B&WSSC
BEAUTY & WELLNESS
SECTOR SKILL COUNCIL

# Participant Handbook

**Sector**
**Beauty & Wellness**

**Sub-Sector**
**Beauty & Salon**

**Occupation**
**Make-Up Services**

Reference ID: **BWS/Q0301, Version 3.0**
**NSQF Level: 5**

# Bridal, Fashion and Portfolio Makeup Artist

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

**Shri Narendra Modi**
Prime Minister of India

# Certificate

**COMPLIANCE TO**
**QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS**

is hereby issued by the

**BEAUTY & WELLNESS SECTOR SKILL COUNCIL**

for

**SKILLING CONTENT : PARTICIPANT HANDBOOK**

Complying to National Occupational Standards of
Job Role/ Qualification Pack: **'Bridal, Fashion and Portfolio Make-up Artist'** QP
No. **'BWS/Q0301, V3.0, NSQF Level 5'**

_____

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Chairperson
(Beauty & Wellness Sector Skill Council)

*\* Valid up to the next review date of the Qualification Pack*

## Acknowledgement

## About This book

Welcome to the "Bridal, Fashion and Portfolio Makeup Artist" training programme. This PHB intends to facilitate the participants with detailed knowledge about the concept of make-up industry, Bridal, Fashion and Portfolio Makeup Artist 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. BWS/N9001 Prepare and maintain work area
2. BWS/N0104 Perform skincare services
3. BWS/N0301 Perform bridal makeup services
4. BWS/N0302 Perform fashion and photographic makeup
5. BWS/N0303 Apply air-brush makeup
6. BWS/N9005 Consult and advise clients
7. BWS/N9006 Promote and sell services and products
8. BWS/N9004 Manage and lead a team
9. BWS/N9002 Maintain health and safety of workplace
10. BWS/N9003 Create a positive impression at the workplace
11. Employability Skills

## Symbols Used

| Key Learning Outcomes | Unit Objectives | Exercise | Tips | Notes | Activity | Summary |
|---|---|---|---|---|---|---|

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Scan this QR Code to access the Employability skills module

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# 1. Introduction

Unit 1.1 - Introduction to the Industry

Unit 1.2 - Make-up Services

**Bridge Module**

## Key Learning Outcomes

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

1. Illustrate the beauty & wellness sector in India
2. Interpret the scopes in make-up services

## UNIT 1.1: Introduction to the Industry

## Unit Objectives

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

1. Illustrate the beauty and wellness sector in India
2. Identify the job role of a Bridal Fashion and Portfolio Make-up artist
3. Explain career opportunities and working methods within the make-up sub-sector

## 1.1.1 Introduction to Beauty & Wellness Sector

In India, Beauty & Wellness sector is a rapidly growing field that has exhibited consistent development during the last decade. This field has created considerable employment opportunities in the country. Globalisation and its impact on the lifestyle of Indian consumers have contributed significantly to the growth of this sector. Some of the reasons for this sector's development are:

• Rapid urbanisation, developing consumerism, and increasing disposable income

• Innovative products and enhanced demand for looking good

• The increasing population of young people in India

• Increasing obsession of customers to look younger, cosmetic treatments and several new anti-aging products

However, a major talent gap still exists as a hindrance in further development of this sector.

## 1.1.2 Job Role of Bridal Fashion and Portfolio Make-up Artist

A Bridal Fashion and Portfolio Make-up Artist is an individual who is professionally trained in various make-up techniques, including corrective make-up, airbrush make-up, shading, and highlighting for delivering good quality professional make-up. The make-up artist also does a consultation, advises clients and sells a number of products along with providing necessary skin care and applying make-up for different occasions. The person should also possess adequate knowledge of health, hygiene and safety, beauty and make-up products and therapies.



*Fig. 1.1.1: A Bridal Make-up Artist during Work*

**Generic skills of a Bridal Fashion and Portfolio Make-up Artist**

• Making the client comfortable
• Comprehending the needs of the client even if he/she is incapable of expressing his/her views clearly
• Keeping the work area clean and maintain good hygiene practices
• Keeping the personal appearances clean and smart
• Making appropriate suggestions based on the features and needs of the customers
• Respecting the client's discretion
• Possessing good knowledge on various products available in the market
• Being efficient in communicating with clients

**Technical Skills of a Bridal Fashion and Portfolio Make-up Artist**

• Thinking of creative ways to complete the makeup
• Following guidelines strictly
• Knowing the usage of tools according to requirements

## 1.1.3 Career Opportunities and Working Methods within Makeup Sector

**Career Opportunities**

There are several lucrative career opportunities in this sector as it is diversified in few major segments. Makeup refers to use of subset of cosmetics which are applied both, for enhancing facial features as well as for concealing imperfections of the skin including dark spots, wrinkles, freckles and blemishes. The global makeup market reached a value of US$ 35.5 Billion in 2021 & is expected to reach US$ 45.7 Billion by 2027.



*Fig. 1.1.2: Career Opportunities*

• Make-up artists are always required in the glamour industry. The professionally trained individuals can work with television, theatre and film industry.
• Make-up artists are required for important events in people's lives, such as a wedding or engagements.
• These professionals are also required for different events in the film industry, such as award functions or professional photo shoots.

- They can also get a job in several retail and departmental stores as a part of their marketing strategy to sell products.
- Make-up artists can also get jobs to glam up their clients in different events such as social gatherings or fashion shows.

**Working Method in Salon**

**Preparing a Client for Treatment**

- Ensure the ambience of the salon is comfortable.
- Ask the clients to remove their clothes. You should provide them with garments to be worn in the salon.
- 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 the services.
- Drape the neck area carefully with plastic capes or towels.



*Fig.1.1.3: A Make-up Artist Preparing a Client for Treatment*

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

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

**Dos and Don't s of polite conversation**

**Dos**

- Inquire if the client has regular treatments.
- Talk to her about the 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.
- Never talk about personal problems.
- Never complain about ob.
- Avoid sensitive topics such as religion and politics.

**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 professional makeup artist, one must make sure that the client receives the following:

• Comfortable seating
• Polite and respectful staff
• Clean and quiet 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.

• **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:** One must use a gown, towel and a couch roll. A hair band must be used to protect the hair.

About Beauty & Wellness Sector

Click/Scan this QR Code to access the related video

## UNIT 1.2: Make-up Services

## Unit Objectives 🎯

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

1. Practise client consultation
2. Demonstrate the method of trolley setting

## 1.2.1 Client Consultation and Trolley setting

**Client Consultation:**

Before any treatment service, client consultation part is the most significant stage. During this stage, the **make-up artist** observes and identifies the basic features of the client's skin and individual needs. This might take several minutes to complete. Let us now discuss some fundamentals during this stage:

- Give a consultation chart to the client and ask him/her to fill up the details. One may also ask the client about his/her usual skin and features for the consultation chart.
- Ask the client for which occasion the make-up is required
- Ask the present skin care regimen.
- Ask if they are under any particular medication or had any treatment before.



*Fig. 1.2.1: An on-going make-up service*

**Trolley Setting:**

Setting up the work station is a crucial stage as you as a make-up artist would need all the necessary items to be kept in an orderly way near you. Make sure that you have an adequate amount of products with you. This will help you to have smooth communication with clients, along with maintaining a sanitary environment. Most common items are:

- Facial tissues (non-scented)
- Cotton
- Headbands

- Vinyl gloves
- Sanitiser
- Service towel
- Small bowls
- Bottled water
- Cape for client

## 1.2.2 Makeup Consultation Chart

As a professional in the beauty industry, you may need to attend consultation meetings, especially for big events. Even if you are confident with your make-up skills, you will have to consult your client and know his/her specifications, skin care regimen and other details. You can prepare a make-up consultation form to give out to clients and ask them to fill all the necessary details so that you can suggest a suitable solution or make-up tips. A sample of a Makeup Consultation Chart is given below:

Name: _____

Phone Number: _____ Email Address: _____

Age:

Skin Type:

Primary concerns:

Skin tone:

Products Needed:

Skin Undertone:

Comments:

*Fig. 1.2.2: Makeup Consultation Chart*

## 1.2.3 Hygiene Practice

**Just before you start**

Enquire if it is all right to remove the 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.

## 1.2.4 Skin and Hair Analysis Procedure

**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 the progress of previous treatments must be taken
- The skin must be cleaned and analysed under a 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

**Hair Analysis**

Analysing hair is a significant element during client consultation for determining the scalp and hair condition. Ensure that you have explained the process before you start the process. For analysing the hair, you will have to do the following tests on the client's hair.

**Elasticity Test**

This is to test the internal strength of the hair (the cortex). Hair that has been damaged due to chemical treatments may have lost much of its natural strength. This type of hair may stretch over two-thirds of its original length and may even break off. It is important to carry out this test before perming. Well conditioned hair will stretch and then return to its original length. Take one strand of hair and hold each end firmly between the thumb and forefinger of each hand and gently pull. If the hair stretches more than half of its original length, then it is over elastic and may snap or break during chemical processing.



*Fig.1.2.3: On-going Elasticity Test*

**Porosity Test:**

This tests the condition of the outer layer of the hair shaft – the cuticle. If the cuticle is damaged, it becomes porous. Perming chemicals added to porous hair will be absorbed unevenly and may produce uneven curl results. This is why special perm lotions for tinted and highlighted hair are used. They are weaker in strength and are less likely to over process the hair and give a poor result. Take a strand of hair and hold it by the points (where the hair has been cut) between the thumb and forefinger of one hand. Run the forefinger and thumb of your other hand from the root (where the hair grows from) down to the point. If the hair feels rough and bumpy, the cuticle scales are raised and open, and this is an indication of porous hair. If the hair feels smooth, the cuticle is flat and closed, and the hair's cuticle region is in good condition.

*Fig. 1.2.4: On-going Porosity Test*

## 1.2.5 Preparation of Skin in CTM procedure

Before starting any treatment, CTM (Cleansing, Toning, and Moisturizing) procedure is very much significant. CTM procedure cleans the skin, clears pores and moisturises the skin for further treatment or makeup.

**Cleansing:** For this stage, you will first need to remove the remaining makeup on the skin. Baby oil or any vegetable oil can be very helpful for this process. Other than that, you can also use cleansing milk or any popular cleanser available in the market as per the skin condition of your client.

**Toning:** This process was not much popular even some years back; however using toners help the skin in the long run. Toners add hydration to the skin and make it suppler. Try to use toners without alcohol content. Take some amount of toner in a cotton ball adding a little water to it. This will help to double-cleanse the skin and clear the pores. You can also spray it on the face directly and pat it on the client's face.

**Moisturising:** This is the last stage of cleansing, which prevents the loss of moisture from the skin by adding another layer to the skin. Make sure you are well aware of the type of your client's skin before applying the moisturiser.

## 1.2.6 Care of Hands and Feet

Makeup artists need to give special attention to clients so that any bad odour, infection or injury of the feet and hands can be prevented. Problems may arise from different issues such as poor care of abuse of feet and hands, such as wearing bad fitting issues, biting nails, etc. In order to take care of the feet and hands, you need to examine the skin surface.

## 1.2.7 Safety Precautions

A professional makeup artist plays a very important role in maintaining the health and safety guidelines. 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 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, sanitisers 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 (Poly Vinyl Chloride) or vinyl are easy to clean. When cleaning such chairs avoid disinfectants which have alcohol (ethanol) as this can react with the PVC/vinyl, make it brittle, leading to cracks. It is very difficult to disinfect a cracked surface, 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.

## 1.2.8 Make-Up Artist as a Career

Working as a professional makeup artist may be an offbeat career choice, but it has great potential in contemporary times. If you have a passion for working full time, you can earn your livelihood.

## Summary

- In India, Beauty & Wellness sector is a rapidly growing field that has exhibited consistent development during the last decade.
- A Bridal Fashion and Portfolio Make-up Artist is an individual who is professionally trained in various make-up techniques, including corrective make-up, airbrush make-up, shading, and highlighting for delivering good quality professional make-up.
- Once a client has been greeted, she/he must be guided to the treatment room, which must be prepared beforehand.
- In order to protect the clothes that the client is wearing, ask them to change into the gown provided by the salon.
- Before any treatment service, client consultation part is the most significant stage.
- Setting up the work station is a crucial stage as you would need all the necessary items to be kept in an orderly way near you.
- As a professional in the beauty industry, you may need to attend consultation meetings, especially for big events.
- Analysing hair is a significant element during client consultation for determining the scalp and hair condition.
- Before starting any treatment, CTM (Cleansing, Toning, and Moisturising) procedure is very much significant.
- A professional makeup artist plays a very important role in maintaining the health and safety guidelines.

## Activity

Prepare a makeup consultation chart of your own skin. List the kind of makeup services that your skin requires and apply those on your skin.

## Notes

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## Exercise ✎

**A. Answer the following:**

1. Which one from the following list is not necessary for a makeup trolley?
   a) Cotton      b) Comb      c) Towel      d) Cape

2. Which of the following list is not necessary for a client consultation?
   a) Comfortable seating          b) Polite behaviour

   c) Clean space                  d) A makeup artist who will always be at her service

3. List three steps of preparing the client for a beauty treatment.

4. How many sectors are there in the beauty & wellness sector in India? Which one is your favourite?

5. Discuss any three features of a professional makeup artist.

# 2. Prepare And Maintain Work Area

Unit 2.1 - Prepare and Maintain Work Area

Unit 2.2 - Personal Presentation and Waste Disposal

# Key Learning Outcomes

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

1. Manage the work area
2. Comply with personal presentation norms
3. Practise appropriate waste disposal process

## UNIT 2.1: Prepare and Maintain Work Area

### Unit Objectives 🎯

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

1. Manage the work area
2. Practise filling up the client record card
3. Prepare the client for service
4. Practise sterilisation and disinfection

## 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 set up the required tools and equipment, products needed to carry out the treatment as well as provide comfortable seating for the client and you.

