acid rain
 - d) Excess of caffeine
2. Facial involves which of the following steps:
 - a) Massage
 - b) Extraction
 - c) Facial Mask
 - d) All of these
3. Benefit of a facial include:
 - a) Improves the skin
 - b) Cures skin problems
 - c) Highlights blemishes and spots
 - d) Both a and c
4. Face steaming can help in:
 - a) Getting clearer skin
 - b) Curing acne
 - c) Both a and b
 - d) None of these
5. Consulting the client before a facial involves
 - a) Understanding the reason a client wants a facial
 - b) Recording the client's contact details and information about her skin and home skin care routine
 - c) Analysing the skin type, identifying any problems and planning a suitable treatment for the client
 - d) All of the above
6. Steaming/warming helps to:
 - a) Soften the skin
 - b) Stimulate blood circulation
 - c) Clear the skin
 - d) All of the above
7. Moisturising is done to:
 - a) To soften and protect the skin's surface.
 - b) To rehydrate the skin.
 - c) To help the application of makeup by providing a smooth base.
 - d) All of the above
8. When applying a face mask you must ensure that:
 - a) The mask is applied evenly all over the face and neck
 - b) You avoid the hairline, eyebrows, eyes and lips
 - c) Do not keep it for more than 10 minutes
 - d) All of the above
9. Extraction means:
 - a) Removal of blackheads and whiteheads
 - b) Removal of blemishes
 - c) Removal of dark circles
 - d) Removal of acne
10. Face masks are applied:
 - a) Towards the end of a facial, after the skin has been cleansed, steamed and massaged.
 - b) At the beginning of the treatment
 - c) After cleansing of face
 - d) Before exfoliation

UNIT 3.3: Electro-therapy in Facial Treatment

Unit Objectives

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

1. Evaluate Electro-therapy in Facial Treatment

3.3.1 Electro-therapy in Facial Treatment

Facial being a very relaxing and beneficial treatment for the skin is one of the most popular in salons. Most facials make use of the hands, however some also incorporate electrotherapy. Both have their own advantages.

All facials follow the same basic structure and order discussed earlier in the chapter.

In a 'hands-on' facial, no electrotherapy is used. However, a steam machine may be used to open the pores during cleansing. Although a steam machine is a type of electrotherapy machine, it is not considered to be invasive.



Fig 3.3.1.1: Electro-therapy in facial treatment

Electrotherapy facials use electric machines. The client might feel a little tingle of the skin which may vary with the skin type. Some electrotherapy facials are:

Galvanic Facials: This is a useful therapy to reduce spots and blemishes (normally on oily skin) and to infuse active ingredients deeper in the skin. It uses metal rollers to produce a deep cleansing effect.

High frequency facial treatments: This treatment has an antibacterial effect and is used to dry out spots (oily skin). In a direct high frequency facial a glass electrode is passed over gauze placed on the skin. An indirect high frequency facial uses a saturator to draw a moisturising massage medium deeper in to the skin. This is best suited for mature or dry skin types.

Micro current treatments: Also known as non-surgical face lift, this type of facial uses a current to lift and tone the facial muscles and also to improve the colour and texture of the skin and soften lines.

Choosing the right equipment and then using them in a safe and appropriate manner in accordance with the client is the key to a successful treatment with instant results. All electrical treatments have many benefits. Some of them are:

- They smoothens the skin and makes it supple
- They help tone the facial muscles and refine the contours of the face
- They increase the lymphatic drainage of the face making it clearer
- They help to relax and rejuvenate the client



Fig 3.3.1.2: Micro current treatments

A safe and confident use of electrical equipment is required. The therapist should be thorough with the equipment manual. The only way to be totally safe and competent during treatment is to understand each machine and know its capabilities. This will provide you with the confidence to treat clients in a professional manner, which in turn will instill the client's confidence in your abilities.

3.3.2 Galvanic Treatment

In a galvanic treatment a direct current is used. This is different from the normal (alternating current) current used in electrical outlets. Make sure that the client is aware of the procedure being used on her. Assure her that it is needed to move the molecules of the skin.

A Galvanic current machine is used for increasing the product penetration in the skin. It introduces water soluble ingredients in the skin. As the current passes through the tissues and fluids of the skin chemical changes occur by which blemishes and spots are reduced.

Process of a Galvanic Treatment

1. It begins by a skin analysis and based on that an acidic or alkaline solution is applied to skin.
2. Then a metal probe (can be of different shapes, most common roller shape) is connected by a wire to the galvanic.
3. The machine is placed on the skin. Another wire is attached to the client's skin (wrist or arm) to create a closed loop of current so that current flows throughout the body in one direction.
4. The current starts flowing as the machine is turned on. The therapist will move the probe for a few minutes around the client's face.



Fig 3.3.2.1: Galvanic facial machine



Fig 3.3.2.2: Galvanic treatment

3.3.3 High Frequency Current

High frequency is a multi-purpose machine. Excellent results are obtained on most skin types. However, the nature of the frequency makes it a very noisy tool.

High frequency treatments use an alternating current also known as a tesla pulse current for treating acne. It has an antibacterial and a healing impact on the skin.

It helps to dry out very oily skin and thus heal in skin breakouts and cases of acute acne on skin.

The therapist should be very confident with the use of the machine as the noise produced further adds on to the nervousness of the client. The client should be made aware of the process during consultation.

The varied types of electric current have varied effects on the body. Some increases the blood circulation resulting in a warming effect of the skin and muscles. The lymphatic drainage is stimulated by using the equipment in the direction of the nodes, and the nerve endings will be soothed by the heat generated.

High frequency can be used in two ways:

- Indirect – the current flows through the therapist's hands to the client's body as the therapist massages the face of the client. The intensified saturator electrode is held by the client.
- Direct – application is directly on to the skin using an Oudin resonator (glass electrode).

3.3.4 Preparing the Skin for Treatment

Make sure the client is in a suitable position for treatment and you are ready to use your chosen electrical equipment. The skin should be cleansed and grease free. It is essential to prepare the skin to be receptive to the electrical treatment you are about to perform.

3.3.5 Facial Cleanse and Exfoliation

- Emulsify the product between the hands and begin application
- Apply product to face and neck (the client may wish to have eye pads on)
- When product has dried use light rubbing motions to exfoliate dead skin cells
- Remove remaining product with clean sponges and warm water

3.3.6 Application

All High Frequency equipment has the same functionality even though they may vary in their make and appearance. There are mainly two control switches – the on/off switch and the intensity control. The power supply is connected by a mains lead. A flex leads from the unit to the handle, which is used to house the glass electrodes. Depending on the method of application and the area to be treated, there are a variety of electrodes that a therapist can select. It is best to refer to the manufacturer's booklet for greater details.

3.3.7 Remember

- Clean the heads of equipment with either warm soapy water and dry thoroughly or wipe with surgical spirit. Be careful when handling the glass head apparatus and store them correctly.
- Within each electrode a small quantity of inert gas is sealed, usually argon. A coloured glow is produced, as the current flows through the gas. The electrodes containing argon produces a blue/violet glow or a red/orange glow for neon.

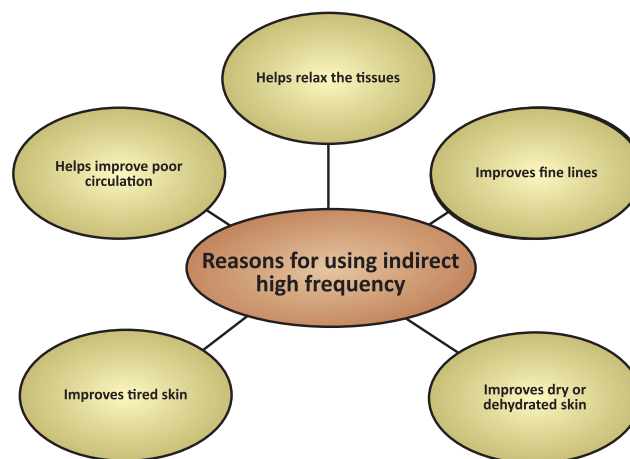


Fig 3.3.7.1: Reasons for using indirect high frequency

- Contra-indications to high-frequency treatments
 - Cuts or abrasions to the skin in the area to be treated
 - Skin diseases or disorders
 - Highly vascular conditions
 - Sensitive skin
- Highly nervous clients.
- Excessive metal in the area.
- Swellings in the area.
- Very hairy areas.
- Sinus blockages.
- Heart conditions.
- Epilepsy or diabetes.
- Circulatory problems.
- Pregnancy.
- Asthmatics.
- Only to be carried out with medical approval.

Precautions during Indirect High-Frequency Treatment

- Care should be taken around the hairline as sensation will be increased because hair is a good conductor.
- Contact must not be broken.
- Rings must not be worn by the client on the hand that holds the saturator.
- The client and therapist must not touch any metal conducting material while giving the treatment.
- The intensity of the current in the tissues will be increased when lifting one hand off.
- In the past, talcum powder was used as a medium for good conductivity, but its drying effects are not beneficial for a dry or dehydrated skin. Contact your own professional association for recommendations. Large quantities of talc should not be used as it is believed to have carcinogenic effects on some people, and its use is not recommended near the nose or mouth in case of accidental inhalation, especially if the client has a history of asthma or respiratory problems.
- Care must also be taken with any belts that have metallic buckles that the therapist may be wearing as part of her uniform, or worn by the client if clothing is kept on.
- Try to avoid contact with the couch.

Remember

- Indirect high frequency should be used on a dry skin with a suitable massage medium.
- It should be used in place of the normal manual massage.
- The client should hold the saturator with powdered hands.
- The therapist must make contact with the skin before turning on the machine.
- All dials on the high-frequency machine should be set at zero to begin with.
- Do not use tapotement movements – they break skin contact.
- After massage is completed, remove one hand from the client, and turn off machine before removing the other hand.

Exercise

Answer the following correctly:

1. Skin therapists call a galvanic facial an _____
2. Galvanic facial uses current to _____ skin cells
3. Galvanic facial is used for a better _____ of products
4. High frequency treatments use _____ current for treating acne
5. The _____ treatment empties the lymph quickly
6. All machines must be stored in a _____ environment
7. High Frequency Current can be of two type: _____ and _____
8. The client should hold the saturator with _____
9. Care should be taken around the hairline because _____
10. Micro current treatment is also known as _____

4. Perform Depilation Services



Unit 4.1 - Removal of Superfluous Hair

Unit 4.2 - Bikini Waxing

Unit 4.3 - Threading



Key Learning Outcomes



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

1. Explain the structure of hair and its growth pattern
2. Describe the different types of hair removal methods
3. Consult, plan and prepare for hair removal services with client's
4. Demonstrate the correct procedure for carrying out waxing services on a client
5. Provide Intimate waxing services
6. Maintain safe and effective methods of working when providing female and male intimate waxing services
7. Consult, plan and prepare for waxing services with client
8. Remove unwanted hair
9. Provide aftercare advice
10. Perform threading services

UNIT 4.1: Removal of Superfluous Hair

Unit Objectives

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

1. Explain the structure of hair and its growth pattern
2. Consult, plan and prepare for hair removal services with client's
3. Remove unwanted hair effectively
4. Provide aftercare advice

Unit 4.1.1 Introduction

The hair serves the purpose of protecting the skin and providing warmth. The different types of hair are:

- Scalp hair – It keeps in the heat and protects the head.
- Eyelashes – It protects the eyes by preventing particles from falling into the eye.
- Body hair – It protects against heat loss.
- Underarm and pubic hair – It protects the delicate skin and acts as a cushion against the friction caused by movement.

Unit 4.1.2 Structure of Hair and its Growth Cycle

- Hair is made of a tough protein called keratin.
- A hair follicle attaches hair into the skin.
- The hair bulb forms the base of the hair follicle.
- The hair bulb contains living cells which divide and grow to build the hair shaft.
- Blood vessels nourish the cells in the hair bulb, and deliver hormones that modify hair growth and structure at different times of life.
- The growth of hair occurs in three cycles.
- Hair growth is different for different people; the average being one-half inch per month.
- Hair color is created by pigment cells producing melanin in the hair follicle. With aging, pigment cells die, and hair turns gray.

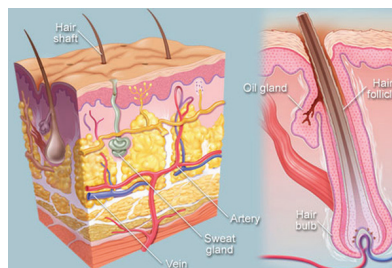


Fig. 4.1.2.1: Structure of hair

Structure of the Hair and Basic Principles of Hair Growth

While talking about the structure of hair, we need to understand that a hair strand is not just a single entity but a group of items. These comprise:

- Sebaceous gland
- Root
- Connective tissue sheath
- Vitreous membrane
- Outer root sheath
- Cuticle layer
- Inner root sheath
- Hair follicle
- Arrector pili muscle

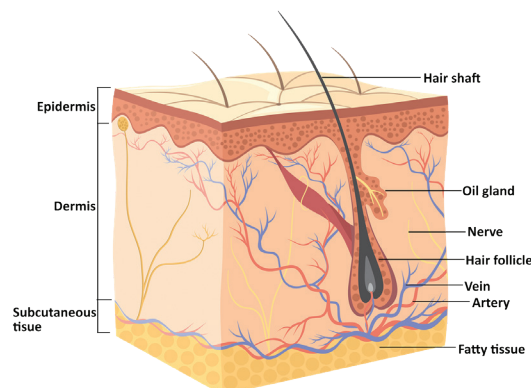


Fig. 4.1.2.2: Structure of hair

Basic Principles of Hair Growth

There are 3 phases based on which the hair grows. The cycle comprise:

1. Anagen

- This is the growth phase this is the active hair growth phase.
- During this time, the division of hair root is rapid.
- The lasting period of this stage is between 3 and 5 years.

2. Catagen

- This is the intermediate or transitional phase.
- The lasting period of this stage is from 1 to 2 weeks.
- During this period, the hair follicles start preparing for their resting phase, and deeper portions of hair follicles start collapsing.

3. Telogen

- This is the resting phase.
- The lasting period of this stage is between 3 and 4 months.
- This is the resting and shedding period.
- When the period ends, new hairs start growing, and older ones fall out.

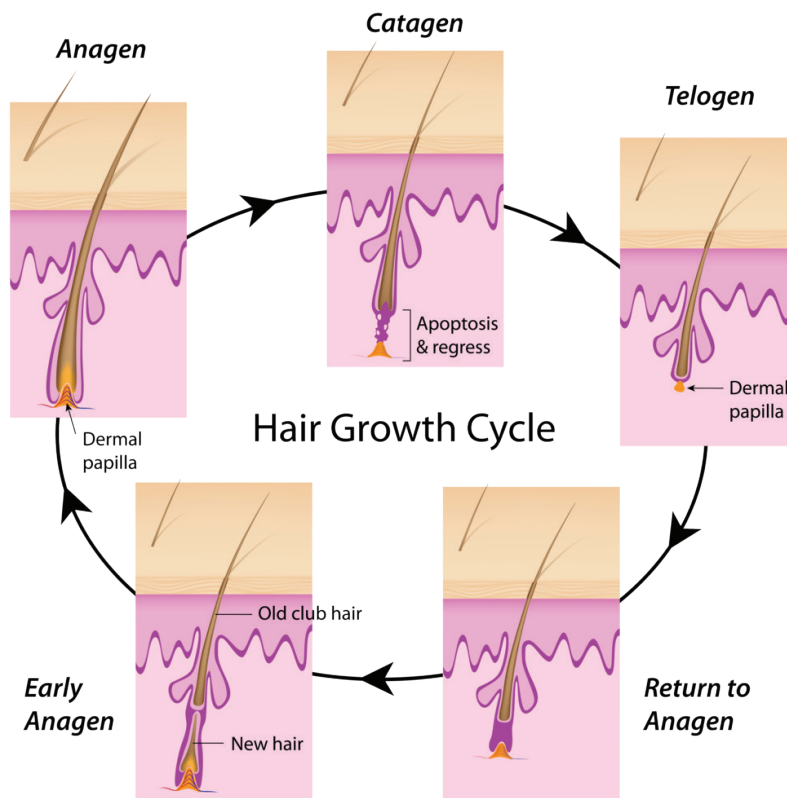


Fig. 4.1.2.3: Basic principles of hair growth

Hair has two parts: the hair follicle and the hair shaft.

Hair Follicle

- The word 'follicle' is a Latin word deriving from the word 'folliculus', which means a 'small bag.'
- An important part of skin, hair follicle helps hair growth by packing old cells together.
- Follicle is the only "living" part of the hair.
- The duration of hair growth and rest cycle usually comprises of 5 years.
- The percentage of follicle growing hair is 90% (one time) with an average annual growth of 15 cm or 6 inches.

Hair Shaft

We identify hair as a threadlike, slender outgrowth directly from the follicle present on mammal skin. The main composition of hair is keratin with 3 morphological regions. They are:

- **Cortex** : This contains moisture and melanin (natural pigment).
- **Medulla**: This comprises the core of the hair.
- **Cuticle**: This is the hair shaft's outer transparent layer made up of over-lapping keratin cell.


These combine to form the shaft.

- The diameter of a single hair ranges from 0.04 to 0.12 mm.
- The shaft is the hair part that is visible on the skin and is made up of dead cells.
- The hair of lighter colour has a finer texture than red or dark coloured hair.

4.1.3 Methods of Hair Removal- Advantages and Disadvantages

Epilation is the removal of hair from the root. The methods include waxing, sugaring, epilation services, lasers, threading and electric epilation.

Depilation is the removal of hair from the surface of the skin. Shaving and use of hair removal creams are methods of depilation.

| Ways of removing hair | Advantages | Disadvantages and effects on waxing |
|-----------------------|---|--|
| Cutting | <ul style="list-style-type: none"> • Quick • No skill involved • Home Treatment • No pain involved | <ul style="list-style-type: none"> • Does not last for long • Blunt regrowth, as hair removed only to skin level • Effects on waxing: Ensure that hair is long enough to wax effectively. |
| Shaving | <ul style="list-style-type: none"> • Quick • No skill is required • Home Treatment • It is not painful • Less expensive equipments are used | <ul style="list-style-type: none"> • Does not suit all types of skin • Blunt regrowth • Skin can get damaged • Unhygienic • Short term only • Only removes surface part of the hair • Effects on waxing: Ensure that hair is long enough to wax effectively. |
| Tweezing | <ul style="list-style-type: none"> • Precise • Ideal for small areas, i.e., on the face • Equipment cheap to purchase | <ul style="list-style-type: none"> • Only suitable for small areas • Skin can get damaged • Can cause hair breakage • It is not time effective • Not ideal as a DIY treatment for client's who wear glasses • Effects on waxing: Can distort the hair follicle, which may cause the hair to twist and grow inwards. Also, for the clients who wish to have epilation done in the future, the hair follicle where the needle is inserted can become distorted; thus rendering epilation as an unsuitable treatment. |
| Threading | <ul style="list-style-type: none"> • Cheap • No electrical equipment needed • Suitable for Mediterranean and Asian client's as this is a common method use for many years in Asian countries • As effective as tweezing | <ul style="list-style-type: none"> • Skill needed to apply • Possible breakage of hair • Effects on waxing: Possible distortion of hair follicle, which may mean that the area is unsuitable for epilation  |

| | | |
|--|--|--|
| <p>Abrasives (mitts/ pumice stone)</p> | <ul style="list-style-type: none"> • No skill needed • No specialist equipment needed • Improves the texture of skin by removing the dead skin cells • Not expensive and can be used at home | <ul style="list-style-type: none"> • Can cause hair breakage • Hair is not removed from the roots but from the surface of the skin • Could result in skin damage • Not terribly effective on strong dark hair growth • Effects on waxing: Waxing should not be undertaken directly after using an abrasive glove as the skin could be sensitised. Also the hair should be of a similar length for the treatment to be effective. |
| <p>Electrical appliances (e.g. electrical razors)</p> | <ul style="list-style-type: none"> • No skill needed • Reusable • Ideal for home use • Clean and quick | <ul style="list-style-type: none"> • Only removes surface hair • May damage the skin • Some can be expensive • Regrowth produced is blunt and growth stubble • Effects on waxing: Waxing should only be undertaken if the hair is of the correct length. The use of electric razor gives the same effect as shaving i.e. the hair is just cut off at skin level, whereas an epilator removes the hair from the root. As with all waxing treatments, the result will depend on the length and the stage of hair growth |
| <p>Depilatory creams</p> | <ul style="list-style-type: none"> • Cheap • Quick • Ideal for home use • No skill required | <ul style="list-style-type: none"> • Dissolve hair by using a chemical reaction at skin level. Some products have an unpleasant fragrance • Not suitable for allergy prone or sensitive client's always carry out a patch test prior to us |
| <p>Laser treatments (including intense pulsed light)</p> | <ul style="list-style-type: none"> • Can be used for a large or small areas • Precise application • Suitable for most skin types | <ul style="list-style-type: none"> • Costly • Specialist treatment • More than one treatment may be required • Can be painful • Effects on waxing: If a client is undergoing laser treatment on an area, no other method should be used while the course of treatment is being carried out, as it can affect the treatment and the skin can become over sensitized |

| | | |
|-----------|---|---|
| Epilation | <ul style="list-style-type: none"> • Precise application • Salon treatment • More than one method available to suit client requirement | <ul style="list-style-type: none"> • More than one treatment required • Not suitable for client with needle phobia • Not costly to clear a large area • Effects on waxing: Waxing could be used on a client at the commencement of the treatment to attempt to pull all the hair into the first stage of hair growth (anagen) to speed up the treatment process |
|-----------|---|---|

Equipment and Products used for Waxing

Before the Treatment

Pre Waxing products are designed to prepare, cleanse and condition the skin prior to waxing. There are many pre waxing lotions available in the market. They ensure that the waxing treatment is less painful, faster and more effective.

It cleanses skin oil; build up from other products, bacteria, sweat and dust. If this step is skipped then there are chances that a thorough hair removal may not be achieved because of previous oils, creams, infections or rashes. It is recommended irrespective of skin type if one is using waxing strips or soft wax.

The ingredients of pre wax products usually are Iso Propyl Alcohol, Propylene Glycol, Methyl Paraben, Water, and Colour & Perfume. Before waxing, the products are initially applied to the inside of the practitioner's wrist to test the temperature of the wax.

It is then tested on the client in the area to be treated. It is recommended that a patch test be conducted correctly on a suitable area of skin at least 24 hours prior to the client's first waxing service.

Equipment Required

Before starting the procedure, the trolley needs to be prepared with the following equipment and materials:

Wax products



After wax lotion



Talcum powder



Gloves



Cleansing gel or lotion



Clean towel



Wax strips made from fabric or bonded fibres



Cotton wool



Disposable spatula or applicator



Cold lacto calamine



A pair of small scissors



Ice



After wax oil



Gel



Wax Heater



Thread



4.1.4 Environmental Conditions

The treatment room must be set up properly.

- The client must be comfortable while changing.
- The room must be well ventilated.
- There should be adequate light.
- The light, however, must not be too bright for the client's comfort.
- The client must be offered privacy.
- The waxing cubicle must not be accessible to all.

4.1.5 Preparation of the Working Area

Waste disposable, maintaining the comfort of the waxing cubicle and prevention of spread of disease is of vital importance.

- All used wax strips must be thrown into the bin.
- Industrial gloves must be worn before emptying the bins.
- The contra-indications must be checked before the start of the treatment.
- The professional code of ethics must be followed.

A very poor impression is created if the treatment area is not prepared prior to treatment. Following are parameters to be kept in mind while readying the treatment room.

- The couch must be covered with a disposable covering to prevent cross infection.
- There should not be any spillage or residue on the couch.

- Bins with inner lining must be placed close at hand.
- All required equipment must be placed in a trolley.
- Anti-septic cleaner must be used on the skin.
- The strips chosen must be compatible with the kind of wax being used.
- Disposable gloves must be worn while doing the treatment.
- Sterilized tweezers and scissors must be ready for use.

After wax lotion must be kept ready.

The client might be given a leaflet on after wax care.

4.1.6 Personal Protective Equipment

Personal Protection Equipment

- Apron made of plastic must be worn over the uniform.
- Single use gloves must be used during each waxing session.
- Avoid jewellery while doing waxing.

4.1.7 Consult, Plan and Prepare for Waxing Services with Clients

Consultation Techniques

- The client must be professionally briefed before the start of the treatment.
- Treatment must be carried out in private.
- Client must feel comfortable to ask questions.

Conducting Skin Sensitivity Test

- Patch test must be conducted before the start of the treatment. Written approval from the client must be taken before beginning a treatment.
- The sensitivity test should be carried out on forearm as this is hair-free, clean and dry.
- The test must be carried out 24 hours before the treatment. The client requires visiting the salon before the final treatment. Being a Beauty Therapist, it is necessary for you to record the result on the client record card.
- Before applying the wax to the client's forearm, test it on yourself for correct temperature.
- Note the immediate reaction on the skin after removing the wax.
- The client must be told to observe the result for the next 24-48 hours. If he/she finds any redness, swelling, irritation then it would mean that the client is allergic to wax and cannot go ahead with the treatment.
- Tactfully convey to the client that he/she is not suitable for waxing treatment, if there is any adverse reaction after patch test.

Contra-Indications to Treatment

- Ensure that the area is free from contra-indication before beginning any waxing treatment.

General contra-indications:

- Recent scar tissue
- Hypersensitive skin
- Cuts or abrasions
- Bruising in or around the area to be treated
- Allergy to any products you will be using (such as rosin, found in sticking plasters and wax)
- Blood diseases (HIV, hepatitis)
- Use of skin-thinning drugs such as Retin A or Accutane
- Diabetes
- Defective circulation
- Inflamed or aggravated skin
- Some conditions, such as moles, infected in growing hair and skin tags, will mean the treatment may need adapting to and you would avoid the area

4.1.8 Client Records

- Each and every detail of the client must be recorded.
- Written permission must be taken before the treatment.
- Patch test must be done.
- Procedures must be explained to the client.
- Contra- actions. Reactions, client preferences and products sold must be noted.
- The record card must be filled with good handwriting.

4.1.9 Preparing the Client for Treatment

- The client must be asked to take a bath before the treatment, or else provide with personal wipes.
- Exfoliant treatment must be taken while taking a shower. It must be used on the area to be waxed, few days before the appointment.
- Inform the client not to use any other form of hair removal before the treatment like shaving cream etc. as it will be difficult to perform waxing if the hair is not long enough to carry out waxing.
- Request the client to wear clean undergarments and a cotton T-shirt if they want their back to be waxed so that the area is not too sweaty before the treatment.
- The client can speak to their doctor about any anti-allergy medication if their skin gets irritated by normal waxing.

4.1.10 Maintaining Client Modesty

- The client's modesty must be guarded.
- The client must feel comfortable.
- A hand towel must be offered to place over the client's lap.
- The client must be offered a separate room to undress.
- The treatment area must not be accessible to all

4.1.11 Remove Unwanted Hair



Fig 4.1.11.1: Equipment to remove unwanted hair

Procedure:

1. Set up the trolley.
2. Set up the service station.
3. Drape the client with a salon gown.
4. The wax is heated before bringing the client to the workstation.
5. Powder is applied on the area to be waxed.
6. Inquire the temperature of the wax.
7. The wax is applied with a spatula according to the direction of the hair growth.
8. The wax strips are placed and pulled in the opposite direction.
9. Repeat the same process, until the hair is removed.
10. The waxed place is wiped with the cold water.
11. The excess water is removed.
12. Apply moisturizer and give good massage.

Cold Wax

Cold Wax is much easier to use as compared to hot waxing method. Cold wax strips are available in various shapes and size. It can be used for removing hair from eyebrow to legs. It is observed that cold waxing method is less painful but for best results, application of cold wax strips should be conducted repeatedly. Repeated application of strips might cause painful red bumps, skin irritation and problem of ingrown hairs.

Steps by Step Process of Waxing



Apply wax with an applicator



Press the wax strip firmly above the wax and rib it firmly



Remove the strip in one grow from the opposite direction if the hair growth



Dispose the used waxed strip



Use after wax oil or cooling gel



Apply the cooling gel by patting it on the skin

4.1.12 Finishing the Treatment

- All stray hair must be removed with tweezers once you are done with waxing.
- Provide the client with a mirror and ask them to check the area. Ensure that the client is happy with the result.
- After the treatment apply after-wax lotion on the body.
- Leave the treatment room while the client is getting dressed.
- Return and talk about immediate and long-term aftercare.



Fig 4.1.12.1: Tweezing miniscule hair and wiping of the dead skin cells

4.1.13 Ensuring the Treatment is Cost Effective and Minimising Wastage

- Fold a tissue in your hand which is free and hold it underneath the hand which is holding the spatula in order to avoid the dripping of wax on the floor.
- Use a plastic protective apron as they can be disposed off.
- Put all the waste in the bin straight away.

4.1.14 Provide After Advice

- Keep the skin clean for 24 hours after the treatment.
- Wash hands and then apply any soothing or antiseptic cream and avoid touching the area with unclean hands.
- Avoid using any fragranced deodorants, sprays, or powders.
- Avoid taking hot or bubble shower as it can cause irritation.
- Avoid going to gym or any kind of workouts or sports for 24 hours at would increase perspiration in the area.
- Avoid wearing dirty cloths. Wear cotton clothes in order to avoid irritation.

Practical

The trainees are asked to perform wax treatment effectively.



Click/Scan this QR Code to access the related video

Exercise

1. Which of the following is a depilation process?
 - a) Tweezing
 - b) Waxing
 - c) Sugaring
 - d) All of these

2. What is the first step of using an epilator?
 - a) Taking bath
 - b) Putting talc
 - c) Putting cream
 - d) Using scrubber

3. Before waxing, check:
 - a) The direction of the hair growth
 - b) Allergic reactions of the skin to waxing
 - c) Wax temperature
 - d) All of these

4. Tweezers work best on:
 - a) Eyebrows
 - b) Upper lips
 - c) Underarms
 - d) Forehead

5. Aftercare for underarm wax includes:
 - a) Soothe area, apply deodorant
 - b) Soothe area, avoid deodorant for 24 hours
 - c) Soothe area, avoid deodorant for 1 hour
 - d) Soothe area, avoid deodorant for the rest of the day

6. What action should you take if the hair in the area being treated is not removed?
 - a) Re-wax the area immediately
 - b) Tweeze the remaining hair
 - c) Use a depilatory cream on the area
 - d) Increase the temperature of the wax before reapplying

7. What is the approximate working temperature of hot wax?
 - a) 43C0
 - b) 50C0
 - c) 68C0
 - d) 72C0

8. How should hot wax be applied?
 - a) In the direction of the hair growth
 - b) Against the hair growth
 - c) In any direction
 - d) In both directions

9. What is the reason for using powder during hot wax treatment?
 - a) To clean the area to be treated
 - b) To avoid bruising the skin
 - c) To close the pores
 - d) To lift the hair away from the skin

10. Which of the following may be a cause of ingrowing hair:
 - a) Waxing/sugaring when hair is too long
 - b) Incorrect waxing technique
 - c) Waxing/sugaring when hair is too short
 - d) Poor preparation of area to be waxed/sugared

UNIT 4.2: Bikini Waxing

Unit Objectives

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

1. Plan ways to seek additional information, on lost property
2. Demonstrate how to record details of the lost property

4.2.1 Perform Bikini Waxing

This refers to the complete removal of pubic hair.

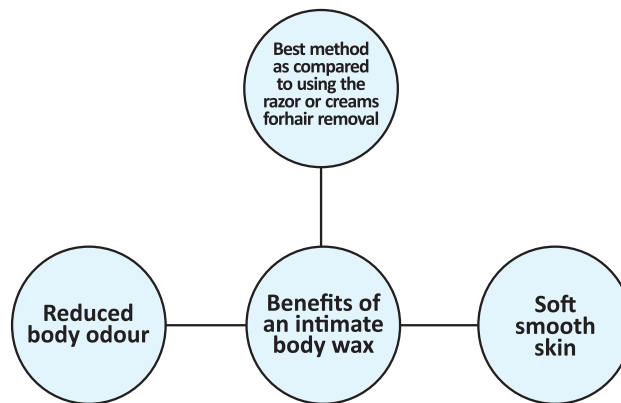


Fig 4.2.1.1: Benefits of body waxing

4.2.2 Waxes Specifically for Intimate Waxing

There are many different kinds of wax to choose from, however, one has to select one for intimate area waxing.

| Hot Wax | Skin Type | Benefits |
|------------------------|---|--|
| Hot film wax | Normal Skin Normal skin to coarse hair | An all-purpose wax, it contains plasticides, which ensures that it does not become dry and brittle during treatment. |
| Chocolate hot film wax | Dry/normal/sensitive skin Normal to coarse hair | A chocolate hot film wax specially formulated for client's rough, dry or mature skin as it contains cocoa butter to soothe and moisturize the skin. The addition of plasticisers makes it highly flexible, reducing the client's discomfort and making it easier for the therapist to work with. |
| Brazilian hot wax | Normal/sensitive skin fine Normal/coarse hair | It is particularly formulated for work on areas where dense stubborn hair growth is found. |

| Hot Wax | Skin Type | Benefits |
|-------------------------|----------------------------|--|
| Wax for men Warm wax | Normal skin Coarse hair | A strong masculine looking wax based on colophonium/ glyceryl rosinat formulation top ensure the successful removal of men's hair growth. It can be used on all areas of the body. |
| Wax for men Hot wax | Normal skin Coarse hair | An all-purpose wax, particularly formulated for work on areas that have dense , curly or stubborn hair growth. |

4.2.3 Sugaring

The process of hair removal using sugar paste is called sugaring. This method has been used for centuries all over the world. Women prefer this method as it is less painful compared to waxing.

The ingredients are sugar, water and citric acid oil. The recipe of this concoction remains a secret. It is used like normal wax either as a paste or a strip.

Varieties of sugar paste

1. Soft paste: It is ready to use, works best with strips.
2. Very soft paste: Similar to soft paste. Works best when a therapist has cold hands.
3. Firm paste: Works well in very hot weather and might need to be heated. Does not work very well with strips and must be used as a paste.
4. Hard paste: Needs to be heated for a few minutes. Does not work well with strips

4.2.4 Hazards of Sugaring

Sugaring is essentially harmless as it is made up of natural ingredients. Care should be taken when the paste is heated, to avoid burns. In case the sugar paste is ingested, seek medical help.

- Sugaring treatment must be done only by expert therapists.
- To keep the paste effective for long, store in a cool, dry place. Avoid overheating and keep the container air tight.

Safety precautions while sugaring

- Tissues must be kept to catch the dripping sugar paste, if required.
- The paste must not be overheated or kept near flammable material.
- The heating port, wires and plugs must be in good working order.
- Before the treatment, the entire process must be explained to the client.
- A gown and towel must be used to protect the client's clothes.
- The client must be comfortable with the temperature of the paste.
- Everything must be cleaned and sterilized before the next use.
- The paste must be stored in an air-tight container after use.
- Home care advice must be given to the client.

4.2.5 Benefits and Effects of Sugaring

- Very effective in hair removal in sensitive areas.
- Works well for people not too comfortable with high temperatures of wax.
- Easy to wipe, water soluble, does not stick to skin.
- Very short hair can also be removed.
- Good for removal of facial hair.

4.2.6 Female Intimate Waxing

Intimate waxing involves removing hair from pubic region, which can start from bikini shape to complete hair removal.

There are four shapes for intimate waxing.

Bikini Wax:



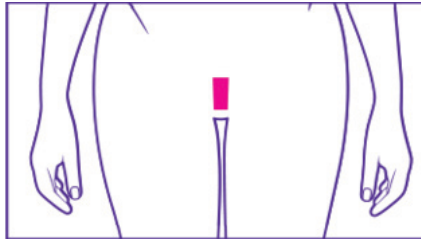
A standard bikini wax is a basic shaping of pubic hair into a neat upside-down triangle shape to the edge of the panty line.

Extended Bikini Wax



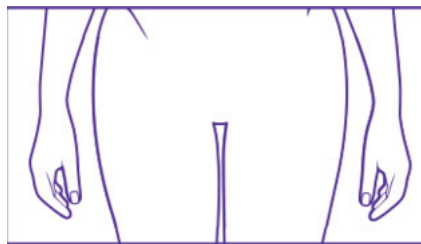
An extended bikini wax takes the sides of the bikini line deeper than a regular bikini wax leaving a more defined triangle with narrower edges.

Brazilian Wax



A Brazilian wax takes away all the hair off the bikini line leaving a small strip on the front. Hair is removed from the front all the way round to the bottom area.

Hollywood Wax



The Hollywood wax removes all hair from the front, round to the bottom – complete hair removal.

Important waxing tips to be followed:

- The position apt for intimate waxing is lying flat. This makes the underneath tissue to be firm and taut. Hence, the process becomes more comfortable.
- Don't let the client feel embarrassed. Cover the area with a towel to preserve client modesty.
- During the treatment, cover the area that is being not treated at that time. Only expose the area whose treatment is in process.
- A successful treatment calls for your comfort as well as client hygiene.

Process of Waxing

- Work in small sections. Apply thick wax and coat it well. Make sure that you can quickly remove the area.
- After wax application, request the client to stretch the area. The non-dominant hand should be above the hairy region.
- Place the dominant hand in front of the wax. Now, grasp the lip gently but firmly and pull the strip quickly.
- Ensure keeping the skin taut. This should be from every angle (triangle formation).
- As per the requirement, ask the client to movement in various directions. Also, you can request your client to pull their knee or be in all four, keeping the anus taut.

4.2.7 Suitable Homecare Products

- The client must be exfoliating the treated area over the next few days to avoid ingrown hair.
- It must be stressed that the area must be treated carefully as it is sensitive.
- Products containing AHA as it thins the hair.
- Hot showers and baths must be avoided for that day.
- The area must be kept clean.
- Ice compress should be used.
- Wear loose clothes for a day to allow air circulation.
- A follow-up appointment must be made after a month.

Contra Actions

If the client has thick pubic hair growth, the client may get a strong erythema and the hair follicles may bleed during the treatment. Do not re-wax any area that bleeds. The tissue or cotton that is used to clean the area should be disposed of properly to prevent infection. Use gloves on your hands when cleaning or touching the bleeding area. Dispose of spatulas if blood spotting occurs. Make sure to dispose all contaminated waste including tissues.

Different people may suffer from different reactions to intimate waxing:

- Erythema
- Blood spots
- Abrasions on the skin or broken hairs
- Bruises or burns
- Allergic reactions
- Burnt skin – if the wax is too hot

If there is a bruise or a burn, tell the client and advise them on how it will heal. As the genital area is sensitive, it may be a little difficult for the client in case of a burn or a bruise, so help the client understand how to take care of it immediately and in the long term, which is important for healing.