Efficient running of a salon also includes properly 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 set up trolleys for the service, preparing work areas and clients.

## 2.1.2 Filling Record Cards

A Record Card is a document maintained in the salon where details of the treatment and services availed by the client have been documented. A makeup artist might also incorporate in its suggestions for future services, particulars about the client, including information about any disease or particular choice. A record card comes in very handy for a make-up artist 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 advises the makeup artist about a client's skin type, products used, likes and dislikes
- One 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 makeup artist before the commencement of service.

## 2.1.3 Preparing Client for a Service

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 to 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 here 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's chest.

**Equipment and Products needed for Various Treatments**

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


Facial beds


Manicure tables


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


Trolleys for displaying the products and equipment as per treatment


Steamer/Vaporiser


Facial Massagers


Wax Heater


Towels for all treatments


Draw sheets for facial


Blankets


Facial bowls


Pedicure tubs


Gowns for facial


Manicure trolley


Aprons or Uniform

Wax Strips

Nail cutter

Cuticle snipers/ Cuticle cutter

Cuticle cleaners/pushers

Nail files/emery boards

Foot scrapers

Pumice stones

Make-up Brushes

Gloves

Cotton wool

Disinfectant solution

Shampoo/Conditioners

Creams for a 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

## 2.1.4 Sterilisation and Disinfection Process

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** is the process of removing soil, dust, dirt and also 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** is highly effective as it kills most bacteria, fungi and viruses. The disinfectant solution must be changed regularly as per the manufacturer's instruction.

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

**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 of true sterilisation.

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



*Fig. 2.1.1: 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
• Facial sponge
• Tweezers
• Face pack brush

Maintain Workarea



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Prepare & Maintain Workarea



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## UNIT 2.2: Personal Presentation and Waste Disposal

### Unit Objectives ◎

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

1. Comply with personal presentation and behavioural norms
2. Practise appropriate waste disposal process

### 2.2.1 Personal Presentation and Behaviour

Your personal presentation and behaviour must comply with 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

• You will also need to wear simple jewellery

**Personal Protective Equipment and Ideal Behaviour**

Personal Protective Equipment (PPE) refers to clothing and other treatment equipment which can be used to reduce the risk of infection or injury. While working on treatments, you may need to use this equipment to be more cautious.

Example: disposable gloves, an apron for the treatment provider and disposable gown and thongs for clients during intimate waxing.



*Fig. 2.2.1: Disposables Gloves*

## 2.2.2 Safe Disposal of Waste

- Cotton, tissues, etc. must be disposed of 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.

**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.

For example, you will need to put all the equipment for manicure and pedicure in warm water for cleaning after every client's session.

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 the test and the date of next due test must be displayed on labels.

**Leaving Work Areas Clean and Hygienic**

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

- All bedding and towels must be washed.
- All products and equipment must be kept in their places.
- All worktops 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 a treatment bed.

**Storage of Records, Materials and Equipment**

**Client Records: Storage and Confidentiality**

- 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 practices 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 a fire

## Summary

- A beauty salon's reputation rests strongly on its cleanliness and hygiene
- A Record Card is a document maintained in the salon where details of the treatment and services availed by the client is documented
- Take the client to the treatment room and ask her to wear a gown removing her clothes from the top half.
- Every client must be provided with clean towels. All used linen must be treated with hot water.
- Cleaning is the process of removing soil, dust, dirt and also microorganisms. It must be carried out before disinfecting or sterilising any instrument or equipment.
- Disinfection is highly effective as it kills most bacteria, fungi and viruses.
- Sterilisation is mostly done in an autoclave which destroys all living organisms.
- High standards of personal hygiene must be maintained.
- Personal Protective Equipment (PPE) refers to clothing and other treatment equipment which can be used to reduce the risk of infection or injury.
- 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.

## Activity

Suppose you will open your own salon at home. Prepare a list of the necessary equipment that you need to buy before starting your business. Sterilise the equipment as per manufacturers'' instructions.

**Notes**

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# Exercise ✎

**A.  Answer the following:**

1.  Record card helps the makeup artist in
    a.  Knowing the skin type of client
    b.  Keeping the client's record
    c.  Showing the client's picture
    d.  Knowing the client's profession

5.  Choose the equipment that is not necessary for treatment from the below list
    a.  Facial beds
    b.  Trolleys
    c.  Wax Heater
    d.  Speaker

5.  Which one is not necessary for a makeup artist?
    a.  The uniform must be clean, odour free, neat and ironed
    b.  The uniform must be well-fitted without being too short or too tight
    c.  The hair must be neatly tied
    d.  Wearing heavy jewellery

5.  Explain the face cleaning process of the client.

6.  List the common cleaning equipment in a salon.

# 3. Perform Skincare Services

Unit 3.1 - Anatomy, Physiology and Pathology for Skin Treatments

Unit 3.2 - Structure, Function, and Characteristics of Skin Types

Unit 3.3 - Facial Treatment Therapy

# Key Learning Outcomes

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

1. Identify the anatomy, physiology and pathology for skin treatments
2. Recall the structure, function, characteristics of skin types
3. Implement facial treatment therapy

# UNIT 3.1: Anatomy, Physiology and Pathology for Skin Treatments

## Unit Objectives 🎯

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

1. Demonstrate skin therapy principles and practices
2. Identify basic ailments and contraindications
3. Implement treatment plans for ailments and contraindications
4. Identify legislation applicable to the hair and beauty industry

## 3.1.1 Principles and Practice of Skin Therapies

In the human body, the skin acts as a protective shield of the organs inside, and it is the largest organ of the body. Let us now discuss some of the fundamentals that are necessary for skin treatments.

**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 human body.

**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 connects the joints
- **Lymphatic Tissue:** They help in transporting food, oxygen, water products and hormones through blood

Having discussed that, there are some basic principles and practices for skin care and therapy. These practices help the skin tissues, and muscles relax are:

**Cleansing**

Cleansing is the most fundamental practice to maintain healthy and clear skin. Cleansing the skin is as significant as drinking a considerable amount of water every day. Regardless of age or gender, cleansing should be a must for each skin type. Try to avoid using extremely hot water while cleansing as it may take the natural moisture away from the skin.



*Fig. 3.1.1: Cleansing*

### Treating

Treating is to the application of skin care products that fulfil the specific needs of each skin type. For instance, if one has a normal to dry combination skin, it is necessary to include serums and moisturisers that are reached in antioxidants. Serums should be pressed and patted into the skin so that it can be fully absorb all the benefits.



*Fig. 3.1.2: Treating*

### Moisturising

Moisturising the skin on a regular basis is an essential part of skin care practices. Moisturisers are generally rich in vitamins, antioxidants, minerals and lipids that protect the skin from any other environmental stressor. People with oily or normal to oily combination skin should use light moisturisers.



*Fig. 3.1.3: Moisturising*

### Protecting

Protecting the skin from any harmful element is a necessary principle for skin treatments. Sunscreen can be a major thing to protect the skin from UV rays. Try to incorporate a sunscreen with high Skin Protection Factor (SPF) so that it can protect the skin from developing wrinkles and fine lines along with protection from potential risks of skin cancer.



*Fig. 3.1.4: Protecting the skin with sunscreen*

### Exfoliating:

With everyday pollution and excessive sun rays, it is necessary to exfoliate the skin every now and then to remove the dead cells from the skin. If the dead cells are not removed, it can create a lifeless and dull appearance as any product placed on top of the dead skin layer will not be absorbed properly in the skin. There are several common exfoliators available in the skin: mechanical and chemical. The chemical ones include acids or fruit enzymes, whereas mechanical ones involve sloughing the dead skin off physically.

## 3.1.2 Basic Ailments, Contraindications, Contractions, Treatment Plans

**Ailments:**

Some of the basic ailments in Indian skin are:

**Acne:** This is a very common problem, regardless of age and gender. Due to a higher humidity level, stress, sweating, many adults and teenagers have this problem in India.

*Fig. 3.1.5: Acne on face*

**Dark circles:** Stress and less sleep are the two most common reasons for dark circle; however, irregular and bad eating habits also enhance dark circles.

*Fig. 3.1.6: Dark Circle*

**Sunburns:** India is a tropical country, therefore having sunburnt skin is quite common for most Indians.

*Fig. 3.1.7: Sunburn and after makeup treatment*

**Dry skin:** Continuous heating can cause irritation on the skin, and it may lead to dried up skin.

*Fig. 3.1.8: Dark skin patch*

**Contraindications:**

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

Some Contraindications 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

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 such severe conditions because the products and tools used for treatment can have a harsh impact on the skin.



*Fig. 3.1.9: Skin Contraindication*

**Contractions:**

• Contraction or skin contraction is the medical method of treating and reducing skin defects and expedite the closure.
• This may be related to scar contraction.
• It is a medical process where the skin graft has been applied to the fresh skin to reduce scarring and heal the skin.

# 3.1.3 Applicable Legislation

Health and safety:

• Licensing and inspection
• Hazardous chemicals and sanitation compliance
• Labour law
• Workplace regulations based on region
• Use of work equipment in a proper way
• Handling/ storage/ disposal/cautions in the use of products
• Fire precautions
• Disposal of waste
• Environmental protection

# UNIT 3.2: Structure, Function, and Characteristics of Skin Types

## Unit Objectives 🎯

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

1.  Identify the structure, functions and characteristics of the skin
2.  Examine facial, neck and shoulder muscles
3.  Identify the bones of the Head, Face, Neck, Chest and Shoulder
4.  Recognise the functions of the circulatory system
5.  Recognise the effect of the natural ageing

## 3.2.1 Structure, Functions and Characteristics:

**Structure of Skin**

As we discussed earlier, the skin is the largest organ in the human body. The thickness of skin varies in different areas of the body. For example, the skin on the eyelids is very thin, whereas the skin on palms or feet is the thickest. Let us now discuss the structure and functions of the skin. The skin has three layers:

*   The outer layer or the Epidermis
*   The lower layer or the Dermis
*   The Hypodermis or the Subcutaneous tissue including fatty tissues or fats

**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
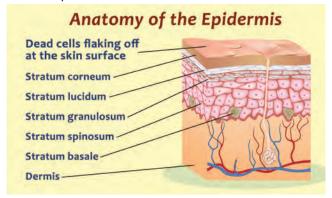


*Fig. 3.2.1: Anatomy of Epidermis*

**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
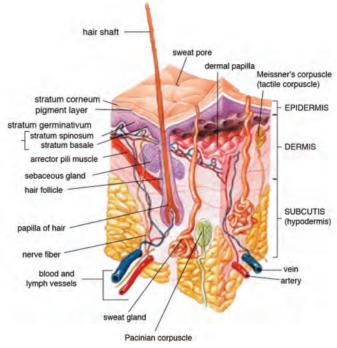


*Fig. 3.2.2: Dermis*

**Subcutaneous Tissue or Hypodermis:**

• It lies below the dermis

• It consists of adipose tissue, a 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

**Functions of the skin**

1. **Sensory Receptor**
   • The skin generates a response to heat, cold, pressure, touch and pain

2. **Heat Regulation**
   • When the body is healthy a constant temperature of 37°C or 98.4°F is maintained
   • Vasodilatation in the 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

3. **Absorption**

   • The skin absorbs nutrients and oxygen

4. **Protection**

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

   • It defends the body against microorganisms and harmful agents

   • A reflex action in the skin is a reaction to painful stimulation

   • Through melanin, the skin protects from ultraviolet and harmful rays

5. **Excretion**

   • Through perspiration chemicals like Urea are excreted

6. **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

7. **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

8. **Hydration**

   • The skin holds moisture

9. **Respiration**

   • The skin helps vaporise unwanted gases from the body

**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 the progress of previous treatments must be taken

• The skin must be cleaned and analysed under a 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, sixe of pores, lines and flakiness

**Classification and Characteristics of Skin Types**



*Fig. 3.2.2: Skin Types*

1. **Normal Skin (pH 5.5 – 5.8)**
   - Rather rare
   - The balance between dry and oily skin
   - Firm
   - Healthy colour, smooth and soft
   - Tight pores
   - Has a translucent glow

2. **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

3. **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

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

5. **Oily Skin**
   - Thick and coarse
   - Develops open pores, pimples, black heads, papules and pustules
   - There is excess production of sebum

6. **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

# 3.2.2 Facial, Neck and Shoulder Muscles

**Muscles**

**Muscles Affected by Massage**

The professional makeup artists 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 one's 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. 3.2.3: 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 the nose between eyebrows

    •   It creates wrinkles across the bridge of the nose by depressing the eyebrows

    **Nasalis**

    •   Nasalis (Compressor top) is a pitcher-like muscle of the nose

    •   Compresses nose, causing wrinkles

4. **Muscles of the Mouth**
   - Quadratus Label Superior consists of three parts
   - It surrounds the upper part of the lip
   - It helps in opening the mouth by lifting the upper lip
   - Quadratus label inferiors surround 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 the mouth when chewing

   **Caninus**
   - Caninus lies under the quadrates label superiors. 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 the 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 superior**

- It is present above the ear

**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 the side and pulls chin into the 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

8. **Muscles of the Shoulder and Upper Arm**

   - **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
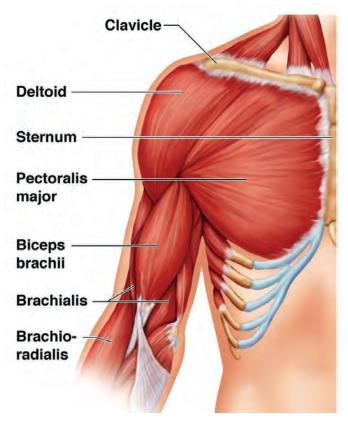


*Fig. 3.2.4: Principal Muscles of the Shoulder and Upper Arm*

The forearm 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 hands outward
- **Flexors:** It helps in drawing the hand up, bending the wrist and closing fingers towards the 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.

## 3.2.3 Bones of the Head, Face, Neck, Chest and Shoulder

A professional makeup artist does not need to be an anatomist, but it is necessary 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:

  o Cranium

  o Mandible


**Cranium**

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

The eight bones of the cranium are:

• 1 ethmoid bone

• 1 frontal bone

• 1 occipital bone

• 2 parietal bones

• 1 sphenoid bone

• 2 temporal bones
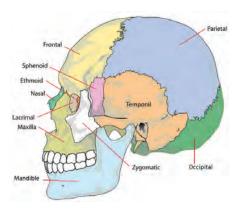


*Fig. 3.2.5: Anatomy of a Human Skull*

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**

   • The 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 centre 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 bones form 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
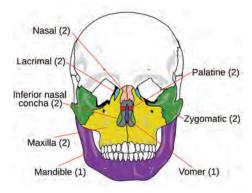


*Fig. 3.2.6: Fourteen Facial Bones*

**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.
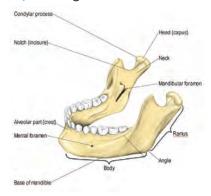


*Fig. 3.2.7: Mandible*

**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 the digestive and respiratory tract.

**Bones of the Neck**

The Hyoid bone and Cervical vertebrae are bones of the neck
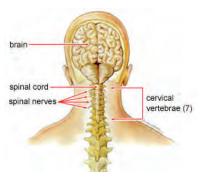


*Fig. 3.2.8: Bones of the Neck*

**Hyoid bone**

• The hyoid bone is also called "Adam's apple" and is located in the front part of the throat (between the 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 the 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.
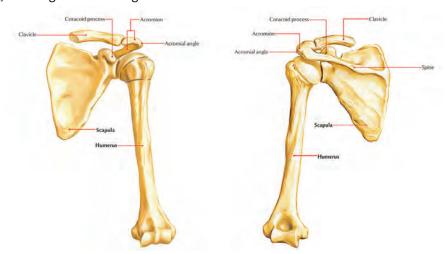


*Fig. 3.2.9: Humerus*

3. The wrist or carpus: the 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

# 3.2.4 Circulatory System

**Functions of blood, arteries, and veins:**

**Blood:**

• Removes wastage from body cells
• Transports nutrients and oxygen around the body
• White Blood Corpuscles (WBC) present in blood protect the body from external diseases
• Regulates body temperature
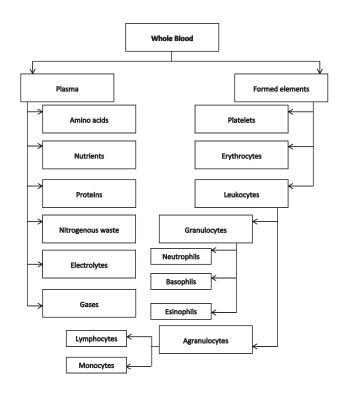
**Arteries:**

• Carries oxygenated blood from the heart to the entire body
• Maintains the pressure

**Veins:**

• Carries de-oxygenated blood to the heart

**Blood Composition:**

```
                        Whole Blood

        Plasma                          Formed elements

    Amino acids                         Platelets

    Nutrients                           Erythrocytes

    Proteins                            Leukocytes

    Nitrogenous waste        Granulocytes

    Electrolytes          Neutrophils

                          Basophils

    Gases                 Esinophils

        Lymphocytes       Agranulocytes

        Monocytes
```

**Circulation and Lymphatic System**

**Circulation System**

• It includes a complicated organ network consisting of lungs, heart, arteries, veins and vessels.
• Circulation system regulates the flow of blood along with hormones, oxygen, nutrients and various gasses in different body cells.

- Primary components of this system are heart, blood and blood vessels.


*Fig. 3.2.10: Circulation System*

**Lymphatic System**

The lymphatic system acts as a protecting agent of the entire body against any harmful element or disease. The components of this system are:

- Lymph nodes
- Spleen
- Lymphocytes
- Bone marrow
- Leukocytes
- Thymus
- Tonsils
- Lymphatic vessel
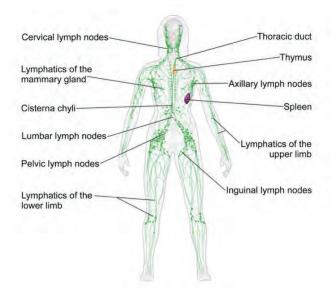

*Fig. 3.2.11: Lymphatic System*

## 3.2.5 The Effect of Natural Ageing

Aging is a natural procedure that has an impact on most of the bodily systems. Let us discuss the impact of ageing on skin and muscle tones:

- With the course of time, the skin develops blown, black or grey spots on skin. It may be solar lentigines or liver spots. This may be caused by extended exposure to the sunlight.

- Skin starts bruising easily as the skin starts getting fragile with age.

- Ageing reduces the skin proteins, which causes wrinkles.

- Skin starts getting drier, leading to flaky and itchy skin.

- The muscles start shrinking with ageing.

## UNIT 3.3: Facial Treatment Therapy

## Unit Objectives

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

1. Arrange for facial care and clean-up processes
2. Use a suitable skin warming technique
3. Perform Facial Massage
4. Apply moisturiser
5. Complete the therapy

## 3.3.1 Facial Care and Clean-Up

Facial treatment therapy is an essential multi-staged skin treatment which helps to enhance skin glow. Facial therapy cleanses, exfoliates and nurtures the skin and gives a well-hydrated and clear complexion that makes the skin looking much younger. The basic stages of facial are:

- Usually, the treatment starts with cleaning the face. You can wrap the client's hair with a headband or towel.
- Analyse the characteristics of the client's skin and cleanse it with the help of products and equipment as per service levels laid down by the salon.
- Clarify the client's understanding and expectation prior to commencement of treatment. Make sure you answer if he/she is asking any question regarding the treatment.
- Clean the skin and remove all traces of make-up by using superficial and a deep cleansing technique.
- You should also use an exfoliation technique suitable for the client's skin type and skin condition. For this purpose, you may use chemical or mechanical exfoliation process depending on the type and condition of the skin.



*Fig. 3.3.1: Cleansing the face*

## 3.3.2 Suitable Skin Warming Technique

After cleansing, you need to use skin warming techniques so that the skin becomes more receptive to the following treatments.

For this purpose, you can use a skin warmer machine, or you can also use a hot towel soaked in hot water.

Use it for a minute or two and take necessary cautions during the warming procedure.

You should also carry out any necessary extraction relevant to the client's skin type and skin condition.

*Fig. 3.3.2: Face warming*

### 3.3.3 Facial Massage

- 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 of the client.
- The face mask must be applied in smooth, upward motions.
- Apply mask treatments evenly and neatly, covering the area to be treated
- 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 as per the recommended time frame using lukewarm water.
- Ensure the skin is left clean, toned and suitably moisturized



*Fig. 3.3.3: Applying Mask*

### 3.3.4 Application of Moisturiser

- Ensure the skin is left clean, toned and suitably moisturized
- 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 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. 3.3.4: Application of Moisturiser or Moisturizing Serum*

## 3.3.5 Completion of the Therapy

- Ensure that your client is satisfied with the treatment you have given him/her.
- You should also complete the treatment within a commercially acceptable time.

## Summary

- In human body, the skin acts as protective shield of the bodily systems and it is the largest organ of the body.
- Cleansing the skin is as significant as drinking a considerable amount of water every day.
- Moisturisers are generally rich in vitamins, antioxidants, minerals and lipids that protect the skin from any other environmental stressor
- Protecting the skin from any harmful element is a necessary principle for skin treatments. Sunscreen can be a major thing to protect the skin from UV rays.
- With everyday pollution and excessive sun rays, it is necessary to exfoliate the skin every now and then to remove the dead cells from the skin
- A contra-indication is a condition like eczema, an unhealed cut, big pimples, rash, etc. that makes or could make treatment difficult or a client unsuitable for treatment.
- The direction of pressure in massage is usually performed from the insertion to the origin.
- Epicranius or occipitofrontalis refers to the muscles which are broad in nature and cover the top of the skull.
- A professional makeup artist does not need to be an anatomist, but it is necessary to have a basic knowledge of the structures upon which she is working.
- With the exception of the mandible, all the 22 cranial and facial bones are tightly held together.
- Aging is a natural procedure that has an impact on most of the bodily systems.
- Facial treatment therapy is an essential multi-staged skin treatment which helps to enhance skin glow.

## Activity

Make a list of the steps that you will follow for conducting a facial massage on the client.

Facial

Click/Scan this QR Code to access the related video

## Notes

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## Exercise

**A. Answer the following:**

1. Discuss two major skin disorders.
2. What is epidermis?
3. The most significant reason of dark circles is _____.
4. Moisturizers are generally rich in _____, _____ and _____.
5. Discuss the steps of applying moisturiser.

# 4. Perform Bridal Makeup Services

BWS/N0301

# Key Learning Outcomes

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

1. Identify the range of facial treatment products
2. Use facial treatment products on the client
3. Recall make-up fundamentals
4. Compare traditional and contemporary brides
5. Perform hair styling
6. Practise saree and dupatta draping
7. Design bindis

# UNIT 4.1: Range and Use of Products Available For Facial Treatment

## Unit Objectives

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

1. Identify facial treatment products
2. Use facial treatment products on the client

## 4.1.1 Facial Treatment Products

**Eye Makeup Remover:**

Eye makeup remover products help to remove the previously applied products to the eye. They are intended to remove the colour and ensure to wipe it off using cloth or tissue.



*Fig. 4.1.1: Removing eye makeup*

**Cleansers:**

Cleansers remove dead skin cells, dirt, makeup, oil or any other harmful pollutants from the skin.



*Fig. 4.1.2: Using foam based cleanser*

**Freshener/ Face Mist:**

Facial fresheners are an alcohol-free hydrating formula that contains essential oils, PH regulating components and glycerine that are generally sprayed after cleansing the face and before applying any moisturiser. It hydrates the face and prevents any kind of inflammation and normalizes the skin.



*Fig. 4.1.3: Using Face freshener/ face mist*

**Astringent:**

Astringents are alcohol-based products which remove the excess oil, bacteria and makeup products from the face. This formula also helps to minimise pores, tightens skin and removes the dirt from pores.



*Fig. 4.1.4: Using Astringent*

**Toners:**

Toners are mostly suitable for acne prone or oily skin. This formula helps to shrink the pores and restores the pH balance of the skin by adding an extra protective layer on the skin.



*Fig. 4.1.5: Using a toner with the help of a cotton pad*

**Moisturisers:**

Facial moisturisers keep the skin healthy and hydrated along with enhancing the topmost layer of the skin. It enhances the moisture level of the skin, prevents skin from drying up.



*Fig. 4.1.6: Using a moisturiser*

**Exfoliating Products:**

The exfoliating products chemically or physically remove the dull and dead skin cells. Physical exfoliation removes the dead skin cells with the help of sloughing or rubbing, whereas chemical exfoliators penetrate much deeper in the skin and remove congestion.



*Fig. 4.1.7: Exfoliating in a salon*

**Eye Creams/Gel:**

Eye creams or gels intend to remove dark circles, puffiness in the eyes, wrinkles or fine lines.



*Fig. 4.1.8: Using Eye Creams*

**Lip Balm:**

Lip balm is a wax-like component that is directly applied to the lips for moisturising the lips.



*Fig. 4.1.9: Utilising lip balm*

**Neck Creams:**

Neck creams are generally used for the anti-ageing purpose. It helps to fade dark age-spots and smooth the fine lines.



*Fig. 4.1.10: Neck Creams*

**Serums:**

A facial serum is a kind of moisturiser that is light in weight and penetrates much deeper in the skin.



*Fig. 4.1.11: Face Serum*

**Massage Mediums:**

Massage medium refers to a kind of lubricant which the therapists use while treating the client's skin.



*Fig. 4.1.12: Massage therapist working on the client*

There are three major kinds of massage mediums:

**Massage Oil:**

• Oil is mostly good for all types of skin and for all ages.
• It is also an effective moisturiser.
• Most professionals use jojoba oil or grapeseed oil for treatment.
• The oils contain vitamins and minerals that help the skin glow.

**Massage Creams:**

• These are mostly applicable to delicate and small areas.
• It is good for dry skin.
• These are greasier and heavier than the oils.

**Powder:**

• It is good for oily skin.
• It is mostly used for hairy clients.