Exercise

1. The treatment benefits of waxing treatment includes the elimination of:
 - a) Rough skin
 - b) Dirty skin
 - c) Post shaving itch
 - d) All of the above
2. Which one of the following is considered safe while sugaring?
 - a) Having folded tissues
 - b) Heating the wax near flammable objects
 - c) Overheating paste
 - d) Leaving the paste unattended
3. Waxing intimate areas might lead to:
 - a) Erythema
 - b) Blood spots
 - c) Burns
 - d) All of the above
4. After waxing a client should:
 - a) Take a warm bath
 - b) Wear tight clothes
 - c) Keep the area clean
 - d) Should not exfoliate till hair grows back

UNIT 4.3: Threading

Unit Objectives

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

1. Demonstrate threading
2. Practise steps to remove unwanted hair by using threading

4.3.1 Threading

Threading is a temporary hair removal technique. It pulls off the unwanted hair from its follicle. It is a painful process but gives very precise results. It has no harmful chemicals involved. Suits even sensitive skin.

It is used mostly on:

- Eyebrows
- Upper lips
- Lower lips
- Cheeks
- Chin
- Sides of face
- Forehead

Products, Materials, Tools and Equipment for Threading

The following are the tools used in threading

- Thread
- Talcum powder
- Ice
- Cooling Gel
- Mascara brush
- Tissue
- Eyebrow pencil

Different shapes of Eyebrows: Shown below are some of the common shapes of eyebrows.

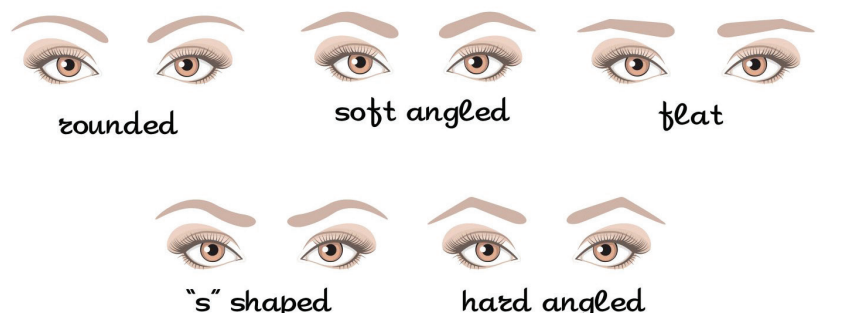


Fig 4.3.1.1: Different shapes of eyebrows

- Round
- Square
- Oval
- Long oval
- Diamond
- Heart

4.3.2 Threading Techniques






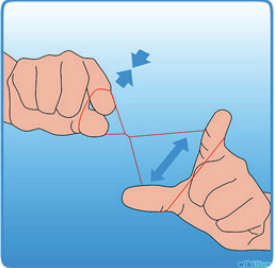
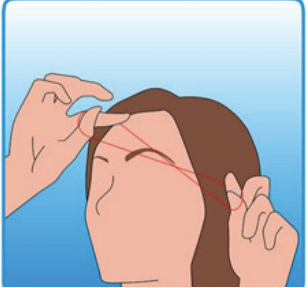
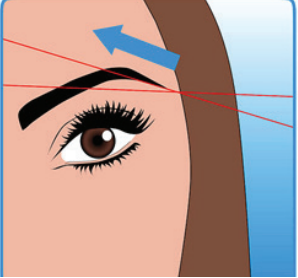
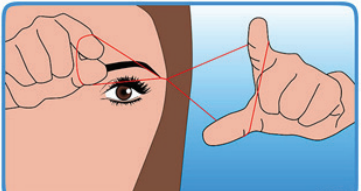

Fig 4.3.2.1: Threading

Threading Eyebrows

- Threading is an extremely old skill.
- It involves using a piece of thread to remove the hair.
- It is important to keep the length of the eyebrows.

Steps to be followed for Threading:

| | |
|--|---|
| <p>For threading, one requires a piece of thread, a pencil to draw in your desired eyebrow shape, and some ice or cold water to numb the area.</p> |  |
| <p>The section of the thread is held with a knot in one hand, and the opposite section is held with the other hand.</p> |  |

| | |
|---|---|
| <p>The hand is twisted without the knot five or six times, while the other section of the thread is held tightly (this is to avoid getting the knot in the middle of the thread). The thread should have an infinity or hourglass shape.</p> |  |
| <p>One must practice opening one hand, while closing the other at the same time. The twisting the thread in the middle is what will remove the hair. Practising the scissor motion will help.</p> |  |
| <p>Hold the hands so your fingers are facing away from the face, and position them over one eyebrow.</p> |  |
| <p>The triangle of the thread is so placed that the hair that is to be plucked is within the thread. The threading must be done against the direction the hair growth. So, the point of the triangle must be moved opposite the direction of the hair growth.</p> |  |
| <p>The hand is closed controlling the triangle around the hair, as the other hand is opened. It must be made sure that the thread is still touching the skin, and quickly opposite motion (scissors) must be made.</p> |  |
| <p>One must keep practising at threading. It takes a lot of practice to be able to do it well.</p> |  |

Traditional Hand and Mouth Threading

- Take a thread and grab its end with your teeth (molars).
- Create a loop "cat's cradle" by placing your thumb, middle finger and forefinger. It can be done by twisting the thread with your dominant hand, holding one end with your teeth and the other end with the fingers of your non-dominant hand.
- Make a knot with 5 - 6 twists.
- Rest of the process is similar to the previously described threading process (Step 5 – 8).



Fig 4.3.2.2: Hand and mouth threading technique

Upper Lip Threading

- Take 2 feet long (nearly) cotton thread.
- Create a loop by holding the thread's one end with your hand and the other end with your teeth (molars).
- Make a knot with 9 -10 twists.
- Dab some talcum powder on the client's upper lip to remove oiliness.
- Placing the thread on the client's upper lip, start wounding it like a scissor.
- Ask the client to place their tongue beneath their upper lip to tighten the skin.
- Ensure that the wound up portion of the thread is holding the upper lip hair.
- Move the hair back and forth to pluck the hair.
- Once the threading process is complete, massage the area with an astringent or a soothing lotion.

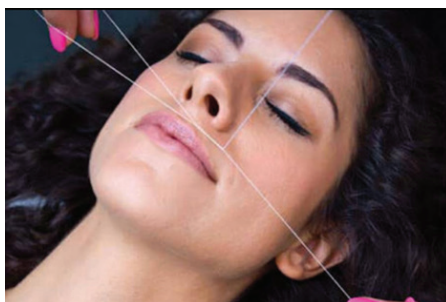


Fig 4.3.2.3: Upper lip threading

Exercise

Select the correct answer.

1. Which of the following is the step of eyebrow filling?
a) Select your filler b) Create the shape c) Threading
2. _____ is a temporary hair removal method.
a) Tweezing b) Threading c) Depilatory
3. Threading is also known as:
a) Banding b) Stitching c) None of the above
4. _____ thread is used for threading.
a) Twine b) Cotton c) Polyester
5. _____ is a popular area of threading.
a) Eyebrows b) Forehead c) Sideburns
6. _____ is a contra-indication for threading.
a) Pregnancy b) Adolescence c) Active herpes Lesion
7. Once threaded, the results last for
a) 2-6 days b) 2-weeks c) 2 months
8. The results are positive in threading, if the practitioner is .
a) Female b) Experienced c) Younger

Practical

Perform eyebrow threading effectively.

5. Provide Manicure and Pedicure Services



Unit 5.1 - Manicure Techniques

Unit 5.2 - Pedicure Treatment



Key Learning Outcomes



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

1. Demonstrate pedicure and manicure techniques
2. Illustrate the process of carrying out manicure and pedicure services

UNIT 5.1: Manicure Techniques

Unit Objectives

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

1. State the origin of manicure
2. Demonstrate manicure techniques

5.1.1 Introduction

Manicurists and Pedicurists clean, shape, design and beautify finger and toe nails. The word manicure is derived from the Latin word manus which means “hands” and cura which means “care”.

- It has been a profession for more than 5000 years.
- It refers to the beauty treatment for hands and fingernails performed by professionals.
- It involves filing and shaping of the nails and removing any dry and dead cells.
- Manicure also involves hand massages followed by the application of nail paint.
- Many designs and patterns are also made on nails.
- Different popular manicures are French Manicure, Hot Oil Manicure.



Fig 5.1.1.1: Manicure service

A manicure has several benefits for both the client and the salon. They are listed below.

Benefits for the client:

- Improves the appearance of the hands, nails and cuticles
- Enhances overall grooming
- Softens the hands

Benefits for the salon:

- It is a popular service
- A number of treatments can be done and products sold with it that help to increase revenue

5.1.2 Nail Growth and Structure

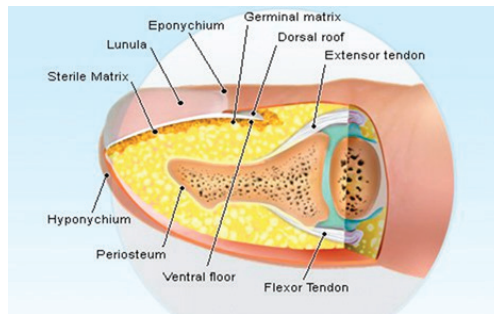


Fig 5.1.2.1: Anatomy of nail

- A fingernail is produced by living skin cells in the finger.
- Nails protect the finger tips and the surrounding soft tissue.
- A fingernail has several parts.
- The nail plate is the visible part of the nail.
- The nail bed is the skin beneath the nail plate.
- The cuticle is the tissue that overlaps the plate and rims the base of the nail.
- The nail folds are the skin folds that frame and support the nail on three sides.
- The lunula is the whitish half-moon at the base of the nail.
- The matrix is the hidden part of the nail unit under the cuticle.
- Fingernails grow from the matrix.
- The nails, like hair, are composed of keratin
- New cells grow in the matrix pushing the older cells which become the familiar flattened, hardened form of the fingernail.
- The average growth rate for nails is 0.1 mm each day.
- The rate of nail growth is dependent on the age and gender of the individual and the time of year.

5.1.3 Preparation and Maintaining Hygiene

Sanitation procedures are an essential part of the daily routine in salons. Standard safety protocols are provided for the safety of clients and to prevent the spread of disease. Salon staff must be educated in executing these sanitation procedures.

Tools and Equipment



Fig 5.1.3.1: Nail Equipment

- All tools and equipment must be sanitized after use by each client.
- Nail clippers and scissors should be washed in soap and water, dried, and then totally immersed in a wet sanitizer for a recommended time.
- Rubber gloves, towels, capes and anything else that touches the client must be sanitized or discarded.
- Extra precautions with bottles, tubes and jars containing beauty products must be taken and properly labelled so that chemicals and other ingredients aren't mixed or stored.

Maintaining Hygiene

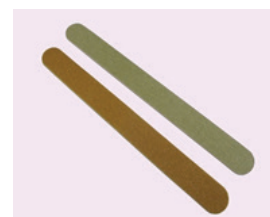
- Wipe trolleys with surgical spirit.
- Wipe down work surfaces prior to use.
- Use clean warm towels and bedroll for each client.
- Use disposable items.
- Use spatula to remove products from containers.
- Clean enamel bottle neck prior to putting lid on.
- Maintain a clean tidy work area.
- The therapist should wash their hands before and after each treatment.
- Sterilise all tools before and after use, or dispose them depending on the type of tool used
- The area required for manicure and pedicure varies greatly, with more versatility in manicure than pedicure.

5.1.4 Selecting Equipment and Materials for Manicure and Pedicure Treatments





| Manicure | Pedicure |
|--|---|
| Manicure can be done if the client sits across the couch | Pedicure can be done if the client is sitting on a chair- it can be combined with manicure. |
| Manicure can be done if the client sits across a table at a manicure station | |
| Manicure can be done even when the client is having his or her hair done. | |
| Client lying on a beauty couch while having a facial | |

Emery board

This has two sides: a coarse side for shaping nails and a fine side for beveling.
 Emery boards are difficult to clean, although some manufacturers have developed special cleansers for this purpose.
 If you cannot clean the file, it should be disposed of, or given to the client.



| | |
|--|---|
| <p>Orange stick The two ends of the orange stick each have a different purpose. The flat side is used to push back cuticle or apply buffing cream. The other side, which is pointed, when tipped with cotton wool, can be used to clean under the free edge, remove excess enamel and ease back the cuticle. When tipped with cotton wool, this should be disposed of after each use.</p> |  |
| <p>Cuticle knife This is used to mould back the cuticle and remove any excess attached to the nail plate</p> |  |
| <p>Cuticle nipper/ scissor Used to remove hangnails and dead skin around the cuticle.</p> |  |
| <p>Nail scissors Used to cut nails.</p> |  |
| <p>Toe nail clippers Used to cut and shorten nails prior to filing.</p> |  |
| <p>Nail buffer A pad covered with chamois leather and with a handle. Used in conjunction with buffing paste. Buffing adds sheen, stimulates circulation and growth at the matrix. Useful in pedicure, male manicure or when nail varnish is not going to be applied. To clean, wipe with a suitable cleansing solution.</p> |  |
| <p>3-way buffer This is used to smooth the nail and remove any longitudinal and horizontal lines. Wipe between uses with a suitable cleansing solution.</p> |  |

| | |
|---|---|
| <p>Nail brush To brush the nails and clean them effectively, wash in hot soapy water or sterilise in a chemical solution. Usually plastic, may be wooden, with a rubber end to ease back the cuticle. When using from nail to nail, clean with a steriliser. On completion of treatment, sterilise in a cold sterilising solution.</p> |  |
| <p>Hoof stick Usually plastic, may be wooden, with a rubber end to ease back the cuticle. Pointed and may be tipped with cotton wool to clean under free edge. When using from nail to nail, clean with a steriliser. On completion of treatment, sterilise in a cold sterilising solution</p> |  |
| <p>Hard skin rasp/grater To be used after the feet have been soaked and can be used in conjunction with hard skin remover. Use on areas of hard skin in a rubbing action with light pressure. Wash after use in hot soapy water and remove debris; sterilise in chemical solution</p> |  |
| <p>Pumice stone As with hard skin rasp.</p> |  |

5.1.5 Contra-Indications

There may be conditions which hinder the carrying out of a part or whole of the treatment. In some cases amendments need to be made to the treatment.

Classifications of contra-indications are:

- Contra-indications that prevent the treatment (Cannot treat) disease
- Contra-indications that restrict the treatment (Work around) disorder

Contra-indications that prevent the treatment

- Haemophilia - is a rare bleeding disorder in which the blood does not clot normally
- Arthritis - is the swelling of one or more joints in the body
- Acute rheumatism
- Nervous conditions
- Recent hand surgery
- Diabetes/Inflamed nerve/Undiagnosed pain
- Contra-Indications that may restrict the Service

The other conditions that may restrict treatment are as follows:

Nail Separation

This is a disorder where a part or the whole the nail separates from the nail bed. It results from a build-up of debris found in the moist warm space between the digits, which attracts bacteria and fungal organisms and in severe cases, turns the nail plate a dark green or black colour. The infected nail plate grows faster than those that are uninfected.

In feet, this occurs through wearing a tight-pinching shoe, poor circulation and lack of attention to foot care.

Non-infectious nails can be manicured or pedicured as long as there is no fungal or bacterial infection. However, severe separation should not be treated.



Fig 5.1.5.1: Nail separation

Ingrowing Nails

This affects either the fingers or toes. In this condition, the nail grows into the sides of the flesh and may cause infection. Filing the nails too much in the corners or over vigorous cutting is often responsible for in growing nails. Closed fitting shoes are also one of the reasons.

If the area is open or infection is present, it would prevent the treatment from taking place.

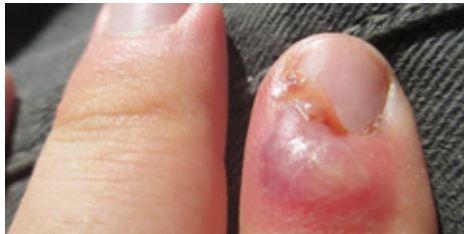


Fig 5.1.5.2: Ingrowing nails

Split Nails, Brittle Nails

Normally these are the result of abuse with drying agents, like those found in harsh detergents, cleaners, paint-strippers and film-developing fluids. Cotton-lined rubber gloves are good protection. Since the nail begins forming at almost the last finger joint, sometimes injury to the finger or diseases like arthritis can result in split nails.



Fig 5.1.5.3: Split nails, brittle nails

5.1.6 Identification of Nail Conditions



Fig 5.1.5.1: Nail disorders

- **Beaus Lines:** These are wavy horizontal ridges across the nail plates which are often caused through illness, medication, or heart disease. Over buffing can also cause this.
- **Treatment:** Light buffing can help improve this condition.
- **Furrows:** These are ridges from the matrix to the free edge. It is often caused by arthritis, incorrect removal of nail extensions, or damage to matrix.
- **Treatment:** Light buffing helps improve this condition. A dark polish or opal polish will highlight the ridges, so it is recommended to apply a clear or light polish. You can use ridge filler that provides a natural smooth base to apply nail polish.
- **Leukonychia:** These are white spots in the nail plate caused by calcium deficiency and minor trauma to the nail. White spots will grow up and out so one should treat the nail with care and avoid pressure. Leukonychia is commonly caused through over filing when blending nail extensions.



Fig 5.1.5.2: Leukonychia

- **Eggshell Nails:** Thin, curved over the free edge and fragile nails. Improper diet and severe medication can cause this condition.
- **Treatment:** It is best to keep the nails short and avoid pressure.
- **Hangnail:** A small tear or split in the cuticle, which can be removed with cuticle nippers during a manicure.
- **Treatment:** Regular nail treatments are needed to improve dry skin conditions.
- **Clubbing:** The fingertips widen and become round while the nails curve around your fingertips. It is caused by enlargement in connective tissue as compensation for a chronic lack of oxygen.
- **Half-and-Half (Lindsay's nails):** It is an arc of brownish discoloration and may appear in people who have a kidney disorder.

- **Onycholysis:** In this disease, the nail separates from the nail bed. Most of the time, this problem is associated with physical injury (trauma), psoriasis, drug reactions, fungal disease or contact dermatitis from using nail hardeners. Sometimes onycholysis can be related to an over/under active thyroid gland, iron deficiency, or syphilis.



Fig 5.1.5.3: Onycholysis

- **Spoon nails:** Soft nails that look scooped out. This condition often indicates iron deficiency.
- **Terry's nails:** The nail looks opaque and white, but the nail tip has a dark pink to brown band. This can be a symptom of cirrhosis, congestive heart failure, adult-onset diabetes, cancer, or aging.

Nail technicians are trained to recognize the following nail diseases. Nail technicians will not diagnosis, nor work on clients with the following diseases:

- **Infection and Inflammation:** Often the nail or finger will appear red and swollen. This can mean that there is a bacterial infection present.
- **Atrophy:** An injury or disease of the nail, where the nail plate will be wasting away.
- **Hypertrophy:** A fungal infection where the nail plate will become very thick and over grown at the side walls
- **Whitlow:** A bacterial infection, often the result of hangnails becoming infected. The infection may result in permanent damage to nail plate.
- **Warts:** A viral infection with lumps on the hands and fingers. They are very contagious and this should be referred to the GP immediately.
- **Ringworm:** A fungal infection, white patches are often found on the nail plate as a result of rotting on the nail.
- **Oychosmadesis:** An injury or disease that can cause the nail plate to lift away from the cuticle (a new nail grows and pushes the old nail plate off). The nail must be allowed to re-grow fully before any treatments.
- **Onycholosis:** An infection where trauma or psoriasis has caused the nail plate to detach from the nail bed starting at the free edge.



5.1.7 Step –by-Step Manicure





Manicure

It is a beauty therapy for nails and hands.

Manicure consists of cutting, filing and shaping of the finger nails, massaging the hand, and application of nail polish.

Steps followed in manicure:

| | |
|---|--|
| <p>The first step comprises disinfecting the hands of both the client and staff.</p> |  |
| <p>Nail polish is then removed with nail polish remover.</p> |  |
| <p>Cuticle remover is applied to the cuticles and allowed to be soaked in for some time. A nail filer is used to shape the nails.</p> |  |
| <p>The cuticles are pushed backwards and cleaned.</p> |  |
| <p>Lukewarm water is poured into a manicure bowl along with a few drops of liquid soap. The client's hands are dipped into this solution for a few minutes to soften the cuticles and the dead cells which are to be removed.</p> |  |
| <p>A hand scrub is applied on moist hand. The hand is then massaged gently in a circular motion to remove the dead cells. The hands are dried after the massaging session.</p> |  |
| <p>The hard, dry skins around the nails become soft. They are safely cut with a cuticle nipper.</p> |  |

| | |
|--|--|
| <p>The released cuticle skin is removed with a cuticle nipper.</p> |  |
| <p>The nails are then buffed to clean the impurities and to add shine to the nails.</p> |  |
| <p>A nourishing serum is applied to the cuticles and a relaxing cream massage is performed on the hands.</p> |  |
| <p>The process is finished with the application of nail paint of the client's choice.</p> |  |

5.1.8 Applying Nail Polish

Base Coat: Apply the base coat, giving a slight gap at the cuticle. Allow the brush to fan out over the nail as you brush it toward the tip. Always work from the left to the right of your nail, this way you are sure not to miss a spot.



Fig 5.1.7.1: Nail polish application



Fig 5.1.7.2: Nail polish application

Choose your color.

Prep the Brush: Dip your brush into the bottle. Drag the brush up out of the bottle while wiping the brush on the rim of the bottle. Without re-dipping the brush, slowly wipe the other side of the brush on the opposite side of the rim; pressing firmly so the brush slightly fans. Continue to pull the brush all the way out of the bottle while wiping the paint off on the rim.

The goal is to push the paint toward the tip on one side of the brush. When done successfully, the brush should have a slight crescent shape.

- **First Coat:** Starting at the cuticle, apply the tip of the brush to the nail. Press down, allowing the brush to fan out and draw the brush to the tip of the nail, again moving from left to right to get an even coat.
- **Second Coat:** After applying the first coat to the fingernails on both hands, you may begin with the second coat.
- **Sealing the Tips:** After applying the second coat, go back to the left most tip of the nail and drag your brush along the edge. This seals the paint off on the tip of the nail and prolongs the life of the manicure.
- **Top Coat:** Do exactly as you did when applying the base coat.

5.1.9 After Care Advice

- Enough time must be given for the polish to dry
- Protective gloves must be worn while doing household chores
- Hands must be dried well after washing
- Hand cream must be used regularly
- Acetone- free nail polish remover must be used
- Cuticles must be moisturized
- Harsh soaps must be avoided
- Drink a lot of water

5.1.10 Nail Shapes

Nails are naturally of a variety of shapes and sizes. Each person has a unique nail features. There are long fingers with wide nail beds, short fingers with short nail beds and every combination in between. But a good Assistant Beauty Therapist knows how to complement an individual's natural features and the foundation of this is the nail shape.

Most client's lean toward one of the five basic shapes: square, round, oval, squoval, or pointed. Though other blended combinations of these shapes exist, these five are definitely the most common.



Fig 5.1.9.1: Different shapes of nails

The Oval

The oval shape is an attractive nail shape for most women's hands. It can accentuate femininity and gracefulness. Ovals can be longer to accentuate a long nail bed, or they can be shorter to complement a shorter nail bed. The oval can add length to a nail while retaining the softer curves of the round shape.

How to achieve an oval shape

- Straighten and even out the side walls with a buff.
- Start filing from the side and move towards the top.
- Work in angles from both sides around the free edge so that the nail forms an oval shape.
- There should be a nice balance between the free edge and the cuticle.



Fig 5.1.9.2: Oval shape nails

The Square

The square nail is the classic acrylic shape — straight side walls, two sharp points on the tips and a balanced C-curve. It is the staple shape for the traditional French manicure and is used frequently for detailed nail art designs. But the square nail is not always the best choice for certain nail beds as a sharp square nail could make the nail appear shorter and stubbier. For longer nail beds however, the square can complement the nail and add length to the finger.

How to achieve a square shape

- To file into the classic square shape, take a medium-grade file. The 180 grit file should be used for shaping the side walls and free edge first. This file grit is best for shaping and smoothing the nail surface.
- Turn the hand around to straighten the free edge. Note that when looking at the nails, the file should be perpendicular to the nail to achieve the hard square.
- File the side wall straight up.
- Change the angle of the file to blend.
- Repeat this on the other side.
- Once both sides are finished, use the buff to make angles to level and lightly feather the nail. Use this process to sharpen the corners too.



Fig 5.1.9.3: Square shape nails

The Squoval

It is Conservative Square with the length of a square nail but the softer edges of an oval; hence the name is the squoval shape. Squoval nails add versatility, enabling short, wide nail beds to carry the length without appearing oversized.

How to file the squoval,

- First begin shaping the nail in square.
- Start with filing the nails in square shape so that one can make sure the sidewalls are straight.
- Once the side walls are straight, tilt the file underneath the nail corners and file back and forth from the underneath up. This will gradually take the corners off.
- Keep in mind that you only want to round the part of the tip that is past the free edge. This way you do not take anything away from the side walls at the stress area.
- File and round the ends of the nails slightly to prevent it from breaking.



Fig 5.1.9.4: Squoval shape nails

The Round

The round shape is more conservative. It is frequently used to create a softer, less noticeable look. It is also a common choice for male clients because the shape mirrors the natural contours of the nail. If a client has wide nail beds and large hands, then the rounded shape can make the hands look a bit thinner. Round nails can also soften hand features by providing a well-kept and subtle nail outline.

How to file the round

- File the side walls straight out and then just round out the edges into a nice curved shape.
- Be careful not to take too much off on each side or else it will look imbalanced.
- A good tip to remember is to visualise making a square, filing the side walls straight out, and then simply round the corners with moderate angles to complete the shape.
- The finished round nail should be slightly tapered and extend just past the tip of the finger.



Fig 5.1.9.5: Round shape nails

The Pointed

The pointed nail is not seen as often as other shapes. A pointed shape is a little more adventurous than shapes like the oval, squoval, or even square, but given the right circumstances, a pointed nail can create length and have a slandering effect on the hand. Smaller hands with smaller nail beds can use a pointed nail to create a subtle appearance of length, while long, slender nail beds take pointed nails to a more noticeable and extreme level.

How to file the pointed

- The technique is based on the letter “I”, where the center of the “I” shape.
- It is the upper arch that forms a line running down the nail bed. The top of the “I” is bending the cuticle flush with the natural nail and the bottom of the “I” is looking down the barrel of the nail to make sure the C-curve is even.
- The pointed tip requires taking the top of the “I” to a point that meets at the center of the apex.
- Once the “I” is information, it is just a matter of blending everything in so you have perfect harmony in the nail shape.



Fig 5.1.9.6: Pointed shape nails



Click/Scan this QR Code to access the related video

UNIT 5.2: Pedicure Treatment

Unit Objectives

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

1. Identify, select and arrange tools and equipment for pedicure
2. Perform pedicure services for client's

5.2.1 Introduction

The word Pedicure is derived from the Latin words pedis, which means "of the foot", and cura, which means "care".

It is a cosmetic and therapeutic therapy for the feet and toes.

Pedicures comprise care for the toenails, removal of dead skin cells are from the bottom of the feet. Skin care is provided up to the knee, and it includes granular exfoliation, moisturizing, and massage.

Pedicures are of different kinds like regular, paraffin, gel, fish, hot stone, rose and many more.

Purpose of the Pedicure:

- Improve the appearance of the feet and nails
- Relax aching and tired feet
- Reduce hard skin on the feet
- Offer advice on care of the feet and referral, as necessary, to the chiropodist

The Pedicure will include:

- Shaping the nails
- Cuticle treatment
- Removal of hard skin
- Specialised foot treatment
- Foot and leg massage
- Nail varnish application as required

Much of the routine for Manicure applies to Pedicure, the major differences are:

- The position of the client
- The treatment of hard skin
- Foot and leg massage routine

5.2.2 Introduction

| Tools | Nail Cosmetics |
|--|---------------------|
| Acetone | Base coat |
| Cotton balls | Cuticle creams |
| Cuticle cream | Cuticle oil |
| Cuticle pusher or Cuticle nipper | Cuticle remover |
| Foot bath | Dry nail polish |
| Lotion | Liquid nail polish |
| Nail file | Nail bleach |
| Nail polish | Nail conditioner |
| Orangewood sticks | Nail dryer |
| Toenail clippers | Nail polish remover |
| Towels | Nail polish thinner |
| Pedicure Spa Station | |
| Pumice stone (a rough stone to remove dead skin) | |
| Toe separators | |

5.2.3 Contra-Indication

This is a condition that either prevents or restricts treatment, eg. Treatment may be restricted due to a bruised nail but there will be no treatment if there is a bacterial or fungal infection on a nail to avoid a cross-infection.

Contra-Indications that Prevent Treatment

- Multiple warts
- Fungal infections
- Bacterial infections

Contra-indications that restrict treatment

- Bruised nail
- Cut and abrasions to one hand or finger
- Wash your hands
- Check client for contra-indications

| | |
|---|--|
| <p>Disinfect the feet with antiseptic spray.</p> |  |
| <p>Remove nail polish with nail polish remover.</p> |  |
| <p>Cleanse the skin without dehydrating it. Soak it in lukewarm water containing foot soak solution for 6 - 10 minutes.</p> |  |
| <p>Scrub the feet (especially in the rougher regions like heels, knuckles) and rinse with clean water.</p> |  |
| <p>Dry the feet with a clean towel.</p> |  |
| <p>Cut the nails and shape them as per client requirement.</p> |  |
| <p>Use a good scrub to remove the dead skin cells.</p> |  |

| | |
|---|--|
| <p>Since the ingredients of the scrub are penetrating the legs, file the nails with a nail file.</p> <p>Rinse the feet with water and dry it well with a soft towel.</p> |  |
| <p>If a client has thickened skin in certain areas of their feet or callus, use callus softener. Take few cotton pads and spray some callus softener. Apply on the callus or areas with thick skin and leave it for 2 - 3 minutes. This solution hydrates such areas, making them soft.</p> |  |
| <p>With the help of a cuticle pusher, push back the cuticles.</p> |  |
| <p>Apply cuticle oil or cuticle serum on the nails and massage it gently around the cuticles.</p> |  |
| <p>Apply foot care massage cream on the legs and feet and massage the areas to moisturize it.</p> |  |
| <p>Apply nail polish as per client's choice.</p> |  |

5.2.5 After Care Advice

Pedicure after care advice

- Give time to your nails to dry after your treatment
- Keep your feet clean by changing your socks daily
- Apply moisturizer on the feet and in between toes daily after bathing and cleaning the feet
- To absorb the moisture you can also apply powder between the toes
- Get a pedicure done regularly
- Do not cut your cuticles deep or forcefully push them back, this can lead to infections
- Do not shave your legs at least 24 hours before a pedicure as any cut could lead to an infection
- Massage your feet and nails regularly using a cream or oil
- For long term improvements, use a non-acetone nail polish remover



Click/Scan this QR Code to access the related video

Exercise

Manicure

1. What is not a part of the nail structure?
 a) Nail plate b) Nail bed c) Cuticle d) All of these
2. Which of the following is not a nail shape?
 a) Oval b) Square c) Pointed d) Triangle
3. While removing nail paint, remember to:
 a) Choose good quality remover b) Moisturise nails after removing nail paint
 c) Change cotton once it is fully used d) All of these
4. is the area between the nail plate and the finger tip -
 a) Nail bed b) Cuticle c) Perionychium d) Hyporionychium
5. Manicure is the art of:
 a) The care of hands and fingernails b) The care of skin c) The care of hair
 d) The care of leg
6. The first step in a manicure is:
 a) Removing the old nail paint b) Soaking the hands c) Massage
 d) Cuticle massage
7. When cutting and filing the nails remember to:
 a) Remove all the dirt from the underside b) Cut to the desired length
 c) Use appropriate scissors d) All of the above
8. To avoid nails from breaking and injury, the nails should be:
 a) Shaped to conform with finger shape and lifestyle b) Round
 c) Square d) Oval
9. Nails should be filed from:
 a) Corner to center b) Center to left c) Center to right d) Top to bottom
10. During a basic manicure, the hand is immersed into warm water after:
 a) The nail has been shaped b) Before the nail has been shaped
 c) After the hand massage d) After applying nail polish

Pedicure

1. Perform the steps of manicure service.
1. Perform the steps of a pedicure service

6. Perform Simple Make-up Services



Unit 6.1 - Prepare for Make-up Services

Unit 6.2 - Apply Simple Make-up Procedures for Routine Purposes

Unit 6.3 - Drape Costumes on Customers



Key Learning Outcomes



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

1. Evaluate the preparation for make-up services
2. Apply simple make-up procedures for routine purposes

UNIT 6.1: Prepare for Make-up Services

Unit Objectives

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

1. Evaluate the preparation for make-up services

Basic Face Shapes

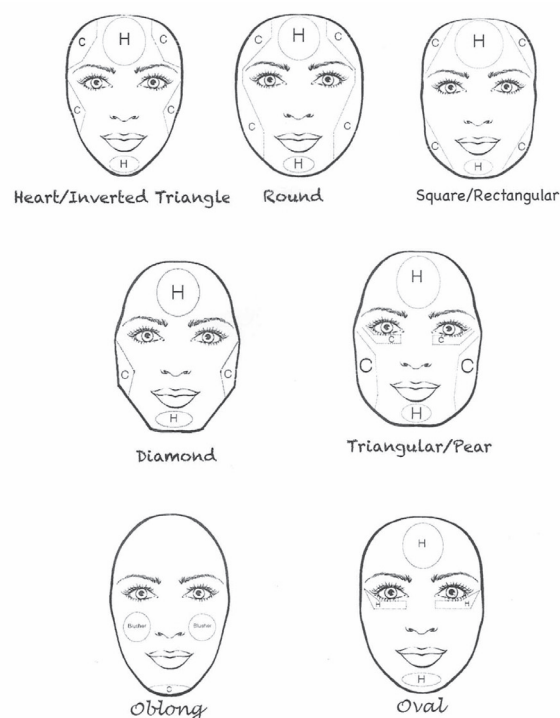


Fig 6.1.1: Basic face shapes

- **Heart:** Wide forehead, high cheekbones and tapers down to a narrow or pointed chin. An inverted triangle face shape is the same but has sharper angles. Apply contour to the temples, sides of cheeks and along the jaw line under the chin to shorten. Highlight the chin to widen and the centre of the forehead to give shape.
- **Round:** Face width and length almost equal, widest at the cheeks. To slim a round face, contour down the sides of the temples and cheeks. Highlight the chin and forehead to bring them forward for an even more slimming appearance.
- **Square/Rectangle:** Forehead, cheekbones and jaw line almost the same width. The square face will have a square, angular jaw line as the dominant feature while the rectangular face may be long and angular. Soften the strong lines by contouring the sides of the temples and jaw, and highlight forehead and chin to bring them forward.

- **Diamond:** The face is highly angular and the cheeks are quite wide, tapering to both the forehead and chin. Contour the cheeks along with jaw lines to soften the sharp angles and create balance. Highlight the chin and the forehead to the upper hairline to show off the eyes.
- **Triangular/Pear:** The face has a broad jaw line. The cheeks can be wider than the eye area and tapering to a narrow forehead. Contour the sides of the cheek area and add a little under the eyes if necessary to sculpt the cheekbones and bring them forward. Highlight the forehead to widen and bring forward and add a little highlighter to the chin.
- **Oblong:** Elongated features and the face gradually taper towards the chin, sometimes with a prominent chin. Contour the tip of the chin if prominent, and if the forehead is much longer, contour along the upper hairline. Apply blusher after the foundation just to the apples of the cheeks to shorten and balance by bringing the focus to the centre of the face.
- **Oval:** This is the ideal face shape - in proportion and well balanced. The forehead may be very slightly wider with cheekbones that are more prominent. No contouring required. Highlight the forehead, chin and under eye area to accentuate these good features. Extra face shaping techniques may also be necessary to correct individual features. The same principals are applied to correct the nose or lip shapes to create balance.

Corrective make up technique to suit the face shape

Corrective makeup is a technique that uses light and dark colours to highlight and contour features of the face. Corrective makeup is different from camouflage makeup as the purpose here is to highlight the positive features rather than hide flaws, spots or other drawbacks.

Make up technique for face

It is important to understand the basic face structure and face shapes to understand the concept of makeup balance. All make-up artists begin with the same elements: two eyes, nose, mouth, cheekbones etc., yet there are no two faces the same. Each face is unique, and a makeup artist's role is to enhance this to express our client's individuality.

Face shaping makeup techniques helps to correct and contour any features, highlights the best features and creates a 3D effect. The face can appear flat and lifeless if it is not sculpted properly.

First, examine and divide the face into two halves: The top and bottom. Overall balance should be looked upon then with client's individual face shape.

There is importance of light and dark, which is stated as below :

- Lighter brings forward - Highlighter
- Darker takes back - Contour (Shader)

Highlights should only be a few shades lighter and the contour a few shades darker than the client's natural skin tone for a more natural result. If the highlighter is too light, it will reflect as white in the photos, and if too dark, it will look muddy. A maximum of two or three shades lighter or darker works best.

An excellent makeup look can be achieved by learning the basic techniques of application and choosing complementary shades that suit the client's skin tone and personal style.

Corrective Makeup Techniques for Eyes

- Lengthen round eyes by extending shadow beyond the outer corners.
- Make close-set eyes appear farther apart by placing light shadow in the lids near the nose, and darker shadow on the outer edges of the lids.
- Use light, reflective colours in the crease to make deep set eyes emerge; use darker colours sparingly.
- Extend shadow ever so slightly beyond the side of each eye to make small eyes look larger.
- Make prominent eyes less noticeable by blending a medium to dark shadow over the most prominent part of the eyelid, and blending it upward towards the brow.

Corrective Makeup Supplies

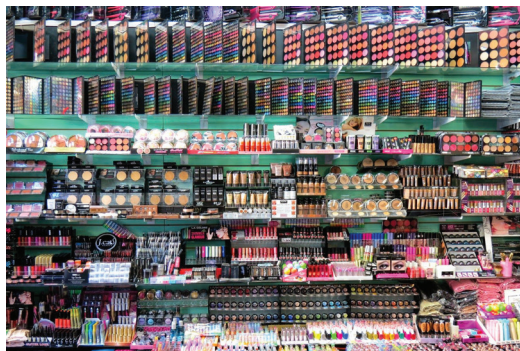


Fig 6.1.2: Supplies for make-up

Corrective makeup supplies include the following:

- Lip lining pencils in dark, medium, light
- A variety of foundation colours and shades
- Concealers in light and darker shades
- Light to dark eye shadows and eye liner pencils, including browns and greys
- Translucent powder
- Makeup sponges; brushes and applicators
- Lip Sticks

Removal of eye makeup and skin makeup

Most people remain ignorant about the importance of removing all makeup (even residual) completely at the end of the day. It is one of the most important regimes to follow in order to maintain a healthy and glowing skin forever.

The benefits accrued from keeping the skin free of any residual makeup are as stated below:

- It washes away cosmetics, impurities and dirt from the surface of the skin, which could be a cause of irritation and reason for faster ageing of skin.
- It helps in reducing risk of developing pimples, redness, blackheads and other types of blemishes.
- It promotes cellular renewal by eliminating dead skin.
- It stimulates skin's microcirculation due to the massage action.
- It allows the skin breathe freely.

Cleansing of skin gives a person fresh, toned, supple and well-moisturized skin even if one wears little to no makeup.