# 4.1.2 Different Make-up Products

**Foundation**

Foundation is a kind of makeup that is applied on the face and neck for creating a uniform and even colour to the skin complexion and cover skin flaws. There are different kinds of complexions available in the market:

| Foundation | Picture |
|---|---|
| **Cream Foundation:** It is generally applicable for mature or dry skin. It provides medium to high coverage and makes the skin look smooth and soft | |
| **Liquid Foundation:** It is one of the most popular kind of foundation as these are natural looking and flexible. Amongst these, the oil-based ones are best on dry to normal skin, and the liquid-based foundation is good for oily skin. | |
| **Gel Foundation:** This kind of foundation provides a sheer, even base with more of a translucent coverage. Therefore it is easier to use this foundation if pigmentation marks or minor blemishes are to be hidden. | |
| **Cake Foundation:** This foundation gives a creamy and smooth effect on the face, along with a durable finish. | |
| **Powder Foundation:** It is a light foundation that gives a highly pigmented and fine effect on the face. | |

**Concealers**

Concealer is a kind of cosmetic product that is used for covering age spots, dark circles, large pores and blemishes.

*Fig. 4.1.13: Concealer application*

There are different kinds of concealers available in the market:

| Concealers | Picture |
|---|---|
| **Foundation Concealer:** It is a liquid concealer that helps to cover small blemishes and spots. | |
| **Colour Corrective Concealer:** This kind of concealers intend to cover imperfections of the skin such as sallowness, redness, high pigmentation and usual discolouration. | |
| **Camouflage Concealer:** These kinds of concealers are used to hide high pigmentation. | |

**Blushers**

Blusher is a kind of cosmetic cream or powder that is used for giving a warm colour to the cheeks. There are two kinds of blushers available:

| Blushers | Picture |
|---|---|
| **Powder:** A wide range of powder blush shades are available in the market. It is generally applied with the help of a brush and can be applied on bare skin or on the foundation. | |
| **Cream:** These are mostly available on top of foundation; however, these can also be applicable on bare skin. These blushers stay better on the skin than the powder ones. | |

**Eye Shadow:**

Eye-shadow is a cosmetic product that is applied to eyelids for making the eyes look more attractive. There are three kinds of eye-shadows available in the market:

- Cream eye shadow
- Crayon eye shadow
- Powder eye shadow

- Liquid eye shadow
- Loose powder eye shadow
- Stick or crayon eye shadow
- Baked Eye shadow

| | |
|---|---|
| **Powder Eye Shadow**<br>• It is the commonly used eye shadow.<br>• It is easy to blend.<br>• They come in compressed pans in a palette.<br>• This type of eye shadow is available in a variety of finishes: a matte for daily usage, shimmer for creating dramatic and satin for a smooth finish. |  |
| **Cream Eye shadow**<br>• It usually comes in pots<br>• It is thick and cream based<br>• It is a long-wearing formula<br>• It is not waterproof and can melt<br>• It is easy to blend<br>• It is prone to creasing |  |
| **Liquid Eye Shadow**<br>• Its packaging is like that of a lip gloss<br>• It is as easy to use as powder eye shadows<br>• It stays for long<br>• It can be applied directly with the brush<br>• It is not advisable for those with oily lids<br>• It dries quickly |  |
| **Loose Powder Eye Shadow**<br>• They are best used by advanced makeup artists<br>• One must be careful while applying it on dry skin as it would dry it further<br>• Loose glitter and metallic eye shadows can create a dramatic look<br>• It is to be applied over a primer<br>• It can create great smoky or glittery eyes |  |
| **Stick or Crayon Eye Shadow**<br>• It is the easiest to apply<br>• It can be worn all day long<br>• It is like a primer and pigment blended together |  |

| | |
|---|---|
| **Baked Eye Shadow**<br>• It is smooth and easy to blend<br>• It can be applied both wet and dry | |
| **Eyeliners:** This product is used for defining the eyes more prominently. Eyeliner can be of two types i.e. liquid based and gel based. | |
| **Eyebrow Pencil:**<br>• It is used to define eyebrows. Definers: gel, pencil, wax based, tint<br>• The colour must be close to complexion, colour of hair<br>• Powder brow colour is used for this purpose | |

**Mascara**

Mascara gives prominence, definition and beautifies the eyelashes. It is made of polymers, rayons and wax.

| | |
|---|---|
| **Liquid:** Liquid mascara is the most commonly found mascara. It sharpens and enhances lashes. Both water soluble and water resistance liquid mascaras can be found. | |
| **Cream:** This kind of mascara adds volume to the eyelashes and adds depth to eyes. However, these can be smudged easily. | |
| **Extensions:** These contain fibres so that it can plump up the lashes but does not look like false ones. | |
| **Block:** Block mascara was the most popular kind at the earlier times. These come in a small box in a shape of cake or block with a tiny brush. | |

**Lip Cosmetics**

Lips are an important feature of face makeup. An attractive pair of lips makes look attractive and beautiful. Colours used for lip make-up must be chosen with great care.

| | |
|---|---|
| **Tinted Lip Balm**<br>These products are lip balms with some colour added to give a natural look. It is great for winter. |  |
| **Lip Gloss**<br>Lip gloss is a liquid formula that gives instant shine to the lips. It has less staying power than lipsticks. |  |
| **Sheer Lipstick**<br>It gives a very natural, moist result and is ideal for daily use. |  |
| **Semi-matte Lipstick**<br>It gives more coverage as it has more colour pigments than sheer lipstick. |  |
| **Cream Lipstick**<br>The colour pigments are tight and give full coverage and a beautifully smooth, satin like feel. |  |
| **Matte Lipstick**<br>They show no signs of glimmer what so ever. They are colour-intensive and last longer than most other lip products. They also give the most coverage but have a slightly drying effect on your lips as they do not have much moisture content. Lip liner is needed. Apply with a lip brush. |  |
| **Lip Satin**<br>Lip satins are the newest in the line of the lip colour range. These are more like markers with a more fluid composition. They have alcohol content, which is why they dry out faster than the other lip products. |  |
| **Lip Pencil**<br>Lip pencils are the products that we use to demarcate the outer line of our lips. |  |

**Removal of Eye Make-Up and Skin Make-Up**

When you are removing eye and skin makeup, the best way is to follow the CTM procedure as we discussed before. The CTM process includes

• Cleansing
• Toning
• Moisturising

Try to use suitable products for each skin type, so that it suits the skin well.

# UNIT 4.2: Make-Up Fundamentals

## Unit Objectives ◎

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

1. Identify different tools and brushes
2. Practise colour blending
3. Apply foundations, concealers and base colours
4. Demonstrate the process of introductory bridal make-up
5. Recognise the features of different skin tones
6. Implement safety precautions
7. Implement colour theory
8. Practise the make-up procedure

## 4.2.1 Tools & Brushes

| | |
|---|---|
| **Face Powder Brush**<br>It is the largest brush and covers the largest area. It is not restricted to defining shape, but to blend loosened powder into the skin. | |
| **Blusher Brush**<br>Used to apply blusher to the cheekbones. It looks similar to the powder brush but is slightly smaller in order to work on the area of the cheekbones. | |
| **Contour Brush**<br>This brush has several uses, to apply contour powder under the cheekbones, to shade the face and to highlight. | |
| **Eyebrow Brush**<br>Used to shape the brows and to blend in colour. It has short nylon bristles and may have a small comb on the other side to separate lashes. | |
| **Eyeliner Brush**<br>For the application of eyeliner, or to blend in kohl pencils along the rim of the eye. A very thin, lightly pointed brush is needed. | |

| | |
|---|---|
| **Angled Eyeshadow Brush**<br>To apply and blend powder eye shadow. The angle of the brush is important; it allows you to follow and blend into the socket area. | |
| **Eye-shadow Brush**<br>Used for general shading purposes. It is similar to the angled brush but with a straight edge. | |
| **Fluff Brush**<br>Use to finish off the blending of the eye makeup. It is the largest of the eye brushes and needs to be very soft; it softens edges without disturbing the shape of the makeup. | |
| **Sponge Applicator**<br>The sponge is good for applying both loose and powder eye shadow. It is also used for blending and softening harsh pencil lines. | |
| **Lip Filler Brush**<br>For applying lipstick, the brush must have short, thin bristles to make it flat. This helps to give a clean outline to the lips. | |

## 4.2.2 Colour Blending

Advanced professional make-up techniques deal with creating looks for editorial photography, television, film, high fashion, and creative makeup.

**Eyes**

- Round eyes can be lengthened by extending shadow beyond the outer corners
- Close-set eyes can be made to appear farther apart by placing light shadow in the lids near the nose, and darker shadow on the outer edges of the lids
- Light, reflective colours in the crease can be used to make eyes look deep set eyes emerge; darker colours must be used sparingly
- The shadow used slightly beyond the side of each eye can make small eyes look larger
- Prominent eyes can be made less noticeable by blending a medium to dark shadow over the most prominent part of the eyelid and blending it upward towards the brow.

*Fig. 4.2.1: Eyes Makeup*

**Lips**

- For lip correction you need to cover the lip with base (foundation), then set with translution or compact powder.
- A thin upper lip can be made to appear fuller by lining it with a lip lining and then filling in with lip colour; the procedure can be reversed for a thin lower lip
- When both lips are thin, line both with a pencil and fill in with light lipstick to make lips appear larger.
- For too-full lips, a lip liner is used to draw a line just inside the natural lip line and then filled in with soft colours.



*Fig. 4.2.2: Lining the Lip and Lipstick Application*

## 4.2.3 Applying Foundations, Concealers & Base Colours

**Foundation:**

| Skin Type | Recognition | Suitable Foundation |
|---|---|---|
| Normal (balanced) | Small pores, fine texture, soft, supple, flexible, healthy colour | Crème/Powder |
| Dry skin dehydrated | Matte, uneven texture, lacks suppleness, lines and wrinkles, dilated capillaries on nose and cheeks | Cream |
| Oily | It has open pores and is thick and shiny | It must be non-oily |
| Combination | Any combination of the skin types. The most common is oily T-zone and dry cheeks | All in one fluid and powder combination. |
| Sensitive/dry | Combination dry areas with sensitivity. Tight red appearance. Broken capillaries | Cream or oil based hypo-allergenic products |
| Sensitive/allergy prone | Reacts to products. Skin flushes easily patches/dilated capillaries | Hypo-allergenic products |

**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 Dark Eye Circles**
  Any kind of concealers should not be used for covering under dark eye circles. There are specific kinds of concealers, which are used majorly for covering dark eye circles. This is an essential part of 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 fine pointy 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 overdone, then the 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.



*Fig. 4.2.3: Applying concealers*

## 4.2.2 Colour Blending

**Purpose and Types:**

**Traditional Brides:**

India is a country with various cultures where different regions of India have different belief systems. Different regions of India have different marriage systems, and the brides are always decked up in different ways. As a professional makeup artist, you will have to dress up brides from different backgrounds and regions. Let us now discuss the looks of brides from some of the major regions in India.

**Punjabi Bride:**

Traditional Punjabi brides wear salwar-kameez or lehenga, heavy embroidered dopatta covering their heads and gold jewellery. They wear ivory bangles named Chooda. These are dark red and white in colour, carrying a great traditional significance to the marriage rituals.



*Fig. 4.2.4: Punjabi bride*

**Bengali Bride:**

The Bengali bride generally wears a heavily embroidered red benarasi saree in traditional Bengali style along with gold jewellery. A veil covers her head, and the bride's forehead tends to be covered with unique designs with sandalwood powder and kumkum. She also wears a headgear known as 'mukut'. A Bengali bride carries either a 'gach kouto' (a wooden container with one rupee coin and sindoor) or 'kajal lata' (flat metallic kohl container).



*Fig. 4.2.5: Bengali bride*

**Maharashtrian Bride:**

The first thing that can be noticed in a Maharashtrian bride is the 'Mundavalya' which is a string of pearls or flowers on their head and Chandrakor Bindi. The bridal outfit is generally a silk saree with a heavy, golden border. The hair is always tied in a bun and adorned with flowers. The bride wears the saree in a dhoti style.



*Fig. 4.2.6: Maharashtrian bride*

**Kashmiri Bride:**

The traditional Kashmiri bride wears a 'pheran' that is a raffle designed with a hook or ari embroidery at the cuff, neck and edges. It is generally red, pink or yellow in colour. The bride also wears a headgear, namely 'Kalpush' and 'Zoojh' which is a white cloth with golden paper. The entire attire is called 'Tarang'.



*Fig. 4.2.7: Kashmiri bride*

**Muslim Bride:**

The Muslim bride wears a salwar kameez with a modest neckline and heavy dupatta. Most of the bridal outfits include intricate embroidery and designs. Muslim brides wear heavy golden and stone setting jewellery, and the nose ring is a must for them. The Muslim bride also wears a 'Pasa' or 'Jhoomar' which is a fan or triangular shaped jewellery attached at one side of their hair.



*Fig. 4.2.8: Muslim Bride*

**Gujarati Bride:**

The Gujarati brides wear a white coloured saree with a red border. The saree is embellished with heavy zari thread work or stone. Some Gujarati brides also wear a maroon or red coloured saree with bandhni work. The saree is draped in a traditional Gujarati way keeping the fanned pallu in the front. They also wear heavy jewellery.



*Fig. 4.2.9: Gujrati bride*

**South Indian Bride:**

The South Indian brides wear very less makeup and heavy silk sarees on their wedding day. They also wear a lot of floral jewellery along with heavy gold jewellery.