The following steps are useful for removing makeup:

Removing eye makeup

Step 1: Saturate a cotton pad with eye makeup remover

Dual-phase eye-makeup remover works for most eye makeup. It combines the dissolving power of an oil-based remover with the gentle, soothing qualities of cleansing water. This is a good choice for heavy eye makeup— however, make sure you shake the bottle thoroughly before use, as the formula tends to separate. While using waterproof mascara or liner remember to use an oil-based cleanser as it could be quite stubborn and too much tugging the skin can make it severely damaged and dry. Using water-based makeup works well for those with extra sensitive skin as the makeup is lighter and is cleaned easily.



Step 2: Hold cotton pad against closed eye

The cotton pad should be placed against closed eye for about 20 seconds, the pressure should be gentle. Eyes should not be scrubbed at all; the remover in the cotton pad dissolves the makeup in simpler manner. Wiping of makeup should be done with ease and with least rubbing possible.



Step 3: Use a downward motion to gently wipe off makeup

Getting rough with the delicate skin around eyes can harm the skin by forming wrinkles and fine lines. Multiple strokes should be made with light pressure. Fingertips of other hand should be used to hold the eyebrows and with the other hand, the makeup should be swept down gently. This prevent from pulling the skin around the eyes.



Step 4: Turn the cotton pad over and use

The cotton pad should be turned over and the clean side should be used to wipe your eye with an upward stroke. This helps in cleaning the place underneath the lashes too. After such procedures also, if there is an existence of stubborn mascara on lashes, a clean mascara wand should be brushed on the lashes.



Removing Foundation and Blush

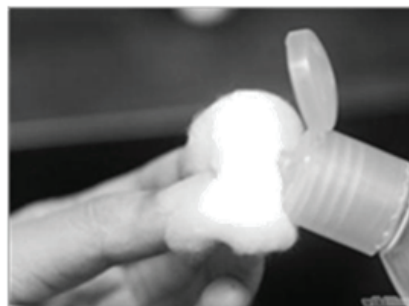
Step 1: Application of daily cleanser for dry skin

In case of dry skin, use a daily cleanser in a circular motion. Before starting the procedure, tie your hair neatly into a ponytail, with headband and bobby pins. Remove any kind of liquid foundation or long lasting makeup before washing your face. With the help of fingertips spread the cleanser on the entire face including the hairline. Mild cleanser or oil can be used for removing makeup. Water-soluble makeup helps in clear rinsing with no residue. For skins that is sensitive, oily and prone to react on any kind of breakouts, makeup-removing wipes is recommended. Baby wipes should not be used as those do not help lift off makeup completely.



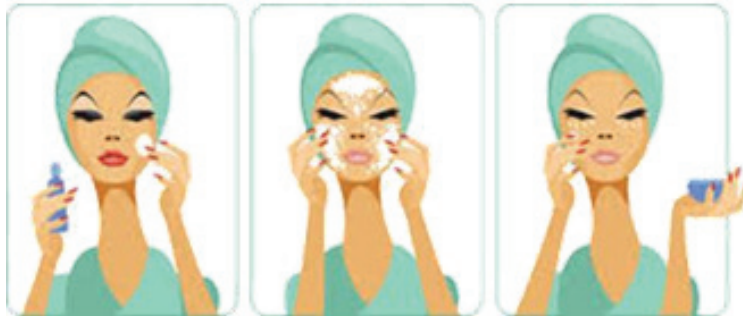
Step 2: Cleaning with Materials used

Wet facial sponge, washcloth and cotton balls can be used to wipe face. Through these materials foundation and blush comes off very easily. While removing makeup hairline should be kept under chin and around ears.



Step 3: Use of other products for residual makeup

Cold cream can be used to get rid of any residual makeup. Apply the cold cream and let it set for a while before you wipe off the cream gently from your face with warm washcloth.

**Removing Lip Colour****Step 1: Using Petroleum Jelly**

Thick layer of Petroleum Jelly should be applied on lips; it should be slathered well. Use of petroleum jelly not only removes the lipstick but also moisturizes the lips. Instead of petroleum jelly, other oils like, olive oil or coconut oil can be used.

**Step 2: Waiting Time**

After applying petroleum jelly, the wait time should be at least 5 minutes, the oil that is present in the petroleum jelly dissolves the oil present in the lip colour, which makes it more effective process of removing lip colour.



Step 3: Using cotton pad

Press cotton pad against lips for few seconds, wipe lips in small, circular motion but the pad should not be moved too much so that the jelly gets all over face.

**Step 4: Removing makeup**

Wipe the petroleum jelly (and lipstick) off your lips with gentle to-and-fro motions of the pad on your lips. Most, if not all, of the lipstick should come off on the pad. Repeat if necessary. If there is still some lipstick left, do not get too rough on your lips as it can cause chapping.

**Step 5: Exfoliate and moisturize your lips**

Exfoliating will remove any kind of remaining colour tint or flakes, whereas, moisturizing keeps lips soft and healthy. Exfoliation is done specially to buff lips with help of a clean, wet, toothbrush or an adequate mix of brown sugar with honey. Gentle and circular motions should be adapted for exfoliation of lips.

**Important Things Required for Makeup Removal:**

- Rubber band, bobby pins, or cloth headband
- Cotton pads
- Eye makeup remover
- Makeup remover
- Facial wash
- Facial moisturizer
- Petroleum jelly
- Washcloth, cotton ball, or facial sponge

UNIT 6.2: Apply Simple Make-up Procedures for Routine Purposes

Unit Objectives

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

1. Apply simple make-up procedures for routine purposes

Various Makeup Products

Facial makeup products are those products that are used to colour and highlight a facial feature, which beautifies the skin. Makeup is conducted in series of steps to achieve smoother complexion. The series of steps begin through application of foundation. Right shade of foundation disappears into the skin. Foundation can be applied through foam sponge, fingertips or foundation brush. However, the most difficult part is selecting the right foundation.

Some of the major types of foundation are stated as below:

Liquid or Cream foundation

Liquid foundation is the basic term used for foundation, which is in liquid form. There are various versions, which are available – oil free, oil based, waterproof and twenty-four hours. The coverage area could be from medium to full, according to requirement of the application. For bridal, the area covered is full.

To build foundation, simply apply a layer and let it dry, then apply another layer on top of it over the crisis area. Cream foundations provide a heavier coverage and are formulated for normal to dry skin.

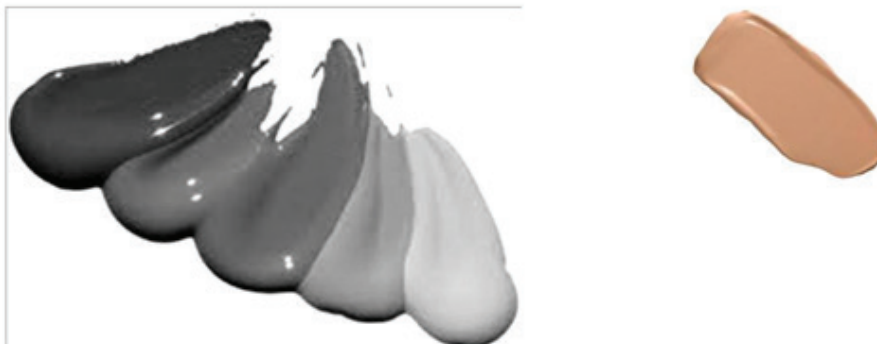


Fig 6.2.1: Cream foundation

Tinted moisturizer

This kind of foundation provides with light coverage and is able to cover up some of the unevenness. Tinted moisturizer can be considered as the best for women with good skin and are appropriate for reception makeup. It is a moisturizer with sheer colour. It is great for warmer months when little coverage and some moisturizer are required.



Fig 6.2.2: Tinted moisturizer

Oil based foundation

Oil-based foundations add moisture and tend to temporarily “plump up” skin, making them a great foundation choice for anyone with dry skin. Women with wrinkles can opt for this kind of foundation as it minimizes the appearance of fine lines. It can be applied for the bridal as well as reception makeup.

Sheer foundation

Sheer foundation is appropriate for the flawless look, it blends with the skin. The coverage is light, so it will not give —cake feeling. Even if applied too liberally. It tends to be buildable if more coverage is required that makes it more appropriate for bridal make up. Sheer foundation is made with silicones and works best on women with normal to dry skin. Many sheer foundations contain SPF, which gives the added benefit of sun protection.



Fig 6.2.3: Sheer foundation

Matte or Oil free foundation

This kind of foundation is appropriate for women with oily skin; the formulation of the foundation is with water and not oil. It dries quickly so that it can be blended with a sponge or with the fingers as soon as applied. In addition, using a moisturizer or foundation primer first to add an extra layer of moisturizer is recommended.

Waterproof foundation

Waterproof foundation is made to stay on for a long time, which makes it perfect for humid areas and hot days. Waterproof foundation cannot be removed simply with a cleanser or water but makeup remover is needed. These foundations can clog up pores and skin becomes more susceptible to blackheads, so using this foundation is not recommended until the event is in humid area.



Fig 6.2.4: Waterproof foundation

Concealers

Concealers help in changing the appearance in less time, it corrects the errors, giving the skin smoother look. It can brighten a tired face and cover up all blemishes including the dark circles. There are beauticians who prefer using concealers to foundation.

It is important to know the correct method of applying concealers, which are stated below:

- Apply several dots of concealer under the eyes close to the lashes. Apply a dot to the inside corners of the eyes. A finger can be used for the application, but concealer brush is recommended.
- Using the middle finger or a brush, tap in the concealer (always tap, never rub). Make sure to blend well. There is no real rule to it, but the middle finger tends to be gentler.
- Apply concealer on other uneven spots on the face including the chin, and
- around the nose and mouth if need be and tap in.
- Apply another layer if more coverage is required.
- Dust fine, loose powder over the face to set the concealer. It is essential to dust loose powder as it gives final look to concealed face.



Fig 6.2.5: Concealers

The concealers are applied according to the area and the cover up needs to be made; this is the reason why the application procedure differs as well.

Few of the application techniques for various applications are stated below:

- **Covering under eye dark circles**

Any kind of concealers should not be used for covering under eye dark circles. There are specific kinds of concealers, which are used majorly for covering dark eye circles. This is an essential part in the bridal makeup because a dark circle ruins the bright bridal makeup. This concealer's works for brightening the dark area rather than camouflaging redness or blemishes.

- **Covering Pimple**

A stiff brush with a pointy fine tip can be used to dab concealer that matches the skin tone. It is important to apply only to the red areas, not necessarily to the raised area. Let the concealer dry. Apply a second layer. Set the concealer with a dusting of translucent powder. If the concealer is then tissue can be used for clearing the excess. If that does not work, moisten a Q-tip with makeup remover and gently apply to the pimple. Then re-cover the pimple with concealer.

- **Covering Pockmarks and Deep Scars**

Pockmarks or deep scars can be covered by using an angular brush dipped in a concealer where the shade should be lighter than the skin tone. Fill in the centre of the pockmark without going over the edges and then dust skin with translucent powder. If the scar is raised, use a concealer that matches the skin tone and pat the scar with the concealer, setting the concealer with powder.

Select and Apply the Correct Make-up Products to Enhance Facial Features

Applying Basic Makeup

Part 1 : Preparing for Makeup Application

Step 1 : Wash the face with a Face wash.

Step 2 : Use a moisturizer after washing the face properly.



Fig 6.2.6: Basic make-up

Part 2 : Applying Foundation and Concealer

Step 1 : Apply a Foundation that matches the skin tone of the particular client. It should also match the skin type.

Step 2 : Apply a concealer that matches the skin tone. if the client has dark under-eye circles, always opt for a concealer which is one shade lighter.

Step 3 : Apply Face Powder according to the skin tone. Use a powder brush to apply the powder on the face in a circular motion.

Step 4 : Apply Blush on the cheeks. Opt for a pink toned blush for basic makeup.



Fig 6.2.7: Applying foundation and concealer

Part 3 : Applying Eye Makeup and Lip Colour

Step 1 : Apply Eye shadow in the beginning of eye makeup. Try a neutral shadow pallet for basic makeup.

Step 2 : Apply Eyeliner on the upper lip of the eyes. Opt for a thinner application of eyeliner, if it is daytime. opt for a thicker one for nighttime wear.

Step 3 : Apply Kajal or Kohl on the lower lid on the eyes. It can a be just a thin line or a thick one according to the preference of the client.

Step 4 : Apply one coat of Mascara on both the upper and lower lashes of the eyes.



Fig 6.2.8: Applying eye makeup and lip colour

Part 4 : Applying Lip Colour

Step 1 : Apply Lip Colour. It can be a normal lipstick, lip Crayon, Matte lipstick (Powder Matte or Moisture Matte), Gel Lipstick etc. Use a lighter shade for daytime and a darker one for nighttime.

Step 2 : Apply lip gloss, if required for a brighter shade. Make sure to use a clear gloss.



Fig 6.2.9: Applying lip colour

Makeup Tips

- Use a concealer only when needed, like in case of hiding dark under-eye circles or blemishes.
- Try to use a very basic shade of foundation. Do not overdo in this particular stage.
- Rub moisturizer on your hands before you blend the foundation for a better finish.
- Use a powder that stay longer and do not go off easily.
- Try using a cream blush instead of a powder blush for the natural glow-from-within effect on the skin.
- If the makeup is done for a special occasion, apply under eye shimmer shadow. shimmer cream shadow can brighten up the whole look in no time.
- If the eyelids of the client tend to be on the oilier side, use a primer all over them first to help the eye shadow last longer.
- If the lips are dry or chapped, gently rinse with a damp washcloth or apply lip balm before putting up lip colour.



Fig 6.2.10: Final touch

UNIT 6.3: Drape Costumes on Customers

Unit Objectives

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

1. Evaluate different techniques of draping costumes on customers

Drape Costumes on Customer Using Correct Techniques

Draping a Saree

The basic requirements to drape a saree :

- Saree : A long 6 yard drape one piece fabric to wrap around the body.
- Blouse : the essential need of a saree. A top wear which is almost like a crop top but in better fitting.
- Petticoat : A Petticoat is worn as a bottom wear in a long inner skirt serving to carry the drape around firmly.
- To wear a saree, both blouse and petticoat are supposed to be worn. Without them, a saree cannot be draped.



Fig 6.3.1: Draping a saree

Steps to drape a saree :

- **Step 1** : Take the saree end from the top edge, tuck it in the petticoat starting from the right side of your waist across your left waist.
- **Step 2** : From the left hand bring the drape around your waist from the back to the centre front tucking it in.
- **Step 3** : Now you will need to make 6-8 of 5-6 inches pleats of the remaining drape at the centre and tuck it in the petticoat, facing pleats to the left.
- **Step 4** : Bring the open drape across your back to your front from the right side, without tucking it. You can pin up the pleats at the centre for it to be in centre position and tuck the drape edge till your left side waist.
- **Step 5** : Now hold up the width (pallu) section and make pleats in complete width in 5-6 inches, making sure the border falls on the first pleat to drape it on shoulder.
- **Step 6** : Hold the pleats in vertical and bring the drape fall from beneath the right armhole, pulling it up towards and across your left shoulder.

- **Step 7 :** Place the pleats properly on your left shoulder by keeping at least a metre length fall down from the shoulder point, and pin it in place to fix it.



Fig 6.3.2: Draping steps

Tips to remember while draping a saree :

- Always tie the petticoat firmly at the waist, so that the saree is tucked in properly without falling off.
- Always insist the client to put on Heals, or any footwear you desire to wear along the saree, before you start draping up, as this brings the perfect length draped around the body.
- Use safety pins or clips to pin up pleats and sections where the drape is required to be fixed.

Draping Dupatta

Below Given are some of the most popular styles of draping a dupatta :

1. The Front Flow Dupatta Style



Fig 6.3.3: Front flow

2. The Classic Dupatta Drape



Fig 6.3.4: Classic drape

3. The Casual Dupatta Drape



Fig 6.3.5: Casual drape

4. The Double Sided Dupatta Drape



Fig 6.3.6: Double sided drape

5. The Back "U" Dupatta Style



Fig 6.3.7: Back U style

6. The Double Dupatta Style



Fig 6.3.8: Double dupatta

7. Draping a Mekhla

The Parts Of A Traditional Assam Saree or Mekhla Chaddor :

- The Blouse Piece: We get a matching blouse piece with this saree just like a normal saree. The only difference is, it will be already cut and wrapped. You have to get a blouse stitched according to your body measurements.
- The Skirt: The body of this saree is like a skirt. It is not a ghagra that can be tied. You have to drape the skirt in a particular style.
- The Chaddor: This is like the 'anchal' of your saree but, it is distinct from a regular saree. It is like a dupatta but the dimensions are that of a huge shawl. This has to be draped on the upper half of your body like an anchal.



Fig 6.3.9: Mekhla drape

Steps To Drape A Saree In Assamese Style:

- First of all, we need matching blouse and the petticoat (has to match with the colour of the saree).
- Now drape the skirt around and tuck it in like a Bengali saree.
- Make two pleats across each other in the front. It would be like folding your saree clockwise and then anticlockwise.
- Draping a Chaddor is the trickiest part. There are mainly 2 ways to drape the saree from here. Firstly, you can drape it like a normal saree.
- Start pleating the Chaddor from the very end and tuck it towards the left end of the waist.
- Wrap the remaining length of the Chaddor around the hips and drape the rest of it across the chest.
- There is another way of draping a chador – the recent style of wearing the Chaddor (like a half saree).
- Tuck one end of the cloth at the right end of the waist.

- Wrap the remaining length in a full circle around the hips.
- Drape the rest of the chaddor over the shoulders from behind in imitation of a Gujrati 'pallu'.
- To drape a saree in an Assamese style for Bihu would definitely be easier with these steps.



Fig 6.3.10: Assamese drape

Exercise

Choose the correct option :

1. Which kind of makeup has the purpose to highlight the positive features rather than hide flaws, spots or other drawbacks ?
 - a) Basic Makeup
 - b) Heavy Makeup
 - c) Corrective Makeup
2. While removing eye makeup, the cotton pad should be placed against closed eye for about how many seconds ?
 - a) 20 seconds
 - b) 5 seconds
 - c) 60 seconds
3. There are various versions of liquid foundations available – like oil free, oil based, _____ and twenty-four hours.
 - a) Fine Application
 - b) Linear
 - c) Waterproof
4. The first step of an eye makeup should ideally be :
 - a)Applying Under-eye Shimmer
 - b) Applying Eye shadow
 - c) Applying Kajal
5. A long 6 yard drape one piece fabric which is used to wrap round the body is known as :
 - a) Dupatta
 - b) Scarf
 - c) Saree

7. Perform Salon Reception Duties

Unit 9.1 - Salon Reception Duties



Key Learning Outcomes



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

1. Maintain the reception area
2. Attend to client's and enquiries
3. Help to make appointments for salon services

Unit 7.1: Salon Reception Duties

Unit Objectives

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

1. Maintain the reception area
2. Attend to clients and enquiries
3. Help to make appointments for salon services

7.1.1 Introduction

The reception makes or mars the credibility of the Salon. It creates the first impression on the client's mind as it portrays a lot about the business of the salon.

The reception area is the business hub of a salon. It is one place where all clients have to visit no matter what. Most salons operate an appointment system, which means that clients are given an agreed day and time for their service. Appointment bookings are made through reception, which is run by a receptionist.

Smaller salons might as well not appoint a receptionist but any one of the working staffs might do the required duties. The smooth running of a salon depends greatly on what happens in the reception area.

This unit is about assisting with salon reception duties and will prepare you for working in the salon reception.

You will have to demonstrate that you can keep the reception area neat and tidy, welcome people entering the salon, deal with their questions and make straightforward appointments.

Beauty and Wellness is a service industry and clients are entitled to expect a service that is:

Competent and professional

- Safe
- An enjoyable experience
- Good value for money

7.1.2 Duties of the Receptionist

These are the main reception duties.

- Greet client's and other visitors
- Answer client's' enquiries
- Inform staff of client's' arrival
- Answer the phone
- Make appointments
- Keep the reception area tidy Take client's' bills
- Attend to retail sales

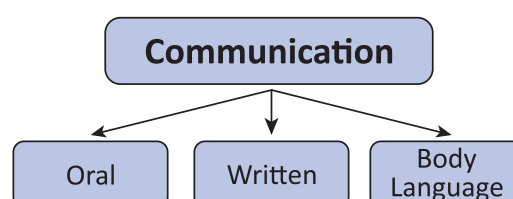


Fig 7.1.2.1: Duties of the Receptionist

7.1.3 What is needed for a Reception Area?

The reception area is one of the most vital corners of a salon as it deals with greeting the clients, answering the telephonic queries, scheduling appointments and dealing with the transactions. Some of the things needed for an effective reception area are:

- The reception Desk
- A comfortable chair
- An Appointment Book Computer
- Till
- Machine for card payments
- Chairs for waiting
- Magazines
- Display area for retail
- Pens and Pencils
- Erasers and other stationary
- Price List
- Calculator
- Gift Vouchers
- Record Cards
- Petty Cash



Fig 7.1.3.1: Reception area

The reception area should be maintained at all times to ensure that clients feel warm and welcome as they enter the salon making them feel at home instantly. All parts of the reception should be kept clean and tidy including CCD and retail products on display

7.1.4 First Impressions

First impressions are lasting impressions. One of your duties as a beauty operator working in the salon is to look after the reception desk. When working at the reception desk you have to create and project a positive image of yourself and your organisation.

As you man the reception desk you are carrying the name of your salon to the customers who walk-in as you are the first person they will be interacting with. Thus your behaviour and communication is of utmost importance to make the client feel comfortable.

A warm and welcoming smile already makes the client feel special. She might have queries about the range of services offered, the timings, their costs and also the experience of the therapists. As a receptionist you should be thorough with these and should be able to satisfy the client's queries to the best of your ability, emanating a positive professional vibe. As you welcome the client, speak with confidence and stay calm in every situation. Do not hesitate to contact your superiors in case you come across a situation which is difficult to handle. At all times you must maintain and project a positive attitude.



Fig 7.1.4.1: Appropriate dress at work

7.1.5 Personal Grooming

At the reception area you are the first person to greet the clients. Thus your personal grooming and appearance becomes a vital tool in creating a successful image of the Salon and its services.

- Make sure your uniform is neat and clean.
- Good personal hygiene is very important in the beauty industry. This includes inculcating good habits of daily hygiene such as bathing, brushing teeth and not wearing overpowering perfumes.
- Choose a suitable hairstyle to reflect your salon's standards. Your hair should be clean, healthy, and manageable and off the face.
- If you are male, keep your facial hair well-trained.
- Wear sensible shoes that support your feet during the day without too much discomfort.
- Have short clean nails, minimal jewellery/no jewellery, light fresh make-up.
- Make sure you wash your hands before and after every treatment. Always wear personal protective equipment such as gloves and apron to prevent infection between clients. If you have any wounds or cuts do cover them with a plaster.
- Sitting at the reception in the long and tiring. Adopting a correct posture when sitting making sure that your feet are flat on the floor and your back is supported and straight will help you avoid strain injury.

7.1.6 Professional Communication in a Salon Environment

The foremost duty of a receptionist is communication. Clients may contact the salon in person, over telephone or through email. The success of your business depends a great deal on how well and professionally you can communicate.

Welcome the client with a smile and greet them. Next introduce yourself and ask them how you may be of assistance.

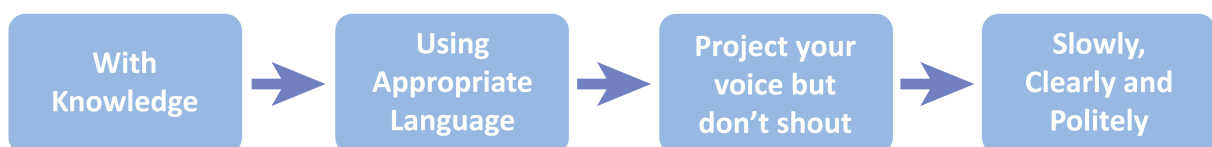
Create professional statements and start using them at all times. Be polite and positive at all times. Maintaining a positive tone of your words and your body language helps greatly to engage the client and make them loyal customers.

Verbal

Speaking to a client may be in person or over the telephone.

An effective communication is possible only when everything that you say is clearly understood by everyone involved. Some things to keep in mind to make communication effective are:

- Avoid the use of jargons and slangs.
- Use professional language and speak at a suitable pace to enhance understanding.
- Modulate your tone of voice to make it pleasing and interesting.
- Use both open and closed questions appropriately to correctly understand the client's need
- When making appointments always repeat the date, time and service requested back to the client.



You will need good Techniques- this is vital to get information that you will need to deal with the client enquiry.

- Open questions encourage the clients to give way more information than they would otherwise give.
- Closed questions usually end in a yes or no as an answer. Choose your questions properly and know when to use them.

Non-verbal

Nonverbal communication forms a large part of how we communicate with each other. It includes the tone and volume of your voice along with your body gestures and postures. Facial expressions, body posture, nodding, smiling, frowning, hand gestures and the distance to maintain between people when you stand - all are a part of non - verbal communication. You will need good listening skills to understand what the client is saying. Effective listening means to be patient, trying to understand what is being said.

Your body language can easily tell whether you are listening attentively or not. When we listen attentively we often:

- Maintain eye contact
- Nod head positively
- Do not interrupt when the other person is speaking
- Ask relevant questions

Written communication

At the reception desk you will often be required to take down messages from the clients.

Make sure that you write down the messages clearly and accurately. Convey the message to the right person for immediate attention and action.

Behave professionally in a salon environment:

- Adhere to health and safety practices of this salon
- Be respectful and polite towards your colleagues and superiors
- Do not gossip either about your colleagues or the client's
- You will be privy to a lot of information about the client's. Respect the privacy of the client and keep the information confidential.
- Be cooperative and coordinate well with your team.
- Always have cheerful and friendly manner



Fig 7.1.6.1: Professional behaviour

Confidentiality

Understand the things that you need to keep confidential in a salon. This includes:

- Personal details about the client's such as their name, address and other contact details.
- The client's record card which contains details about the client's treatments and any kind of problems they have.
- Business financial matters.
- Personal conversations that the client's may have had with you.

One thing you must always remember in beauty and wellness is that anything a client tells you should be treated in confidence. Confidential information should only be given to authorised people.

Procedures followed in salons to maintain confidentiality:

- Record cards should be kept in a locked cabinet.
- Computer database is password protected.
- Only therapists can access client records.
- Client details are not passed to anyone else.
- Old record cards are burnt or shredded.

7.1.7 Attend to Clients and Enquiries

Attending to clients and enquiries

When attending to clients and their enquiries you must maintain a positive and respectful tone. Always keep a professional image when communicating and confirm what you understand of the client's query.

| Don't Say: | Say Instead: |
|-----------------------------|---------------------------------------|
| Hello. | Answer with the name of the salon |
| Hang on. | Hold the line please |
| Mrs. Who? | Who is it you wish to speak to? |
| What do you want? | How can I help you? |
| Speak up, I can't hear you. | Could you repeat that please? |
| Who are you? | Who's speaking? |
| I can't understand you. | I didn't catch that – how can I help? |

Telephone Messages: If a call is for another member of staff who is busy with a client or not in the salon, you should offer to take a message or ask the caller to ring back later.

Taking messages is not always as easy as it sounds. It is easy to miss out on important details at busy hours.

Here are a few points to help.

- Keep a telephone message pad and pen handy by the telephone
- Ask who is calling and write the name down
- Ask for the caller's telephone number, so that they can be called back, if necessary
- Write down the message and ask the caller to repeat anything you're not sure about
- At the end, repeat back the main points of the message to the caller to make sure you haven't missed anything out or misunderstood
- Re-write the message clearly, if you have to hand it to someone

Giving out information to clients in response to their queries, you should be confident and thorough with the services of the salon. The sorts of things you need to know include:

- Price range of services
- Availability of services in your salon
- How long they take
- What is and isn't included in the price of each service
- Of course, it's not just what you know, it's also how you communicate it to client's that's important

7.1.8 Exhibit: Salon Services

When making appointments for clients, we need to make sure that we know about all the different services in a salon. Not all salons offer all services – so it's important to get to know what's available in yours!

Making Appointments: Making appointments accurately is the backbone of a salon's business. Most salons have a manual register for logging down appointments clearly with the date, time, service needed and therapist requested against the client's name. Nowadays the same is done on the computer.

You need to be sure about the duration of each type of service provided by the salon for a proper appointment schedule. An appointment system helps plan the salon's work for each day. It lets client's know what time to arrive and tells the manager and stylists what their own workload is like for the day. An appointment system follows a few general rules which remain same for all:

- The client's name
- The service required
- The preferred date, day and time
- The stylist's name
- How long to allow in the appointment book
- The price

When a client comes in with the pre-booked appointment welcome her as she steps in and quickly identify her appointments details.

- As soon as you confirm the appointment, inform the relevant therapist that her client is here.
- As the client waits for the therapist to come assist the client to be seated comfortably and offer refreshments and magazines.
- Be polite and prompt as you deal with client requests.

Confirming appointment details

- When making an appointment for a client confirms the client's name, telephone number, the date and time she has requested along with the service and therapist requested for the same. After you finish writing this information repeat it to the client for final approval. Be clear about the time that the service requested is going to take and convey the same to the client.
- Make sure that you record all the information accurately on the computer or the appointment register. As you take the appointment make sure that you allow for sufficient time to complete the treatment.
- If you were using appointment register to note appointments, write them down neatly so that they are easy to read. Using a pencil is better so that you can easily change mistakes or cancellations.

Exercise



1. The duties of a receptionist includes-
 - a) Answer the phone
 - b) Make appointments
 - c) Greeting the client
 - d) All the above

2. The clients of the beauty and wellness industry expect services that are:
 - a) Safe
 - b) An enjoyable experience
 - c) Highly expensive
 - d) Both (a) and (b)

3. The appointment register includes details like
 - a) Address
 - b) The client's name
 - c) Previous therapy record
 - d) Doctors name

4. When talking to a client you should
 - a) Maintain eye contact
 - b) Interrupt the client
 - c) Ask irrelevant questions
 - d) Keep working on something else

5. The knowledge of services that a staff must have consists of:
 - a) Price range of services
 - b) Availability of services in your salon
 - c) What is and isn't included in the price of each service
 - d) All the above

8. Maintain Health and Safety at the Workplace

Unit 8.1 - Maintain the Health and Safety at the Workplace



Key Learning Outcomes



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

1. Identify risk and threat in the workplace and respond appropriately to them
2. Practise correct posture and correct lifting and carrying techniques

UNIT 8.1: Maintain the Health and Safety at the Workplace

Unit Objectives

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

1. Maintain workplace safety and respond to several threats
2. Demonstrate correct posture for lifting and carrying heavy objects

8.1.1 Introduction

One of the fascinating areas for consumers is the Global beauty industry. The industry has been witnessing dramatic changes in the world market. These changes are mostly economic, cultural and social transformations are taking in different parts of the modern world.

8.1.2 Salon Health and Safety

A Beauty Therapist plays a very important role in maintaining the hygiene of the salon. It is important to be alert and careful about spreading infection. Along with denting the image of the salon, it risks the health and safety of the people trusting the parlour and its employees.

Hygiene maintenance is extremely important in salons. High standards of hygiene maintenance are necessary for controlling diseases and infections.

Be careful about the following:

Hands and Hygiene

Hands should be washed properly and regularly to avoid risks. The salon has many opportunities for contacting germs and cross infection, such as, shaking hands with friends and client's, working on the client's skin, etc.

- Ensure that the work area is clean.
- Hands should be properly washed after each session with soap and water.
- After washing hands, sanitizers should be used.

Chair and Couches in a Salon

Clean chair and sofas in the salon regularly. Regular cleaning reduces the risk of infection significantly. Chair and couches made from PVC or vinyl are easy to clean. When cleaning such chairs avoid disinfectants which have alcohol (ethanol) as this can react with the PVC/vinyl, to make it brittle, leading to cracks. It is very difficult to disinfect a cracked surface properly and it can become prone to germs.

Tools and Instruments

- Sanitise all tools well before every client and in between client's treatment.
- Use a good quality disinfectant to protect the tools and instruments.
- Make sure to follow the manufacturer's instructions. Your disinfectant solution must have rust inhibitors to protect metal equipment.
- Tools such as nail files should not be immersed in a disinfectant solution.
- If using the nail file for two clients, make sure that it is adequately sanitised. Follow a simple rule, if the nail file has come in contact with any body fluids, and then use a fresh one for the next client.

Floors

- Keep close as clean as possible, routinely and regularly.
- Use a good quality floor disinfectant to clean the hot surface floor. Mop the floor after every treatment if you have clients walking barefoot. If anything drops on the floor, be it a small amount of wax or hair after a cut, clean it immediately.

8.1.3 Risk and Hazards in the Salon

This section covers the health and safety responsibilities for everyone in the hair and beauty therapy industry. You must always make sure that your actions do not create a health and safety risk. Many things can cause injury or accidents in the workplace so it is essential to recognise them and make them safe.



Fig 8.1.3.1: Potential risks and hazards at the salon

Risk assessment and Control

Risk assessment and control are the responsibility of everyone and any health and safety risks you spot should be reported immediately. For your own safety, you cannot always act upon the risk and in such cases; you will have to inform a higher authority so that it can be dealt with.

It is crucial that you understand the terms 'hazard', 'risk' and 'control'. A hazard is something with the potential to cause harm; something that could cause an accident or injury. A risk is the likelihood that the hazard will actually cause harm; the threat of something dangerous happening because of the hazard.

| Hazard | Risk |
|---|---|
| Electrical leads trailing on the floor | Tripping over leads |
| A light bulb that has blown | Accidents because of poor light |
| Highly polished floors | Slipping |
| Badly fitted carpet | Tripping over the carpet |
| Trolleys and desks overloaded with equipment and products | Tipping over furniture Possible electric shock or risk of fire |
| Plugs that have loose or frayed leads | Bumping into people and causing an injury |
| Rushing about too much, without concentrating | Cuts or wounds if someone bumps into them |
| Staff carrying tools in the pocket of their uniform | Cannot see where you are going which results in an |
| Carrying too much at once | accident or back pain |
| Breakages or spills that are not cleared up instantly | Cuts or slipping over |
| Unsterilized tools | Cross infection |



Fig 8.1.3.2: Few types of risks at the salon

8.1.4 Health and Safety Rules

The water supply is used for sanitising hands and tools, cleaning the salon and for parts of the treatment, for example, masks removal or shampooing hair.

Your Responsibilities at Work

Working with Water

Report the following to your supervisor immediately:

- Blocked sinks, so that they do not overflow
- Water that comes out of the tap is of an unusual colour
- Any leak, loose tap, or cracked pipe Do not:

- Leave taps running, especially the hot water tap, as this is wasteful and very expensive for the salon.
- Flush mask products or other semi-solid products down the sink.

Staff Areas

Your employer has a duty to provide a space in which employees can rest and eat. A staff room or separate area is important because it is not acceptable to eat in the reception or client areas. Even drinks in the salon should be reserved for clients, in order to maintain a professional image.

The staff room should have an area for staff coats and preferably lockers for valuables such as handbags and expensive tools. A separate toilet and washing facility would also be ideal, but this is not always possible and staff may have to share the toilet with clients. If that is the case, staff must give their clients preference and make sure that they leave the room spotless at all times. A staff area with comfortable seating, tea and coffee-making facilities and a microwave would also benefit the well-being of staff.

In the hair and beauty industry, you are there to provide a service to clients, so there is not much time to relax and unwind. If you work in a successful salon, you will be rushed off your feet. The area that your employer provides for your rest periods is, therefore, very important.

8.1.5 Common Workplace Threats

| Threats | Responses |
|--|---|
| <p>Fire Fire is a significant hazard for most businesses. There are three main causes: It is started deliberately. It occurs because people are not alert about fire hazards. It occurs because people are careless.</p> | <ul style="list-style-type: none"> • Safe storage of materials • Maintain fire exit routes • Routine checks/end of day checks • Fire fighting/protection equipment |
| <p>Electric shock There are hazards presented by the electrical installation (fixed wiring, plug sockets, distribution boards, etc.) and portable electrical equipment (any equipment that plugs into the electrical installation).</p> | <ul style="list-style-type: none"> • Routine inspection of equipment • Routine inspection of installation • Inspection, maintenance and testing carried out by competent person • Effective defect reporting system |
| <p>Shoplifting It is the act of stealing products from parlour by customers. The salon may face loss on losing expensive beauty care products.</p> | <ul style="list-style-type: none"> • Observe any suspicious behaviour of customers • Frequently check CCTV surveillance • Ensure that the guards/salon manager are there in case such incident comes to notice |
| <p>Violence May be either verbal or physical and could arise during robberies, terrorist activities, or customer complaints</p> | <ul style="list-style-type: none"> • Provide panic alarms, training, etc. • Cameras • Immediately report to police/authorities |

| Threats | Responses |
|---|--|
| Hazards from machinery or equipment (when using or maintaining) | <ul style="list-style-type: none"> • Make sure machinery and equipment are in good working order. • Electrical hair styling tools are required to be tested for safety in every six months. • Staffs should be adequately trained to use such tools. |
| Environmental factors | <ul style="list-style-type: none"> • The staffs should follow manufacturer’s instructions when disposing of chemical products, sharps and infected waste. • For example, disposing of chopped hair which is infected with head lice. |
| Staffs members are not following specific guidelines. | <ul style="list-style-type: none"> • When a hazard is identified, one must make sure that all staff are aware of it (each salon will have its own procedure for reporting faulty equipment or machinery). • It is important to refer to or inform the manager if the machinery or equipment requires repair, purchase, or replacement. |
| Spillage of any product | <ul style="list-style-type: none"> • A spillage occurs while mixing, pouring and filling take place. Slippery floors are resulted from staff not following salon rules for tidying salon. • Make others aware by blocking the area with a chair to prevent an accident. Sweep up powder spills; mop up spills of liquid with correct procedures. |
| When acid, grease or polishes are spilt. | <ul style="list-style-type: none"> • Make others aware by blocking the area with a chair to prevent an accident. • Sweep up powder spills; mop up spills of liquid with correct procedures. |
| Skin is pierced by used sharps | <ul style="list-style-type: none"> • The staffs should follow manufacturer’s instructions when using the tools and equipment that are sharps and can hurt the customer by any chance. |
| Infected waste is left causing a hazard to salon staff and clients. | <ul style="list-style-type: none"> • The staffs should follow manufacturer’s instructions when disposing of chemical products or infected waste: • For example, disposing of cut hair infected with head lice. |

8.1.6 Electrical Hazard at Workplace

- All the electrical equipment should be regularly checked for following electrical safety.
- It is always advisable to go for routine checks for hair styling equipment. However, the maximum period that a tool can go without proper checks is 6 months.
- A competent person should conduct the check.
- These checking should be kept in a regular record book so that any of the equipment is not missed for checking and regularity is maintained.
- If any of the electrical apparatus is found to be faulty, the equipment should be immediately withdrawn from use.

The greatest hazard that may occur during working with electric gadgets is electrocution.