*Fig. 4.2.10: South Indian bride*

**Christian Bride:**

The Christian brides wear a long white dress with minimal makeup and jewellery. Indian Christian brides sometimes wear white sarees with gold jewellery as well.
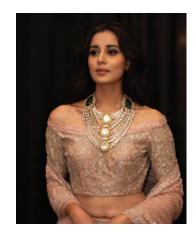


*Fig. 4.2.11: Christian Bride*

**Contemporary Brides**

Nowadays, Indian brides tend to opt for bolder looks and keep on experimenting with different styles. They are not restricting their attire to specific hairstyles and dresses. To dress up a bride in contemporary style, you need to put more innovation in their looks. Here are some examples of contemporary Indian brides:

## 4.2.5 Skin Tone Knowledge

Knowing the skin tone is very much important for any makeup artist. A good understanding of the skin tone helps to choose the right products for an individual. In India, broadly, there are three skin tones:

- Fair
- Medium/ Natural
- Wheatish



*Fig. 4.2.12: Indian Skin Tones*

However, it might be difficult to understand skin undertone. Some think that fair skins have cool undertone where the dark skin has a warm undertone. However, it is not always the case. There are three different kinds of undertone:

- Cool undertone: If the overall complexion has red, blue or pink hues, it can be classified as a cool undertone.
- Warm undertone: If the complexion has more peach, yellow or golden hues, then the undertone is considered to be warm.
- Neutral undertone: Rest of the undertones are considered to be neutral ones.

To understand one's skin undertone, you can do a wrist test before applying makeup. Look at your wrists closely and examine the colour.

- If the veins look blue or purple, then the individual has a cool undertone.
- If the veins seem to be olive and greenish, the undertone is warm.
- If the colour cannot be determined, then the person has a neutral undertone.

## 4.2.6 Safety Precautions

When you are working as a makeup artist, you need to follow some basic safety precautions in order to ensure the welfare and happiness of the clients. If you have to grow as a professional makeup artist, you will have to keep the safety concerns of both you and your client at first. For this purpose, the below guidelines can be helpful for you:

**Avoiding Contamination:**

This does not go one way. Both you and your client need to ensure that you do not get infected from each other. You should remind your client that he/she should inform you if he/she has an infection such as cold sores, boils, conjunctivitis or shingles so that you can manage the risk beforehand. If the conditions are severe, it can contaminate your kit and eventually can affect your other clients as well. If the bride is suffering from any such conditions, you need to ask her to provide her own makeup kit, and you should definitely use disposable tools and applicators.

If you are suffering from such conditions, always keep a hand sanitiser with you. Also, ensure that none of your tools is getting contaminated due to this situation.

**Cleaning Makeup Kit:**

You should always clean your applicators and tools after every client. You should also clean your eye-liners, lipsticks and lip liners with a wet cotton pad.

**Remembering the Life Span of Your Makeup Kit:**
Every product of your makeup kit has a certain lifespan. The shelf life of makeup products varies from one to three years. You should always ensure that you are replacing the old products as they might cause skin irritation on the clients.

**Being Cautious While Handling Heated Files:**
You should always take extra care while dealing with heated tools during makeup. It is significant to take enough time and pay close attention while straightening or curling or blow-drying hair.

**Before & After Care:**
Every bride is a star at her wedding. However, before her D-day, she should take some basic care of her skin and hair. You can ask the bride to:

• Follow CTM process every day without any fail.
• Exfoliate the skin two to three times a week.
• Get facials and hair spa once in a month from six months before the wedding takes place.
• Opt for professional treatment for skin if there is any pigmentation or fine line on the skin.

# 4.2.7 Colour Theory

Colour theory is a practical guideline of mixing colours and the visual effects of a particular combination of colours in visual arts.



*Fig. 4.2.13: Colour Wheel*

**Product Knowledge and Makeup Format:**

In colour theory, there are different categories of colours:

**Primary colours:**
The primary colours in a palate are:

- Red
- Yellow
- Blue



*Fig. 4.2.14: Primary colour*

**Secondary colours:**

You can get these colours by mixing two or more colours together. Some of the secondary colours are:

- Yellow + Blue = Green
- Yellow + Red = Orange
- Red + Blue = Violet'



*Fig. 4.2.15: Secondary colour*

**Tertiary colours:**

These colours can come by mixing one or more secondary colours. Some of such colours are:

- Yellow-orange
- Red-Orange
- Red-Violet
- Blue-Violet
- Blue-Green
- Yellow-Green



*Fig. 4.2.16: Tertiary colour*

**Tint:**

The tint colours come if the white colour is added to a pure hue. So if intense purple and white are added together, lavender colour comes.



*Fig. 4.2.17: Tint*

**Shade:**

Shades come if the black colour is added to pure hues. If black is added to bright red, you can get a rich and deep red.



*Fig. 4.2.18: Shade*

**Tone:**

If you add grey colour to a pure hue, you will get tone colours. These colours are very much applicable for makeup; however, you should know the muted tones such as neutrals, grey and taupe.



*Fig. 4.2.19: Tone*

**Complimentary Colours:**

These colours stay at the opposite of each other on the colour wheel; however, these colours look gorgeous if they are put next together, such as orange next to blue, yellow next to purple.
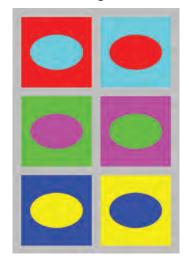


*Fig. 4.2.20: Complimentary colours*

**Analogous Colours:**

These colours generally found next to each other within the colour wheel, and these are from the same family.



*Fig. 4.2.21: Analogous colours*

**Warm Colours:**

These colours have orange, red or yellow undertones. These colours are bright and draw the most attention when they are used in makeup.



*Fig. 4.2.22: Warm colours*

**Cool Colours:**

These colours have red or blue undertone. These colours are soothing and retreat as well.



*Fig. 4.2.23: Cool colours*

## 4.2.8 Make-up Procedure

Many brides have their makeup applied so they can be confident of looking their best. Therefore, to ensure you give the best advice and that the look is what your bride requires, a preliminary consultation is essential. During this consultation, you will need to find out:

- The date and time of the wedding
- The final appointment must be scheduled within the overall preparations. Ideally, the make –up should be applied before the hair is dressed and the dress put on.
- Details of the dress, design, colour and material, colours will look stronger against white.
- The lightweight fabric needs softer makeup than heavier embossed fabrics.
- Hair and style of headdress can affect the facial features.
- Lipstick and nail colours need to tone with the colour scheme of the dress and flowers.
- Remember, the bride wants to look beautiful and radiant. She wants to be recognised. It is not the time for a dramatic change.
- Pearliest products will emphasise flaws and defects, and eye makeup will lose definition of photographs.

When carrying out wedding makeup, avoid stimulation of the skin for 48 hours before the wedding. Shape eyebrows and apply individual lashes 1-2 days prior to the wedding. Apply fake tan 1-2 days prior to the wedding if the dress is low cut and reveals paler areas of the body. It is important to promote waxing, manicure and pedicure treatments prior to the wedding for a truly well-groomed appearance on the wedding day.



*Fig. 4.2.14: Traditional Indian Bride*

**Portfolio Makeup**

Many large Portfolio studios now employ a makeup artist to help client's get the best from their photographs and the service is included in the cost of the photography package, so here are some points you need to consider:

- Lighting can drain the colour from your face and show every imperfection or unnatural contours of the face.
- Lighting can be hot, and makeup may melt, so do not apply heavy makeup and cool the skin if possible during the application
- Avoid greasy products and cream textured products as these emphasise shine, creases and open pores.
- Re-apply translucent powder to achieve a matte finish.
- Pearliest products can cause glare and emphasis flaws.
- Ensure that all products are well blended. This is particularly important around the jaw and hairlines.
- Highlight the under eyes, chin and sides of the nostrils before applying foundation to prevent discolouration and shadow created by skin folds.
- Use highlight and shadow techniques to create facial contours and define bone structure. Foundation should be as light as possible to enhance the contour cosmetics

**Hypo-Allergenic Makeup**

This is available for client's who are sensitive to standard makeup ranges. The main types of ingredients that are omitted are pigments, perfume and preservatives. However, this can mean that the range of colours is limited.

**Professional Makeup**

Let us now discuss the steps for achieving the professional makeup of the bride:

- Consult the client by questioning to identify contraindications to the skin and make-up products
- Prepare the work area, materials, and equipment to meet the Salon operating procedures, industry and legal requirements
- Sanitize the hands prior to treatment commencement. Prepare the client and provide suitable protective apparel.
- Prepare the client and provide suitable protective apparel
- Position self and client throughout the procedure to ensure privacy, comfort and wellbeing
- Select and prepare suitable skin care and makeup products to meet the client's needs.
- Clarify the client's understanding and expectation prior to commencement of the procedure.

After that you should start putting makeup on the bride's face:

- The first step is to clean tone and moisturise the skin. Then you should create a radiant base using the right moisturiser for a dewy glow.
- Next is getting rid of the redness of eyes by the use of eye drops with ingredients that constrict the blood vessels, thus making the redness go away. The same drop is dabbed at pimples and other red areas in the face to make it go.
- The dull and tired skin is brightened using peach and apricot-toned primers. This colour tint also camouflages pigmentation and dark circles.

- The primer is set with a foundation before the application of foundation. The powder used must be lightweight and translucent.
- A good blending sponge is to be used moist to apply the foundation and give the skin a natural, flawless look.
- After the application of foundation, a makeup brush is used all over the face in a downward movement to minimize the appearance of baby hair.
- Cream blush or bronzer is used under the foundation to create a lift from within look.
- HD powder to be used sparingly only on oily zones of the face.



*Fig. 4.2.15: Applying Makeup on a Bride*

You need to apply makeup in a way that it enhances the facial features for bridal Portfolio shoots.



*Fig. 4.2.16: Preparing the Bride*

Adapt the procedure using materials, equipment and techniques correctly and safely to meet the needs of the client. Adjust the client's position to meet the needs of the service without causing them discomfort. If the client is having an issue, you should address it immediately. For example, if the client thinks that the chair is not comfortable enough, you may ask her to shift to a different chair. Complete the procedure to the satisfaction of the client in a commercially acceptable time.



*Fig. 4.2.17: Completing the Procedure*

After providing make-up services, participant need to:

- Correct preparation for applying makeup include the cleansing and toning routine and the correct application of moisturizer suitable to the client's skin type.
- Correct choice and application of cosmetics, colours, textures and types suitable for the client's features and skin types
- Correct handling of the skin to avoid overstimulation, erythema and stretching
- Effective and hygienic use of products and equipment
- Keep makeup fresh by applying pressed powder. Applying a fine spray of water to keep makeup from drying out and cracking by applying more lipstick
- Removal of makeup with products suitable to client's skins types. Wash-off cleansers/facial washes or facial wipes are good for people on the go!
- In the event of an allergic reaction, remove makeup, soothe with damp cotton wool and apply a soothing substance, e.g. calamine.
- Record the clients' skin type, skin condition and age group, procedure accurately and store information securely so that you can use this information to enhance your skills further.
- Dispose of waste materials and leave the work area in a suitable condition for further treatments

## UNIT 4.3: Traditional And Contemporary Brides

### Unit Objectives

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

1. Perform traditional bridal makeup
2. Perform contemporary bridal makeup
3. Apply different kinds of makeup

### 4.3.1 Traditional Bridal Make-Up

Some examples of traditional Indian bridal makeup are:



Traditional Indian bride with shimmery eyes and dark lips.
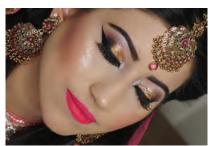


Traditional bride with heavy jewellery, dark eye-shadow and moderately darker lips.



Traditional South-Indian bride with subtle, natural makeup.

Traditional bridal makeup with a lot of highlighters and shimmery eye shadow.



Traditional bride with dark lips and eye shadow.



Traditional Bengali bride with bright golden eye shadow and dark maroon lips along with heavy gold jewellery.
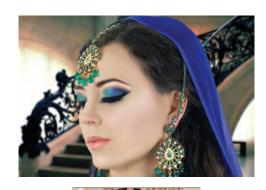


## 4.3.2 Contemporary Bridal Make-Up

Contemporary bridal makeup with nude lips

Indian bride with aqua coloured eye shadow



Indian bride with shimmery nude eyes and lips.



## 4.3.3 Makeup Application Techniques

**Highlighting:**

Use a kabuki or Blush brush for applying the highlighter to the top of cheekbone from temple area in a C curve.
A single layer can be applied for creating a subtle effect; however, if you need intense highlighting, apply more layers.



With the help of your fingertip, dab a little amount of highlighter on the tip of the nose. Blend it by moving the fingertip back and forth.



Take a little bit of highlighter at the forehead centre and brush it down. Start from the centre of the hairline.

For enhancing the eyes, apply the highlighter at the inner corner of the eye. Use an eye shadow brush for this purpose.

Use a small amount of highlighter on the brow bones to make sure that it catches the light.
Keep most of the highlighter at the outer edges.

Dab a little bit of highlighter on the cupid's bow so that the lips draw more attention.

Brush a very small amount of the highlighter at the centre of the chin.

**Contouring:**

**Round Face:**
*   Use power or liquid foundation, bronzer or liquid concealer that is one or two shades darker than the original skin tone.
*   Add the contour at the outer, upper sides of the foreheads, at the temple and hairline, under the cheekbone and the far edges of the jaw lines.
*   Make sure you blend it well.

**Oval Face:**
*   Use the contour at the forehead sides and at the area that is directly below the cheekbones. Start from the ears and end it in the middle of the cheeks.
*   Add the contour at the sides of the forehead, temples of the face for creating a balance between the lower and upper half of the face.
*   Also, add contour below the cheekbones starting from ears and ending it at the middle of the cheeks.

**Smokey/Glittery Eyes:**
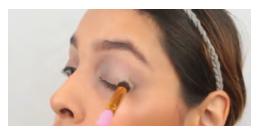


Choose the right eye shadow palette and brush for creating the glittery eye look.



Use an eye shadow primer and evenly spread it on your eyelids.



Apply the base shade. Try to use a little darker shade for colouring the outer corner. Dab the lighter shade at the inner corner of the lid for highlighting it.



Apply the dark shade on the outer lid along with on the crease of the eye. Blend the colours.



Add glitters if you want to make glittery eyes.



Add colour to the bottom lid for creating a focus on the lower lid. For this purpose, you need to use a firm brush. Also, apply eyeliner to fill in the outline.

**Arabian Eyes:**

Use concealer on the eyelids for covering dark spots and wrinkles. Liquid concealers are favourable for this purpose.



Apply primer for smoothing the eyelids and ensuring the longevity of the makeup.



Apply pink eye shadow on the eyelid with the help of a brush. Extend the eye shadow, win the winged style and blend it all over the lid.



Apply a darker shade on the outer edge of the lid and create the winged effect.



Apply eye-liner and mascara to line the eyes.



**Lip Colour Application:**

The lip needs to be prepped at first. Apply lip balm or a nourishing moisturiser getting supple and soft lips.

To get an even tone on the lips, apply a shade of concealer that matches the lip colour. Dab it with a small flat or fluffy brush. Apply a very small amount of compact to seal it.



Use a lip liner to define the natural lip line. If needed, you need to reshape the lips as well.



Apply the lipstick with the help of a brush. Make sure you do not miss the inner corners.



**Individual Eyelashes Application:**



Pick out the lashes.



Cleanse your eyes.



Pour the eyelash glue.



Test where you need to put the lashes.

Apply glue to the lashes.



Attach the lashes to the eyelid.

**Bridal Hair Styling:**



Bun with accessories and a small puff in the front.



Bun with flower accessories.



Side bun with hair accessories.



Long braid with hair accessories.



Open hair with floral accessories.

**Jewellery Setting:**

As a professional makeup artist, you will also have to put the jewellery on the bride, such as:



Apply Eye Makeup



Click/Scan this QR Code to access the related video

Apply Mascara



Click/Scan this QR Code to access the related video

Fixing eyelashes



Click/Scan this QR Code to access the related video

Fixing Eyelens



Click/Scan this QR Code to access the related video

Lip Contour



Click/Scan this QR Code to access the related video

# UNIT 4.4: Hair Styling

## Unit Objectives 🎯

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

1. Compare different hair styling methods
2. Practise different hair styling methods

## 4.4.1 Thermal Styling

It involves styling the dry and clean hair using electrical tools that produce heat.



Blow Drying Procedure



Ironing/Crimping procedure



Tongs procedure

## 4.4.2 Wet Styling

It includes styling the damp, clean hair just after shampooing and conditioning.



Pin curls procedure



Finger waving procedure

## 4.4.3 Roller Setting

This process includes using a roller for styling the damp hair for either straightening or curling the hair.


Hot rollers


Velcro


Benders

## 4.4.4 Artificial Aids

When additional hair pieces are used for styling the hair, these accessories are known as artificial aids.


Hairpieces


Switches


Natural Accessories


Artificial Accessories

Rose petals with Gypsy flowers for the Hair Style



Click/Scan this QR Code to access the related video

Traditional bun



Click/Scan this QR Code to access the related video

## 4.4.5 Cleaning and Maintaining of Artificial Aids

Hairpieces also need to be cleaned and maintained for hygiene purposes. Let us now discuss the process of cleaning the hairpieces:

Firstly, you need to remove the glue from the accessory:

- Take a piece of glass or mirror.
- Place the hairpiece placing its bottom against the glass and slide it down in a slow manner.
- Continue pressing in a firm and gentle manner so that the glue appears on the mirror.
- Use a cleaning agent for cleaning the mirror after this.

After you have removed the glue, you need to shampoo and condition the hair aids.

- Rinse the artificial aid under warm water. Add some shampoo in a bowl full of clean and warm water.
- Swish the aids gently.
- Take it out and rise again under cold water until clear.
- Take another bowl of clean water and add conditioner there. Put the hair piece there and let it soak.
- Take it out and let it dry.

# UNIT 4.5: Saree and Dupatta Draping

## Unit Objectives ⊚

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

1. Practise different styles of draping a saree
2. Demonstrate different dupatta setting styles

## 4.5.1 Bengali

Bengali women drape their saree in 'aatpoure' style, which is their signature style. This style is somewhat similar to the usual saree draping style. For draping a saree in Bengali style, you need to follow the below-written steps:

Tuck the saree in near the navel on the left side and start draping it towards the right. Keep doing it until you reach the starting point.



Start making broad pleats which will start at the left side and will end near the right leg. Make sure that the pleats are levelling with the ground. You need to make two or three pleats so that a lot of fabric is left for making the pallu.



Bring the rest of the fabric to the front-left side and make pleats again, as shown in the picture.

Pin up the pleats on the left shoulder, ensuring that the pallu is touching the ground.



After adjusting the pleats, take the right side of one border and bring it at the right side of the waist. Tuck it in appropriately near the right side of the waist.



Bring one tip of pally in the front and pint it on the right or left shoulder. Adjust the pleats with safety pin or clips.

The final look of the saree will be like this:



*Fig. 4.5.1: Saree Draped in Bengali Style*

## 4.5.2 Gujrati

For draping a saree in Gujarati style,

Firstly, take one end of the saree and start wrapping it around the wait from right to left. Drape the saree in the front as well and tuck it in.



Take the other end of the saree and make folds or pleats that are closed-ended, creased and facing right. Try to make seven or eight of them. Pin those pleats together with a pin.



Take the pallu to the front from the back side over right shoulder making it counterclockwise.

Pin the pleats of the pallu across the chest and bring it to the left waist side.



In order to bring a 'Rajrani' variation in the saree, adjust the pleats to make a 'V' shape at the front.



## 4.5.3 Maharashtrian

**For draping a Maharashtrian style saree:**

Take an end of the saree and wrap in over the right waist and tie a double knot between the saree around the waist.



Take the loose end and wrap in between the person's leg and tuck it after making small pleats.

Take the front part of the saree and tuck it at the front centre after making pleats.



Bring the rest of the saree around the waist to the front and again make pleats for making the 'pallu'. Secure the pallu on the left shoulder with the help of a pin.



## 4.5.4 Fancy

In order to drape the saree in a fancy style,
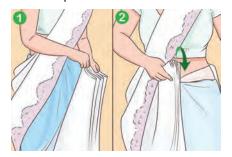
Wrap the saree around the waist from right to left. Fold the saree in tiny sections and tuck those around the waist.



Pin the pallu over the left shoulder. The end parts of the pleats will be hanging loosely at the back.

Make more pleats with the rest of the fabric. Make sure these pleats are evenly spaced, pinned and tucked in the waist as shown in the below picture.



You can drape the pallu in different ways. You can leave the pallu open or drape it around the neck. The end look will be like this:





*Fig 4.5.2: Different Kinds of Fancy Saree Draping*

## 4.5.5 South Indian

For draping a saree in South Indian style, you will need to follow the below steps:

Tuck the end part of the saree which is not for pallu, on the right side of the person and wrap it around to bring to the back side of the waist. Tuck the full fabric in.

Bring it at the front side and tuck at the sides twice. You should leave some of the saree in between.



Take the pallu part and drape it around the chest, both front and back and bring it to the centre.



Take the remaining pallu and make three to four pleats and tuck it around the chest part.



## 4.5.6 Punjabi

Punjabi brides generally wear lehenga or salwar suits on their wedding day. For draping the dupatta,

- Take the middle section of the dupatta and put both the sections on both shoulders, keeping the length same.
- Pin it on both the shoulders.
- Take one side, preferably right one and drape it around the head.
- Pin in on the head so that it does not fall

The end look will look like the below picture:



*Fig. 4.5.3: Punjabi Bride*

## 4.5.7 Muslim

Muslim brides mostly wear salwar sets for their wedding days. The sets are highly embroidered with different kinds of motifs, stones, colourful threads, etc. Muslim brides wear their dupatta in khada Dupatta style as it defines sophistication and elegance of the ancient era. For achieving the look,

- Spot the middle section of the dupatta and pin it at the back side of the churidar, under the kurta.
- Bring the end parts of the dupatta in the front and create a large loop around the sides.
- Take the left side of the dupatta and make pleats keeping the ornate border on the top.
- Pin the dupatta on the left shoulder and adjust the rest under the ornate border.
- Repeat a similar process for the right part and bring it to the left shoulder from the front.

The end look of the dupatta should look like the below picture:



*Fig. 4.5.4: Muslim Bride*

Dupatta Draping



Click/Scan this QR Code to access the related video

# UNIT 4.6: Bindi Designing

## Unit Objectives 🎯

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

1. Compare different types of bindis
2. Design different types of bindis

## 4.6.1 Significance of Bindi in India

Bindi can be referred to as a coloured pointed dot on the forehead centre of a woman, initially started by Jain and Hindu religions in India. It is generally worn among women in India, Bangladesh, Bhutan, Nepal, Sri Lanka, Malaysia, Singapore, etc. In Hinduism, Jainism and Buddhism, Bindi is related to 'chakra', and it has a great cultural and historical significance in the Indian subcontinent.

Conventionally, the place between eyebrows is called 'ajna' or the 'sixth chakra' or the place of 'concealed wisdom'. Therefore the Bindi is considered to be retaining energy and strengthening lost concentration. It is also referred to as a third eye. So, it also represents good fortune and auspiciousness in Indian culture. When a Hindu bride goes to her husband's home, the Bindi is considered to guide her in prosperity. Therefore it also symbolises her association with marriage. However, many also link the red colour of Bindi with the early practice of devoting blood to Hindu Gods.

## 4.6.2 Types of Bindi designing in India

**Traditional Red Bindi**

It is a red dot applied between the eyebrows of a married woman using mostly kumkum or vermilion. However, nowadays, red sticker Bindis are available in the market. It is generally popular amongst Bengalis; however married women in all over India wear red Bindi as a symbol of their marriage association.



*Fig. 4.6.1: Traditional Red Bindi*

**Maharashtrian Bindi**

It is in a well-known crescent shape which was known as Chadra Bindi in early Kings and Queens.



*Fig. 4.6.2: Maharashtrian Bindi*

**Tribal Art Bindi**

These Bindi designs are inspired by tribal designs. Chandan or Kajal is generally used to draw these designs on the forehead.



*Fig. 4.6.3: Tribal Art Bindi*

**Bridal Bindi**

In the Indian subcontinent, brides wear a special kind of bindi on their wedding day. These bindis have two different sets within one; the first one is put at the centre of the forehead, and the second one is stretched over the eyebrow arches.

Some of the examples are:



*Fig. 4.6.4: Bengali Bridal Bindi*



*Fig. 4.6.5: Stone Bindi*

**Contemporary Bindi Designs**

Even though initially, Bindi was a simple red point between eyebrows, it has experienced several evolutions and transitions.

• Vertical Bindi: This is designed generally as a shape of a teardrop or a straight line along with different other shapes vertically arranged.

• Snake Bindi: This is shaped like a snake using a swirl and designed vertically.

• Designer Bindi: These kinds of bindis are accessible in various shapes, sizes and colours. These are normally designed with stones, pearls, sequins, glitter or threads.

*Fig. 4.6.6: Vertical Bindi*



*Fig. 4.6.7: Snake Style Bindi*



*Fig. 4.6.8: Designer Bindi*

**Different Materials used for Bindi Designing**

In India, generally, vermilion or Chandan is used to draw different styles of the bindi. Bengali brides wear their bridal bindis using vermillion and Chandan, whereas brides from other states use glitters and stones for their bridal bindi. Designs with Chandan are also called Alpana designing.



*Fig. 4.6.9: Bridal Bindi with Chandan and Vermilion*



*Fig. 4.6.10: Alpana Designing on Forehead*



*Fig. 4.6.11: Different Materials for Drawing Bindi*

## Summary

- Eye makeup remover products help to remove the previously applied products to the eye.
- Cleansers remove dead skin cells, dirt, makeup, oil or any other harmful pollutants from the skin.
- Facial fresheners are an alcohol-free hydrating formula that contains essential oils, PH regulating components and glycerine that are generally sprayed after cleansing the face and before applying any moisturiser.
- Astringents are alcohol-based products which remove the excess oil, bacteria and makeup products from the face.
- Toners are mostly suitable for acne prone or oily skin.
- Facial moisturisers keep the skin healthy and hydrated along with enhancing the topmost layer of the skin.
- Eye creams or gels intend to remove dark circles, puffiness in the eyes, wrinkles or fine lines.
- Lip balm is a wax-like component that is directly applied to the lips for moisturising the lips.
- Neck creams are generally used for the anti-ageing purpose.
- Massage medium refers to a kind of lubricant which the therapists use while treating the client's skin.
- Lips are an important feature of face makeup. An attractive pair of lips makes look attractive and beautiful.
- Corrective makeup techniques are now one of the most popular techniques in the makeup industry.
- Advanced professional make-up techniques deal with creating looks for editorial photography, television, film, high fashion, and creative makeup.
- 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.
- Nowadays, Indian brides tend to opt for bolder looks and keep on experimenting with different styles.
- A good understanding of the skin tone helps to choose the right products for an individual.
- When you are working as a makeup artist, you need to follow some basic safety precautions in order to ensure the welfare and happiness of the clients.
- Colour theory is a practical guideline of mixing colours and the visual effects of a particular combination of colours in visual arts.
- The main types of ingredients that are omitted are pigments, perfume and preservatives.
- Adapt the procedure using materials, equipment and techniques correctly and safely to meet the needs of the client.