- Electrocution is a serious injury type caused by electric shock or when an electric current passes through the body.
- Accidents due to electric shock at hair styling parlours are caused when stylists are not careful with such tools, are present near the wash basins, or are working with damaged equipment.
- The effects from a shock can be anything from a simple tingling effect to instant demise.
- Knowing what to do in the event of an electrical shock could save a life.

Here are the guidelines to apply during electrocution:

The following procedure must be adopted while freeing a victim from electrocution:

Approach

- The first step is to approach the spot to find out if you run the risk of electrocution as well.
- Summon help from a colleague or your assistant, who is trained in treating electrocution victims.



Fig 8.1.6.1: Check for the reason for electrocution

Inspect

- Examine the accident scene to ensure if the source of electrocution is still active.
- Examine if the victim is still in contact with the source of shock.



Fig 8.1.6.2: Approach the victim and inspect the accident from a safe distance

Disconnect

- Disconnect the main power supply of the area.
- Avoid any electrical conductors in the surroundings.
- Touch the victim only if all power sources have been deactivated.

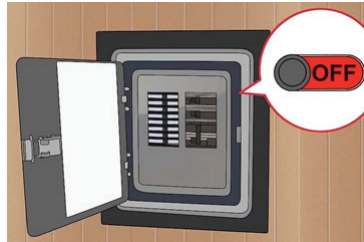


Fig 8.1.6.3: Disconnect the source of power

Insulate

- In case it is impossible to deactivate the power supply, the victim must be removed from the vicinity of the live power source.
- This should be done by wearing appropriate insulating PPE.



Fig 8.1.6.4: Use insulators to approach the victim of electrocution

Rescue

- The victim must not be removed in case of neck or spine injury.
- The area must not be crowded to allow sufficient breathing air.
- The victim's breathing rate and pulses must be checked.
- CPR may be incorporated if required.



Fig 8.1.6.5: Perform CPR if required

Recollect

- Never touch the victim or the surroundings without disconnecting the main power supply.
- Wear appropriate insulating gloves and shoes, to protect yourself from electric shocks.

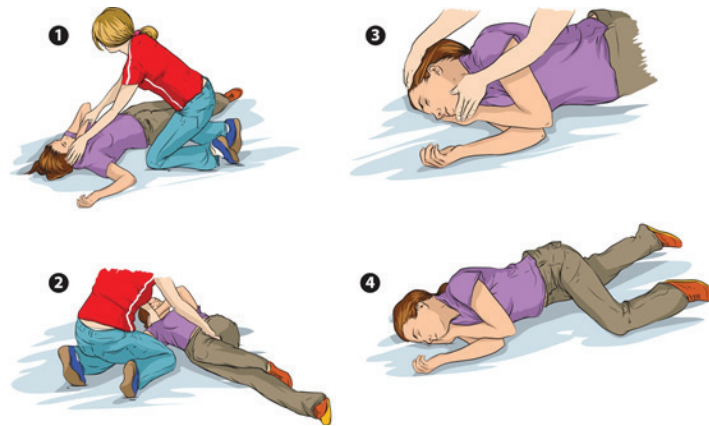


Fig 8.1.6.6: After the person starts breathing, position the body as shown in the image

8.1.7 Posture, Lifting and Carrying n Workplace Threats

As per Manual Handling Operations Regulations 1992, HSE (Health and Safety Executive) states that people working at salons should follow the basic safety rules. This is related to the precautionary measures for skeletal and muscular disorders.

The risk of injuries increases due to improper manual handling and lifting of boxes full of hair styling products. To minimize the chances of injury and fatigue, it is important to maintain good posture.

Good posture is necessary not only for a healthy spine but also for overall health. Maintaining a good posture is essential as it supports your ligaments and muscles.

As a Beauty Therapist, you have to work for hours at a stretch while standing. In such situations, it is imperative that you maintain a correct posture. The ideal posture that should be on line comprises:

- Ankle bone
- Middle of knee
- Hip joint
- Tip of shoulder
- Back of your ear

You can clearly see this in the diagram (center).

To maintain appropriate posture, you should follow these aspects:

- Consider your head to be attached to an invisible string that is stretching you upwards.
- Refrain your body from slouching.
- When you stand straight, see the aspect that your weight is distributed evenly to your feet's balls and feet.
- Try not to lock your knees.
- Attain a firm standing position by tucking your tummy (stomach) in.
- Keep your shoulders straight and back.

- Try to keep the chin tucked in, and your head held up.
- If you are standing for a long time, you can shift your weight from one leg to another.



Fig 8.1.7.2: Left image shows incorrect posture, and right one shows correct posture

In case of handling heavy materials, you should maintain this posture.

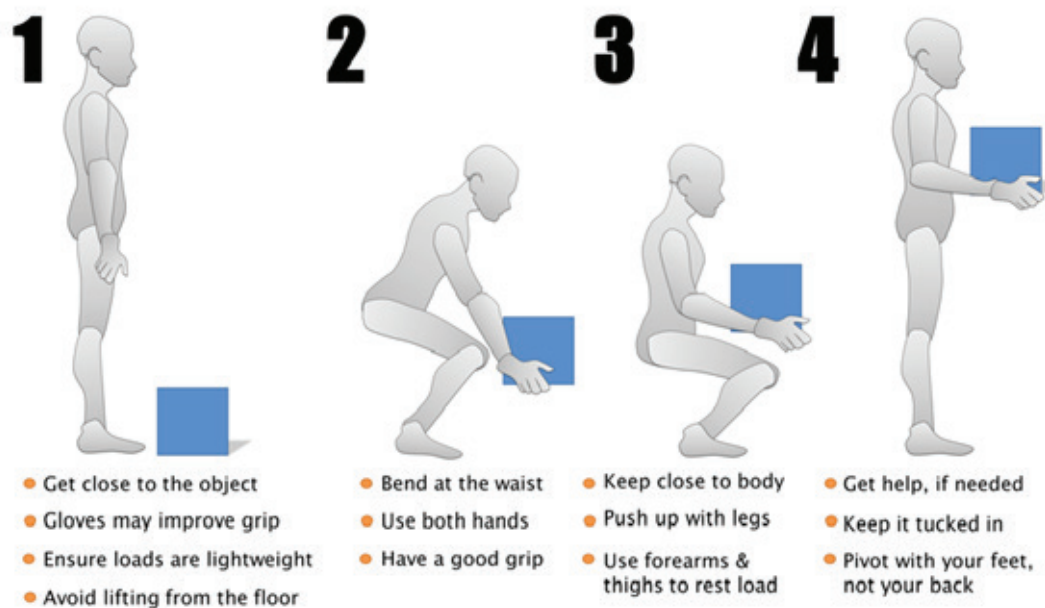


Fig 8.1.7.3: Correct way to lift packages

8.1.8 Equipment and Clothing

Your responsibilities at work: equipment and clothing

Never use any equipment for which you have not received training.

Always wear the recommended protective clothing.

All products that could be harmful must be:

- Used safely according to the manufacturer's instructions
- Stored safely
- Cleaned up safely when split
- Thrown away safely

You must write down all the products you use, how they are used, stored, cleaned up and thrown away (including cleaning agents). You must do this because the products you use could:

- Be inflammable
- Be poisonous
- Cause irritation
- Have strong fumes
- Be dangerous, if inhaled

The simplest way to record information about the different products used by a salon is in a table, which is clear and easy to read. An example is given below.

Maintain First Aid Kit and Keep Oneself Updated on the First Aid Procedures

First-Aid

- First aid is the basic stage of treatment which is provided to a person suffering a sudden illness or injury.
- The reasons for providing first-aid can be varied.
- First-aid should be provided with care to preserve the life of the injured person, prevent the condition from worsening or deteriorating and to promote a speedy recovery.

First-Aid Box

- First aid box is a container that has various medicines, ointments and other necessary things that required for treating basic injuries like minor wounds, cuts etc.
- First aid boxes are extremely important for emergency situations.
- First aid falls under a basic worksite facility.
- This is a necessary measure that is required at a workplace.
- It is essential to keep a first aid box at the worksite which consists of at least the basic materials that are required to treat minor injuries.



Fig 8.1.8.1: Basic first aid box

Basic First Aid Treatment Relevant To The Condition

Basic injuries should be treated as soon as the injury occurs. This reduces the risk of the spreading of injury. Emergencies like minor wounds, bleeding, animal attack, breaks to bones, resuscitation, poisoning, eye injuries, etc. should be treated on the worksite itself. At least the initial stage of treatment should be provided to the worker who is injured. Therefore, a first-aid box is needed with relevant materials that can be used for emergencies and minor injuries.

The table below shows ideally what the basic first-aid box should consist of –

| Basic First-Aid Materials | |
|---|---|
| Plasters in various sizes and shapes | Scissors |
| At least 2 sterile eye dressings | Alcohol-free cleansing wipes |
| Small, medium and large sterile gauze dressings | Antiseptic liquid like Dettol, Savlon etc. |
| Triangular bandages | Thermometer (preferably digital) |
| Crêpe rolled bandages | Rolls of cotton |
| Safety pins | Cream or spray to relieve insect bites and stings |
| Tweezers | Antiseptic cream |
| Disposable sterile gloves | Cough medicine |
| Antihistamine tablets | Distilled water for cleaning wounds |
| Eye wash and eye bath | Skin rash creams, such as hydrocortisone or calendula |
| Aspirin (should be excluded from children under 16), or ibuprofen | Painkillers like paracetamol for infant or children |

Principles of First Aid

- Act calmly and logically.
- Be in control – both of yourself and the problem.
- Be gentle but firm.
- Speak to the casualty kindly but purposefully.
- Build up trust through talking to the casualty throughout the examination and treatment.

- Avoid giving any misleading information.
- Never leave the casualty alone and continue to talk to him/her until the ambulance or doctor arrives.
- Continuously reassure the casualty.
- Send the casualty to a hospital or doctor by the quickest means of transport.
- Always inform the police about serious accidents.
- Inform relatives of the casualty.

Providing First Aid to Victims

- In case of providing first aid in case of bleeding, burns, choking, electric shock, poisoning, etc. please follow the guidelines written below –
- Check the scene of injury and the person who is injured.
- Verify the scene to form an initial impression of the injury that may actually occur.
- If the person is bleeding, wash the area, and put thick gauze on the injured area with firm pressure.
- Check if the person is breathing properly or not.
- Check if the person is conscious or not.
- Provide necessary medicines as per the injury.
- Apply bandage in case of wounds and bleeding.
- Refer to a hospital or health care center in case the injury seems to be out of control.



Fig 8.1.8.2: Items in first aid kit

In case of providing first aid in case of a heart attack or cardiac arrest due to electric shock, please follow the guidelines written below –

- Check the scene of injury and the person who is injured.
- Verify the scene to form an initial impression of the injury that may actually occur.
- Check if the person is conscious or not.
- In case the person is unconscious, take measures to bring him/her back to consciousness.
- Check if the person is breathing properly or not.
- In case the person has difficulty breathing, take him to an open space.
- Sprinkle water on the back of the neck, shoulders, face, head etc. and also make the person drink water.
- Make him, or she feel safe and comfortable before the arrival of professional help.

Basic Techniques of Bandaging

The bandage is a kind of dressing that is used for covering the fresh wound, especially when the wound is bleeding. It is important to for any employee to know how to do proper bandaging. For that, it is essential to know proper bandaging technique when providing first aid to a person who is injured.

Application of bandages on injury is for protection, compression and support. An incorrect bandaging technique can increase the damage. On the other hand, if the bandage is applied properly, it can help in healing the wound at a faster pace.



Fig. 8.1.8.3: Correct technique of bandage application

There are various kinds of bandages that are available in the market. In case of emergency, there are two types of bandages that are mostly used. They are shown below:

Triangular Bandages



Fig. 8.1.8.4: Triangular bandages

- Stretch the bandage.
- Use a long stretch to create triangular bandages that can be used in the future.
- Cut the fabric approximately into a square.
- Cut the square diagonally.
- Ensure that the two halves are equal and form two triangles.
- Sterilize that bandage.
- Dry it before using.
- Use it to cover the affected area of the injured person.
- Make sure the whole area is covered.

Roller Bandages



Fig. 8.1.8.5: Roller bandages

- Let the individual be in the position where he or she feels comfortable.
- before bandage, application make sure that the affected part has enough support
- While wrapping the affected part, ensure that you are holding the bandage's "head" end and looping the bandage from the "tail" end
- Loop few centimetres of the bandage to the affected area, loosen a bit and continue with the process to maintain the tightness.
- At each turn, start with a locking turn and then hold that in place.
- Make sure that the bandage's turn (each) does cover 2/3rd of the former turns.
- Cover the dressing completely and complete it with straight turn at the bandage's end.
- Secure the bandage with medically approved adhesive tape

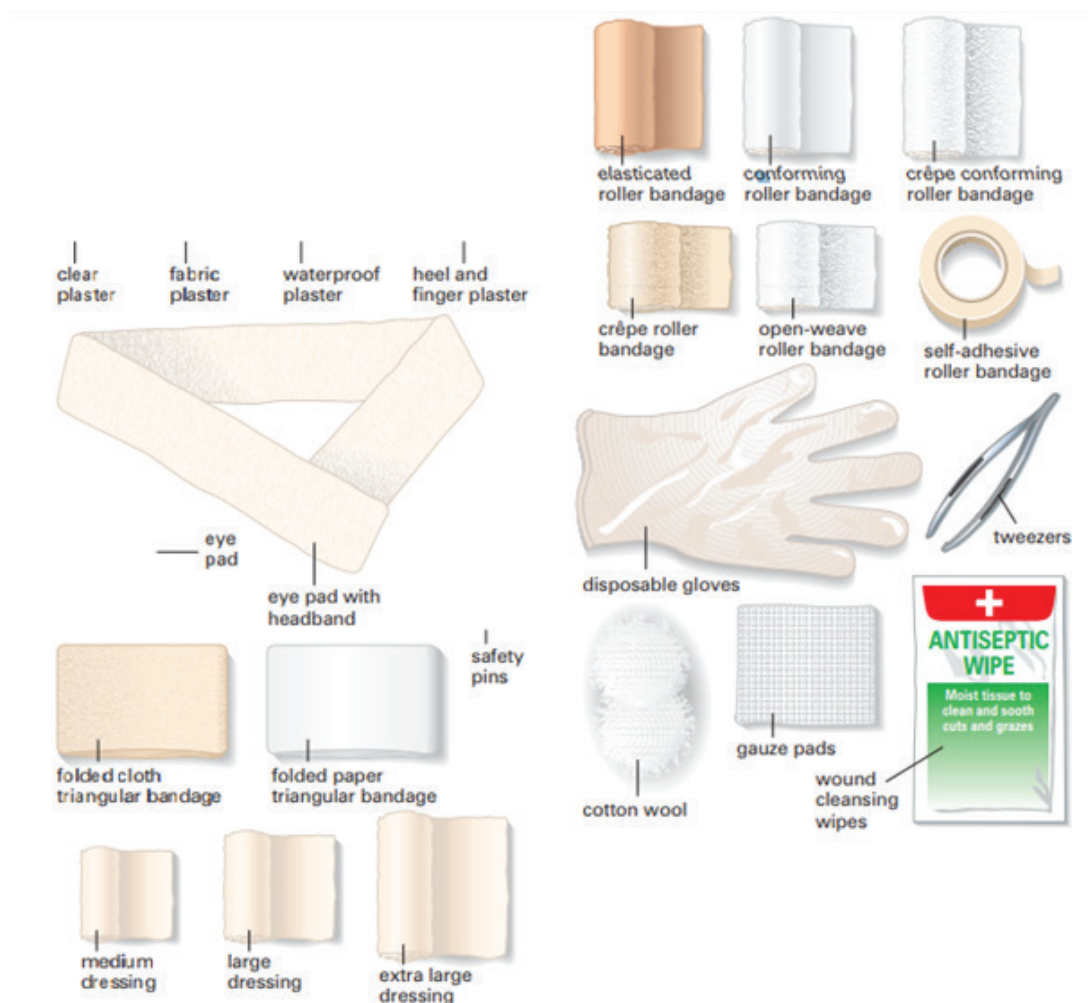


Fig. 8.1.8.6: Mandatory first aid elements (bandages and gauzes)

Safety Measures While Handling the Equipment

- Any equipment at the premises must be in good working condition.
- All the tools and equipment should be cleaned and dried after use and be kept in a clean and dry condition.
- If reusable item is sterilized on site, they must be sterilized again.

- All equipment must be thoroughly cleaned regularly or at least at regular intervals.
- Cleaning of equipment could be done through by scrubbing, using an instrument washer, and ultrasonic cleaner before the process of sterilization.
- Equipment which is difficult to clean and sterilize, should only be used once and then thrown away (single-use only).
- If needles are used in any skin penetration procedure, they must be single-use and properly disposed into an appropriate container.
- Articles which are used in a skin penetration procedure but do not penetrate the skin must be thoroughly cleaned and kept in a clean condition.
- Towels or other types of linen used for covering or protection during the procedure must be clean at the start of each treatment.
- Linen should be washed in detergent and hot water regularly or at least at regular intervals.

Practical

Practical 1- Correct posture and lifting methods

Practise correct posture for sitting, standing and lifting.

Exercise



1. What is not a part of the nail structure?
a) Nail plate b) Nail bed c) Cuticle d) All of these
2. Salon hygiene includes cleaning of:
a) Floors b) Instruments and tools c) Chair and furniture d) All of these
3. What is the response towards shoplifting?
a) Review CCTV footage b) Notice suspicious behaviour
c) Make sure guards are on duty d) All of these
4. A Beauty Therapist may suffer headache and migraine due to:
a) Muscle tightness b) Long conversation with client's
c) Hair-dressing d) All of these
5. A Beauty Therapist can suffer injury due to which of the following:
a) Correct lifting methods b) Poor posture
c) Moving heavy objects with caution d) All of these
6. When dealing with a fire at work, do:
a) Leave all doors unlocked wherever possible
b) Keep flammable products such as aerosols away from heat
c) Report anything that you think may be a fire hazard
d) All of the above
7. Which out of these are potential hazards in a salon?
a) Electrical leads trailing on the floor b) Overfilled trolleys
c) Plugs that have loose or frayed leads d) All of the above
8. When dealing with electrical equipment:
a) Switch off and unplug all machines after use
b) Check that all equipment trolleys are stable and not on uneven floors
c) Wind up wires and cables neatly
d) All of the above
9. When picking up a large or heavy item:
a) Bend at the knee b) Use both hands to grasp the item
c) Do not bend from the waist, as this could damage your lower back
d) All of the above

9. Create a Positive Impression at the Workplace



Unit 9.1 - Creating a Positive Impression at Workplace

Unit 9.2 - Professional Skills

Unit 9.3 - Language Skills



Key Learning Outcomes



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

1. Maintain good appearance and behaviour
2. Identify the code of conduct for a Beauty Therapist
3. Execute tasks as per organisation's standards
4. Communicate and record information
5. Practice how to work effectively as part of a team
6. Develop a professional attitude towards client
7. Discuss the importance of professional skills for your role
8. Discuss the importance of Language skills
9. Practice language skills needed for your role

UNIT 9.1: Creating a Positive Impression at Workplace

Unit Objectives

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

1. Maintain good salon ambience
2. Maintain good appearance and behaviour
3. Practice how to work effectively as a team

9.1.1 Introduction

A professional salon works efficiently depending upon the effectiveness of the therapists and how it is run. A professional salon is consistent on their standards and maintains a good housekeeping. Effective salon procedures make sure that everyone has clear job responsibilities and routine jobs are done without fail. This is essential to maintain a good healthy and safe salon.

9.1.2 Reception Area

The reception area is where the clients come in and make their first impression of the salon. To create a positive impression makes sure that:

- The reception area and desk is always clean and tidy.
- If there is a flower arrangement it must be fresh.
- Magazines are in a good condition or available for the client.
- There are no empty cups or other unnecessary things lying around.

9.1.3 Staff room

The staffroom is the area in the salon which belongs to the working staff. Essentially it is your space. Make sure after using the staffroom:

- You put away all magazines or books in their right places.
- Wash the dishes you or your client have used and put them away in the right place.

9.1.4 Providing a caring environment

There are often clients who come to a beauty parlour not for any special treatment but for some relaxation.

A caring environment means:

- A positive approach to words work and people.
- Being well groomed, stay neat and clean.
- Always acknowledge a client even if you are busy. Be courteous and friendly to everyone.
- Give full attention to the client once you have taken them on. Do not chat or gossip with others when you are doing a treatment.
- Put the client at ease with your behaviour. Everyone looks forward to an efficient and reliable therapist. Value your own time and that of the client and ensure you keep the salon updated. Do apologize to the client if she has been waiting for you.

9.1.5 Making the clients comfortable

An important part of customer service is ensuring the client's comfort in every way. At the physical level you can make sure:

- The client has comfortable seating.
- The room has the required air conditioning, heated or cooled as per requirement.
- Refreshments like tea, coffee are offered to the client.
- Some reading materials like magazines are there for the client.

9.1.6 Communication

Communication is the process or activity of sharing/conveying information through the help of messages using methods like speech, writing, visuals, signals or behaviour. The process of communication has four major components:

Answering the Telephone: The way a salon's telephone services operate can make or break its image. Thus to ensure excellent customer service it is important to use good telephone techniques.

Communicating by Telephone: Telephonic conversation is very different from one-on-one conversation. In a telephonic conversation you can hear the voice (tone and volume) but you cannot see the facial expressions and body language. Thus it can be said that communicating by telephone is approximately 25% words and 75% the way the words are spoken or the tone of voice.



Fig 9.1.6.2: Attitude to carry when talking over the phone

Your Voice:

Your voice and tone is extremely important when you are speaking on the phone.

Remember to:

- Speak clearly in an even voice, neither too loud nor too soft.
- Smile when you greet on the phone, it can be heard.
- Your posture can affect your voice too, so make sure you are sitting straight.
- Speak directly into the mouthpiece to make sure that your voice is clear.

Your words:

Words once spoken cannot be taken back. When speaking on the phone choose your words with care. Take messages with great care, double checking on names and phone numbers.

Your body language:

Even if you cannot see the caller and vice versa, body language can be heard over the phone.

- Make sure to smile
- Listen for the caller's body language, breathing, pauses etc.
- Focus on your conversation

Problems with Telephone Communication

- Possible background noise
- Not being face to face with the caller
- Difficulties of language and accent
- Being distracted by things around you

Reduce these difficulties

- Listen with empathy and attention
- Avoid distractions
- Use a good telephone set to minimise noise
- Concentrate on your conversation
- Speak clearly and check for understanding

Answering the phone - Announce yourself

When you answer the phone, always begin with a greeting, and identifying your salon and yourself. For e.g. "Good morning/afternoon, this is XYZ salon, Nisha speaking. How may I help you?"

Answering the Call

First impressions are very important especially in the beauty industry.

Try to answer the phone within 3 rings. This gives a feeling of engagement to the caller. It also gives you time to stop what you were doing and answer the phone with your correct greeting.

Some things you can keep in mind when answering the phone are:

- Smile and greet the caller
- Say the name of your salon clearly and then your name.
- Listen carefully and take notes to understand the caller's needs correctly. Also cross check with the caller to ensure you have the correct information

Remember, you do not know who is on the other side on the phone and first impressions count.

When trying to understand the client's needs over the telephone it is essential that you have good questioning techniques. Let us see how you can structure and control the conversation using questions.

| Question | Establishing the purpose | Example |
|-----------------|--|---|
| Open | Establishing the nature of the call | "How may I help you?" |
| Closed | To establish or confirm information | "Did you want to cancel your booking for today?" |
| Probing | Understanding the need | "Can I fix you an appointment for today?" |
| Reflec- tive | Checking for and showing understanding | "So I am writing that you, Mrs Sharma is confirming for a treatment at 4 pm today for a facial and hair colour with Suman?" |
| Closed | Closing the call | "Thank you for calling. Please tell me if i can be of any other help." |

Different callers have different needs. As the operator you need to be on the same wavelength as the caller to ensure best communication.

A caller in a hurry:

If the caller is in a hurry then you need to be efficient and quick. If the caller sounds angry and makes a complaint then you need to be calm, patient and understanding. If the caller sounds worried make sure you are empathetic and listen actively.

Taking messages at the reception

- You will receive calls for members of the staff who may be busy. Since they are not available the caller may want to leave a message, in such situations write the message down to ensure that you do not forget.
- Make sure that you write all the messages neatly and correctly. When taking a message make sure you write down:
 - The caller's name and number
 - Name of the person who the message is for
 - The date and time of the call
 - The message in brief

Telephone ethics for the staff

- You must understand that the reception telephone in the salon is for salon purposes only.
- Ask your friends and family to call you only in an emergency.
- Make your conversations brief so that you do not cause inconvenience to any customer who may be trying to call the salon or waiting to make a call.
- Do not use your mobile phone during a treatment. You can keep it on silent mode in the staffroom and check it during your break.

9.1.7 Code of Conduct for a Beauty Therapist

A certain degree of professionalism is expected from everyone who works in a salon. As an employee who comes in direct contact with the client's make sure:

- You are respectful and courteous to others. You do not indulge in gossip or criticism of other members of the salon.
- You are sincere and honest in your dealings.
- You follow the rules of your workplace.
- You do not use slang language in front of your client's or the members of the staff.

Tact

In beauty services it is essential to always handle the client and any situation with that and sensitivity. Especially, in cases of contra indications of any treatment. In such situations the client may feel embarrassed about their condition and will really appreciate your discretion.

In such a case always remember to:

- Have empathy with the client
- Not speak loudly about the contraindication
- Make the client comfortable and inform the client about treatments that can be done
- Be professional and caring so that the client feels reassured and cared for

Tolerance and Respect

Working in a beauty salon will bring you in contact with different people who will have different values and views in life. Everyone will not always agree with you however you must learn to respect others and recognise different views. Your client's will be of different religions and faith. It is important that you do not show any prejudice, bias or intolerance.

Confidentiality

As a Beauty Therapist you will be privy to a lot of personal information about your client's, their names, addresses, phone numbers etc. In addition during the treatment client's open discuss their personal lives with a therapist. Always listen politely when the client's talks, however make sure you are discreet and do not disclose what the client has said to you to anyone.

- Be professional in all your dealings with the client even when exchanging confidences.
- If the client is telling you about his or her problems do not think that you can tell the client your problems to remember the client is here to relax get the treatment done and feel good.

9.1.8 Hygiene and Personal Appearance

In the beauty and wellness sector therapists work very closely with their client's. Therapists with bad breath or bad body odour can be great put off for the client. Having a very high standard of personal hygiene is essential for an effective Assistant Beauty Therapist.

- Have a bath every day.
- Groom your hair well. Make sure the hair is tied back neatly.
- Pay attention to your dental hygiene. No client wants a therapist whose breath is smelly. Make sure to brush your teeth before every treatment to avoid bad breath.
- Keep away from smoking drinking alcohol or other drugs during work time.
- Pay attention to the condition of your hands and nails. Keep your nails short and well groomed.

- Pay attention to your hand hygiene. Make sure you wash your hands before attending to a client. Also wash your hands every time you go to the toilet.
- Wear a clean fresh and well ironed uniform.
- Maintain your health and hygiene by eating good food and getting exercise.
- Be aware of your own personal grooming. Make sure your make up is appropriate and notes to heavy. Male Assistant Beauty Therapists should be clean-shaven and have neat facial hair.
- Have a separate pair of shoes for the salon which are strong clean and functional.

9.1.9 Things to Avoid

There are certain habits that have severe ill-effects on one's health. Such habits should be avoided for a healthy life. These include:

Alcoholism

It is the tendency in which one consumes alcohol to cope with difficulties or to avoid the feeling of sadness. The ill effects of alcoholism are:

- Increases risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis) etc.
- Reduced work focus and drop in performance.
- Degradation in social and economic status.
- Induces withdrawal symptoms like anxiety, trembling, fatigue, headache, depression etc.

Tobacco

Tobacco is the second largest cause of death in the world. It claims one death in every six seconds. Its effects are:

- It is a major reason for oral cancer which affects mouth, tongue, cheek, gums and lips.
- Chewing tobacco lessens a person's sense of taste and ability to smell.
- Smokers face a greater risk of suffering from lung cancer.

Ghutka

Each sachet contains 4000 chemicals, including 50 that cause cancer like betel nut and tobacco flavouring. Impact of Ghutka on health:

- Loss of sensation in tongue
- Disfigured mouth
- Increased sensitivity to heat, cold and spices
- Inability to open the mouth
- Swelling, lumps, rough spots on gums or in other places inside the mouth
- Unexplained bleeding in mouth
- Difficulty in swallowing and finally Mouth Cancer

9.1.10 Work Effectively as Part of a Team

A beauty salon tries to anticipate and fulfil client's' needs in a healthy and happy salon environment. Happy clients mean thriving business. In order to achieve your salon's objectives, you and your colleagues need to agree on ways of working together in the salon towards a common goal.

A salon team will always be made up of people with different strengths and weaknesses and it is important to make full use of everyone's strengths and try to improve the weaknesses.

A team will also be made up of different personalities and it is important for everyone to get along when working together as part of a team. The team will only be effective if everyone feels they are working equally and resentment will build up if some team members are not working as hard as others. Make sure you are an effective team member by working as hard as you can.

Regular team meetings (ideally weekly) will help to maintain a good working relationship, as any problems can be sorted out in a business-like forum.

How to be an effective team member

On joining a salon, you will become part of a team and will be expected to work with other team members, your colleagues, to ensure the smooth running of the salon.

A good team has:

- Clear objectives and a sense of direction
- Good balance of planning and action
- The right number of people
- Good communication
- Flexibility and tolerance
- Clear job roles
- A sense of humour
- The right mix of skills
- Good listening skills and exchange of ideas
- Enthusiastic, committed team members
- A fair but decisive leader

If we act irresponsibly, it may affect the whole team.

Team spirit can be lost:

- if one member of the group works on his or her own, that is, not as part of the team
- if there is a breakdown in communications
- if team member(s) is unwilling to be flexible and tolerant of others' mistakes
- when there is too much work for too few people
- When job roles become blurred and people encroach upon areas they should not.

As a team member, it is your responsibility to know:

- Staff members of the salon
- Who is responsible for what
- Who to go to for information and support

Remember

- If you need help or information, you should ask for it politely. Stating why you require assistance will explain to other members of staff how they are helping you. Being polite and professional at all times will promote team spirit.
- When a colleague asks for your help, you should respond willingly and politely to the request.
- Anticipating the needs of others and offering prompt assistance is a must
- Being capable and competent means doing a job as well as you have been trained to do. Do not attempt to bluff your way through a job; this could put a client or colleague at risk.
- Being responsible for your actions involves taking responsibility for any mistakes you may make and taking the appropriate action to minimise any further damage.

Remember

- Treat others as you wish to be treated.
- Never attempt to do a job that you have not been trained to do.
- Never try to cover up mistakes. This will only make things worse.
- Never carry out a task if you are unsure.
- Always check with a colleague who has more experience or is in authority so that you get it right.
- Always make sure you understand what is being asked of you. The ability to listen carefully is an important skill. Show that you understand by nodding your head.

9.1.11 Acting within the limits of your responsibility

When we are working in a salon, we must execute all tasks as per the organisational standards within the limits of our authority.

Scenario A

A colleague asks you to start an application of full head bleach and you agree to do so. You have mixed the product and are halfway through the application when the stylist tells you that you have used too weak a strength of hydrogen peroxide and, as a result, the hair will not lift quickly enough. She is going to have to re-mix the product and start the application again. As she will have to use two lots of product but can only charge the client for one, you will have to foot the bill for the first wrong application.

In your group, discuss how this situation might have been avoided.

Scenario B

You cut a teenager's hair. At the end of the service she tells you that her mum is going to come in later to pay. You allow the client to go and the mother never comes into the salon with the money. Your manager is upset because you have cost the salon money and tells you it will be deducted from your wages!

In your group, discuss the limits of your authority in this situation.

Appropriate Behaviour with Customers

As a Beauty Therapist, your major work and time is invested in dealing with salon clients and customers. Your business depends solely on the number of customers attracted to take services from you and how happy they are at the end. When dealing with customers, it is of utmost importance that their interest should be kept in mind. While dealing with customers, always remember:

- Customer's choice and decision should be at the top. Never force any one to take a specific service. You may suggest but do not force.
- If a customer does not wish to go for a particular service you are suggesting, do not feel bad and that should not affect the service you are giving.
- Never get too personal with the customer.
- Never get indulged in personal conversation with colleagues or on phone while customer is waiting for you to start the process.
- Be calm if at all a customer complains. Do not be too defensive. You can always apologise and give a service free or discount.



Click/Scan this QR Code to access the related PPT

UNIT 9.2: Professional Skills

Unit Objectives

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

1. Describe professional skills necessary for a Beauty Therapist
2. Practice the professional skills needed by a Beauty Therapist

9.2.1 Introduction

Developing strong professional ethics is very important towards the success of a person. One must know how to motivate and evaluate oneself professionally.

Motivation is the ability to keep oneself able of satisfying desires, expectations and goals professionally and otherwise.

Developing and following a code of ethics for your business helps you set the tone for your employees, reassure your customers that you have their best interests at heart, and establish your working area as a reputable workplace.

9.2.2 Decision Making and Problem Solving

The ability to solve problems is essential to success. Below is a list that shall help you direct your problem solving skills.

Steps in decision making and problem solving:

- Recognise that there is an issue.
- Identify the issue.
- Check for alternative solutions.
- Weigh the pros and cons of every solution and decide the best one.
- Implement the chosen solution.
- Evaluate the solution.

As a Beauty Therapist, you should:

- Understand the problem, try to find out the possible solutions and then suggest the solution which is the best.
- Tackle the various problems of customers who lack the technical background to solve the problem on their own.
- Avoid delays by identifying immediate or temporary solutions.

Discussed below is a scenario where you will be required to use your problem solving skill. A client is angry client comes into the salon complaining that the perm you carried out over a month ago has dropped and she has an uneven curl result. She demands her money back. You are unauthorised to do so. Following is how you may deal with the situation:

- Listen carefully to the customer and be sympathetic towards him/her.
- Ask him/her to take a seat and relax while you call the higher authority to speak to him/her.
- Explain the situation in detail to your superior, so that he is able to understand the situation of the customer.

- Be there with the superior so that you are able to understand about the problem and how it must be dealt with.
- Provide your inputs only if asked.
- Do not lose your temper.
- Do not be rude with the customer and assure him that his problem will be resolved.

In another situation, a regular client comes into the salon for a treatment without an appointment. The following is how you should be dealing with it:

- You should never make a client feel unwelcome
- Be as accommodating as possible
- If it really is not possible to fit the person in at that time, make an appointment.
- This is also to be followed with clients who show up late for an appointment or the stylist is over-booked.
- Rescheduling appointments work both ways as a result of staff sickness or clients not being on time.
- Most clients are flexible when dealt in an open, genuinely apologetic manner.
- You must also display flexibility when a client changes the booking.
- Try to accommodate the client's need.
- The receptionist will need to be made aware, so that the time slot is not double-booked.
- Flexibility is the way to encourage new and repeat business.

9.2.3 Planning and Organising

When you plan you must set objectives and a course of action to achieve it. Organising is the function of management that involves allocating human resources and developing an organisational structure, to ensure the accomplishment of objectives. Prioritising is important to planning and accomplishing your daily task.

Prioritising Tasks

For efficient working, we should prioritise our work. Let us see what can be the possible steps. The first step is to itemise the tasks. Then create a 'TO DO' list, create a list each day. There will be common tasks that occur daily or weekly and these will be carried out each day. As new tasks are given to you, add them to the list. When you have completed your task list, you would be ready to tackle the tasks you need to do in order of importance.

- Dealing with a customer's enquiry is more important than putting the products on shelves/at their place.
- Getting customers billed is more important than talking to your colleague.
- Some tasks are needed to be completed before specific deadlines, for example, cleaning and setting the work area at the end of the day for next day.

This is called prioritizing your tasks.

As a Beauty Therapist, you should:

- Plan and organise documents and files related to service feedback
- Plan and manage work routine according to beauty salon procedure
- Understand the client schedules & bookings and maintain the workplace, tools and product stocks to meet the schedule with no delay
- Maintain complete records of treatments, client's and product stock levels with no mistakes
- In a positive manner, accept feedback and develop on the shortcomings

9.2.4 Time Management

Managing time effectively in order to allot right time to the right activity is known as time management. An individual is able to allot proper time slots to activities as per their importance with the help of effective time management. Time is always limited therefore one must make the best use of it. Effective Time Management includes:

- Planning effectively for setting objectives and goals.
- Delegating responsibilities and prioritising activities.
- Avoiding time robbers such as gossiping, extended breaks and spending the right time on right activity.

Your priorities may be quite clear - serving customers and performing daily routines. So on your list; the highest priority will be to serve the customer. The worst enemy to personal effectiveness is 'time-wasters'. They include:

- Being disorganised – not doing enough thinking or planning before starting a task.
- Not being able to say 'NO'. Taking on too much can mean nothing gets done.
- Making personal telephone calls. You are at work. Calls should be restricted to urgent or emergency calls.
- Failing to listen to and understand instructions.
- Leaving tasks incomplete, do not feel like doing it or becoming bored.
- Being easily distracted, or spending too much time talking about personal topics with other staff members.

In a busy salon, you will be asked or instructed to carry out many different services. Your job list may contain a number of items and instructions may be fired at you in quick succession.

Here are some guidelines to help you.

- Make a list of the jobs you have been asked to do.
- Check with the relevant person that you have written them all down.
- Ask which ones are priorities, i.e. which ones need to be done first.
- Tick off the jobs/services as you carry them out.
- If you are unsure of any of the tasks that you are expected to carry out, confirm with another member of the team before you begin.
- If a list has been left for you and you cannot understand the writing, ask a colleague to have a look.

Urgent and Important Matrix

This matrix will help you plan and organise your targets and schedule to help you meet the company's expectation from you. This matrix helps you understand:

1. What should be done?
2. What should be planned?
3. What should be resisted?
4. What should be rejected?

| | Not Urgent | Urgent |
|---------------|---|--|
| Not Important | <p>Quadrant 1 <u>Avoid</u> Reading or following irrelevant information Gossiping Using social media apps during client services Cigarette breaks</p> | <p>Quadrant 2 <u>Reject But Explain</u> Pointless activities or routines Misunderstanding amongst colleagues and clients Emergencies that can suddenly occur Insignificant requests from others</p> |
| Important | <p>Quadrant 3 <u>Manage and Plan to do Them</u> Managing details of customers Arranging inventory Scheduling activities of the day Displaying various hair styling products in the store</p> | <p>Quadrant 4 <u>Focus</u> Meetings with colleagues and superiors Planned tasks Demands from superiors Emergencies and customer complaints</p> |

9.2.5 Customer Centricity

This business requires one to be customer centric. To be customer centric you must do everything from the environment that you place them in, and the way you serve those customers and their experiences. This approach is applicable for external customers, daily customers, and frequent customers and also to colleagues.

As a Beauty Therapist, you should be:

- Committed to excellence of service, courteousness and have a pleasant personality
- Able to handle customers who may be frustrated, stressed, confused, or angry
- Able to use customer centric approach and build better customer relationships
- Clean the professional uniform with neat combed hair, closed-in footwear, maintaining personal hygiene and cleanliness (shower/bath) and oral hygiene like clean teeth and fresh breath
- Maintain a hygienic workplace every time, according to the beauty salon legal health and safety standards
- Sanitize the hands, clean all working surfaces and using disposable products and sterilised tools
- Manage the storage/disposal/cautions of use of products and learn fire occurrences, precautions, hygiene practices, disposal of waste and environmental protection practices
- Use, handle and store beauty products, tools& equipment safely according to the manufacturer’s instructions

UNIT 9.3: Language Skills

Unit Objectives

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

1. Explain the need and importance of language skills
2. Practice the language skills needed by a Beauty Therapist

9.3.1 Introduction

A Beauty Therapist works in a customer facing role. Communication – speaking, listening, understanding plays a vital role. This section focuses on understanding and building listening, speaking, reading and writing skills.

Reading, writing, listening and speaking are essential skills to ensure good communication. If communications break down it is a problem for everyone.

To be effective you must be able to:

- Read: information that is critical to carrying out your job effectively
- Write clearly and concisely in the prescribed manner
- Speak clearly confidently and accurately
- Listen carefully with empathy to what is being said

9.3.2 Listening Skills

Listening Skills

Listening is the first step towards understanding and thus delivering.

Communication is effective when one understands what is being said.

Importance of Listening Skills

- It adds to the productivity of workers. The assignment given to the workers can be understood properly if only they listen carefully, it also help them in understanding what is expected out of them by their management.
- If your comprehension skills are strong, you will be able to build strong rapport with your managers, co-workers, and customers. Managers and employers trust those employees who can listen to the instructions carefully and act accordingly.
- Problems of customers are easily solved by those who listen carefully.
- Workers with good listening skills work better in a team based environment. A portion of work is assigned to each team member which when completed will have to fit with the results of other team members. The work results of those who were able to listen carefully will fit better than those you were not careful while listening.

Listening is the skill and it must be learnt. Here are a few pointers to help you listen well.

- Eye contact must be maintained with the speaker, as this will assure the speaker that you are paying attention to what he/she is saying.

- Let the speaker finish what he/she is saying, do not interrupt him as it might irritate him/her.
- Body language is very important while listening. If you sit still when listening you give a message that you are paying full attention to the speaker. When you nod your head it shows that you are listening and agree with what is being said.
- Being attentive to what the speaker does not say is as important as being attentive to what is being said by the speaker.

You must concentrate while talking to your customer and display your attentiveness with your eyes and ears to absorb what is being told. Effective listening to what your customer speaks about herself indicates the course of therapy for them.

Barriers to effective Listening

Many things get in the way of active listening.

- The Listener must be aware of biases and prejudices. Most of these prejudices or based one culture or language differences.
- Try to adapt to changes, do not let fear worry or anger hamper your listening skills.
- One must be very attentive while listening; lack of attention can create lot of problems.

9.3.3 Body Language

Actions speak louder than words. When communicating with customers (and other members of the team) we use a combination of:

- Words
- Tone of voice
- Body language and non-verbal signs

The 3 elements are not of equal importance.

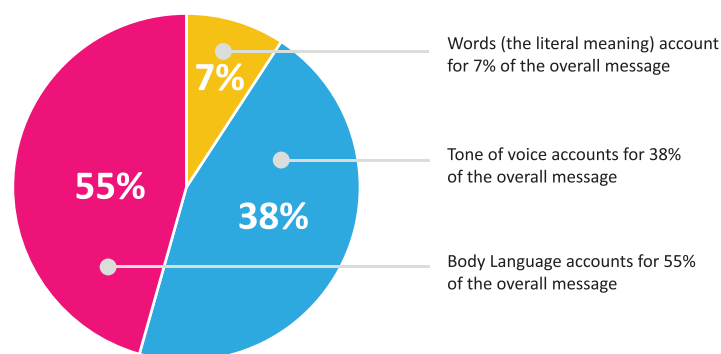


Fig 9.3.3.1: Facts revealed from researchIt should not be assumed that the same body language can be used while interacting with customer as and at home.

As a Beauty Therapist, you must understand that even when silent, you still communicate your inner feelings and true thoughts to customers through your posture, services and other non-verbal cues.

Let us look at some positive body language tips:

1. **Express interest with eye contact:** Eye contact must be maintained while the customer is talking to you. Not doing so might make the customer feel that you are not interested in listening thus leaving a bad impression about you and your organisation.
2. **Avoid non-verbal barriers:** You must not hold any unnecessary object in hand while interacting with the customer. Your hands must be empty so that you are able to interact properly without any physical barrier.
3. **Demonstrate that you are listening to customers:** You must tilt your head, nod and lean forward while interacting with the customer.
 These positive non-verbal signs confirm you are engaged and attentive during a customer interaction, and actively listening when faced by a disgruntled customer.
 On the other hand, crossing your arms across your chest and looking around clearly shows a lack of interest and even disrespect towards the speaker.
4. **Your hands and feet reveal true feelings:** Pointing fingers seems rude therefore you must adopt hand gestures. Avoid crossing your legs and arms as it sends a “closing down” message when you are dealing with an unhappy customer.
5. **Personal space is important:** Be professional at all times and respect the personal space of the customer.
6. **Adopt a Posture of confidence:** You must appear confident in front of the customer. Avoid biting your nails, fiddling with your hair and jewellery as these are the signs of nervousness.

9.3.4 Speaking Skills

Speaking

The ability to convey your thoughts and opinions to the other person through your voice and words is known as speaking. It is a skill which allows the user to convey his message in a convincing and thoughtful manner.

For a Beauty Therapist, professional effective speaking helps in convincing customers, informing them about products and services and ensuring through words about effective and exclusive services.

As a Beauty Therapist, you need to:

- Discuss task lists, schedules, and work-loads with co-workers
- Question customers appropriately in order to understand the nature of the problem and make a diagnosis
- Keep customers informed about progress
- Avoid using jargon, slang or acronyms when communicating with a customer, unless it is required
- Manner and tone, professional, supportive, respectful

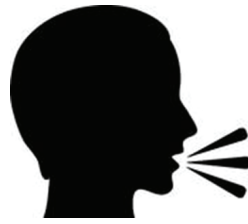


Fig 9.3.4.1: Verbal communication

- Speak clearly and precisely in a courteous manner and develop a professional relationship
- Ability to listen and understand the local language in dealing with customers and maintain confidentiality

Effective communication is based on trust, and if we do not trust the speaker, we are not going to listen to their words. To be effective when speaking you must:

1. **Be prepared and practice:** In order to get better, you need to practice what you want to say.
2. **Keep it short and simple:** Try to be precise and avoid using complex words while speaking.
3. **The main goal is fluency:** Do not get bogged down by trying to use jargons or exact grammar.
4. **You must also keep in mind** that the tone of your voice is perfect while speaking as tone plays a very important role in speaking.
5. **Clarity of Speech:** Speak with clarity. Do not speak too fast or too slow or else you might lose the client's attention. When you speak clearly you are able to convey your message properly without any confusion.
6. **Speak with compassion:** Your compassion is depicted in the way you speak, so speak in such a way that the customer feels that you care for them and have empathy for them.
7. **Speak with conviction:** If you want the customer to believe you then you must speak with full conviction. It might be a change of service or to purchase products you have recommended to them.
8. **Questions:** Do not forget to ask questions as they are equally important. In order to engage the customer, ask them open ended questions and be prepared to answer them too.
9. **Use appropriate language:** Do not speak using slang or any other form of inappropriate language.

Barriers while speaking

There are certain barriers to speaking that you must avoid:

1. Messages which are not clear
2. Inconsistency in the process of communication
3. Sentences that are not complete
4. Inability to understand the receiver
5. Use of words that are negative

9.3.5 Reading Skills

Reading refers to the specific abilities that enable a person to read with independence and interact with the message.

Importance of reading

1. Reading helps to develop the mind.
2. Through reading we learn new things.
3. Reading helps to develop our imagination and creativity.
4. Reading gives knowledge and thus power to our success in our careers.

Three Components of Reading are:

1. Decoding: Means to identify what is written
2. Comprehension: It is defined as the level of understanding of a text/message. This understanding comes from the interaction between the words that are written and how they trigger knowledge outside the text/message
3. Retention: It is the ability to keep something in the memory

Techniques for good reading skills:

There are three techniques for effective reading:

1. Scanning
2. Skimming
3. Reading for Detail

Scanning

In a given text, scanning is used to look for a specific piece of information. In scanning, you don't pay attention to every detail, you only look for information that you specifically need. You can stop reading once you find the specific information.

Skimming

Skimming is used to identify the main points in a document. When you skim read a passage, you should get all the essential information from the passage.

Reading for Detail

When you read complete passage from the beginning to the end it is called reading for detail. You should read each and every sentence in the given document if you are reading for detail.

ABeauty Therapist needs to:

- Update your knowledge through regular reading of information regarding your field.
- Read your customer queries sent in written.
- Use your reading skills to read and analyse the billing during any discrepancy.
- Read about new products and services with reference to the organisation and also from external forums such as websites and blogs.
- Keep abreast of the latest knowledge by reading brochures, pamphlets, and product information sheets.
- Reading and writing comprehension to understand communicate and maintain processes, techniques, records, policies and procedures.

Some examples where you need to read are:

- Appointment details
- Customer records
- Product labels
- Treatment Information
- Promotional materials etc.

Understanding

When the customer finishes sharing about his/her needs and wants summarise what he/she has said. This helps in confirming whether you have clearly understood what the customer has said. Also help your customers to understand what you are trying to say; ensure that you speak clearly.

Writing

Representation of language through inscription of symbols and signs is referred to as writing.

- Its relevance – sticking to the point
- Its structure – it must be organised
- Its style – easy to read and suited to the job

As a Beauty Therapist, you need to:

- Write clearly, concisely, accurately with a view to promote understanding.
- Do not use jargon or abbreviation that is known only to you
- Follow standard organisational procedures while recording information
- Some areas where you use writing skills are:
 - Writing details in appointment book
 - Filing customer record
 - Billing
 - Writing a report

Exercise



1. _____ is the way of communicating your thoughts and opinions to the other person using your voice and words.

| | | | |
|--------------|-------------|------------|------------|
| a) Listening | b) Speaking | c) Reading | d) Writing |
|--------------|-------------|------------|------------|

2. _____ is a medium of communication that represents language through the inscription of signs and symbols.

| | | | |
|--------------|-------------|------------|------------|
| a) Listening | b) Speaking | c) Reading | d) Writing |
|--------------|-------------|------------|------------|

3. Rate yourself on a scale of 1-5 with 1 being the lowest and 5 the highest to see if you are a good listener.
 - When the conversation begins, do I make myself comfortable and forget about the clock?
 - Do I make eye contact and notice body language?
 - Do I speak less than 50% of the time if two of us are talking?
 - Do I resist helping others say what they're trying to say? Do I finish their sentences, or supply words they may be struggling to find?
 - Do I respond as they speak, using body language in a way that affirms and encourages them to keep talking? A nod or a smile, or even a laugh when it fits can draw others out and encourage better communication.
 - When I speak, do I ask questions because I really want to know more?
 - When I do not understand something, or have not heard clearly, do I stop and ask for a repeat of what they've said? Or do I "fake it" and let them continue, hoping to catch on later?

4. List 5 components of effective speaking
 - a) _____
 - b) _____
 - c) _____
 - d) _____
 - e) _____

5. List down the facts that you will keep in mind while talking to a customer

10. Employability & Entrepreneurship Skills



Unit 10.1 - Personal Strengths & Value Systems

Unit 10.2 - Digital Literacy: A Recap

Unit 10.3 - Money Matters

Unit 10.4 - Preparing for Employment & Self Employment

Unit 10.5 - Understanding Entrepreneurship

Unit 10.6 - Preparing to be an Entrepreneur



Key Learning Outcomes

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

1. Explain the meaning of health
2. List common health issues
3. Discuss tips to prevent common health issues
4. Explain the meaning of hygiene
5. Discuss the purpose of Swacch Bharat Abhiyan
6. Explain the meaning of habit
7. Discuss ways to set up a safe work environment
8. Discuss critical safety habits to be followed by employees
9. Explain the importance of self-analysis
10. Discuss motivation with the help of Maslow's Hierarchy of Needs
11. Discuss the meaning of achievement motivation
12. List the characteristics of entrepreneurs with achievement motivation
13. List the different factors that motivate you
14. Discuss the role of attitude in self-analysis
15. Discuss how to maintain a positive attitude
16. List your strengths and weaknesses
17. Discuss the qualities of honest people
18. Describe the importance of honesty in entrepreneurs
19. Discuss the elements of a strong work ethic
20. Discuss how to foster a good work ethic
21. List the characteristics of highly creative people
22. List the characteristics of highly innovative people
23. Discuss the benefits of time management
24. List the traits of effective time managers
25. Describe effective time management technique
26. Discuss the importance of anger management
27. Describe anger management strategies
28. Discuss tips for anger management
29. Discuss the causes of stress
30. Discuss the symptoms of stress
31. Discuss tips for stress management
32. Identify the basic parts of a computer
33. Identify the basic parts of a keyboard
34. Recall basic computer terminology
35. Recall the functions of basic computer keys
36. Discuss the main applications of MS Office
37. Discuss the benefits of Microsoft Outlook
38. Discuss the different types of e-commerce
39. List the benefits of e-commerce for retailers and customers
40. Discuss how the Digital India campaign will help boost e-commerce in India
41. Describe how you will sell a product or service on an e-commerce platform

42. Discuss the importance of saving money
43. Discuss the benefits of saving money
44. Discuss the main types of bank accounts
45. Describe the process of opening a bank account
46. Differentiate between fixed and variable costs
47. Describe the main types of investment options
48. Describe the different types of insurance products
49. Describe the different types of taxes
50. Discuss the uses of online banking
51. Discuss the main types of electronic funds transfers
52. Discuss the steps to prepare for an interview
53. Discuss the steps to create an effective Resume
54. Discuss the most frequently asked interview questions
55. Discuss how to answer the most frequently asked interview questions
56. Discuss basic workplace terminology
57. Discuss the concept of entrepreneurship
58. Discuss the importance of entrepreneurship
59. Describe the characteristics of an entrepreneur
60. Describe the different types of enterprises
61. List the qualities of an effective leader
62. Discuss the benefits of effective leadership
63. List the traits of an effective team
64. Discuss the importance of listening effectively
65. Discuss how to listen effectively
66. Discuss the importance of speaking effectively
67. Discuss how to speak effectively
68. Discuss how to solve problems
69. List important problem solving traits
70. Discuss ways to assess problem solving skills
71. Discuss the importance of negotiation
72. Discuss how to negotiate
73. Discuss how to identify new business opportunities
74. Discuss how to identify business opportunities within your business
75. Explain the meaning of entrepreneur
76. Describe the different types of entrepreneurs
77. List the characteristics of entrepreneurs
78. Recall entrepreneur success stories
79. Discuss the entrepreneurial process
80. Describe the entrepreneurship ecosystem
81. Discuss the purpose of the Make in India campaign
82. Discuss key schemes to promote entrepreneurs
83. Discuss the relationship between entrepreneurship and risk appetite
84. Discuss the relationship between entrepreneurship and resilience

85. Describe the characteristics of a resilient entrepreneur
86. Discuss how to deal with failure
87. Discuss how market research is carried out
88. Describe the 4 Ps of marketing
89. Discuss the importance of idea generation
90. Recall basic business terminology
91. Discuss the need for CRM
92. Discuss the benefits of CRM
93. Discuss the need for networking
94. Discuss the benefits of networking
95. Discuss the importance of setting goals
96. Differentiate between short-term, medium-term and long-term goals
97. Discuss how to write a business plan
98. Explain the financial planning process
99. Discuss ways to manage your risk
100. Describe the procedure and formalities for applying for bank finance
101. Discuss how to manage your own enterprise
102. List important questions that every entrepreneur should ask before starting an enterprise

UNIT 10.1: Personal Strengths & Value Systems

Unit Objectives

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

1. Explain the meaning of health
2. List common health issues
3. Discuss tips to prevent common health issues
4. Explain the meaning of hygiene
5. Understand the purpose of Swacch Bharat Abhiyan
6. Explain the meaning of habit
7. Discuss ways to set up a safe work environment
8. Discuss critical safety habits to be followed by employees
9. Explain the importance of self-analysis
10. Understand motivation with the help of Maslow's Hierarchy of Needs
11. Discuss the meaning of achievement motivation
12. List the characteristics of entrepreneurs with achievement motivation
13. List the different factors that motivate you
14. Discuss how to maintain a positive attitude
15. Discuss the role of attitude in self-analysis
16. List your strengths and weaknesses
17. Discuss the qualities of honest people
18. Describe the importance of honesty in entrepreneurs
19. Discuss the elements of a strong work ethic
20. Discuss how to foster a good work ethic
21. List the characteristics of highly creative people
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24. List the traits of effective time managers
25. Describe effective time management technique
26. Discuss the importance of anger management
27. Describe anger management strategies
28. Discuss tips for anger management
29. Discuss the causes of stress
30. Discuss the symptoms of stress
31. Discuss tips for stress management

10.1.1 Health, Habits, Hygiene: What is Health

As per the World Health Organization (WHO), health is a “State of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.” This means being healthy does not simply mean not being unhealthy – it also means you need to be at peace emotionally, and feel fit physically. For example, you cannot say you are healthy simply because you do not have any physical ailments like a cold or cough. You also need to think about whether you are feeling calm, relaxed and happy.

Common Health Issues

Some common health issues are:

- Allergies
- Asthma
- Skin Disorders
- Depression and Anxiety
- Diabetes
- Cough, Cold, Sore Throat
- Difficulty Sleeping
- Obesity

10.1.1.1 Tips to Prevent Health Issues



Taking measures to prevent ill health is always better than curing a disease or sickness. You can stay healthy by:

- Eating healthy foods like fruits, vegetables and nuts
- Cutting back on unhealthy and sugary foods
- Drinking enough water everyday
- Not smoking or drinking alcohol
- Exercising for at least 30 minutes a day, 4-5 times a week
- Taking vaccinations when required
- Practicing yoga exercises and meditation

How many of these health standards do you follow? Tick the ones that apply to you.

1. Get minimum 7-8 hours of sleep every night.
2. Avoid checking email first thing in the morning and right before you go to bed at night.
3. Don't skip meals – eat regular meals at correct meal times.
4. Read a little bit every single day.
5. Eat more home cooked food than junk food
6. Stand more than you sit.
7. Drink a glass of water first thing in the morning and have at least 8 glasses of water through the day.
8. Go to the doctor and dentist for regular checkups.
9. Exercise for 30 minutes at least 5 days a week.
10. Avoid consuming lots of aerated beverages.

10.1.1.2 What is Hygiene?

As per the World Health Organization (WHO), “Hygiene refers to conditions and practices that help to maintain health and prevent the spread of diseases.” In other words, hygiene means ensuring that you do whatever is required to keep your surroundings clean, so that you reduce the chances of spreading germs and diseases.

For instance, think about the kitchen in your home. Good hygiene means ensuring that the kitchen is always spick and span, the food is put away, dishes are washed and dustbins are not overflowing with garbage. Doing all this will reduce the chances of attracting pests like rats or cockroaches, and prevent the growth of fungus and other bacteria, which could spread disease.

How many of these health standards do you follow? Tick the ones that apply to you.

1. Have a bath or shower every day with soap – and wash your hair with shampoo 2-3 times a week.
2. Wear a fresh pair of clean undergarments every day.
3. Brush your teeth in the morning and before going to bed.
4. Cut your fingernails and toenails regularly.
5. Wash your hands with soap after going to the toilet.
6. Use an anti-perspirant deodorant on your underarms if you sweat a lot.
7. Wash your hands with soap before cooking or eating.
8. Stay home when you are sick, so other people don’t catch what you have.
9. Wash dirty clothes with laundry soap before wearing them again.
10. Cover your nose with a tissue/your hand when coughing or sneezing.

See how healthy and hygienic you are, by giving yourself 1 point for every ticked statement! Then take a look at what your score means.

Your Score

- **0-7/20:** You need to work a lot harder to stay fit and fine! Make it a point to practice good habits daily and see how much better you feel!
- **7-14/20:** Not bad, but there is scope for improvement! Try and add a few more good habits to your daily routine.
- **14-20/20:** Great job! Keep up the good work! Your body and mind thank you!

10.1.1.3 Swachh Bharat Abhiyan

We have already discussed the importance of following good hygiene and health practices for ourselves. But, it is not enough for us to be healthy and hygienic. We must also extend this standard to our homes, our immediate surroundings and to our country as a whole.

The ‘Swachh Bharat Abhiyan’ (Clean India Mission) launched by Prime Minister Shri Narendra Modi on 2nd October 2014, believes in doing exactly this. The aim of this mission is to clean the streets and roads of India and raise the overall level of cleanliness. Currently this mission covers 4,041 cities and towns across the country. Millions of our people have taken the pledge for a clean India. You should take the pledge too, and do everything possible to keep our country clean!

10.1.1.4 What are Habits?

A habit is a behaviour that is repeated frequently. All of us have good habits and bad habits. Keep in mind the phrase by John Dryden: “We first make our habits, and then our habits make us.” This is why it is so important that you make good habits a way of life, and consciously avoid practicing bad habits.

Some good habits that you should make part of your daily routine are:

- Always having a positive attitude
- Making exercise a part of your daily routine
- Reading motivational and inspirational stories
- Smiling! Make it a habit to smile as often as possible
- Making time for family and friends
- Going to bed early and waking up early

Some bad habits that you should quit immediately are:

- Skipping breakfast
- Snacking frequently even when you are not hungry
- Eating too much fattening and sugary food
- Smoking, drinking alcohol and doing drugs
- Spending more money than you can afford
- Worrying about unimportant issues
- Staying up late and waking up late

10.1.1.5 Tips

1. Following healthy and hygienic practices every day will make you feel good mentally and physically.
2. Hygiene is two-thirds of health – so good hygiene will help you stay strong and healthy!

10.1.2 Safety: Tips to Design a Safe Workplace

Every employer is obligated to ensure that his workplace follows the highest possible safety protocol. When setting up a business, owners must make it a point to:

- Use ergonomically designed furniture and equipment to avoid stooping and twisting
- Provide mechanical aids to avoid lifting or carrying heavy objects
- Have protective equipment on hand for hazardous jobs
- Designate emergency exits and ensure they are easily accessible
- Set down health codes and ensure they are implemented
- Follow the practice of regular safety inspections in and around the workplace
- Ensure regular building inspections are conducted
- Get expert advice on workplace safety and follow it

10.1.2.1 Negotiable Employee Safety Habits

Every employer is obligated to ensure that his workplace follows the highest possible safety protocol. When setting up a business, owners must make it a point to:

- Immediately report unsafe conditions to a supervisor
- Recognize and report safety hazards that could lead to slips, trips and falls
- Report all injuries and accidents to a supervisor
- Wear the correct protective equipment when required
- Learn how to correctly use equipment provided for safety purposes
- Be aware of and avoid actions that could endanger other people
- Take rest breaks during the day and some time off from work during the week

10.1.2.2 Tips

1. Be aware of what emergency number to call at the time of a workplace emergency
2. Practice evacuation drills regularly to avoid chaotic evacuations

10.1.3 Self Analysis – Attitude, Achievement Motivation

To truly achieve your full potential, you need to take a deep look inside yourself and find out what kind of person you really are. This attempt to understand your personality is known as self-analysis. Assessing yourself in this manner will help you grow, and will also help you to identify areas within yourself that need to be further developed, changed or eliminated. You can better understand yourself by taking a deep look at what motivates you, what your attitude is like, and what your strengths and weaknesses are.

10.1.3.1 What is Motivation?

Very simply put, motivation is your reason for acting or behaving in a certain manner. It is important to understand that not everyone is motivated by the same desires – people are motivated by many, many different things. We can understand this better by looking at Maslow's Hierarchy of Needs.

10.1.3.2 Maslow's Hierarchy of Needs

Famous American psychologist Abraham Maslow wanted to understand what motivates people. He believed that people have five types of needs, ranging from very basic needs (called physiological needs) to more important needs that are required for self-growth (called self-actualization needs). Between the physiological and self-actualization needs are three other needs – safety needs, belongingness and love needs, and esteem needs. These needs are usually shown as a pyramid with five levels and are known as Maslow's Hierarchy of Needs.

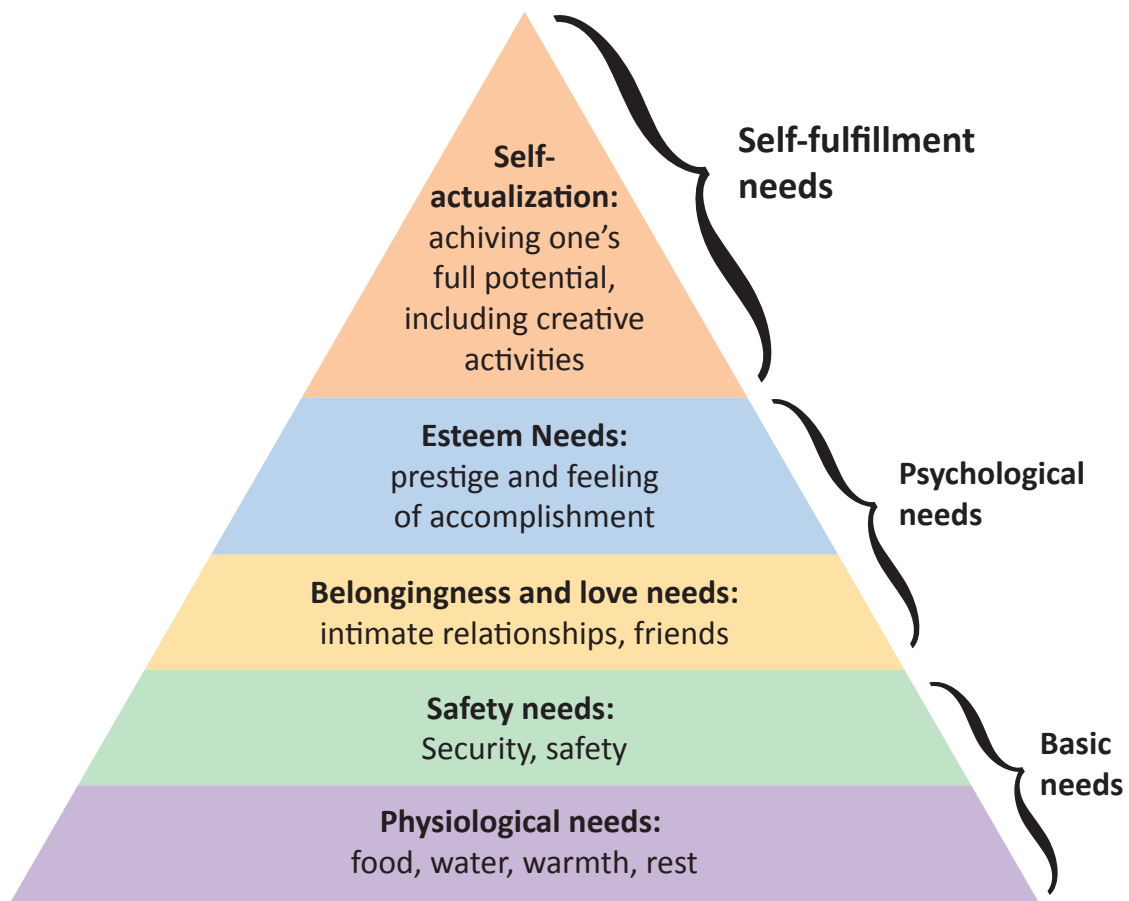


Fig. 10.1.3.2.1: Maslow's Hierarchy of Needs

As you can see from the pyramid, the lowest level depicts the most basic needs. Maslow believed that our behaviour is motivated by our basic needs, until those needs are met. Once they are fulfilled, we move to the next level and are motivated by the next level of needs. Let's understand this better with an example.

Rupa comes from a very poor family. She never has enough food, water, warmth or rest. According to Maslow, until Rupa is sure that she will get these basic needs, she will not even think about the next level of needs – her safety needs. But, once Rupa is confident that her basic needs will be met, she will move to the next level, and her behaviour will then be motivated by her need for security and safety. Once these new needs are met, Rupa will once again move to the next level, and be motivated by her need for relationships and friends. Once this need is satisfied, Rupa will then focus on the fourth level of needs – her esteem needs, after which she will move up to the fifth and last level of needs – the desire to achieve her full potential.

10.1.3.3 Understanding Achievement Motivation

We now know that people are motivated by basic, psychological and self-fulfillment needs. However, certain people are also motivated by the achievement of highly challenging accomplishments. This is known as Achievement Motivation, or 'need for achievement'.

The level of motivation achievement in a person differs from individual to individual. It is important that entrepreneurs have a high level of achievement motivation – a deep desire to accomplish something important and unique. It is equally important that they hire people who are also highly motivated by challenges and success.

What Motivates You?

What are the things that really motivate you? List down five things that really motivate you. Remember to answer honestly!

I am motivated by:

Characteristics of Entrepreneurs with Achievement Motivation

- Entrepreneurs with achievement motivation can be described as follows:
- Unafraid to take risks for personal accomplishment
- Love being challenged Future-oriented Flexible and adaptive
- Value negative feedback more than positive feedback
- Very persistent when it comes to achieving goals
- Extremely courageous
- Highly creative and innovative
- Restless - constantly looking to achieve more
- Feel personally responsible for solving problems

Think about it:

- How many of these traits do you have?
- Can you think of entrepreneurs who display these traits?

10.1.3.4 How to Cultivate a Positive Attitude

The good news is attitude is a choice. So it is possible to improve, control and change our attitude, if we decide we want to! The following tips help foster a positive mindset:

- Remember that you control your attitude, not the other way around
- Devote at least 15 minutes a day towards reading, watching or listening to something positive
- Avoid negative people who only complain and stop complaining yourself
- Expand your vocabulary with positive words and delete negative phrases from your mind
- Be appreciative and focus on what's good in yourself, in your life, and in others
- Stop thinking of yourself as a victim and start being proactive
- Imagine yourself succeeding and achieving your goals

10.1.3.5 What is Attitude?

Now that we understand why motivation is so important for self-analysis, let's look at the role our attitude plays in better understanding ourselves. Attitude can be described as your tendency (positive or negative), to think and feel about someone or something. Attitude is the foundation for success in every aspect of life. Our attitude can be our best friend or our worst enemy. In other words:

“The only disability in life is a bad attitude.”

When you start a business, you are sure to encounter a wide variety of emotions, from difficult times and failures to good times and successes. Your attitude is what will see you through the tough times and guide you towards success. Attitude is also infectious. It affects everyone around you, from your customers to your employees to your investors. A positive attitude helps build confidence in the workplace while a negative attitude is likely to result in the demotivation of your people.

10.1.3.6 What Are Your Strengths and Weaknesses

Another way to analyze yourself is by honestly identifying your strengths and weaknesses. This will help you use your strengths to your best advantage and reduce your weaknesses.

Note down all your strengths and weaknesses in the two columns below. Remember to be honest with yourself!

| Strengths | Weaknesses |
|-----------|------------|
| | |

10.1.3.7 Tips



1. Achievement motivation can be learned.
2. Don't be afraid to make mistakes.
3. Train yourself to finish what you start.
4. Dream big.

10.1.4 Honesty & Work Ethics: What is Honesty?

Honesty is the quality of being fair and truthful. It means speaking and acting in a manner that inspires trust. A person who is described as honest is seen as truthful and sincere, and as someone who isn't deceitful or devious and doesn't steal or cheat. There are two dimensions of honesty – one is honesty in communication and the other is honesty in conduct.

Honesty is an extremely important trait because it results in peace of mind and builds relationships that are based on trust. Being dishonest, on the other hand, results in anxiety and leads to relationships full of distrust and conflict.

10.1.4.1 Qualities of Honest People

Honest individuals have certain distinct characteristics. Some common qualities among honest people are:

- They don't worry about what others think of them. They believe in being themselves – they don't bother about whether they are liked or disliked for their personalities.
- They stand up for their beliefs. They won't think twice about giving their honest opinion, even if they are aware that their point of view lies with the minority.
- They are thick skinned. This means they are not affected by others judging them harshly for their honest opinions.
- They forge trusting, meaningful and healthy friendships. Honest people usually surround themselves with honest friends. They have faith that their friends will be truthful and upfront with them at all times.

They are trusted by their peers. They are seen as people who can be counted on for truthful and objective feedback and advice.

- **Honesty and employees:** When entrepreneurs build honest relationships with their employees, it leads to more transparency in the workplace, which results in higher work performance and better results.
- **Honesty and investors:** For entrepreneurs, being honest with investors means not only sharing strengths but also candidly disclosing current and potential weaknesses, problem areas and solution strategies. Keep in mind that investors have a lot of experience with startups and are aware that all new companies have problems. Claiming that everything is perfectly fine and running smoothly is a red flag for most investors.
- **Honesty with oneself:** The consequences of being dishonest with oneself can lead to dire results, especially in the case of entrepreneurs. For entrepreneurs to succeed, it is critical that they remain realistic about their situation at all times, and accurately judge every aspect of their enterprise for what it truly is.

10.1.4.2 Importance of Honesty in Entrepreneurs

One of the most important characteristics of entrepreneurs is honesty. When entrepreneurs are honest with their customers, employees and investors, it shows that they respect those that they work with. It is also important that entrepreneurs remain honest with themselves. Let's look at how being honest would lead to great benefits for entrepreneurs.

- **Honesty and customers:** When entrepreneurs are honest with their customers it leads to stronger relationships, which in turn results in business growth and a stronger customer network.

10.1.4.3 What are Work Ethics?

Being ethical in the workplace means displaying values like honesty, integrity and respect in all your decisions and communications. It means not displaying negative qualities like lying, cheating and stealing.

Workplace ethics play a big role in the profitability of a company. It is as crucial to an enterprise as high morale and teamwork. This is why most companies lay down specific workplace ethic guidelines that must compulsorily be followed by their employees. These guidelines are typically outlined in a company's employee handbook.

10.1.4.4 Elements of a Strong Work Ethic

An entrepreneur must display strong work ethics, as well as hire only those individuals who believe in and display the same level of ethical behavior in the workplace. Some elements of a strong work ethic are:

- **Professionalism:** This involves everything from how you present yourself in a corporate setting to the manner in which you treat others in the workplace.
- **Respectfulness:** This means remaining poised and diplomatic regardless of how stressful or volatile a situation is.
- **Dependability:** This means always keeping your word, whether it's arriving on time for a meeting or delivering work on time.
- **Dedication:** This means refusing to quit until the designated work is done, and completing the work at the highest possible level of excellence.
- **Determination:** This means embracing obstacles as challenges rather than letting them stop you, and pushing ahead with purpose and resilience to get the desired results.
- **Accountability:** This means taking responsibility for your actions and the consequences of your actions, and not making excuses for your mistakes.
- **Humility:** This means acknowledging everyone's efforts and hard work, and sharing the credit for accomplishments.

10.1.4.5 How to Foster a Good Work Ethic

As an entrepreneur, it is important that you clearly define the kind of behaviour that you expect from each and every team member in the workplace. You should make it clear that you expect employees to display positive work ethics like:

- **Honesty:** All work assigned to a person should be done with complete honesty, without any deceit or lies.
- **Good attitude:** All team members should be optimistic, energetic, and positive.
- **Reliability:** Employees should show up where they are supposed to be, when they are supposed to be there.
- **Good work habits:** Employees should always be well groomed, never use inappropriate language, conduct themselves professionally at all times, etc.
- **Initiative:** Doing the bare minimum is not enough. Every team member needs to be proactive and show initiative.
- **Trustworthiness:** Trust is non-negotiable. If an employee cannot be trusted, it's time to let that employee go.
- **Respect:** Employees need to respect the company, the law, their work, their colleagues and themselves.
- **Integrity:** Each and every team member should be completely ethical and must display above board behaviour at all times.
- **Efficiency:** Efficient employees help a company grow while inefficient employees result in a waste of time and resources.

10.1.4.6 Tips



1. Don't get angry when someone tells you the truth and you don't like what you hear.
2. Always be willing to accept responsibility for your mistakes.

10.1.5 Creativity & Innovation

What is Creativity

Creativity means thinking outside the box. It means viewing things in new ways or from different perspectives, and then converting these ideas into reality. Creativity involves two parts: thinking and producing. Simply having an idea makes you imaginative, not creative. However, having an idea and acting on it makes you creative.

Characteristics of Highly Creative People

Some characteristics of creative people are:

- They are imaginative and playful
- They see issues from different angles
- They notice small details
- They have very little tolerance for boredom
- They detest rules and routine
- They love to daydream
- They are very curious

What is Innovation?

There are many different definitions of innovation. In simple terms, innovation means turning an idea into a solution that adds value. It can also mean adding value by implementing a new product, service or process, or significantly improving on an existing product, service or process.

Characteristics of Highly Innovative People

- Some characteristics of highly innovative people are:
- They embrace doing things differently
- They don't believe in taking shortcuts
- They are not afraid to be unconventional
- They are highly proactive and persistent
- They are organized, cautious and risk-averse

10.1.5.1 Tips

1. Take regular breaks from your creative work to recharge yourself and gain fresh perspective.
2. Build prototypes frequently, test them out, get feedback, and make the required changes.

10.1.6 Time Management

management is the process organizing your time, and deciding how to allocate your time between different activities. Good time management is the difference between working smart (getting more done in less time) and working hard (working for more time to get more done).

Effective time management leads to an efficient work output, even when you are faced with tight deadlines and high pressure situations. On the other hand, not managing your time effectively results in inefficient output and increases stress and anxiety.

Benefits of Time Management

Time management can lead to huge benefits like:

- Greater productivity
- Higher efficiency
- Better professional reputation
- Reduced stress
- Higher chances for career advancement
- Greater opportunities to achieve goals

Not managing time effectively can result in undesirable consequences like:

- Missing deadlines
- Inefficient work output
- Substandard work quality
- Poor professional reputation
- Stalled career
- Increase in stress and anxiety

10.1.6.1 Traits of Effective Time Managers

Some traits of effective time managers are:

- They begin projects early They set daily objectives
- They modify plans if required, to achieve better results
- They are flexible and open-minded
- They inform people in advance if their help will be required
- They know how to say no
- They break tasks into steps with specific deadlines
- They continually review long term goals
- They think of alternate solutions if and when required
- They ask for help when required They create backup plans

10.1.6.2 Effective Time Management Techniques

You can manage your time better by putting into practice certain time management techniques. Some helpful tips are:

- **Plan out your day as well as plan for interruptions.** Give yourself at least 30 minutes to figure out your time plan. In your plan, schedule some time for interruptions.
- **Put up a “Do Not Disturb” sign** when you absolutely have to complete a certain amount of work.
- **Close your mind to all distractions.** Train yourself to ignore ringing phones, don't reply to chat messages and disconnect from social media sites.
- **Delegate your work.** This will not only help your work get done faster, but will also show you the unique skills and abilities of those around you.
- **Stop procrastinating.** Remind yourself that procrastination typically arises due to the fear of failure or the belief that you cannot do things as perfectly as you wish to do them.
- **Prioritize.** List each task to be completed in order of its urgency or importance level. Then focus on completing each task, one by one.
- **Maintain a log of your work activities.** Analyze the log to help you understand how efficient you are, and how much time is wasted every day.
- **Create time management goals** to reduce time wastage.