## Activity

Drape a saree according to the Bengali style.

## Activity

Practise colour blending of eye makeup on your friend.

**Notes**

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## Exercise

**A. Answer the following:**

1. The three massage mediums are: _____, _____ and _____.
2. Cream foundations are used for providing _____ coverage.
3. Camouflage concealer is used for _____ pigmentation.
4. Mascara is made of _____, _____ and _____.
5. The first thing that can be noticed in a Maharashtrian bride is the _____.
6. Explain the colour theory of makeup.

# 5. Perform Fashion And Photographic Makeup

Unit 5.1 - Hi-Definition Make-Up

Unit 5.2 - Creative Make-up

## Key Learning Outcomes

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

1. Apply hi-definition makeup on a client
2. Perform creative makeup on a client
3. Practise makeup for fashion and photography

# UNIT 5.1: Hi-Definition Make-Up

## Unit Objectives ⊙

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

1. Identify the effect of lighting on the colour of make -up
2. Perform Corrective makeup on a client
3. Identify the role of eyebrow proportion in makeup

## 5.1.1 Effect Of Lighting

**Corrective Make-Up Techniques:** Corrective makeup techniques are now one of the most popular techniques in the makeup industry. With the help of corrective makeup, you can create certain angels on the face so that the highlighted points of the face are more visible under lighting. There are different kinds of face shapes, and the corrective makeup techniques vary as per the face shape.

**Round Face (Redondo):** For clients with round faces, you need to hide the chubby cheeks and create sharp angles on the face. If your client has a round face, you should apply the highlighter on the front part of the cheeks, under eyes, a little bit on the nose and on the centre of the chin. Apply the contour on cheekbone for making a face look a little longer, on the forehead and around the hairline.

**Rectangular Face:** This kind of face does not need any angle creation as they already have those. In terms of these faces, the length is more than width along with a strong jawline. These faces need much less contouring and a lot of highlighting. Apply the highlighter under the eyes, under the lip area, the centre of the chin, and a lot of on the forehead going down to the nose. Contouring should be applied more on the cheekbones in the shape of a circle and little bit on both the sides of the forehead.

**Triangular Face (Quadrado):**These faces have bigger and longer forehead; however, the jawline is much smaller than that. For this kind of faces, you will have to make the jawline a little bigger and forehead look much smaller. You should apply more contouring on the upper part of the face, the edge of forehead and cheekbones. The highlighter should be applied to the lower part of the face so that it looks bigger. The highlighter should be added on the outer part of the cheeks, chin and under the lower lip's edge.

**Long Face (Comprido):** These faces are almost similar to the oval face sizes. For these faces, more width should be created with the help of contour on the cheeks. Add the contour on the top of the face and lower section of the forehead. With this technique, participant will be able to create the illusion that the face has adequate width as well. Therefore add the contour to the central part of the hairline and under the cheek. The highlighter should be applied at the central part of the face so that a little roundness can be added. Highlight the nose, cheeks and at the edge of the mouth.

**Oval Face:** The oval face does not need much contouring; however, you will have to follow the existing facial lines and make them more prominent. This will make a face look sharper.

After you have added the contour and highlighter on your face, take a blender brush and blend it carefully.
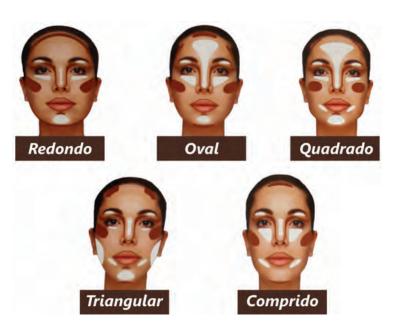
*Fig 5.1.1: Different face shapes and their corrective makeup*

## 5.1.2 Corrective Make-up Techniques

Advanced professional make-up techniques deal with creating looks for editorial photography, television, film, high fashion, and creative makeup.

Corrective makeup is the use of light and dark shades to create an illusion of better balance and proportion of facial features. Highlighting is used to accentuate a feature while shadowing is used to minimize it.

**Face**

- Blending a darker foundation on the outer edges of temples, along the cheekbones and jawline is useful on round and square faces. In such faces, a lighter foundation should be used along the centre of the face, from the forehead to the tip of the chin.
- Apply the light foundation on the outer edges of the cheekbones is to be applied on narrow faces.
- A darker foundation below the cheekbones and alongside the jawline is used to correct a wide jaw.
- A lighter foundation is used to highlight the chin if it is receding.
- A darker foundation to shade under the jawline and over the double chin can correct the appearance of a double chin.



*Fig 5.1.2: Corrective makeup on the face*

## 5.1.3 Eyebrow Proportions And Nose, Eye, Lip Corrective Makeup

**Eyebrows:**

• For round and square faces, high arched eyebrows can be helpful to make the face look narrow. For adjusting the arch, you need to remove additional hair from the top. Make sure you fill the under portion of the eyebrows with eye shadow or brow-pencil. High arches also go with closely set eyes.

• For a heart-shaped face, try to keep the eyebrows rounded or straight. For this face type, do not touch the sparse area as it may emphasise the forehead.

• If the eyes are closely set, you should slightly widen the distance between the eyebrows and extend the brows with the help of a brow pencil.
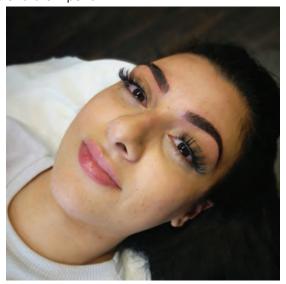


*Fig 5.1.3: Evenly drawn eyebrows*

• Nose shaping is a significant part of corrective makeups. However, before you start the process with the help of lighter and darker foundations; make sure you know the skin type of the client. If the client has oily skin, you may skip applying moisturiser on the nose.

• For big noses, you need to slim the nose down a little bit. Use darker contouring shade and a firm makeup brush. Start from the below of the inner corner of the eyebrows. Sweep it down following the nose line and use a lighter shade of foundation on the bridge of the nose.

• For flat noses, you need to give it a particular dimension. Use a little highlighter at the bridge of the nose. Make sure you blend it well. For this kind of noses, you may skip the sides.

• If your client has a narrow nose, use the concealer for bringing the right shape. Apply the dark contouring shade down the centre of the nose and use the lighter contouring shade on the nostrils and sides for completing the look.

• If the nose is too long, use a darker contouring or foundation shade at the tip of the nose, on and around nostrils. Blend it really well with a firm brush or your fingers.

*Fig 5.1.4: An example of corrective nose makeup*
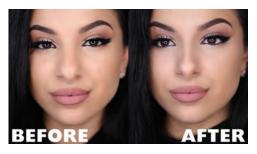


*Fig 5.1.5: Before and after pictures of nose makeup*

**Lips:**

- To emphasise asymmetrical and full lips, you need to utilise a neutral coloured lip pencil and draw the lip lines. If the client has wide lips, you need to draw inside the actual lip line, whereas if the client has thin lips, you need to overdraw the lip lines for making it look larger.

- If the client has small lips, you can use lip gloss to create the illusion of large lips. Use a natural lip liner for overdrawing the lip lines until you reach the desired lip size. For this kind of lips, you need to avoid the harsh lines and deeply saturated colours.

- In terms of thin lips, you need to correct the lips by drawing the outside of the natural lip lines and add a little bit of gloss. Make sure that the lip liner corresponds with the colour of lipstick and it is added symmetrically.

- If the lips are not symmetrical, cover the lips with foundation and face powder. Then use the lip liner to redraw the lips.

- If the lips are downturned, you need to give a slight lift to the lips. For that purpose, you need to avoid defining outer corners of the lower lip. Make sure that you minimise the outer corner of the lower lip line by adding concealer. Draw the lower lip line a little upwards as well.

- If your client has mature lips, use a neutral tone lip liner to draw the cupid bow at the centre of the upper lip. The lines coming down from the peak of the bow should be drawn in a natural way. Also, you need to draw a natural curve under the cupid's bow for defining the lower lip line in a better way.
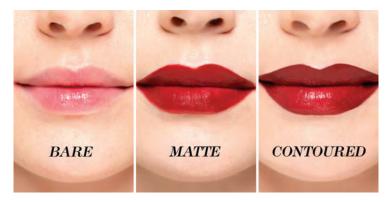


*Fig 5.1.6: Bare, Matte and Contoured Lips*

## UNIT 5.2: Creative Make-up

## Unit Objectives 🎯

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

1. Apply makeup for Catwalk
2. Apply Theatre makeup
3. Perform fashion/editorial make up
4. Apply makeup for black and white photography
5. Apply period make-up
6. Illustrate different bridal make-up techniques for various occasions
7. Practise Smokey eye makeup
8. Practise Cut-the-Crease eye makeup
9. Apply different types of eyeliner
10. Practise creative makeup

## 5.2.1 Catwalk/Theatre Makeup

Catwalk or Runway makeup is the high fashion Portfolio makeup designs that are presented on stage for the fashion shows around the world. This is where the world of fashion and theatre come together for complimenting the show and its fashion style. Catwalk makeup should be creative and bold or subtle, depending on the fashion style.
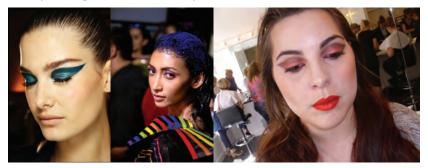


*Fig 5.2.1: Different kinds of Catwalk makeup*

## 5.2.2 Fashion/Editorial Makeup

Fashion or editorial makeup includes creative makeup with numbers of innovative interpretations. This is a glamour/beauty makeup that has a key role to play here as the fashion editorials tell a story or create an imaginary reality with their makeup. Some of the factors of fashion and editorial makeup are:

• Flawless skin
• Professional contouring
• Use of colours
• Finest perfection
• Proper alignment of the story and makeup

Here are some examples of fashion or editorial makeup:



*Fig 5.2.2: Fashion/Editorial Makeup*

**60s Makeup Look:**

The 60s makeup look is a significant part of the fashion/editorial photo shoots. Some of its features are:

• A pale base is used for the 60s, so you should not use any bronzer.

• The face makeup is kept very minimalistic so that the eyes stay prominent.

• In order to give the model a natural looking blush, you can use a very small amount of muted pink blusher.

• Cover eyes with a nude eye shadow tone.

• If you want to create a dramatic look, utilise a white eye shadow.

• Thick black eyeliners are must for this look. Also, the bottom lashes need thinner as well.

• Fake eyelashes are a must as well.

- Some of the examples are:



**Aqua Colour:** Aqua colour makeups are rich and intense in colour and highly pigmented to be used for professional purposes. As a professional makeup artist, you need to moisten the makeup brushes and sponges for applying it to the body or face for a smudge-proof finish.

Some of the examples are:

## 5.2.3 Makeup For Black And White Photography

Black and white photos are very good to look at. However, it is not as simple as choosing a red or blue colour for the makeup. Some of the features of the makeup for black and white photography are:

*   Simple and elegant makeup with lighter shades on the eyes
*   Dark bronzer to make them look more prominent
*   Dark and vibrant lips to make them look dramatic
*   Foundations used here are without SPF as they reflect light, and it can make the model's face look shiny. So matte foundations are the best choice for this.
*   Neutral coloured eye makeup
*   Dark colours like blue, red, purple look darker on black and white photos so; subtle colours need to be used here.

Some of the examples of such makeup are:



*Fig 5.2.3: Makeup for Black and White Photography*

## 5.2.4 Bridal Make-Up Variation

Indian marriages include a number of occasions where the bride is dressed up in different ways. Some of the guidelines of different kinds of bridal colleges are:

*   Avoid using heavy makeup for day events.
*   Try using matte makeup for the bride. It will allow the skin to look bold and breathe at the same time.
*   Try using chemical free products so that it does not harm the skin.
*   Not every event needs dramatic makeups. For events like sangeet or Mehendi, try to use subtle colours like pink or peach.
*   For evening events, you can go for shimmery makeup look for the bride.

Let us now look at some of the examples:

## 5.2.5 Smokey Eye Make-Up Variations

**Soft Smokey Eyes**



**Coloured Smokey Eyes**



**Full Smokey Eyes**

## 5.2.6 Cut-the-Crease Eye Makeup

The procedure for creating Cut-the-Crease eye makeup are:

• You need to use a neutral tone eye shadow on the eye crease. Try to blend the colour in a upward motion for creating the transition.

• Take a darker shade from the same palate and blend it on the crease.

• Apply doctor tape on the sides of the eye so that you can make the place more prominent to begin your wing.