10.1.6.3 Tips

1. Always complete the most important tasks first.
2. Get at least 7 – 8 hours of sleep every day.
3. Start your day early.
4. Don't waste too much time on small, unimportant details.
5. Set a time limit for every task that you will undertake.
6. Give yourself some time to unwind between tasks.

10.1.7 Anger Management

Anger management is the process of:

1. Learning to recognize the signs that you, or someone else, is becoming angry.
2. Taking the best course of action to calm down the situation in a positive way. Anger management does not mean suppressing anger.

Importance of Anger Management

Anger is a perfectly normal human emotion. In fact, when managed the right way, anger can be considered a healthy emotion. However, if it is not kept in check, anger can make us act inappropriately and can lead to us saying or doing things that we will likely later regret.

Extreme anger can:

- **Hurt you physically:** It leads to heart disease, diabetes, a weakened immune system, insomnia, and high blood pressure.
- **Hurt you mentally:** It can cloud your thinking and lead to stress, depression and mental health issues.
- **Hurt your career:** It can result in alienating your colleagues, bosses, clients and lead to the loss of respect.
- **Hurt your relationships:** It makes it hard for your family and friends to trust you, be honest with you and feel comfortable around you.

This is why anger management, or managing anger appropriately, is so important.

10.1.7.1 Anger Management Strategies

Here are some strategies that can help you control your anger:

Strategy 1: Relaxation: Something as simple as breathing deeply and looking at relaxing images works wonders in calming down angry feelings. Try this simple breathing exercise:

- Take a deep breath from your diaphragm (don't breathe from your chest)
- Visualize your breath coming up from your stomach
- Keep repeating a calming word like 'relax' or 'take it easy' (remember to keep breathing deeply while repeating the word)
- Picture a relaxing moment (this can be from your memory or your imagination)

Follow this relaxation technique daily, especially when you realize that you're starting to feel angry.

Strategy 2: Cognitive Restructuring: Cognitive restructuring means changing the manner in which you think. Anger can make you curse, swear, exaggerate and act very dramatically. When this happens, force yourself to replace your angry thoughts with more logical ones. For instance, instead of thinking 'Everything is ruined' change your mindset and tell yourself 'It's not the end of the world and getting angry won't solve this'.

Strategy 3: Problem Solving: Getting angry about a problem that you cannot control is a perfectly natural response. Sometimes, try as you may, there may not be a solution to the difficulty you are faced with. In such cases, stop focusing on solving the problem, and instead focus on handling and facing the problem. Remind yourself that you will do your best to deal with the situation, but that you will not blame yourself if you don't get the solution you desire.

Strategy 4: Better Communication: When you're angry, it is very easy to jump to inaccurate conclusions. In this case, you need to force yourself to stop reacting, and think carefully about what you want to say, before saying it. Avoid saying the first thing that enters your head. Force yourself to listen carefully to

what the other person is saying. Then think about the conversation before responding.

Strategy 5: Changing Your Environment: If you find that your environment is the cause of your anger, try and give yourself a break from your surroundings. Make an active decision to schedule some personal time for yourself, especially on days that are very hectic and stressful. Having even a brief amount of quiet or alone time is sure to help calm you down.

10.1.7.2 Tips for Anger Management

- The following tips will help you keep your anger in check:
- Take some time to collect your thoughts before you speak out in anger.
- Express the reason for your anger in an assertive, but non-confrontational manner once you have calmed down.
- Do some form of physical exercise like running or walking briskly when you feel yourself getting angry.
- Make short breaks part of your daily routine, especially during days that are stressful. Focus on how to solve a problem that's making you angry, rather than focusing on the fact that the problem is making you angry.

10.1.8 Stress Management

We say we are 'stressed' when we feel overloaded and unsure of our ability to deal with the pressures placed on us. Anything that challenges or threatens our well-being can be defined as a stress. It is important to note that stress can be good and bad. While good stress keeps us going, negative stress undermines our mental and physical health. This is why it is so important to manage negative stress effectively.

Causes of Stress

Stress can be caused by internal and external factors.

Internal causes of stress:

- Constant worry
- Rigid thinking
- Unrealistic expectations
- Pessimism
- Negative self-talk
- All in or all out attitude

External causes of stress:

- Major life changes
- Difficulties with relationships
- Having too much to do
- Difficulties at work or in school
- Financial difficulties
- Worrying about one's children and/or family

10.1.11.1 Symptoms of Stress

Stress can manifest itself in numerous ways. Take a look at the cognitive, emotional, physical and behavioral symptoms of stress.

| Cognitive Symptoms | Emotional Symptoms |
|---|---|
| <ul style="list-style-type: none"> • Memory problems • Concentration issues • Lack of judgement • Pessimism • Anxiety • Constant worrying | <ul style="list-style-type: none"> • Depression • Agitation • Irritability • Loneliness • Anxiety • Anger |

| Physical Symptoms | Behavioral Symptoms |
|--|---|
| <ul style="list-style-type: none"> • Aches and pain • Diarrhea or constipation • Nausea • Dizziness • Chest pain and/or rapid heartbeat • Frequent cold or flu like feelings | <ul style="list-style-type: none"> • Increase or decrease in appetite • Over sleeping or not sleeping enough • Withdrawing socially • Ignoring responsibilities • Consumption of alcohol or cigarettes • Nervous habits like nail biting, pacing etc. |

10.1.11.2 Tips for Stress Management

The following tips can help you manage your stress better:

- Note down the different ways in which you can handle the various sources of your stress.
- Remember that you cannot control everything, but you can control how you respond.
- Discuss your feelings, opinions and beliefs rather than reacting angrily, defensively or passively.
- Practice relaxation techniques like meditation, yoga or tai chi when you start feeling stressed.
- Devote a part of your day towards exercise.
- Eat healthy foods like fruits and vegetables. Avoid unhealthy foods especially those containing large amounts of sugar.
- Plan your day so that you can manage your time better, with less stress.
- Say no to people and things when required.
- Schedule time to pursue your hobbies and interests.
- Ensure you get at least 7-8 hours of sleep.
- Reduce your caffeine intake.
- Increase the time spent with family and friends.



Click/ Scan this QR Code to access the related video

UNIT 10.2: Digital Literacy: A Recap

Unit Objectives

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

1. Identify the basic parts of a computer
2. Identify the basic parts of a keyboard
3. Recall basic computer terminology
4. Recall basic computer terminology
5. Recall the functions of basic computer keys
6. Discuss the main applications of MS Office
7. Discuss the benefits of Microsoft Outlook
8. Discuss the different types of e-commerce
9. List the benefits of e-commerce for retailers and customers
10. Discuss how the Digital India campaign will help boost e-commerce in India
11. Describe how you will sell a product or service on an e-commerce platform

10.2.1 Computer and Internet Basics

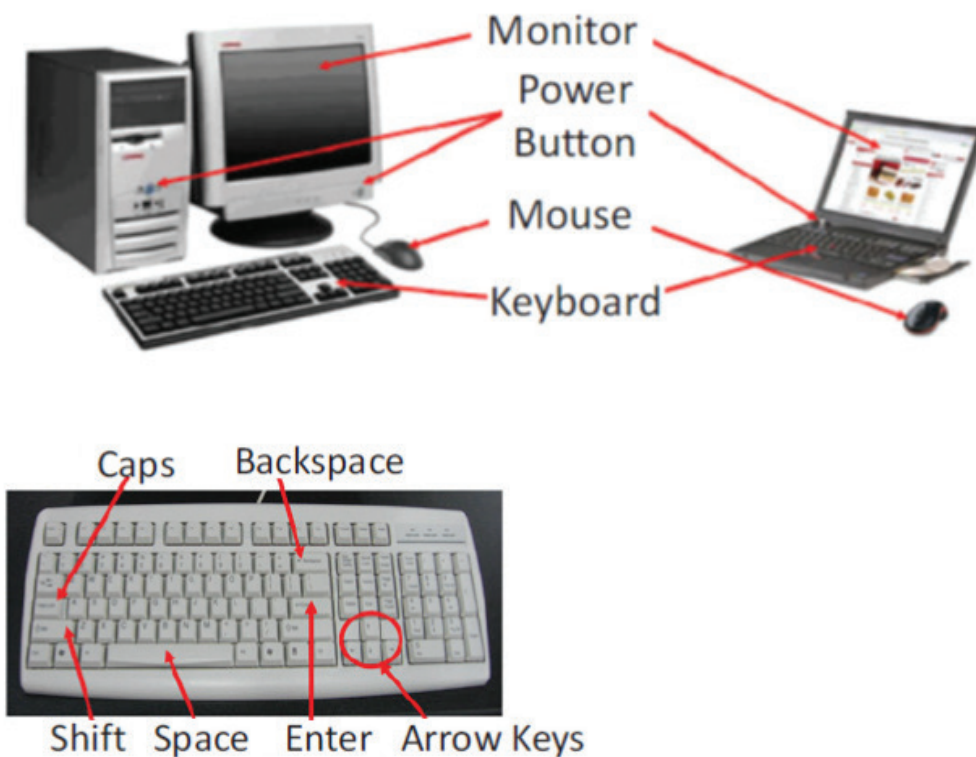


Fig. 10.2.1.1: Computer and Internet Basics

10.2.1.1 Basic Parts of a Computer

1. **Central Processing Unit (CPU):** The brain of the computer. It interprets and carries out program instructions.
2. **Hard Drive:** A device that stores large amounts of data.
3. **Monitor:** The device that contains the computer screen where the information is visually displayed.
4. **Desktop:** The first screen displayed after the operating system loads.
5. **Background:** The image that fills the background of the desktop.
6. **Mouse:** A hand-held device used to point to items on the monitor.
7. **Speakers:** Devices that enable you to hear sound from the computer.
8. **Printer:** A device that converts output from a computer into printed paper documents.
9. **Icon:** A small picture or image that visually represents something on your computer.
10. **Cursor:** An arrow which indicates where you are positioned on the screen.
11. **Program Menu:** A list of programs on your computer that can be accessed from the Start menu.
12. **Taskbar:** The horizontal bar at the bottom of the computer screen that lists applications that are currently in use.
13. **Recycle Bin:** A temporary storage for deleted files.

10.2.1.2 Basic Internet Terms

- **The Internet:** A vast, international collection of computer networks that transfers information.
- **The World Wide Web:** A system that lets you access information on the Internet.
- **Website:** A location on the World Wide Web (and Internet) that contains information about a specific topic.
- **Homepage:** Provides information about a website and directs you to other pages on that website.
- **Link/Hyperlink:** A highlighted or underlined icon, graphic, or text that takes you to another file or object.
- **Web Address/URL:** The address for a website.
- **Address Box:** A box in the browser window where you can type in a web address.

10.2.1.3 Basic Computer Keys

- **Arrow Keys:** Press these keys to move your cursor.
- **Space bar:** Adds a space.
- **Enter/Return:** Moves your cursor to a new line.
- **Shift:** Press this key if you want to type a capital letter or the upper symbol of a key.
- **Caps Lock:** Press this key if you want all the letters you type to be capital letters. Press it again to revert back to typing lowercase letters.
- **Backspace:** Deletes everything to the left of your cursor.

10.2.1.4 Tips

1. When visiting a .com address, there no need to type http:// or even www. Just type the name of the website and then press Ctrl + Enter. (Example: Type 'apple' and press Ctrl + Enter to go to www.apple.com)
2. Press the Ctrl key and press the + or - to increase and decrease the size of text.
3. Press F5 or Ctrl + R to refresh or reload a web page.

10.2.2 MS Office and Email

About MS Office

MS Office or Microsoft Office is a suite of computer programs developed by Microsoft. Although meant for all users, it offers different versions that cater specifically to students, home users and business users. All the programs are compatible with both, Windows and Macintosh.

Most Popular Office Products

Some of the most popular and universally used MS Office applications are:

1. **Microsoft Word:** Allows users to type text and add images to a document.
2. **Microsoft Excel:** Allows users to enter data into a spreadsheet and create calculations and graphs.
3. **Microsoft PowerPoint:** Allows users to add text, pictures and media and create slideshows and presentations.
4. **Microsoft Outlook:** Allows users to send and receive email.
5. **Microsoft OneNote:** Allows users to make drawings and notes with the feel of a pen on paper.
6. **Microsoft Access:** Allows users to store data over many tables.

Why Choose Microsoft Outlook

A popular email management choice especially in the workplace, Microsoft Outlook also includes an address book, notebook, web browser and calendar. Some major benefits of this program are:

- **Integrated search function:** You can use keywords to search for data across all Outlook programs.
- **Enhanced security:** Your email is safe from hackers, junk mail and phishing website email.
- **Email syncing:** Sync your mail with your calendar, contact list, notes in One Note and...your phone!
- **Offline access to email:** No Internet? No problem! Write emails offline and send them when you're connected again.

10.2.2.1 Tips

1. Press Ctrl+R as a shortcut method to reply to email.
2. Set your desktop notifications only for very important emails.
3. Flag messages quickly by selecting messages and hitting the Insert key.
4. Save frequently sent emails as a template to reuse again and again.
5. Conveniently save important emails as files.

10.2.3 E-Commerce

What is E-Commerce

E-commerce is the buying or selling of goods and services, or the transmitting of money or data, electronically on the internet. E-Commerce is the short form for “electronic commerce.”

Examples of E-Commerce:

- Online shopping Online auctions
- Online ticketing
- Electronic payments
- Internet banking

Types of E-Commerce

E-commerce can be classified based on the types of participants in the transaction. The main types of e-commerce are:

- **Business to Business (B2B):** Both the transacting parties are businesses.
- **Business to Consumer (B2C):** Businesses sell electronically to end-consumers.
- **Consumer to Consumer (C2C):** Consumers come together to buy, sell or trade items to other consumers.
- **Consumer-to-Business (C2B):** Consumers make products or services available for purchase to companies looking for exactly those services or products.
- **Business-to-Administration (B2A):** Online transactions conducted between companies and public administration.
- **Consumer-to-Administration (C2A):** Online transactions conducted between individuals and public administration.

10.2.3.1 Benefits of E-Commerce

The e-commerce business provides some benefits for retailers and customers.

Benefits for retailers:

- Establishes an online presence
- Reduces operational costs by removing overhead costs
- Increases brand awareness through the use of good keywords
- Increases sales by removing geographical and time constraints

Benefits for customers:

- Offers a wider range of choice than any physical store
- Enables goods and services to be purchased from remote locations
- Enables consumers to perform price comparisons

10.2.3.2 Digital India Campaign

Prime Minister Narendra Modi launched the Digital India campaign in 2015, with the objective of offering every citizen of India access to digital services, knowledge and information. The campaign aims to improve the country's online infrastructure and increase internet connectivity, thus boosting the e-commerce industry.

Currently, the majority of online transactions come from tier 2 and tier 3 cities. Once the Digital India campaign is in place, the government will deliver services through mobile connectivity, which will help deliver internet to remote corners of the country. This will help the e-commerce market to enter India's tier 4 towns and rural areas.

E-Commerce Activity

Choose a product or service that you want to sell online. Write a brief note explaining how you will use existing e-commerce platforms, or create a new e-commerce platform, to sell your product or service.

10.2.3.3 Tips

1. Before launching your e-commerce platform, test everything.
2. Pay close and personal attention to your social media.

UNIT 10.3: Money Matters

Unit Objectives

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

1. Discuss the importance of saving money
2. Discuss the benefits of saving money
3. Discuss the main types of bank accounts
4. Describe the process of opening a bank account
5. Differentiate between fixed and variable costs
6. Describe the main types of investment options
7. Describe the different types of insurance products
8. Describe the different types of taxes
9. Discuss the uses of online banking
10. Discuss the main types of electronic funds transfers

10.3.1 Personal Finance – Why to Save

Importance of Saving

We all know that the future is unpredictable. You never know what will happen tomorrow, next week or next year. That's why saving money steadily through the years is so important. Saving money will help improve your financial situation over time. But more importantly, knowing that you have money stashed away for an emergency will give you peace of mind. Saving money also opens the door to many more options and possibilities.

Benefits of Saving

Inculcating the habit of saving leads to a vast number of benefits. Saving helps you:

- **Become financially independent:** When you have enough money saved up to feel secure you can start making your choices, from taking a vacation whenever you want, to switching careers or starting your own business.
- **Invest in yourself through education:** Through saving, you can earn enough to pay up for courses that will add to your professional experience and ultimately result in higher paying jobs.
- **Get out of debt:** Once you have saved enough as a reserve fund, you can use your savings to pay off debts like loans or bills that have accumulated over time.
- **Be prepared for surprise expenses:** Having money saved enables you to pay for unforeseen expenses like sudden car or house repairs, without feeling financially stressed.
- **Pay for emergencies:** Saving helps you deal with emergencies like sudden health issues or emergency trips without feeling financially burdened.
- **Afford large purchases and achieve major goals:** Saving diligently makes it possible to place down payments towards major purchases and goals, like buying a home or a car.
- **Retire:** The money you have saved over the years will keep you comfortable when you no longer have the income you would get from your job.

10.3.1.1 Tips

1. Break your spending habit. Try not spending on one expensive item per week, and put the money that you would have spent into your savings.
2. Decide that you will not buy anything on certain days or weeks and stick to your word.

10.3.2 Types of Bank Accounts

In India, banks offer four main types of bank accounts. These are:

1. Current Accounts
2. Savings Accounts
3. Recurring Deposit Accounts
4. Fixed Deposit Accounts

Current Accounts

Current accounts offer the most liquid deposits and thus, are best suited for businessmen and companies. As these accounts are not meant for investments and savings, there is no imposed limit on the number or amount of transactions that can be made on any given day. Current account holders are not paid any interest on the amounts held in their accounts. They are charged for certain services offered on such accounts.

Savings Accounts

Savings accounts are meant to promote savings, and are therefore the number one choice for salaried individuals, pensioners and students. While there is no restriction on the number and amount of deposits made, there are usually restrictions on the number and amount of withdrawals. Savings account holders are paid interest on their savings.

Recurring Deposit Accounts

Recurring Deposit accounts, also called RD accounts, are the accounts of choice for those who want to save an amount every month, but are unable to invest a large sum at one time. Such account holders deposit a small, fixed amount every month for a pre-determined period (minimum 6 months). Defaulting on a monthly payment results in the account holder being charged a penalty amount. The total amount is repaid with interest at the end of the specified period.

Fixed Deposit Accounts

Fixed Deposit accounts, also called FD accounts, are ideal for those who wish to deposit their savings for a long term in return for a high rate of interest. The rate of interest offered depends on the amount deposited and the time period, and also differs from bank to bank. In the case of an FD, a certain amount of money is deposited by the account holder for a fixed period of time. The money can be withdrawn when the period expires. If necessary, the depositor can break the fixed deposit prematurely. However, this usually attracts a penalty amount which also differs from bank to bank.

10.3.2.1 Opening a Bank Account

Opening a bank account is quite a simple process. Take a look at the steps to open an account of your own:

Step 1: Fill in the Account Opening Form

This form requires you to provide the following information:

- Personal details (name, address, phone number, date of birth, gender, occupation, address)
 - Method of receiving your account statement (hard copy/email)
 - Details of your initial deposit (cash/cheque)
 - Manner of operating your account (online/mobile banking/traditional via cheque, slip books)
- Ensure that you sign wherever required on the form.

Step 2: Affix your Photograph

Stick a recent photograph of yourself in the allotted space on the form.

Step 3: Provide your Know Your Customer (KYC) Details

KYC is a process that helps banks verify the identity and address of their customers. To open an account, every individual needs to submit certain approved documents with respect to photo identity (ID) and address proof. Some Officially Valid Documents (OVDs) are:

- Passport
- Driving License
- Voters' Identity Card
- PAN Card
- UIDAI (Aadhaar) Card

Step 4: Submit All your Documents

Submit the completed Account Opening Form and KYC documents. Then wait until the forms are processed and your account has been opened!

10.3.2.2 Tips



1. Select the right type of account.
2. Fill in complete nomination details.
3. Ask about fees.
4. Understand the rules.
5. Check for online banking – it's convenient!
6. Keep an eye on your bank balance.

10.3.3 Costs: Fixed vs Variable

What are Fixed and Variable Costs

- Fixed costs and variable costs together make up a company's total cost. These are the two types of costs that companies have to bear when producing goods and services.
- A fixed cost does not change with the volume of goods or services a company produces. It always remains the same.
- A variable cost, on the other hand, increases and decreases depending on the volume of goods and services produced. In other words, it varies with the amount produced.

Differences Between Fixed and Variable Costs

Let's take a look at some of the main differences between fixed and variable costs:

| Criteria | Fixed Costs | Variable Costs |
|-----------|--|---|
| Meaning | A cost that stays the same, regardless of the output produced. | A cost that changes when the |
| Nature | Time related. | Incurred |
| Incurred | Incurred irrespective of units being produced. | Incurred only when units are produced. |
| Unit cost | Inversely proportional to the number of units produced. | Remains the same, per unit. |
| Examples | Depreciation, rent, salary, insurance, tax etc. | Material consumed, wages, commission on sales, packing expenses, etc. |

10.3.3.1 Tips

1. When trying to determine whether a cost is fixed or variable, simply ask the following question: Will the particular cost change if the company stopped its production activities? If the answer is no, then it is a fixed cost. If the answer is yes, then it is probably a variable cost.

10.3.4 Investment, Insurance and Taxes

Investment

Investment means that money is spent today with the aim of reaping financial gains at a future time. The main types of investment options are as follows:

- **Bonds:** Bonds are instruments used by public and private companies to raise large sums of money – too large to be borrowed from a bank. These bonds are then issued in the public market and are bought by lenders.
- **Stocks:** Stocks or equity are shares that are issued by companies and are bought by the general public.
- **Small Savings Schemes:** Small Savings Schemes are tools meant to save money in small amounts. Some popular schemes are the Employees Provident Fund, Sukanya Samridhi Scheme and National Pension Scheme.
- **Mutual Funds:** Mutual Funds are professionally managed financial instruments that invest money in different securities on behalf of investors.
- **Fixed Deposits:** A fixed amount of money is kept aside with a financial institution for a fixed amount of time in return for interest on the money.
- **Real Estate:** Loans are taken from banks to purchase real estate, which is then leased or sold with the aim of making a profit on the appreciated property price.
- **Hedge Funds:** Hedge funds invest in both financial derivatives and/or publicly traded securities.
- **Private Equity:** Private Equity is trading in the shares of an operating company that is not publicly listed and whose shares are not available on the stock market.

- **Venture Capital:** Venture Capital involves investing substantial capital in a budding company in return for stocks in that company.

Insurance

There are two types of insurance:

1. Life Insurance
2. Non-Life or General Insurance.

Life Insurance Products

The main life insurance products are:

- **Term Insurance:** This is the simplest and cheapest form of insurance. It offers financial protection for a specified tenure, say 15 to 20 years. In the case of your death, your family is paid the sum assured. In the case of your surviving the term, the insurer pays nothing.
- **Endowment Policy:** This offers the dual benefit of insurance and investment. Part of the premium is allocated towards the sum assured, while the remaining premium gets invested in equity and debt. It pays a lump sum amount after the specified duration or on the death of the policyholder, whichever is earlier.
- **Unit-Linked Insurance Plan (ULIP):** Here part of the premium is spent on the life cover, while the remaining amount is invested in equity and debt. It helps develop a regular saving habit.
- **Money Back Life Insurance:** While the policyholder is alive, periodic payments of the partial survival benefits are made during the policy tenure. On the death of the insured, the insurance company pays the full sum assured along with survival benefits.
- **Whole Life Insurance:** It offers the dual benefit of insurance and investment. It offers insurance cover for the whole life of the person or up to 100 years whichever is earlier.

General Insurance

General Insurance deals with all insurance covering assets like animals, agricultural crops, goods, factories, cars and so on.

General Insurance Products:

- **Motor Insurance:** This can be divided into Four Wheeler Insurance and Two Wheeler Insurance.
- **Health Insurance:** The main types of health insurance are individual health insurance, family floater health insurance, comprehensive health insurance and critical illness insurance.
- **Travel Insurance:** This can be categorised into Individual Travel Policy, Family Travel Policy, Student Travel Insurance and Senior Citizen Health Insurance.
- **Home Insurance:** This protects the house and its contents from risk.
- **Marine Insurance:** This insurance covers goods, freight, cargo etc. against loss or damage during transit by rail, road, sea and/or air.

Taxes

There are two types of taxes:

1. Direct Taxes
2. Indirect Taxes.

Direct Tax

Direct taxes are levied directly on an entity or a person and are non-transferrable. Some examples of Direct Taxes are:

- **Income Tax:** This tax is levied on your earning in a financial year. It is applicable to both, individuals and companies.
- **Capital Gains Tax:** This tax is payable whenever you receive a sizable amount of money. It is usually of two types – short term capital gains from investments held for less than 36 months and long term capital gains from investments held for longer than 36 months.
- **Securities Transaction Tax:** This tax is added to the price of a share. It is levied every time you buy or sell shares.
- **Perquisite Tax:** This tax is levied is on perks that have been acquired by a company or used by an employee.
- **Corporate Tax:** Corporate tax is paid by companies from the revenue they earn.

Indirect Tax

Indirect taxes are levied on goods or services. Some examples of Indirect Taxes are:

- **Sales Tax:** Sales Tax is levied on the sale of a product.
- **Service Tax:** Service Tax is added to services provided in India.
- **Value Added Tax:** Value Added Tax is levied at the discretion of the state government. The tax is levied on goods sold in the state. The tax amount is decided by the state.
- **Customs Duty & Octroi:** Customs Duty is a charge that is applied on purchases that are imported from another country. Octroi is levied on goods that cross state borders within India.
- **Excise Duty:** Excise Duty is levied on all goods manufactured or produced in India.

10.3.4.1 Tips

1. Think about how quickly you need your money back and pick an investment option accordingly.
2. Ensure that you are buying the right type of insurance policy for yourself.
3. Remember, not paying taxes can result in penalties ranging from fines to imprisonment.

10.3.5 Online Banking, NEFT, RTGS, etc.

What is Online Banking

Internet or online banking allows account holders to access their account from a laptop at any location. In this way, instructions can be issued. To access an account, account holders simply need to use their unique customer ID number and password.

Internet banking can be used to:

- Find out an account balance
- Transfer amounts from one account to another
- Arrange for the issuance of cheques
- Instruct payments to be made
- Request for a cheque book
- Request for a statement of accounts
- Make a fixed deposit

Electronic Funds Transfers

Electronic funds transfer is a convenient way of transferring money from the comfort of one's own home, using integrated banking tools like internet and mobile banking.

Transferring funds via an electronic gateway is extremely convenient. With the help of online banking, you can choose to:

- Transfer funds into your own accounts of the same bank.
- Transfer funds into different accounts of the same bank.
- Transfer funds into accounts in different banks, using NEFT.
- Transfer funds into other bank accounts using RTGS.
- Transfer funds into various accounts using IMPS.

NEFT

NEFT stands for National Electronic Funds Transfer. This money transfer system allows you to electronically transfer funds from your respective bank accounts to any other account, either in the same bank or belonging to any other bank. NEFT can be used by individuals, firms and corporate organizations to transfer funds between accounts.

In order to transfer funds via NEFT, two things are required:

- A transferring bank
- A destination bank

Before you can transfer funds through NEFT, you will need to register the beneficiary who will be receiving the funds. In order to complete this registration, you will require the following

- Recipient's name
- Recipient's account number
- Recipient's bank's name
- Recipient's bank's IFSC code

RTGS

RTGS stands for Real Time Gross Settlement. This is a real time funds transfer system which enables you to transfer funds from one bank to another, in real time or on a gross basis. The transferred amount is immediately deducted from the account of one bank, and instantly credited to the other bank's account. The RTGS payment gateway is maintained by the Reserve Bank of India. The transactions between banks are made electronically.

RTGS can be used by individuals, companies and firms to transfer large sums of money. Before remitting funds through RTGS, you will need to add the beneficiary and his bank account details via your online banking account. In order to complete this registration, you will require the following information:

- Name of the beneficiary
- Beneficiary's account number
- Beneficiary's bank address
- Bank's IFSC code

IMPS

IMPS stands for Immediate Payment Service. This is a real-time, inter-bank, electronic funds transfer system used to transfer money instantly within banks across India. IMPS enables users to make instant electronic transfer payments using mobile phones through both, Mobile Banking and SMS. It can also be used through ATMs and online banking. IMPS is available 24 hours a day and 7 days a week. The system features a secure transfer gateway and immediately confirms orders that have been fulfilled.

To transfer money through IMPS, the you need to:

- Register for IMPS with your bank
- Receive a Mobile Money Identifier (MMID) from the bank
- Receive a MPIN from the bank

Once you have both these, you can login or make a request through SMS to transfer a particular amount to a beneficiary.

For the beneficiary to receive the transferred money, he must:

- Link his mobile number with his respective account
- Receive the MMID from the bank

In order to initiate a money transfer through IMPS, you will need to enter the following information:

- The beneficiary's mobile number
- The beneficiary's MMID
- The transfer amount
- Your MPIN

As soon as money has been deducted from your account and credited into the beneficiary's account, you will be sent a confirmation SMS with a transaction reference number, for future reference.

10.3.5.1 Differences Between NEFT, RTGS & IMPS

| Criteria | NEFT | RTGS | IMPS |
|--|---|---|--|
| Settlement | Done in Batches | Real-Time | Real-Time |
| Full Form | national Electronic Fund Transfer | Real Time Gross Settlement | Immediate Payment Service |
| Timing on Monday to Friday | 8.00 am - 6.30 pm | 9.00 am - 4.30 pm | 24x7 |
| Timing on Saturday | 8.00 am - 7.00 p.m. | 9.00 am - 1.30 pm | 24x7 |
| Minimum amount of money transfer limit | ₹ 1 | ₹ 2 lacs | ₹ 1 |
| Maximum amount of money transfer limit | ₹ 10 lacs | ₹ 10 lacs per day | ₹ 2 lacs |
| Maximum charges as per RBI | Upto 10,000 - ₹ 2.5 above 10,000 - ₹ 1 lac - ₹ 5 above 1-2 lacs - ₹ 15 above 2-5 lacs - ₹ 25 above 5-10 lacs - ₹ 25 | above 2-5 lacs - ₹ 25 above 5-10 lacs - ₹ 50 | Upto 10,000 - ₹ 5 above 10,000 - ₹ 1 lac - ₹ 5 above 1-2 lacs - ₹ 15 |

10.3.5.2 Tips

1. Never click on any links in any e-mail message to access your online banking website.
2. You will never be asked for your credit or debit card details while using online banking.
3. Change your online banking password regularly.

UNIT 10.4: Preparing for Employment & Self Employment

Unit Objectives

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

1. Discuss the steps to prepare for an interview
2. Discuss the steps to create an effective Resume
3. Discuss the most frequently asked interview questions
4. Discuss how to answer the most frequently asked interview questions
5. Discuss basic workplace terminology

10.4.1 Interview Preparation: How to Prepare for an Interview

The success of your getting the job that you want depends largely on how well your interview for that job goes. Therefore, before you go in for your interview, it is important that you prepare for it with a fair amount of research and planning. Take a look at the steps to follow in order to be well prepared for an interview:

1. Research the organization that you are having the interview with.

- Studying the company beforehand will help you be more prepared at the time of the interview. Your knowledge of the organization will help you answer questions at the time of the interview, and will leave you looking and feeling more confident. This is sure to make you stand out from other, not as well informed, candidates.
- Look for background information on the company. Try and find an overview of the company and its industry profile.
- Visit the company website to get a good idea of what the company does. A company website offers a wealth of important information. Read and understand the company's mission statement. Pay attention to the company's products/services and client list. Read through any press releases to get an idea of the company's projected growth and stability.
- Note down any questions that you have after your research has been completed.

2. Think about whether your skills and qualifications match the job requirements.

- Carefully read through and analyze the job description.
- Make a note of the knowledge, skills and abilities required to fulfill the job requirements.
- Take a look at the organization hierarchy. Figure out where the position you are applying for fits into this hierarchy.

3. Go through the most typical interview questions asked, and prepare your responses.

- Remember, in most interviews a mix of resume-based, behavioral and case study questions are asked.
- Think about the kind of answers you would like to provide to typical questions asked in these three areas.
- Practice these answers until you can express them confidently and clearly.

4. Plan your attire for the interview.

- It is always safest to opt for formal business attire, unless expressly informed to dress in business casual (in which case you should use your best judgement).
- Ensure that your clothes are clean and well-ironed. Pick neutral colours – nothing too bright or flashy.

- The shoes you wear should match your clothes, and should be clean and suitable for an interview.
- Remember, your aim is to leave everyone you meet with the impression that you are a professional and highly efficient person.

5. Ensure that you have packed everything that you may require during the interview.

- Carry a few copies of your resume. Use a good quality paper for your resume print outs.
- Always take along a notepad and a pen.
- Take along any information you may need to refer to, in order to fill out an application form.
- Carry a few samples of your work, if relevant.

6. Remember the importance of non-verbal communication.

- Practice projecting confidence. Remind yourself to smile and make eye contact. Practice giving a firm handshake.
- Keep in mind the importance of posture. Practice sitting up straight. Train yourself to stop nervous gestures like fidgeting and foot-tapping.
- Practice keeping your reactions in check. Remember, your facial expressions provide a good insight into your true feelings. Practice projecting a positive image.

7. Make a list of questions to end the interview with.

- Most interviews will end with the interviewer(s) asking if you have any questions. This is your chance to show that you have done your research and are interested in learning more about the company.
- If the interviewer does not ask you this question, you can inform him/her that you have some queries that you would like to discuss. This is the time for you to refer to the notes you made while studying the company.
- Some good questions to ask at this point are:
 - ◆ What do you consider the most important criteria for success in this job?
 - ◆ How will my performance be evaluated?
 - ◆ What are the opportunities for advancement?
 - ◆ What are the next steps in the hiring process?
- Remember, never ask for information that is easily available on the company website.

10.4.1.1 Tips

1. Ask insightful and probing questions.
2. When communicating, use effective forms of body language like smiling, making eye contact, and actively listening and nodding. Don't slouch, play with nearby items, fidget, chew gum, or mumble.

10.4.2 Preparing an Effective Resume

A resume is a formal document that lists a candidate's work experience, education and skills. A good resume gives a potential employer enough information to believe the applicant is worth interviewing. That's why it is so important to create a résumé that is effective. Take a look at the steps to create an effective resume:

Step 1: Write the Address Section: The Address section occupies the top of your resume. It includes information like your name, address, phone number and e-mail address. Insert a bold line under the section to separate it from rest of your resume.

Example:

Jasmine Watts
 Breach Candy, mumbai - India
 Contact No. +91 2223678270
 Email: jasmine.watts@gmail.com

Step 2: Add the Profile Summary Section: This part of your resume should list your overall experiences, achievements, awards, certifications and strengths. You can make your summary as short as 2-3 bullet points or as long as 8-10 bullet points.

Example:**Profile Summary**

- A Content Writer graduated from University of Strathclyde having 6 years of experience in writing website copy.
- Core expertise lies in content creation for e-learning courses, specifically for the k-12 segment.

Step 3: Include Your Educational Qualifications: When listing your academic records, first list your highest degree. Then add the second highest qualification under the highest one and so on. To provide a clear and accurate picture of your educational background, it is critical that include information on your position, rank, percentage or CPI for every degree or certification that you have listed.

If you have done any certifications and trainings, you can add a Trainings & Certifications section under your Educational Qualifications section.

Example:**Educational Qualification**

- Masters in International Management (2007) from Columbia University with 8.8 CPI.
- Bachelor of Management Studios (2004) from Mumbai University with 87% marks.
- 10+2 with Math, Stats (2001) from Maharashtra Board with 91% marks.
- High School (1999) from Maharashtra Board with 93% marks.

Step 4: List Your Technical Skills: When listing your technical skills, start with the skills that you are most confident about. Then add the skills that you do not have as good a command over. It is perfectly acceptable to include just one skill, if you feel that particular skill adds tremendous value to your résumé. If you do not have any technical skills, you can omit this step.

Example:**Technical Skills**

- Flash
- Photoshop

Step 5: Insert Your Academic Project Experience

List down all the important projects that you have worked on. Include the following information in this section:

Example:

| Project title | Organization | Platform used |
|---------------|--------------|---------------|
| Contribution | Description | |

Academic Projects**Project Title:** Different Communication Skills**Organization:** True Blue Solutions**Platform used:** Articulate**Contribution:** Content writing and graphic visualization**Description:** Development of storyboards for corporate induction & training programs.

Step 6: List Your Strengths: This is where you list all your major strengths. This section should be in the form of a bulleted list.

Example:**Strengths**

- Excellent oral, written and presentation skills
- Action-oriented and result-focused
- Great time management skills

Step 7: List Your Extracurricular Activities: It is very important to show that you have diverse interests and that your life consists of more than academics. Including your extracurricular activities can give you an added edge over other candidates who have similar academic scores and project experiences. This section should be in the form of a bulleted list.

Example:**Extracurricular Activities**

- Member of the Debate Club
- Played tennis at national level
- Won first prizes in the All India Camel Contest, 2010

Step 8: Write Your Personal Details: The last section of your résumé must include the following personal information:

- Date of birth
- Gender & marital status
- Nationality
- Languages known

Example:**Personal Details**

- Date of Birth: 25th May, 1981
- Gender & marital status: Female, Single
- Nationality: Indian
- Languages known: English, Hindi, Tamil, French

10.4.2.1 Tips 

1. Keep your resume file name short, simple and informational.
2. Make sure the resume is neat and free from typing errors.
3. Always create your resume on plain white paper.

10.4.3 Interview FAQs

Take a look at some of the most frequently asked interview questions, and some helpful tips on how to answer them.

1. Can you tell me a little about yourself?

Tips to answer:

- Don't provide your full employment or personal history.
- Offer 2-3 specific experiences that you feel are most valuable and relevant.
- Conclude with how those experiences have made you perfect for this specific role.

2. How did you hear about the position?

Tips to answer:

- Tell the interviewer how you heard about the job – whether it was through a friend (name the friend), event or article (name them) or a job portal (say which one).
- Explain what excites you about the position and what in particular caught your eye about this role.

3. What do you know about the company?

Tips to answer:

- Don't recite the company's About Us page.
- Show that you understand and care about the company's goals.
- Explain why you believe in the company's mission and values.

4. Why do you want this job?

Tips to answer:

- Show that you are passionate about the job.
- Identify why the role is a great fit for you.
- Explain why you love the company.

5. Why should we hire you?

Tips to answer:

- Prove through your words that you can not only do the work, but can definitely deliver excellent results.
- Explain why you would be a great fit with the team and work culture.
- Explain why you should be chosen over any other candidate.

6. What are your greatest professional strengths?

Tips to answer:

- Be honest – share some of your real strengths, rather than give answers that you think sound good.
- Offer examples of specific strengths that are relevant to the position you are applying for.
- Provide examples of how you've demonstrated these strengths.

7. What do you consider to be your weaknesses?

Tips to answer:

- The purpose of this question is to gauge your self-awareness and honesty.
- Give an example of a trait that you struggle with, but that you're working on to improve.

8. What are your salary requirements?

Tips to answer:

- Do your research beforehand and find out the typical salary range for the job you are applying for.
- Figure out where you lie on the pay scale based on your experience, education, and skills.
- Be flexible. Tell the interviewer that you know your skills are valuable, but that you want the job and are willing to negotiate.

9. What do you like to do outside of work?**Tips to answer:**

- The purpose of this question is to see if you will fit in with the company culture.
- Be honest – open up and share activities and hobbies that interest and excite you.

10. If you were an animal, which one would you want to be?**Tips to answer:**

- The purpose of this question is to see if you are able to think on your feet.
- There's no wrong answer – but to make a great impression try to bring out your strengths or personality traits through your answer.

11. What do you think we could do better or differently?**Tips to answer:**

- The purpose of this question is to see if you have done your research on the company, and to test whether you can think critically and come up with new ideas.
- Suggest new ideas. Show how your interests and expertise would help you execute these ideas.

12. Do you have any questions for us?**Tips to answer:**

- Do not ask questions to which the answers can be easily found on the company website or through a quick online search.
- Ask intelligent questions that show your ability to think critically.

10.4.3.1 Tips 

1. Be honest and confident while answering.
2. Use examples of your past experiences wherever possible to make your answers more impactful.

10.4.4 Work Readiness – Terms & Terminologies

Every employee should be well versed in the following terms:

- **Annual leave:** Paid vacation leave given by employers to employees.
- **Background Check:** A method used by employers to verify the accuracy of the information provided by potential candidates.
- **Benefits:** A part of an employee's compensation package.
- **Breaks:** Short periods of rest taken by employees during working hours.
- **Compensation Package:** The combination of salary and benefits that an employer provides to his/her employees.
- **Compensatory Time (Comp Time):** Time off in lieu of pay.
- **Contract Employee:** An employee who works for one organization that sells said employee's services to another company, either on a project or time basis.
- **Contract of Employment:** When an employee is offered work in exchange for wages or salary, and accepts the offer made by the employer, a contract of employment exists.
- **Corporate Culture:** The beliefs and values shared by all the members of a company, and imparted from one generation of employees to another.

- **Counter Offer/Counter Proposal:** A negotiation technique used by potential candidates to increase the amount of salary offered by a company.
- **Cover Letter:** A letter that accompanies a candidate's resume. It emphasizes the important points in the candidate's resume and provides real examples that prove the candidate's ability to perform the expected job role.
- **Curriculum Vitae (CV)/Resume:** A summary of a candidate's achievements, educational background, work experience, skills and strengths.
- **Declining Letter:** A letter sent by an employee to an employer, turning down the job offer made by the employer to the employee.
- **Deductions:** Amounts subtracted from an employee's pay and listed on the employee's pay slip.
- **Discrimination:** The act of treating one person not as favourably as another person.
- **Employee:** A person who works for another person in exchange for payment.
- **Employee Training:** A workshop or in-house training that an employee is asked to attend by his or her superior, for the benefit of the employer.
- **Employment Gaps:** Periods of unemployed time between jobs.
- **Fixed-Term Contract:** A contract of employment which gets terminated on an agreed-upon date.
- **Follow-Up:** The act of contacting a potential employer after a candidate has submitted his or her resume.
- **Freelancer/Consultant/Independent Contractor:** A person who works for him or herself and pitches for temporary jobs and projects with different employers.
- **Holiday:** Paid time-off from work.
- **Hourly Rate:** The amount of salary or wages paid for 60 minutes of work.
- **Internship:** A job opportunity offered by an employer to a potential employee, called an intern, to work at the employer's company for a fixed, limited time period.
- **Interview:** A conversation between a potential employee and a representative of an employer, in order to determine if the potential employee should be hired.
- **Job Application:** A form which asks for a candidate's information like the candidate's name, address, contact details and work experience. The purpose of a candidate submitting a job application, is to show that candidate's interest in working for a particular company.
- **Job Offer:** An offer of employment made by an employer to a potential employee.
- **Job Search Agent:** A program that enables candidates to search for employment opportunities by selecting criteria listed in the program, for job vacancies.
- **Lay Off:** A lay off occurs when an employee is temporarily let go from his or her job, due to the employer not having any work for that employee.
- **Leave:** Formal permission given to an employee, by his or her employer, to take a leave of absence from work.
- **Letter of Acceptance:** A letter given by an employer to an employee, confirming the offer of employment made by the employer, as well as the conditions of the offer.
- **Letter of Agreement:** A letter that outlines the terms of employment.
- **Letter of Recommendation:** A letter written for the purpose of validating the work skills of a person.
- **Maternity Leave:** Leave taken from work by women who are pregnant, or who have just given birth.
- **Mentor:** A person who is employed at a higher level than you, who offers you advice and guides you in your career.
- **Minimum wage:** The minimum wage amount paid on an hourly basis.
- **Notice:** An announcement made by an employee or an employer, stating that the employment contract will end on a particular date.

- **Offer of Employment:** An offer made by an employer to a prospective employee that contains important information pertaining to the job being offered, like the starting date, salary, working conditions etc.
- **Open-Ended Contract:** A contract of employment that continues till the employer or employee terminates it.
- **Overqualified:** A person who is not suited for a particular job because he or she has too many years of work experience, or a level of education that is much higher than required for the job, or is currently or was previously too highly paid.
- **Part-Time Worker:** An employee who works for fewer hours than the standard number of hours normally worked.
- **Paternity Leave:** Leave granted to a man who has recently become a father.
- **Recruiters/Headhunters/Executive Search Firms:** Professionals who are paid by employers to search for people to fill particular positions.
- **Resigning/Resignations:** When an employee formally informs his or her employer that he or she is quitting his or her job.
- **Self-Employed:** A person who has his or her own business and does not work in the capacity of an employee.
- **Time Sheet:** A form that is submitted to an employer, by an employee, that contains the number of hours worked every day by the employee.

UNIT 10.5: Understanding Entrepreneurship

Unit Objectives



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

1. Discuss the concept of entrepreneurship
2. Discuss the importance of entrepreneurship
3. Describe the characteristics of an entrepreneur
4. Describe the different types of enterprises
5. List the qualities of an effective leader
6. Discuss the benefits of effective leadership
7. List the traits of an effective team
8. Discuss the importance of listening effectively
9. Discuss how to listen effectively
10. Discuss the importance of speaking effectively
11. Discuss how to speak effectively
12. Discuss how to solve problems
13. List important problem solving traits
14. Discuss ways to assess problem solving skills
15. Discuss the importance of negotiation
16. Discuss how to negotiate
17. Discuss how to identify new business opportunities
18. Discuss how to identify business opportunities within your business
19. Understand the meaning of entrepreneur
20. Describe the different types of entrepreneurs
21. List the characteristics of entrepreneurs
22. Recall entrepreneur success stories
23. Discuss the entrepreneurial process
24. Describe the entrepreneurship ecosystem
25. Discuss the government's role in the entrepreneurship ecosystem
26. Discuss the current entrepreneurship ecosystem in India
27. Understand the purpose of the Make in India campaign
28. Discuss the relationship between entrepreneurship and risk appetite
29. Discuss the relationship between entrepreneurship and resilience
30. Describe the characteristics of a resilient entrepreneur
31. Discuss how to deal with failure

10.5.1 Concept Introduction

Anyone who is determined to start a business, no matter what the risk, is an entrepreneur. Entrepreneurs run their own start-up, take responsibility for the financial risks and use creativity, innovation and vast reserves of self-motivation to achieve success. They dream big and are determined to do whatever it takes to turn their idea into a viable offering. The aim of an entrepreneur is to create an enterprise. The process of creating this enterprise is known as entrepreneurship.

10.5.1.1 Importance of Entrepreneurship

Entrepreneurship is very important for the following reasons:

1. It results in the creation of new organizations
2. It brings creativity into the marketplace
3. It leads to improved standards of living
4. It helps develop the economy of a country

10.5.1.2 Characteristics of Entrepreneurs

All successful entrepreneurs have certain characteristics in common.

They are all:

1. Extremely passionate about their work
2. Confident in themselves
3. Disciplined and dedicated
4. Motivated and driven
5. Highly creative
6. Visionaries
7. Open-minded
8. Decisive

Entrepreneurs also have a tendency to:

1. Have a high risk tolerance
2. Thoroughly plan everything
3. Manage their money wisely
4. Make their customers their priority
5. Understand their offering and their market in detail
6. Ask for advice from experts when required
7. Know when to cut their losses

10.5.1.3 Examples of Famous Entrepreneurs

Some famous entrepreneurs are:

- Bill Gates (Founder of Microsoft)
- Steve Jobs (Co-founder of Apple)
- Mark Zuckerberg (Founder of Facebook)
- Pierre Omidyar (Founder of eBay)

10.5.1.4 Types of Enterprises

As an entrepreneur in India, you can own and run any of the following types of enterprises:

Sole Proprietorship: In a sole proprietorship, a single individual owns, manages and controls the enterprise. This type of business is the easiest to form with respect to legal formalities. The business and the owner have no separate legal existence. All profit belongs to the proprietor, as do all the losses—the liability of the entrepreneur is unlimited.

Partnership: A partnership firm is formed by two or more people. The owners of the enterprise are called partners. A partnership deed must be signed by all the partners. The firm and its partners have no separate legal existence. The profits are shared by the partners. With respect to losses, the liability of the partners is unlimited. A firm has a limited life span and must be dissolved when any one of the partners dies, retires, claims bankruptcy or goes insane.

Limited Liability Partnership (LLP): In a Limited Liability Partnership or LLP, the partners of the firm enjoy perpetual existence as well as the advantage of limited liability. Each partner's liability is limited to their agreed contribution to the LLP. The partnership and its partners have a separate legal existence.

10.5.1.5 Tips

1. Learn from others' failures.
2. Be certain that this is what you want.
3. Search for a problem to solve, rather than look for a problem to attach to your idea.

10.5.2 Leadership & Teamwork: Leadership and Leaders

Leadership means setting an example for others to follow. Setting a good example means not asking someone to do something that you wouldn't willingly want to do yourself. Leadership is about figuring out what to do in order to win as a team, and as a company.

Leaders believe in doing the right things. They also believe in helping others to do the right things. An effective leader is someone who:

- Creates an inspiring vision of the future.
- Motivates and inspires his team to pursue that vision.

10.5.2.1 Leadership Qualities That All Entrepreneurs Need

Building a successful enterprise is only possible if the entrepreneur in charge possesses excellent leadership qualities. Some critical leadership skills that every entrepreneur must have are:

1. **Pragmatism:** This means having the ability to highlight all obstacles and challenges, in order to resolve issues and reduce risks.
2. **Humility:** This means admitting to mistakes often and early, and being quick to take responsibility for your actions. Mistakes should be viewed as challenges to overcome, not opportunities to point blame.
3. **Flexibility:** It is critical for a good leader to be very flexible and quickly adapt to change. It is equally critical to know when to adapt and when not to.

4. **Authenticity:** This means showing both, your strengths and your weaknesses. It means being human and showing others that you are human.
5. **Reinvention:** This means refreshing or changing your leadership style when necessary. To do this, it's important to learn where your leadership gaps lie and find out what resources are required to close them.
6. **Awareness:** This means taking the time to recognize how others view you. It means understanding how your presence affects those around you.

10.5.2.2 Benefits of Effective Leadership

Effective leadership results in numerous benefits. Great leadership leads to the leader successfully:

- Gaining the loyalty and commitment of the team members
- Motivating the team to work towards achieving the company's goals and objectives
- Building morale and instilling confidence in the team members
- Fostering mutual understanding and team-spirit among team members
- Convincing team members about the need to change when a situation requires adaptability

10.5.2.3 Teamwork and Teams

Teamwork occurs when the people in a workplace combine their individual skills to pursue a common goal. Effective teams are made up of individuals who work together to achieve this common goal. A great team is one who holds themselves accountable for the end result.

10.5.2.4 Importance of Teamwork in Entrepreneurial Success

For an entrepreneurial leader, building an effective team is critical to the success of a venture. An entrepreneur must ensure that the team he builds possesses certain crucial qualities, traits and characteristics. An effective team is one which has:

1. **Unity of purpose:** All the team members should clearly understand and be equally committed to the purpose, vision and goals of the team.
2. **Great communication skills:** Team members should have the ability to express their concerns, ask questions and use diagrams, and charts to convey complex information.
3. **The ability to collaborate:** Every member should feel entitled to provide regular feedback on new ideas.
4. **Initiative:** The team should consist of proactive individuals. The members should have the enthusiasm to come up with new ideas, improve existing ideas, and conduct their own research.
5. **Visionary members:** The team should have the ability to anticipate problems and act on these potential problem before they turn into real problems.
6. **Great adaptability skills:** The team must believe that change is a positive force. Change should be seen as the chance to improve and try new things.
7. **Excellent organizational skills:** The team should have the ability to develop standard work processes, balance responsibilities, properly plan projects, and set in place methods to measure progress and ROI.

10.5.2.5 Tips



1. Don't get too attached to your original idea. Allow it to evolve and change.
2. Be aware of your weaknesses and build a team that will complement your shortfalls.
3. Hiring the right people is not enough. You need to promote or incentivize your most talented people to keep them motivated.
4. Earn your team's respect

10.5.3 Communication Skills

Listening is the ability to correctly receive and understand messages during the process of communication. Listening is critical for effective communication. Without effective listening skills, messages can easily be misunderstood. This results in a communication breakdown and can lead to the sender and the receiver of the message becoming frustrated or irritated.

It's very important to note that listening is not the same as hearing. Hearing just refers to sounds that you hear. Listening is a whole lot more than that. To listen, one requires focus. It means not only paying attention to the story, but also focusing on how the story is relayed, the way language and voice is used, and even how the speaker uses their body language. The ability to listen depends on how effectively one can perceive and understand both, verbal and non-verbal cues.

10.5.3.1 How to Listen Effectively

To listen effectively you should:

- Stop talking
- Stop interrupting
- Focus completely on what is being said
- Nod and use encouraging words and gestures
- Be open-minded
- Think about the speaker's perspective
- Be very, very patient
- Pay attention to the tone that is being used
- Pay attention to the speaker's gestures, facial expressions and eye movements
- Not try and rush the person
- Not let the speaker's mannerisms or habits irritate or distract you
- Be very, very patient
- Pay attention to the tone that is being used
- Pay attention to the speaker's gestures, facial expressions and eye movements
- Not try and rush the person
- Not let the speaker's mannerisms or habits irritate or distract you

10.5.3.2 How to Listen Effectively

How successfully a message gets conveyed depends entirely on how effectively you are able to get it through. An effective speaker is one who enunciates properly, pronounces words correctly, chooses the right words and speaks at a pace that is easily understandable. Besides this, the words spoken out loud need to match the gestures, tone and body language used.

What you say, and the tone in which you say it, results in numerous perceptions being formed. A person who speaks hesitantly may be perceived as having low self-esteem or lacking in knowledge of the discussed topic. Those with a quiet voice may very well be labelled as shy. And those who speak in commanding tones with high levels of clarity, are usually considered to be extremely confident. This makes speaking a very critical communication skill.

10.5.3.3 How to Speak Effectively

To speak effectively you should:

- Incorporate body language in your speech like eye contact, smiling, nodding, gesturing etc.
- Build a draft of your speech before actually making your speech.
- Ensure that all your emotions and feelings are under control.
- Pronounce your words distinctly with the correct pitch and intensity. Your speech should be crystal clear at all times.
- Use a pleasant and natural tone when speaking. Your audience should not feel like you are putting on an accent or being unnatural in any way.
- Use precise and specific words to drive your message home. Ambiguity should be avoided at all costs.
- Ensure that your speech has a logical flow.
- Be brief. Don't add any unnecessary information.
- Make a conscious effort to avoid irritating mannerisms like fidgeting, twitching etc.
- Choose your words carefully and use simple words that the majority of the audience will have no difficulty understanding.
- Use visual aids like slides or a whiteboard.
- Speak slowly so that your audience can easily understand what you're saying. However, be careful not to speak too slowly because this can come across as stiff, unprepared or even condescending.
- Remember to pause at the right moments.

10.5.3.4 Tips



1. If you're finding it difficult to focus on what someone is saying, try repeating their words in your head.
2. Always maintain eye contact with the person that you are communicating with, when speaking as well as listening. This conveys and also encourages interest in the conversation.

10.5.4 Problem Solving & Negotiation skills

As per The Concise Oxford Dictionary (1995), a problem is, “A doubtful or difficult matter requiring a solution”

All problems contain two elements:

1. Goals
2. Obstacles

The aim of problem solving is to recognize the obstacles and remove them in order to achieve the goals.

10.5.4.1 How to Solve Problems

Solving a problem requires a level of rational thinking. Here are some logical steps to follow when faced with an issue:

- **Step 1:** Identify the problem
- **Step 2:** Study the problem in detail
- **Step 3:** List all possible solutions
- **Step 4:** Select the best solution
- **Step 5:** Implement the chosen solution
- **Step 6:** Check that the problem has really been solved

10.5.4.2 Important Traits for Problem Solving

Highly developed problem solving skills are critical for both, business owners and their employees. The following personality traits play a big role in how effectively problems are solved:

- Being open minded
- Asking the right questions
- Being proactive
- Not panicking
- Having a positive attitude
- Focusing on the right problem

10.5.4.3 Important Traits for Problem Solving

As an entrepreneur, it would be a good idea to assess the level of problem solving skills of potential candidates before hiring them. Some ways to assess this skill are through:

- **Application forms:** Ask for proof of the candidate’s problem solving skills in the application form.
- **Psychometric tests:** Give potential candidates logical reasoning and critical thinking tests and see how they fare.
- **Interviews:** Create hypothetical problematic situations or raise ethical questions and see how the candidates respond.
- **Technical questions:** Give candidates examples of real life problems and evaluate their thought process.

10.5.4.4 What is Negotiation?

Negotiation is a method used to settle differences. The aim of negotiation is to resolve differences through a compromise or agreement while avoiding disputes. Without negotiation, conflicts are likely to lead to resentment between people. Good negotiation skills help satisfy both parties and go a long way towards developing strong relationships.

Why Negotiate

Starting a business requires many, many negotiations. Some negotiations are small while others are critical enough to make or break a startup. Negotiation also plays a big role inside the workplace. As an entrepreneur, you need to know not only how to negotiate yourself, but also how to train employees in the art of negotiation.

How to Negotiate

Take a look at some steps to help you negotiate:

Step 1: Pre-Negotiation Preparation: Agree on where to meet to discuss the problem, decide who all will be present and set a time limit for the discussion.

Step 2: Discuss the Problem: This involves asking questions, listening to the other side, putting your views forward and clarifying doubts.

Step 3: Clarify the Objective: Ensure that both parties want to solve the same problem and reach the same goal.

Step 4: Aim for a Win-Win Outcome: Try your best to be open minded when negotiating. Compromise and offer alternate solutions to reach an outcome where both parties win.

Step 5: Clearly Define the Agreement: When an agreement has been reached, the details of the agreement should be crystal clear to both sides, with no scope for misunderstandings.

Step 6: Implement the Agreed Upon Solution: Agree on a course of action to set the solution in motion.

10.5.4.5 Tips

1. Know exactly what you want before you work towards getting it
2. Give more importance to listening and thinking, than speaking
3. Focus on building a relationship rather than winning
4. Remember that your people skills will affect the outcome
5. Know when to walk away – sometimes reaching an agreement may not be possible

10.5.5 Business Opportunities Identification

“The entrepreneur always searches for change, responds to it and exploits it as an opportunity.”

Peter Drucker

The ability to identify business opportunities is an essential characteristic of an entrepreneur.

What is an Opportunity?

The word opportunity suggests a good chance or a favourable situation to do something offered by circumstances.

A business opportunity means a good or favourable change available to run a specific business in a given environment, at a given point of time.

Common Questions Faced by Entrepreneurs

A critical question that all entrepreneurs face is how to go about finding the business opportunity that is right for them.

Some common questions that entrepreneurs constantly think about are:

- Should the new enterprise introduce a new product or service based on an unmet need?
- Should the new enterprise select an existing product or service from one market and offer it in another where it may not be available?
- Should the enterprise be based on a tried and tested formula that has worked elsewhere?

It is therefore extremely important that entrepreneurs must learn how to identify new and existing business opportunities and evaluate their chances of success.

When is an Idea an Opportunity?

An idea is an opportunity when:

- It creates or adds value to a customer
- It solves a significant problem, removes a pain point or meets a demand
- Has a robust market and profit margin
- Is a good fit with the founder and management team at the right time and place

Factors to Consider When Looking for Opportunities

- Consider the following when looking for business opportunities:
- Economic trends Changes in funding
- Changing relationships between vendors, partners and suppliers
- Market trends
- Changes in political support
- Shift in target audience

Ways to Identify New Business Opportunities

- **Identify Market Inefficiencies:** When looking at a market, consider what inefficiencies are present in the market. Think about ways to correct these inefficiencies.
- **Remove Key Hassles:** Rather than create a new product or service, you can innovatively improve a product, service or process.
- **Create Something New:** Think about how you can create a new experience for customers, based on existing business models.
- **Pick a Growing Sector/Industry:** Research and find out which sectors or industries are growing and think about what opportunities you can tap in the same.
- **Think About Product Differentiation:** If you already have a product in mind, think about ways to set it apart from the existing ones.

Ways to Identify Business Opportunities Within Your Business

SWOT Analysis: An excellent way to identify opportunities inside your business is by creating a SWOT analysis. The acronym SWOT stands for strengths, weaknesses, opportunities, and threats. SWOT analysis framework:



Fig. 10.5.5.1: SWOT

Consider the following when looking for business opportunities:

By looking at yourself and your competitors using the SWOT framework, you can uncover opportunities that you can exploit, as well as manage and eliminate threats that could derail your success.

Establishing Your USP

Establish your USP and position yourself as different from your competitors. Identify why customers should buy from you and promote that reason.

Opportunity Analysis

Once you have identified an opportunity, you need to analyze it. To analyze an opportunity, you must:

- Focus on the idea
- Focus on the market of the idea
- Talk to industry leaders in the same space as the idea
- Talk to players in the same space as the idea

10.5.5.1 Tips



1. Remember, opportunities are situational.
2. Look for a proven track record.
3. Avoid the latest craze.
4. Love your idea.

10.5.6 Entrepreneurship Support Eco-System

An entrepreneur is a person who:

- Does not work for an employee
- Runs a small enterprise
- Assumes all the risks and rewards of the enterprise, idea, good or service

Types of Entrepreneurs

There are four main types of entrepreneurs:

1. **The Traditional Entrepreneur:** This type of entrepreneur usually has some kind of skill – they can be a carpenter, mechanic, cook etc. They have businesses that have been around for numerous years like restaurants, shops and carpenters. Typically, they gain plenty of experience in a particular industry before they begin their own business in a similar field.
2. **The Growth Potential Entrepreneur:** The desire of this type of entrepreneur is to start an enterprise that will grow, win many customers and make lots of money. Their ultimate aim is to eventually sell their enterprise for a nice profit. Such entrepreneurs usually have a science or technical background.
3. **The Project-Oriented Entrepreneur:** This type of entrepreneur generally has a background in the Arts or psychology. Their enterprises tend to be focus on something that they are very passionate about.
4. **The Lifestyle Entrepreneur:** This type of entrepreneur has usually worked as a teacher or a office assistant. They are more interested in selling something that people will enjoy, rather than making lots of money.

Characteristics of an Entrepreneur

Successful entrepreneurs have the following characteristics:

- They are highly motivated
- They are creative and persuasive
- They are mentally prepared to handle each and every task
- They have excellent business skills – they know how to evaluate their cash flow, sales and revenue
- They are willing to take great risks
- They are very proactive – this means they are willing to do the work themselves, rather than wait for someone else to do it
- They have a vision – they are able to see the big picture
- They are flexible and open-minded
- They are good at making decisions

10.5.6.1 Entrepreneur Success Stories

Dhiru Bhai Ambani

Dhirubhai Ambani began his entrepreneurial career by selling “bhajias” to pilgrims in Mount Girnar on weekends. At 16, he moved to Yemen where he worked as a gas-station attendant, and as a clerk in an oil company. He returned to India with Rs. 50,000 and started a textile trading company. Reliance went on to become the first Indian company to raise money in global markets and the first Indian company to feature in Forbes 500 list.

Dr. Karsanbhai Patel

Karsanbhai Patel made detergent powder in the backyard of his house. He sold his product door-to-door and offered a money back guarantee with every pack that was sold. He charged Rs. 3 per kg when the cheapest detergent at that time was Rs.13 per kg. Dr. Patel eventually started Nirma which became a whole new segment in the Indian domestic detergent market.

10.5.6.2 The Entrepreneurial Process

Let's take a look at the stages of the entrepreneurial process.

- **Stage 1:** Idea Generation. The entrepreneurial process begins with an idea that has been thought of by the entrepreneur. The idea is a problem that has the potential to be solved.
- **Stage 2:** Germination or Recognition. In this stage a possible solution to the identified problem is thought of.
- **Stage 3:** Preparation or Rationalization. The problem is studied further and research is done to find out how others have tried to solve the same problem.
- **Stage 4:** Incubation or Fantasizing. This stage involves creative thinking for the purpose of coming up with more ideas. Less thought is given to the problem areas.
- **Stage 5:** Feasibility Study: The next step is the creation of a feasibility study to determine if the idea will make a profit and if it should be seen through.
- **Stage 6:** Illumination or Realization. This is when all uncertain areas suddenly become clear. The entrepreneur feels confident that his idea has merit.
- **Stage 7:** Verification or Validation. In this final stage, the idea is verified to see if it works and if it is useful.

Take a look at the diagram below to get a better idea of this process.

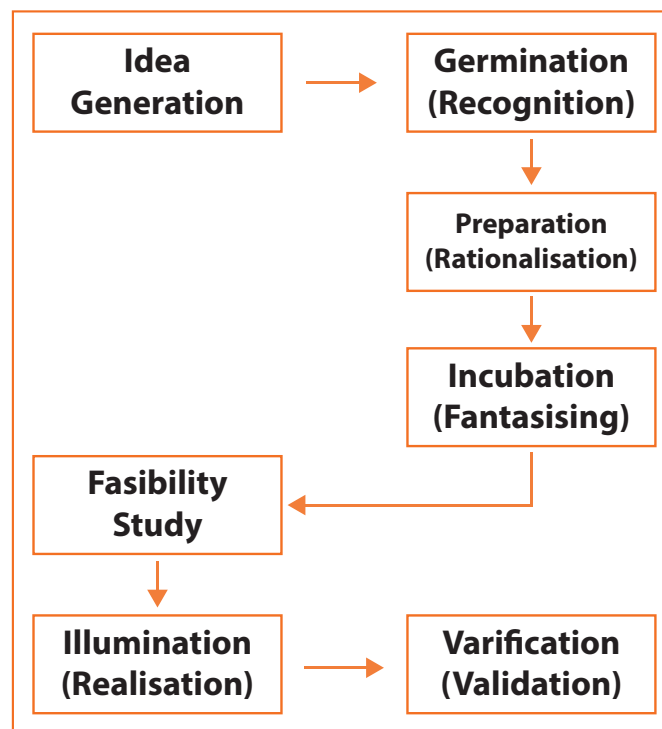


Fig. 10.5.6.2.1: Stages of the entrepreneurial process

10.5.6.3 What is an Entrepreneur?

The entrepreneurship support ecosystem signifies the collective and complete nature of entrepreneurship. New companies emerge and flourish not only because of the courageous, visionary entrepreneurs who launch them, but they thrive as they are set in an environment or 'ecosystem' made of private and public participants. These players nurture and sustain the new ventures, facilitating the entrepreneurs' efforts.

An entrepreneurship ecosystem comprises of the following six domains:

1. **Favourable Culture:** This includes elements such as tolerance of risk and errors, valuable networking and positive social standing of the entrepreneur.
2. **Facilitating Policies & Leadership:** This includes regulatory framework incentives and existence of public research institutes.
3. **Financing Options:** Angel financing, venture capitalists and micro loans would be good examples of this.
4. **Human Capital:** This refers to trained and untrained labour, entrepreneurs and entrepreneurship training programmes, etc.
5. **Conducive Markets for Products & Services:** This refers to an existence or scope of existence of a market for the product/service.
6. **Institutional & Infrastructural Support:** This includes legal and financing advisers, telecommunications, digital and transportation infrastructure, and entrepreneurship networking programmes.

These domains indicate whether there is a strong entrepreneurship support ecosystem and what actions should the government put in place to further encourage this ecosystem. The six domains and their various elements have been graphically depicted.

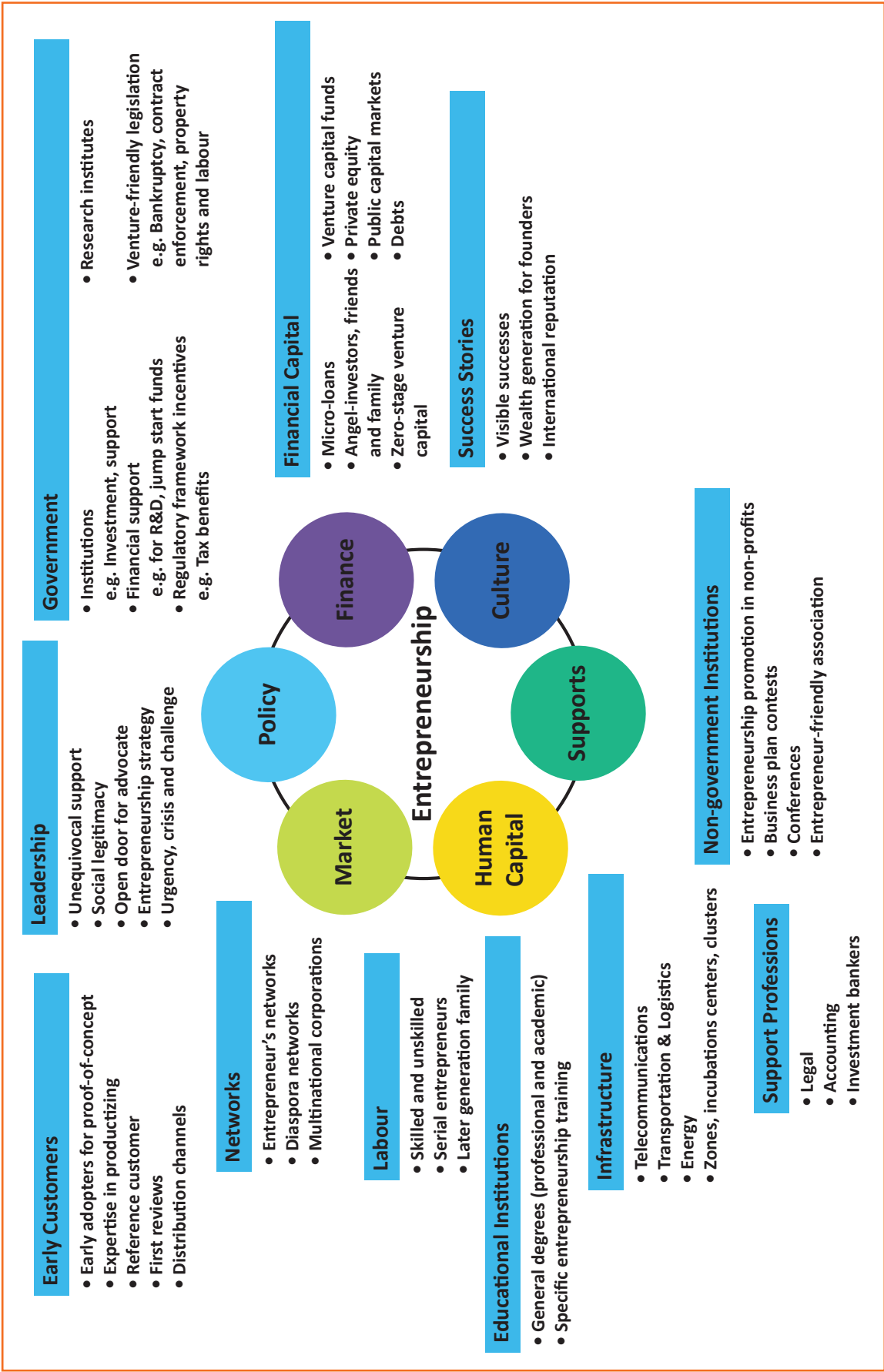


Fig. 10.5.6.3.1: Entrepreneurship support ecosystem

Every entrepreneurship support ecosystem is unique and all the elements of the ecosystem are interdependent. Although every region's entrepreneurship ecosystem can be broadly described by the above features, each ecosystem is the result of the hundred elements interacting in highly complex and particular ways.

Entrepreneurship ecosystems eventually become (largely) self-sustaining. When the six domains are resilient enough, they are mutually beneficial. At this point, government involvement can and should be significantly minimized. Public leaders do not need to invest a lot to sustain the ecosystem. It is imperative that the entrepreneurship ecosystem incentives are formulated to be self-liquidating, hence focusing on sustainability of the environment.

10.5.6.4 Make in India Campaign

Every entrepreneur has certain needs. Some of their important needs are:

- To easily get loans
- To easily find investors
- To get tax exemptions
- To easily access resources and good infrastructure
- To enjoy a procedure that is free of hassles and is quick
- To be able to easily partner with other firms

The Make in India campaign, launched by Prime Minister Modi aims to satisfy all these needs of young, aspiring entrepreneurs. Its objective is to:

- Make investment easy
- Support new ideas
- Enhance skill development
- Safeguard the ideas of entrepreneurs
- Create state-of-the-art facilities for manufacturing goods

10.5.6.5 Key Schemes to Promote Entrepreneurs

The government offers many schemes to support entrepreneurs. These schemes are run by various Ministries/ Departments of Government of India to support First Generation Entrepreneurs. Take a look at a few key schemes to promote entrepreneurship:

Name of the Scheme

1. Pradhan Mantri MUDRA Yojana - Micro Units Development and Refinance Agency (MUDRA),
2. STAND UP INDIA
3. Prime Minister Employment Generation Programme (PMEGP)
4. International Cooperation
5. Performance and Credit Rating
6. Marketing Assistance Scheme
7. Reimbursement of Registration Fee for Bar Coding
8. Enable Participation of MSMEs in State/District level Trade Fairs and Provide Funding Support
9. Capital Subsidy Support on Credit for Technology up gradation
10. Credit Guarantee Fund for Micro and Small Enterprise (CGFMSE)
11. Reimbursement of Certification Fees for Acquiring ISO Standards

- 12. Agricultural Marketing
- 13. Small Agricultural Marketing
- 14. Mega Food Park
- 15. Adivasi Mahila Sashaktikaran Yojana

Pradhan Mantri MUDRA Yojana, - Micro Units Development and Refinance Agency (MUDRA)

Under the aegis support of Pradhan Mantri MUDRA Yojana, MUDRA has already created its initial products/ schemes. The interventions have been named ‘Shishu’, ‘Kishor’ and ‘Tarun’ to signify the stage of growth/ development and funding needs of the beneficiary micro unit/entrepreneur and also provide a reference point for the next phase of graduation/growth to look forward to:

- **Shishu:** Covering loans upto Rs.50,000/-
- **Kishor:** Covering loans above Rs. 50,000/- and upto Rs.5 lakh
- **Tarun:** Covering loans above Rs. 5 lakh to Rs.10 lakh

Who can apply?: Any Indian citizen who has a business plan for a non-farm sector income generating activity such as manufacturing, processing, trading or service sector and whose credit need is less than Rs.10 lakh can approach either a Bank, MFI, or NBFC for availing of MUDRA loans under Pradhan Mantri Mudra Yojana (PMMY).

Stand Up India

The objective of the Standup India scheme is to facilitate bank loans between Rs.10 lakh and Rs.1 crore to at least one Schedule Caste (SC) or Scheduled Tribe (ST) borrower and at least one woman borrower per bank branch for setting up a Greenfield enterprise. This enterprise may be in manufacturing, services or the trading sector. In case of non-Individual enterprises at least 51% of the shareholding and controlling stake should be held by either an SC/ST or Woman Entrepreneur.

Who can apply?: ST, SC & Women

Prime Minister Employment Generation Programme (PMEGP)

The Scheme is implemented by Khadi and Village Industries Commission (KVIC), as the nodal agency at the National level. At the State level, the Scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres (DICs) and banks. The Government subsidy under the Scheme is routed. by KVIC through identified banks for eventual distribution to the beneficiaries/ entrepreneurs in their bank accounts.

Nature of assistance: The maximum cost of the project/unit admissible under manufacturing sector is Rs.25 lakh and under business/service sector is Rs.10 lakh. Levels of funding under PMEGP

| Categories of beneficiaries under PMEGP | Beneficiary's contribution (of project cost) | Rate of Subsidy (of project cost) |
|---|--|-----------------------------------|
| Area (location of project/unit) | | Urban Rural |
| General Category | 10% | 15% 25% |
| Special (including SC / ST / OBC / Minorities / Women, Ex- servicemen, Physically handicapped, NER, Hill and Border areas, etc. | 05% | 25% 35% |

The balance amount of the total project cost will be provided by Banks as term loan as well as working capital.

Who can apply?: Any individual, above 18 years of age. At least VIII standard pass for projects costing above Rs.10 lakh in the manufacturing sector and above Rs.5 lakh in the business/service sector. Only new projects are considered for sanction under PMEGP. Self Help Groups (including those belonging to BPL provided that they have not availed benefits under any other Scheme), Institutions registered under Societies Registration Act,1860; Production Co-operative Societies, and Charitable Trusts are also eligible. Existing Units (under PMRY, REGP or any other scheme of Government of India or State Government) and the units that have already availed Government Subsidy under any other scheme of Government of India or State Government are NOT eligible.

International Cooperation Description

The Scheme would cover the following activities:

- Deputation of MSME business delegations to other countries for exploring new areas of technology infusion/ upgradation, facilitating joint ventures, improving market of MSMEs products, foreign collaborations, etc.
- Participation by Indian MSMEs in international exhibitions, trade fairs and buyer-seller meets in foreign countries as well as in India, in which there is international participation.
- Holding international conferences and seminars on topics and themes of interest to the MSME.

Nature of assistance: IC Scheme provides financial assistance towards the airfare and space rent of entrepreneurs. Assistance is provided on the basis of size and the type of the enterprise.

Who can apply?:

- State/Central Government Organisations;
- Industry/Enterprise Associations; and
- Registered Societies/Trusts and Organisations associated with the promotion and development of MSMEs

Performance and Credit Rating for Micro and Small Enterprises Description

The objective of the Scheme is to create awareness amongst micro & small enterprises about the strengths and weaknesses of their operations and also their credit worthiness.

Nature of assistance:

| Turn Over | Fee to be reimbursed by Ministry of MSME |
|---------------------------------|---|
| Up to Rs.50 lacs | 75% of the fee charged by the rating agency subject to a ceiling Rs.15,000/- |
| Above Rs.50 lacs to Rs.200 lacs | 75% of the fee charged by the rating agency subject to a ceiling of Rs.30,0001- |
| Above Rs.200 lacs | 75% of the fee charged by the rating agency subject |

Who can apply?: Any enterprise registered in India as a micro or small enterprise is eligible to apply.

Marketing Assistance Scheme Description

The assistance is provided for the following activities:

- Organizing exhibitions abroad and participation in international exhibitions/trade fairs
- Co-sponsoring of exhibitions organized by other organisations/industry associations/agencies
- Organizing buyer-seller meets, intensive campaigns and marketing promotion events

Nature of assistance: Financial assistance of up to 95% of the airfare and space rent of entrepreneurs. Assistance is provided on the basis of size and the type of the enterprise. Financial assistance for co-sponsoring would be limited to 40% of the net expenditure, subject to maximum amount of Rs.5 lakh.

Who can apply?: MSMEs, Industry Associations and other organizations related to MSME sector.

Reimbursement of Registration Fee for Bar Coding Description

The financial assistance is provided towards 75% reimbursement of only one-time registration fee and 75% of annual recurring fee for first three years paid by MSEs to GS1 India for using bar coding.

Nature of assistance: Funding support for reimbursement of 75% of one time and recurring bar code registration fees.

Who can apply?: All MSMEs with EM registration.

Enabling Participation of MSMEs in State/District Level Trade Fairs and Provide Funding Support

Provide marketing platform to manufacturing MSMEs by enabling their participation in state/district level exhibitions being organized by state/district authorities/associations.

Nature of assistance:

- Free registration for participating in trade fairs. The selection of participants would be done by the MSME-DIs post the submission of application.
- Reimbursement of 50% of to and fro actual fare by shortest distance/direct train (limited to AC II tier class) from the nearest railway station/bus fare to the place of exhibition and 50% space rental charges for MSMEs (General category entrepreneurs).
- For Women/SC/ST entrepreneurs & entrepreneurs from North Eastern Region Govt. of India will reimburse 80% of items listed above in Point (2).

Note: The total reimbursement will be max. Rs.30,000/- per unit for the SC/ST/Women/Physically

Handicapped entrepreneurs, while for the other units the max. limit will be Rs.20,000/- per person per MSME unit.

Note: The participant is required to submit follow-up proofs post attending the event to claim reimbursement. The proofs can be submitted after logging in online under the section "My Applications" or directly contacting a DI office.

Who can apply?: All MSMEs with EM registration.

Capital Subsidy Support on Credit for Technology Upgradation Description

MSMEs can get a capital subsidy (~15%) on credit availed for technology upgradation.

Nature of assistance: Financial assistance for availing credit and loan.

Who can apply?:

- Banks and financial institutions can apply to DC-MSME for availing support.
- MSMEs need to directly contact the respective banks for getting credit and capital subsidy.

How to apply?: If you are a financial institution, click on the "Apply Now" button or else you can also directly contact the Office of DC-MSME. You can view the contact details of Office of DC-MSME. If you are an MSME, directly contact the respective banks/financial institutions as listed in the scheme guidelines.

Provision of Collateral Free Credit for MSMEs Description

Banks and financial institutions are provided funding assistance under this scheme so that they can in turn lend collateral free credit to MSMEs.

Nature of assistance: Funding support to banks and financial institutions for lending collateral-free credit to MSMEs.

Who can apply?: Banks and financial institutions can apply to office of DC-MSME/MSME-DIs for availing support. MSMEs need to directly contact the respective banks for getting credit.

Reimbursement of certification fees for acquiring ISO standards - ISO 9000/ISO 14001 Certification Reimbursement

The Goal assistance will be provided for one-time reimbursement of expenditure to such MSME manufacturing units which acquire ISO 18000/ISO 22000/ISO 27000 certification.

Nature of assistance: Reimbursement of expenditure incurred on acquiring ISO standards.

Who can apply?: MSMEs with EM registration.

Agricultural Marketing Description

A capital investment subsidy for construction/renovation of rural godowns. Creation of scientific storage capacity and prevention of distress sale.

Nature of assistance: Subsidy @ 25% to farmers, 15% of project cost to companies.

Who can apply?: NGOs, SHGs, companies, co-operatives.

Small Agricultural Marketing Description

Business development description provides venture capital assistance in the form of equity, and arranges training and visits of agripreneurs

Farmers' Agriculture Business Consortium: Business development description provides venture capital assistance in the form of equity, and arranges training and visits of agripreneurs.

Nature of assistance: Financial assistance with a ceiling of Rs.5 lakh.

Who can apply?: Individuals, farmers, producer groups, partnership/propriety firms, SHGs, agripreneurs, etc.

Mega Food Park Description

Mechanism to link agricultural production and market to maximize value addition, enhance farmers income, create rural employment.

Nature of assistance: One-time capital grant of 50% of project cost with a limit of Rs.50 crore.

Who can apply?: Farmers, farmer groups, SHGs.

Adivasi Mahila Sashaktikaran Yojana Description

Concessional scheme for the economic development of ST women.

Nature of assistance: Term loan at concessional rates upto 90% of cost of scheme.

Who can apply?: Scheduled Tribes Women.

10.5.6.6 Tips

1. Research the existing market, network with other entrepreneurs, venture capitalists, angel investors, and thoroughly review the policies in place to enable your entrepreneurship.
2. Failure is a stepping stone and not the end of the road. Review yours and your peers' errors and correct them in your future venture.
3. Be proactive in your ecosystem. Identify the key features of your ecosystem and enrich them to ensure self-sustainability of your entrepreneurship support ecosystem.

10.5.7 Risk Appetite & Resilience

Entrepreneurship and Risk

Entrepreneurs are inherently risk takers. They are path-makers not path-takers. Unlike a normal, cautious person, an entrepreneur would not think twice about quitting his job (his sole income) and taking a risk on himself and his idea.

An entrepreneur is aware that while pursuing his dreams, assumptions can be proven wrong and unforeseen events may arise. He knows that after dealing with numerous problems, success is still not guaranteed. Entrepreneurship is synonymous with the ability to take risks. This ability, called risk-appetite, is an entrepreneurial trait that is partly genetic and partly acquired.

What is Risk Appetite?

Risk appetite is defined as the extent to which a company is equipped to take risk, in order to achieve its objectives. Essentially, it refers to the balance, struck by the company, between possible profits and the hazards caused by changes in the environment (economic ecosystem, policies, etc.). Taking on more risk may lead to higher rewards but have a high probability of losses as well. However, being too conservative may go against the company as it can miss out on good opportunities to grow and reach their objectives.

The levels of risk appetite can be broadly categorized as “low”, “medium” and “high.” The company’s entrepreneur(s) have to evaluate all potential alternatives and select the option most likely to succeed. Companies have varying levels of risk appetites for different objectives. The levels depend on:

- The type of industry
- Market pressures
- Company objectives

For example, a startup with a revolutionary concept will have a very high risk appetite. The startup can afford short term failures before it achieves longer term success. This type of appetite will not remain constant and will be adjusted to account for the present circumstances of the company.¹⁶⁷

Risk Appetite Statement

Companies have to define and articulate their risk appetite in sync with decisions made about their objectives and opportunities. The point of having a risk appetite statement is to have a framework that clearly states the acceptance and management of risk in business. It sets risk taking limits within the company. The risk appetite statement should convey the following:

- The nature of risks the business faces.
- Which risks the company is comfortable taking on and which risks are unacceptable.
- How much risk to accept in all the risk categories.
- The desired tradeoff between risk and reward.
- Measures of risk and methods of examining and regulating risk exposures.

Entrepreneurship and Resilience

Entrepreneurs are characterized by a set of qualities known as resilience. These qualities play an especially large role in the early stages of developing an enterprise. Risk resilience is an extremely valuable characteristic as it is believed to protect entrepreneurs against the threat of challenges and changes in the business environment.

What is Entrepreneurial Resilience?

Resilience is used to describe individuals who have the ability to overcome setbacks related to their life and career aspirations. A resilient person is someone who is capable of easily and quickly recovering from setbacks. For the entrepreneur, resilience is a critical trait. Entrepreneurial resilience can be enhanced in the following ways:

- By developing a professional network of coaches and mentors

- By accepting that change is a part of life
- By viewing obstacles as something that can be overcome

Characteristics of a Resilient Entrepreneur

The characteristics required to make an entrepreneur resilient enough to go the whole way in their business enterprise are:

- A strong internal sense of control
- Strong social connections
- Skill to learn from setbacks
- Ability to look at the bigger picture
- Ability to diversify and expand
- Survivor attitude
- Cash-flow conscious habits
- Attention to detail

10.5.7.1 Tips



1. Cultivate a great network of clients, suppliers, peers, friends and family. This will not only help you promote your business, but will also help you learn, identify new opportunities and stay tuned to changes in the market.
2. Don't dwell on setbacks. Focus on what you need to do next to get moving again.
3. While you should try and curtail expenses, ensure that it is not at the cost of your growth.

10.5.8 Success & Failures

Understanding Successes and Failures in Entrepreneurship

Shyam is a famous entrepreneur, known for his success story. But what most people don't know, is that Shyam failed numerous times before his enterprise became a success. Read his interview to get an idea of what entrepreneurship is really about, straight from an entrepreneur who has both, failed and succeeded.

Interviewer: Shyam, I have heard that entrepreneurs are great risk-takers who are never afraid of failing. Is this true?

Shyam: Ha ha, no of course it's not true! Most people believe that entrepreneurs need to be fearlessly enthusiastic. But the truth is, fear is a very normal and valid human reaction, especially when you are planning to start your own business! In fact, my biggest fear was the fear of failing. The reality is, entrepreneurs fail as much as they succeed. The trick is to not allow the fear of failing to stop you from going ahead with your plans. Remember, failures are lessons for future success!

Interviewer: What, according to you, is the reason that entrepreneurs fail?

Shyam: Well, there is no one single reason why entrepreneurs fail. An entrepreneur can fail due to numerous reasons. You could fail because you have allowed your fear of failure to defeat you. You could fail because you are unwilling to delegate (distribute) work. As the saying goes, "You can do anything, but not everything!" You could fail because you gave up too easily – maybe you were not persistent enough. You could fail because you were focusing your energy on small, insignificant tasks and ignoring the tasks that were most important. Other reasons for failing are partnering with the wrong people, not being able to sell your product to the right customers at the right time at the right price... and many more reasons!

Interviewer: As an entrepreneur, how do you feel failure should be looked at?

Shyam: I believe we should all look at failure as an asset, rather than as something negative. The way I see it, if you have an idea, you should try to make it work, even if there is a chance that you will fail. That's because not trying is failure right there, anyway! And failure is not the worst thing that can happen. I think having regrets because of not trying, and wondering 'what if' is far worse than trying and actually failing.

Interviewer: How did you feel when you failed for the first time?

Shyam: I was completely heartbroken! It was a very painful experience. But the good news is, you do recover from the failure. And with every subsequent failure, the recovery process gets a lot easier. That's because you start to see each failure more as a lesson that will eventually help you succeed, rather than as an obstacle that you cannot overcome. You will start to realize that failure has many benefits.

Interviewer: Can you tell us about some of the benefits of failing?

Shyam: One of the benefits that I have experienced personally from failing is that the failure made me see things in a new light. It gave me answers that I didn't have before. Failure can make you a lot stronger. It also helps keep your ego in control.

Interviewer: What advice would you give entrepreneurs who are about to start their own enterprises?

Shyam: I would tell them to do their research and ensure that their product is something that is actually wanted by customers. I'd tell them to pick their partners and employees very wisely and cautiously. I'd tell them that it's very important to be aggressive – push and market your product as aggressively as possible. I would warn them that starting an enterprise is very expensive and that they should be prepared for a situation where they run out of money.

I would tell them to create long term goals and put a plan in action to achieve that goal. I would tell them to build a product that is truly unique. Be very careful and ensure that you are not copying another startup. Lastly, I'd tell them that it's very important that they find the right investors.

Interviewer: That's some really helpful advice, Shyam! I'm sure this will help all entrepreneurs to be more prepared before they begin their journey! Thank you for all your insight!

10.5.8.1 Tips



1. Remember that nothing is impossible.
2. Identify your mission and your purpose before you start.
3. Plan your next steps – don't make decisions hastily.

UNIT 10.6: Preparing to be an Entrepreneur

Unit Objectives

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

1. Discuss how market research is carried out
2. Describe the 4 Ps of marketing
3. Discuss the importance of idea generation
4. Recall basic business terminology
5. Discuss the need for CRM
6. Discuss the benefits of CRM
7. Discuss the need for networking
8. Discuss the benefits of networking
9. Understand the importance of setting goals
10. Differentiate between short-term, medium-term and long-term goals
11. Discuss how to write a business plan
12. Explain the financial planning process
13. Discuss ways to manage your risk
14. Describe the procedure and formalities for applying for bank finance
15. Discuss how to manage your own enterprise
16. List important questions that every entrepreneur should ask before starting an enterprise

10.6.1 Market Study / The 4 Ps of Marketing / Importance of an IDEA

Understanding Market Research

Market research is the process of gathering, analyzing and interpreting market information on a product or service that is being sold in that market. It also includes information on:

- Past, present and prospective customers
- Customer characteristics and spending habits
- The location and needs of the target market
- The overall industry
- Relevant competitors

Market research involves two types of data:

- **Primary information.** This is research collected by yourself or by someone hired by you.
- **Secondary information.** This is research that already exists and is out there for you to find and use.

Primary research

Primary research can be of two types:

- **Exploratory:** This is open-ended and usually involves detailed, unstructured interviews.
- **Specific:** This is precise and involves structured, formal interviews. Conducting specific research is the more expensive than conducting exploratory research.

Secondary research

Secondary research uses outside information. Some common secondary sources are:

- **Public sources:** These are usually free and have a lot of good information. Examples are government departments, business departments of public libraries etc.
- **Commercial sources:** These offer valuable information but usually require a fee to be paid. Examples are research and trade associations, banks and other financial institutions etc.
- **Educational institutions:** These offer a wealth of information. Examples are colleges, universities, technical institutes etc.

10.6.1.1 The 4 Ps of Marketing

The 4 Ps of marketing are:

1. Product,
2. Price,
3. Promotion and
4. Place.

Let's look at each of these 4 Ps in detail.

Product

A product can be:

- A tangible good
- An intangible service

Whatever your product is, it is critical that you have a clear understanding of what you are offering, and what its unique characteristics are, before you begin with the marketing process.

Some questions to ask yourself are:

- What does the customer want from the product/service?
- What needs does it satisfy?
- Are there any more features that can be added?
- Does it have any expensive and unnecessary features?
- How will customers use it?
- What should it be called?
- How is it different from similar products?
- How much will it cost to produce?
- Can it be sold at a profit?

Price

Once all the elements of Product have been established, the Price factor needs to be considered. The Price of a Product will depend on several factors such as profit margins, supply, demand and the marketing strategy.

Some questions to ask yourself are:

- What is the value of the product/service to customers?
- Do local products/services have established price points?
- Is the customer price sensitive?
- Should discounts be offered?
- How is your price compared to that of your competitors?

Promotion

Once you are certain about your Product and your Price, the next step is to look at ways to promote it. Some key elements of promotion are advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing and more.

Some questions to ask yourself are:

- Where should you promote your product or service?
- What is the best medium to use to reach your target audience?
- When would be the best time to promote your product?
- How are your competitors promoting their products?

Place

According to most marketers, the basis of marketing is about offering the right product, at the right price, at the right place, at the right time. For this reason, selecting the best possible location is critical for converting prospective clients into actual clients.

Some questions to ask yourself are:

- Will your product or service be looked for in a physical store, online or both?
- What should you do to access the most appropriate distribution channels?
- Will you require a sales force?
- Where are your competitors offering their products or services?
- Should you follow in your competitors' footsteps?
- Should you do something different from your competitors?

Importance of an IDEA

Ideas are the foundation of progress. An idea can be small or ground-breaking, easy to accomplish or extremely complicated to implement. Whatever the case, the fact that it is an idea gives it merit. Without ideas, nothing is possible. Most people are afraid to speak out their ideas, out for fear of being ridiculed. However, if are an entrepreneur and want to remain competitive and innovative, you need to bring your ideas out into the light.¹⁷³

Some ways to do this are by:

- Establishing a culture of brainstorming where you invite all interested parties to contribute
- Discussing ideas out loud so that people can add their ideas, views, opinions to them
- Being open minded and not limiting your ideas, even if the idea who have seems ridiculous
- Not discarding ideas that you don't work on immediately, but instead making a note of them and shelving them so they can be revisited at a later date.

10.6.1.2 Tips



1. Keep in mind that good ideas do not always have to be unique.
2. Remember that timing plays a huge role in determining the success of your idea.
3. Situations and circumstances will always change, so be flexible and adapt your idea accordingly.

10.6.2 Business Entity Concepts: Basic Business Terminology

If your aim is to start and run a business, it is crucial that you have a good understanding of basic business terms. Every entrepreneur should be well versed in the following terms:

- **Accounting:** A systematic method of recording and reporting financial transactions.
- **Accounts payable:** Money owed by a company to its creditors.
- **Accounts Receivable:** The amount a company is owed by its clients.
- **Assets:** The value of everything a company owns and uses to conduct its business.
- **Balance Sheet:** A snapshot of a company's assets, liabilities and owner's equity at a given moment.
- **Bottom Line:** The total amount a business has earned or lost at the end of a month.
- **Business:** An organization that operates with the aim of making a profit.
- **Business to Business (B2B):** A business that sells goods or services to another business.
- **Business to Consumer (B2C):** A business that sells goods or services directly to the end user.
- **Capital:** The money a business has in its accounts, assets and investments. The two main types of capital are debt and equity.
- **Cash Flow:** The overall movement of funds through a business each month, including income and expenses.
- **Cash Flow Statement:** A statement showing the money that entered and exited a business during a specific period of time.
- **Contract:** A formal agreement to do work for pay.
- **Depreciation:** The degrading value of an asset over time.
- **Expense:** The costs that a business incurs through its operations.
- **Finance:** The management and allocation of money and other assets.
- **Financial Report:** A comprehensive account of a business' transactions and expenses.
- **Fixed Cost:** A one-time expense.
- **Income Statement (Profit and Loss Statement):** Shows the profitability of a business during a period of time.
- **Liabilities:** The value of what a business owes to someone else.
- **Marketing:** The process of promoting, selling and distributing a product or service.
- **Net Income/Profit:** Revenues minus expenses.
- **Net Worth:** The total value of a business.
- **Payback Period:** The amount of time it takes to recover the initial investment of a business.
- **Profit Margin:** The ratio of profit, divided by revenue, displayed as a percentage.
- **Return on Investment (ROI):** The amount of money a business gets as return from an investment.
- **Revenue:** The total amount of income before expenses are subtracted.
- **Sales Prospect:** A potential customer.
- **Supplier:** A provider of supplies to a business.
- **Target Market:** A specific group of customers at which a company's products and services are aimed.
- **Valuation:** An estimate of the overall worth of the business.
- **Variable Cost:** Expenses that change in proportion to the activity of a business.
- **Working Capital:** Calculated as current assets minus current liabilities.
- **Business Transactions:** There are three types of business transactions. These are:

- ◆ **Simple Transactions** – Usually a single transaction between a vendor and a customer. For example: Buying a cup of coffee.
- ◆ **Complex Transactions** – These transactions go through a number of events before they can be completed. For example: Buying a house.
- ◆ **Ongoing transactions** – These transactions usually require a contract. For example: Contract with a vendor.

10.6.3 Basic Accounting Formulas

Take a look some important accounting formulas that every entrepreneur needs to know.

1. **The Accounting Equation:** This is value of everything a company owns and uses to conduct its business.
Formula: $\text{Assets} = \text{Liability} + \text{Owner's Equity}$
2. **Net Income:** This is the profit of the company. Formula: $\text{Net Income} = \text{Revenues} - \text{Expenses}$
3. **Break-Even Point:** This is the point at which the company will not make a profit or a loss. The total cost and total revenues are equal.
Formula: $\text{Break-Even} = \text{Fixed Costs} / \text{Sales Price} - \text{Variable Cost per Unit}$
4. **Cash Ratio:** This tells us about the liquidity of a company. Formula: $\text{Cash Ratio} = \text{Cash} / \text{Current Liabilities}$
5. **Profit Margin:** This is shown as a percentage. It shows what percentage of sales are left over after all the expenses are paid by the business.
Formula: $\text{Profit Margin} = \text{Net Income} / \text{Sales}$
6. **Debt-to-Equity Ratio:** This ratio shows how much equity and debt a company is using to finance its assets, and whether the shareholder equity can fulfill obligations to creditors if the business starts making a loss.
Formula: $\text{Debt-to-Equity Ratio} = \text{Total Liabilities} / \text{Total Equity}$
7. **Cost of Goods Sold:** This is the total of all costs used to create a product or service, which has been sold.
Formula: $\text{Cost of Goods Sold} = \text{Cost of Materials/Inventory} - \text{Cost of Outputs}$
8. **Return on Investment (ROI):** This is usually shown as a percentage. It calculates the profits of an investment as a percentage of the original cost.
Formula: $\text{ROI} = \text{Net Profit} / \text{Total Investment} * 100$
9. **Simple Interest:** This is money you can earn by initially investing some money (the principal).
Formula: $A = P(1 + rt)$; $R = r * 100$
Where:
A = Total Accrued Amount (principal + interest) P = Principal Amount
I = Interest Amount
r = Rate of Interest per year in decimal; $r = R/100$ t = Time Period involved in months or years
10. **Annual Compound Interest:** The calculates the addition of interest to the principal sum of a loan or deposit.
Formula:
 $A = P (1 + r/n)^{nt}$
Where, A = the future value of the investment/loan, including interest
P = the principal investment amount (the initial deposit or loan amount) r = the annual interest rate (decimal)
n = the number of times that interest is compounded per year = the number of years the money is invested or borrowed for.

10.6.4 CRM & Networking

What is CRM?

CRM stands for Customer Relationship Management. Originally the expression Customer Relationship Management meant managing one's relationship with customers. However, today it refers to IT systems and software designed to help companies manage their relationships.

The Need for CRM

The better a company can manage its relationships with its customers, the higher the chances of the company's success. For any entrepreneur, the ability to successfully retain existing customers and expand the enterprise is paramount. This is why IT systems that focus on addressing the problems of dealing with customers on a daily basis are becoming more and more in demand.

Customer needs change over time, and technology can make it easier to understand what customers really want. This insight helps companies to be more responsive to the needs of their customers. It enables them to modify their business operations when required, so that their customers are always served in the best manner possible. Simply put, CRM helps companies recognize the value of their clients and enables them to capitalize on improved customer relations.

Benefits of CRM

CRM has a number of important benefits:

- It helps improve relations with existing customers which can lead to: Increased sales
 - ◆ Identification of customer needs
 - ◆ Cross-selling of products
 - ◆ It results in better marketing of one's products or services
- It enhances customer satisfaction and retention
- It improves profitability by identifying and focusing on the most profitable customers

10.3.4.1 What is Networking?

In business, networking means leveraging your business and personal connections in order to bring in a regular supply of new business. This marketing method is effective as well as low cost. It is a great way to develop sales opportunities and contacts. Networking can be based on referrals and introductions, or can take place via phone, email, and social and business networking websites.

The Need for Networking

Networking is an essential personal skill for business people, but it is even more important for entrepreneurs. The process of networking has its roots in relationship building. Networking results in greater communication and a stronger presence in the entrepreneurial ecosystem. This helps build strong relationships with other entrepreneurs.

Business networking events held across the globe play a huge role in connecting like-minded entrepreneurs who share the same fundamental beliefs in communication, exchanging ideas and converting ideas into realities. Such networking events also play a crucial role in connecting entrepreneurs with potential investors. Entrepreneurs may have vastly different experiences and backgrounds but they all have a common goal in mind – they all seek connection, inspiration, advice, opportunities and mentors. Networking offers them a platform to do just that. Benefits of Networking

Networking offers numerous benefits for entrepreneurs. Some of the major benefits are:

- Getting high quality leads
- Increased business opportunities
- Good source of relevant connections
- Advice from like-minded entrepreneurs
- Gaining visibility and raising your profile
- Meeting positive and enthusiastic people
- Increased self-confidence
- Satisfaction from helping others
- Building strong and lasting friendships

10.6.4.2 Tips

1. Use social media interactions to identify needs and gather feedback.
2. When networking, ask open-ended questions rather than yes/no type questions.

10.6.5 Business Plan: Why Set Goals

Setting goals is important because it gives you long-term vision and short-term motivation. Goals can be short term, medium term and long term.

Short-Term Goals

- These are specific goals for the immediate future. Example: Repairing a machine that has failed.
- Medium- Term Goals
- These goals are built on your short term goals.
 - They do not need to be as specific as your short term goals.

Example: Arranging for a service contract to ensure that your machines don't fail again.

Long-Term Goals

These goals require time and planning. They usually take a year or more to achieve.

Example: Planning your expenses so you can buy new machinery

Why Create a Business Plan

A business plan is a tool for understanding how your business is put together. It can be used to monitor progress, foster accountability and control the fate of the business. It usually offers a 3-5 year projection and outlines the plan that the company intends to follow to grow its revenues. A business plan is also a very important tool for getting the interest of key employees or future investors.

A business plan typically comprises of eight elements.

10.6.5.1 Elements of a Business Plan

Executive Summary

The executive summary follows the title page. The summary should clearly state your desires as the business owner in a short and businesslike way. It is an overview of your business and your plans. Ideally this should not be more than 1-2 pages.

Your Executive Summary should include:

- **The Mission Statement:** Explain what your business is all about.
Example: Nike's Mission Statement
Nike's mission statement is "To bring inspiration and innovation to every athlete in the world."
- **Company Information:** Provide information like when your business was formed, the names and roles of the founders, the number of employees, your business location(s) etc.
- **Growth Highlights:** Mention examples of company growth. Use graphs and charts where possible.
- **Your Products/Services:** Describe the products or services provided.
- **Financial Information:** Provide details on current bank and investors.
- **Summarize future plans:** Describe where you see your business in the future.

Business Description

The second section of your business plan needs to provide a detailed review of the different elements of your business. This will help potential investors to correctly understand your business goal and the uniqueness of your offering.

Your Business Description should include:

- A description of the nature of your business
- The market needs that you are aiming to satisfy
- The ways in which your products and services meet these needs
- The specific consumers and organizations that you intend to serve
- Your specific competitive advantages

Market Analysis

The market analysis section usually follows the business description. The aim of this section is to showcase your industry and market knowledge. This is also the section where you should lay down your research findings and conclusions.

Your Market Analysis should include:

- Your industry description and outlook
- Information on your target market
- The needs and demographics of your target audience
- The size of your target market
- The amount of market share you want to capture
- Your pricing structure
- Your competitive analysis
- Any regulatory requirements

Organization & Management

This section should come immediately after the Market Analysis. Your Organization & Management section should include:

- Your company's organizational structure

- Details of your company's ownership
- Details of your management team
- Qualifications of your board of directors
- Detailed descriptions of each division/department and its function
- The salary and benefits package that you offer your people
- The incentives that you offer

Service or Product Line

The next section is the service or product line section. This is where you describe your service or product, and stress on their benefits to potential and current customers. Explain in detail why your product of choice will fulfill the needs of your target audience.

Your Service or Product Line section should include:

- A description of your product/service
- A description of your product or service's life cycle
- A list of any copyright or patent filings
- A description of any R&D activities that you are involved in or planning

Marketing & Sales

Once the Service or Product Line section of your plan has been completed, you should start on the description of the marketing and sales management strategy for your business.

Your Marketing section should include the following strategies:

- **Market penetration strategy:** This strategy focuses on selling your existing products or services in existing markets, in order to increase your market share.
- **Growth strategy:** This strategy focuses on increasing the amount of market share, even if it reduces earnings in the short-term.
- **Channels of distribution strategy:** These can be wholesalers, retailers, distributors and even the internet.
- **Communication strategy:** These can be written strategies (e-mail, text, chat), oral strategies (phone calls, video chats, face-to-face conversations), non-verbal strategies (body language, facial expressions, tone of voice) and visual strategies (signs, webpages, illustrations).

Your Sales section should include the following information:

- **A salesforce strategy:** This strategy focuses on increasing the revenue of the enterprise.
- **A breakdown of your sales activities:** This means detailing out how you intend to sell your products or services – will you sell it offline or online, how many units do you intend to sell, what price do you plan to sell each unit at, etc.

Funding Request

This section is specifically for those who require funding for their venture. The Funding Request section should include the following information:

- How much funding you currently require.
- How much funding you will require over the next five years. This will depend on your long-term goals.
- The type of funding you want and how you plan to use it. Do you want funding that can be used only for a specific purpose, or funding that can be used for any kind of requirement?
- Strategic plans for the future. This will involve detailing out your long-term plans – what these plans are and how much money you will require to put these plans in motions.

- Historical and prospective financial information. This can be done by creating and maintaining all your financial records, right from the moment your enterprise started, to the present day. Documents required for this are your balance sheet which contains details of your company's assets and liabilities, your income statement which lists your company's revenues, expenses and net income for the year, your tax returns (usually for the last three years) and your cash flow budget which lists the cash that came in, the cash that went out and states whether you had a cash deficit (negative balance) or surplus (positive balance) at the end of each month.

Financial Planning

Before you begin building your enterprise, you need to plan your finances. Take a look at the steps for financial planning:

- **Step 1:** Create a financial plan. This should include your goals, strategies and timelines for accomplishing these goals.
- **Step 2:** Organize all your important financial documents. Maintain a file to hold your investment details, bank statements, tax papers, credit card bills, insurance papers and any other financial records.
- **Step 3:** Calculate your net worth. This means figure out what you own (assets like your house, bank accounts, investments etc.), and then subtract what you owe (liabilities like loans, pending credit card amounts etc.) the amount you are left with is your net worth.
- **Step 4:** Make a spending plan. This means write down in detail where your money will come from, and where it will go.
- **Step 5:** Build an emergency fund. A good emergency fund contains enough money to cover at least 6 months' worth of expenses.
- **Step 6:** Set up your insurance. Insurance provides long term financial security and protects you against risk.

Risk Management

As an entrepreneur, it is critical that you evaluate the risks involved with the type of enterprise that you want to start, before you begin setting up your company. Once you have identified potential risks, you can take steps to reduce them. Some ways to manage risks are:

- Research similar business and find out about their risks and how they were minimized.
- Evaluate current market trends and find out if similar products or services that launched a while ago are still being well received by the public.
- Think about whether you really have the required expertise to launch your product or service.
- Examine your finances and see if you have enough income to start your enterprise.
- Be aware of the current state of the economy, consider how the economy may change over time, and think about how your enterprise will be affected by any of those changes.
- Create a detailed business plan.

10.6.5.2 Tips

1. Ensure all the important elements are covered in your plan.
2. Scrutinize the numbers thoroughly.
3. Be concise and realistic.
4. Be conservative in your approach and your projections.
5. Use visuals like charts, graphs and images wherever possible.

10.6.6 Procedure and Formalities for Bank Finance

The Need for Bank Finance

For entrepreneurs, one of the most difficult challenges faced involves securing funds for start-ups. With numerous funding options available, entrepreneurs need to take a close look at which funding methodology works best for them. In India, banks are one of the largest funders of start-ups, offering funding to thousands of start-ups every year.

10.6.6.1 What Information Should Entrepreneurs Offer Banks for Funding

When approaching a bank, entrepreneurs must have a clear idea of the different criteria that banks use to screen, rate and process loan applications. Entrepreneurs must also be aware of the importance of providing banks with accurate and correct information. It is now easier than ever for financial institutions to track any default behaviour of loan applicants. Entrepreneurs looking for funding from banks must provide banks with information relating to their general credentials, financial situation and guarantees or collaterals that can be offered.

General Credentials

This is where you, as an entrepreneur, provide the bank with background information on yourself. Such information includes:

- **Letter(s) of Introduction:** This letter should be written by a respected business person who knows you well enough to introduce you. The aim of this letter is set across your achievements and vouch for your character and integrity.
- **Your Profile:** This is basically your resume. You need to give the bank a good idea of your educational achievements, professional training, qualifications, employment record and achievements.
- **Business Brochure:** A business brochure typically provides information on company products, clients, how long the business has been running for etc.
- **Bank and Other References:** If you have an account with another bank, providing those bank references is a good idea.
- **Proof of Company Ownership or Registration:** In some cases, you may need to provide the bank with proof of company ownership and registration. A list of assets and liabilities may also be required.

Financial Situation

Banks will expect current financial information on your enterprise. The standard financial reports you should be prepared with are:

- Balance Sheet
- Profit-and-Loss Account
- Cash-Flow Statement
- Projected Sales and Revenues
- Business Plan
- Feasibility Study

Guarantees or Collaterals

Usually banks will refuse to grant you a loan without security. You can offer assets which the bank can seize and sell off if you do not repay the loan. Fixed assets like machinery, equipment, vehicles etc. are also considered to be security for loans.

10.6.6.2 The Lending Criteria of Banks

Your request for funding will have a higher chance of success if you can satisfy the following lending criteria:

- Good cash flow
- Adequate shareholders' funds
- Adequate security
- Experience in business
- Good reputation

The Procedure

To apply for funding the following procedure will need to be followed.

- Submit your application form and all other required documents to the bank.
- The bank will carefully assess your credit worthiness and assign ratings by analyzing your business information with respect to parameters like management, financial, operational and industry information as well as past loan performance.
- The bank will make a decision as to whether or not you should be given funding.

10.6.6.3 Tips



1. Get advice on funding options from experienced bankers.
2. Be cautious and avoid borrowing more than you need, for longer than you need, at an interest rate that is higher than you are comfortable with.

10.6.7 Enterprise Management - An Overview

To manage your enterprise effectively you need to look at many different aspects, right from managing the day-to-day activities to figuring out how to handle a large scale event. Let's take a look at some simple steps to manage your company effectively.

Step 1: Use your leadership skills and ask for advice when required: Let's take the example of Ramu, an entrepreneur who has recently started his own enterprise. Ramu has good leadership skills – he is honest, communicates well, knows how to delegate work etc. These leadership skills definitely help Ramu in the management of his enterprise. However, sometimes Ramu comes across situations that he is unsure how to handle. What should Ramu do in this case? One solution is for him to find a more experienced manager who is willing to mentor him. Another solution is for Ramu to use his networking skills so that he can connect with managers from other organizations, who can give him advice on how to handle such situations.

Step 2: Divide your work amongst others – realize that you cannot handle everything yourself: Even the most skilled manager in the world will not be able to manage every single task that an enterprise will demand of him. A smart manager needs to realize that the key to managing his enterprise lies in his dividing all his work between those around him. This is known as delegation. However, delegating is not enough. A manager must delegate effectively if he wants to see results. This is important because delegating, when done incorrectly, can result in you creating even more work for yourself. To delegate effectively, you can start by making two lists. One list should contain the things that you know you need to handle yourself. The second list should contain the things that you are confident can be given to others to manage and handle. Besides incorrect delegation, another issue that may arise is over-delegation. This means giving away too many of your tasks to others. The problem with this is, the more tasks you delegate, the more

time you will spend tracking and monitoring the work progress of those you have handed the tasks to. This will leave you with very little time to finish your own work.

Step 3: Hire the right people for the job: Hiring the right people goes a long way towards effectively managing your enterprise. To hire the best people suited for the job, you need to be very careful with your interview process. You should ask potential candidates the right questions and evaluate their answers carefully. Carrying out background checks is always a good practice. Running a credit check is also a good idea, especially if the people you are planning to hire will be handling your money. Create a detailed job description for each role that you want filled and ensure that all candidates have a clear and correct understanding of the job description. You should also have an employee manual in place, where you put down every expectation that you have from your employees. All these actions will help ensure that the right people are approached for running your enterprise.

Step 4: Motivate your employees and train them well: Your enterprise can only be managed effectively if your employees are motivated to work hard for your enterprise. Part of being motivated involves your employees believing in the vision and mission of your enterprise and genuinely wanting to make efforts towards pursuing the same. You can motivate your employees with recognition, bonuses and rewards for achievements. You can also motivate them by telling them about how their efforts have led to the company's success. This will help them feel pride and give them a sense of responsibility that will increase their motivation.

Besides motivating your people, your employees should be constantly trained in new practices and technologies. Remember, training is not a one-time effort. It is a consistent effort that needs to be carried out regularly.

Step 5: Train your people to handle your customers well: Your employees need to be well-versed in the art of customer management. This means they should be able to understand what their customers want, and also know how to satisfy their needs. For them to truly understand this, they need to see how you deal effectively with customers. This is called leading by example. Show them how you sincerely listen to your clients and the efforts that you put into understand their requirements. Let them listen to the type of questions that you ask your clients so they understand which questions are appropriate.

Step 6: Market your enterprise effectively: Use all your skills and the skills of your employees to market your enterprise in an effective manner. You can also hire a marketing agency if you feel you need help in this area.

Now that you know what is required to run your enterprise effectively, put these steps into play, and see how much easier managing your enterprise becomes!

10.6.7.1 Tips



1. Get advice on funding options from experienced bankers.
2. Be cautious and avoid borrowing more than you need, for longer than you need, at an interest rate that is higher than you are comfortable with.

10.6.7.2 Considering Entrepreneurship

Questions to Ask Yourself Before Considering Entrepreneurship

- Why am I starting a business?
- What problem am I solving?
- Have others attempted to solve this problem before? Did they succeed or fail?

- Do I have a mentor¹ or industry expert that I can call on?
- Who is my ideal customer²?
- Who are my competitors³?
- What makes my business idea different from other business ideas?
- What are the key features of my product or service?
- Have I done a SWOT⁴ analysis?
- What is the size of the market that will buy my product or service?
- What would it take to build a minimum viable product⁵ to test the market?
- How much money do I need to get started?
- Will I need to get a loan?
- How soon will my products or services be available?
- When will I break even⁶ or make a profit?
- How will those who invest in my idea make a profit?
- How should I set up the legal structure⁷ of my business?
- What taxes⁸ will I need to pay?
- What kind of insurance⁹ will I need?
- Have I reached out to potential customers for feedback

10.6.7.3 Tips

1. It is very important to validate your business ideas before you invest significant time, money and resources into it.
2. The more questions you ask yourself, the more prepared you will be to handle the highs and lows of starting an enterprise.

Footnotes:

1. A mentor is a trusted and experienced person who is willing to coach and guide you.
2. A customer is someone who buys goods and/or services.
3. A competitor is a person or company that sells products and/or services similar to your products and/or services.
4. SWOT stands for Strengths, Weaknesses, Opportunities and Threats. To conduct a SWOT analysis of your company, you need to list down all the strengths and weaknesses of your company, the opportunities that are present for your company and the threats faced by your company.
5. A minimum viable product is a product that has the fewest possible features, that can be sold to customers, for the purpose of getting feedback from customers on the product.
6. A company is said to break even when the profits of the company are equal to the costs.
7. The legal structure could be a sole proprietorship, partnership or limited liability partnership.
8. There are two types of taxes – direct taxes payable by a person or a company, or indirect taxes charged on goods and/or services.
9. There are two types of insurance – life insurance and general insurance. Life insurance covers human life while general insurance covers assets like animals, goods, cars etc.



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