• Use a dense brush and take the darkest shade of the palate and start lining the crease. Blend the colour using the clean side of the brush.

• Take a small amount of concealer on a thin brush for carving the crease out.

• Drag the concealer for creating the winged shape.

• After you have carved the crease, take any eye shadow with yellow undertone for setting the concealer.

• Finally, use a gel liner for lining the eyes. Build the thickness as much as you want.

• Take a small amount of black eye shadow over the gel liner for intensifying the look.

• Use the first eye shadow and put it on the lower lash to complete the look.



*Fig 5.2.4: Cut-the-crease eye makeup*

## 5.2.7 Eyeliner Variations

**Winged:**

**Double-winged:**



## 5.2.8 Creative Makeup Procedure

Creative makeups need a perfect blend of colour and innovation. The following steps would describe the fundamental method of creating a creative look at your client.

- Firstly, you need to consult the client by questioning to identify contraindications to skin and make-up products. Clients may have issues with issues of rash or itching with some specific products. You need to clarify that before you begin the makeup process.



*Fig 5.2.5: Consulting the Client*

- Prepare the work area, materials, and equipment to meet the salon operating procedures, industry and legal requirements. You need to ensure that the work area is clean, hygienic and meets all the industry requirements. In order to maintain hygiene, you will also need to sanitize the hands prior to commencing treatment.



*Fig 5.2.6: Makeup Products*

• Prepare the client and provide suitable protective apparel. You can give your client a gown or an apron so that his/her dress is not harmed. After that, you need position self and client throughout the procedure to ensure privacy, comfort and wellbeing. Make sure your client is comfortable in the chair, and his/her privacy is restored completely.



*Fig 5.2.7: Preparing the Client*

• Talk to the client and gather all the necessary information about his/her skin and hair. you should also make sure that that you know the needs of Based on this information, you need to prepare a suitable treatment plan to meet the client's needs.

• Select and prepare suitable skin care and makeup products to meet the client's needs and work plan.

• You should also clarify the client's understanding and expectation prior to commencement of the procedure. Make sure your client agrees to your plan.



*Fig 5.2.8: Talking to the Client*

• While you start the Clean, tone and moisturize the skin to suit the client's skin type. If your client has dry skin, you need to use a cream based cleanser, whereas if you have a client with oily skin, you need to use an oil-less cleanser.

• Conceal skin imperfections and blemishes using the suitable colour corrective products understanding the warming and cooling colours. Make sure that the colours are complimenting each other.

• Select by understanding the product mixing technique and application technique of foundation using brush/ sponge/airbrush, to the centre of the face and evenly blended out to sides of the face to achieve coverage. You should choose the application techniques depending on the occasion of makeup. If your client is a bride, your application techniques will be different from a catwalk model. You should also choose the colours according to the occasion.

• Select and choose a suitable corrective technique based on the face type of the model. Apply to make –up to meet the requirements of the fashion shows/ photo shoots. The photo shoots in

studios need to have a different corrective technique from the catwalk or theatre shows. Adapt the procedure using materials, equipment and techniques correctly and safely to meet the needs of the client.



*Fig 5.2.9: Applying makeup*

- Adjust the client's position to meet the needs of the service without causing them discomfort. If you are moving the chair or taking the client to a different place, you must ensure their comfort.
- Check the client's wellbeing throughout the service and giving the necessary reassurance.
- Complete the procedure to the satisfaction of the client within a given time frame.

After you have completed the makeup procedure, record the client's skin type, skin condition and age group, procedure accurately and store information securely in line with the organisation's policies.

- Provide specific after–procedure, homecare advice and recommendations for product use and further treatments to the client
- Dispose waste materials and leave the work area in a suitable condition for further treatments knowledge



*Fig 5.2.10: Categorising and Disposing Waste Materials*

## Notes

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## Summary

- Advanced professional make-up techniques deal with creating looks for editorial photography, television, film, high fashion, and creative makeup.
- Nose shaping is a significant part of corrective makeups.
- Catwalk or Runway makeup is the high fashion Portfolio makeup designs that are presented on stage for the fashion shows around the world.
- Fashion or editorial makeup includes creative makeup with numbers of innovative interpretations.
- Aqua colour makeups are rich and intense in colour and highly pigmented to be used for professional purposes.
- Indian marriages include a number of occasions where the bride is dressed up in different ways.
- Creative makeups need a perfect blend of colour and innovation.

## Exercise

A. **Answer the following questions:**
   1. Creative makeup needs a perfect blend of colour and innovation.
   2. Explain the stages of eyebrow corrective technique.
   3. Discuss the factors of fashion makeup.

## Activity

Practise correcting your own nose shape.

## Activity

Apply Cut-the-Crease eye makeup on yourself.

# 6. Airbrush Makeup

Unit 6.1 - Skin Types and Conditions

Unit 6.2 - Fundamentals of Airbrush Makeup

# Key Learning Outcomes

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

1. Identify various skin types and conditions
2. Apply airbrush makeup on a client

# UNIT 6.1: Skin Types and Conditions

## Unit Objectives 🎯

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

1. Identify various types of skin
2. Compare various types of skin
3. Recognise the importance of detailed skin analysis and tests

## 6.1.1 Skin and Its Types

**Classification of Skin Types**



*Fig 6.1.1: Skin Types*

1. **Normal Skin (pH 5.5 – 5.8)**
   • Rather rare
   • The balance between dry and oily skin
   • Firm
   • Healthy colour, smooth and soft
   • Tight pores
   • Has a translucent glow

2. **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

3. **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

4.  **Matured Skin**
    - • Similar to dry skin
    - • Looks parched, saggy, dehydrated
    - • Skin is deeply lined and loose

5.  **Oily Skin**
    - • Thick and coarse
    - • Develops open pores, pimples, black heads, papules and pustules
    - • There is excess production of sebum

6.  **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

# 6.1.2 Contraindications, Skin Diseases And Disorders

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**

The lesion is a 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 legions:

**Macule:**

- • Small discoloured spots or blemish on the surface of the skin
- • Neither raised or sunken
- • The surrounding skin is blistered 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
- Feelings 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 the 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 the disease and are serious in nature.
- We shall now look at the various kinds of secondary legions:

**Scar:**

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



**Keloid:**

- Overgrowth 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
- Maybe of 100 different types
- Occurs mostly on the skin when the 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**
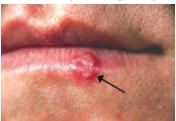
- Occurs in the superficial layers of the epidermis caused by Staphylococci
- Characterised by honey-coloured crusts and sores
- Red and itchy skin is indicative of its occurrence
- Might have secondary infections in severe cases
- Mostly affects children
- Found in nose and mouth area



**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 the 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

• The virus affects the dorsal cot 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 airtight 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 plague like, and on foot, they are deep and surrounded by thickened skin (Verrucae planter warts)

• Maybe 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
  - on the nails - Tinea Unghium
- 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 lay 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
- The 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

## 6.1.3 Importance Of Detailed Skin Analysis And Relevant Tests

Skin analysis includes a careful assessment of the skin before any beauty treatment for establishing a diagnosis. The importance of skin analysis is:

- It helps to understand the intrinsic and extrinsic factors of the skin.
- It also helps to get a clear idea on the client's diet, lifestyle and health.
- It also helps to determine the time period of the present skin condition.
- Skin analysis is also helpful to know the cellular structure and its functions.



*Fig 6.1.2: Skin Analysis*

## UNIT 6.2: Fundamentals Of Airbrush Makeup

## Unit Objectives ⊚

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

1. Identify the limitations of airbrush makeup products
2. Use airbrush makeup products
3. Demonstrate the process of airbrush makeup design
4. Apply airbrush makeup techniques
5. Comply with the advice given to the client

## 6.2.1 Airbrush Make-Up Product Uses And Limitations

**Different Kinds of Airbrush Makeup:** The Airbrush Makeup is a kind of makeup that is sprayed on the skin with the help of an airbrush in place of brush, sponge or fingers.



*Fig 6.2.1: Airbrush Makeup Kit*

There are different kinds of airbrush makeups, such as:

**Silicone Based:** The silicon-based airbrush makeup products have high pressure, and it is used to hide the large pores and fine wrinkles.



*Fig 6.2.2: Silicon-Based Airbrush Foundation*

**Water Based:** The water-based products can work on much lower pressure; however, these products are not highly water resistant.



*Fig 6.2.3: Water-based airbrush colours*

**Alcohol Based:** The alcohol-based products are smudge-proof, waterproof and non-transferable. These products are not for everyday usage as this can dry up the skin.



*Fig 6.2.4: Alcohol Based Airbrush Body Paint*

**Colour Range:** Airbrush makeup products offer a wide range of colours and products that go with different skin tones.



*Fig 6.2.5: Airbrush Foundation Colour Range*

**Selection and Suitability to the Make –Up Needs:** Makeup products are selected according to the needs and suitability of products. Airbrush makeup is best suited for:

• Clients with very oily skin as it lasts much longer than regular makeup

• Clients who want a light makeup tone

• Clients whose skin are comparatively free from scars, acne or wrinkles

• Clients who want radiant glow on the face

Therefore as a professional makeup artist, you need to consult the client and find out the specifications to find out whether he/she should go for airbrush makeup or not. For example, if your client has a lot of acne or scars on the skin, it may not be ideal to suggest airbrush makeup to him/her.

# 6.2.2 Airbrush Make-Up Design

**Contouring:**



**3D makeup:**



**Tattooing:**

**Full Face Day Make –Up:**



**Make –Up For Bridal**



**Makeup for Fashion and Portfolio Shoots**

## 6.2.3 Application Of Airbrush Make–up Techniques

**Colour Fading/Blending:** In airbrush makeup, the colours are applied with the help of airbrush gun. Therefore if you need to fade or blend the colours, you need to:

- Use a low pressure and smaller fan
- Reduce the volume of paint
- Move your arm smoothly

**Highlighting:**

- For highlighting the cheeks, start from the top of the cheekbone and go towards the hairline with upward movement.
- Spray a very small amount of highlight at the top of the nose. You can start from the forehead area.
- For jawline and chin, spray a small amount of highlight on the chin and around the jawline for adding a little more dimension.



*Fig 6.2.6: Applying Airbrush Makeup*

## 6.2.4 Aftercare

After you have successfully applied the makeup on your client, you also need to provide her adequate information about the aftercare of the makeup. You can inform the following points:

**The Longevity of the Make –Up:**

- Airbrush makeup stays a long time for normal/oily skin people; however, it may not be applicable for the dry skin ones. Therefore if your client has dry skin, his/her makeup may not stay for a long time.
- Airbrush makeup may smear faster in humid weather.
- You can also set the makeup with the help of powder so that your client does not sweat.
- Use a heavier moisturiser for dry skin ones before applying makeup.

**Suitable Make –Up Removal Techniques:**

- Use makeup wipes that are waterproof
- Use alcohol-based cleaning products, or you can mix alcohol with a usual cleanser for removing makeup

**Activities to Avoid:**

After applying the makeup, ask your client to:

- Avoid going to the sun or in humid weather.
- Try not to put alcohol-based products on the face if you want the makeup to stay for a long time.

## 6.2.5 Make-up Procedure

Let us now discuss the application procedure of airbrush makeup:

• Firstly, you need to cleanse and apply moisturiser on the client's face.

• Set up the airbrush machine on the desired pressure.

• Select airbrush makes –up products as per the skin type, condition and the treatment needs of the client.

• Add a few drops of product in the reservoir that stays at the top of the stylus.

• Hold the stylus around 10-16 cm away from the face and press the trigger.

• Apply in a circular motion and build the coverage up in slow motion.

• If the makeup products are not waterproof, you should add waterproof sealant with the makeup.

• Complete the airbrush make –up to the satisfaction of the client



*Fig 6.2.7: Application of Airbrush Makeup*

After you have applied the makeup,

• Clean the stylus carefully with the help of cleaning solution.

• Record and evaluate the results of the treatment.

• Provide specific after –procedure, homecare advice and recommendations for product use and further treatments to the client.

## Notes

## Summary

- The study of the structure, nature, function, diseases of the skin and its treatment is called dermatology.
- Skin analysis includes a careful assessment of the skin before any beauty treatment for establishing a diagnosis.
- The Airbrush Makeup is a kind of makeup that is sprayed on the skin with the help of an airbrush in place of brush, sponge or fingers.
- The silicon-based airbrush makeup products have high pressure, and it is used to hide the large pores and fine wrinkles.
- The water-based products can work on much lower pressure; however, these products are not highly water resistant.
- The alcohol-based products are smudge-proof, waterproof and non-transferable.
- Airbrush makeup products offer a wide range of colours and products that go with different skin tones.
- Therefore as a professional makeup artist, you need to consult the client and find out the specifications to find out whether he/she should go for airbrush makeup or not.

## Exercise

**A. Answer the following:**

1. Give three examples of primary lesions on skin.
2. _____ cause various skin disorders.
3. _____ is a red, itchy rash with flaky scales
4. Airbrush makeup stay a long time for _____ skin people.
5. After applying Airbrush makeup, one should avoid applying _____ based products on the face.

## Activity

Make a list of different kinds of airbrush makeup elements. How will you compare airbrush makeup with other kinds of makeup?

# 7. Consult And Advise Clients

Unit 7.1 - Analysing the Specifications

Unit 7.2 - Organisational Skills

## Key Learning Outcomes 💡

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

1. Manage the treatment area
2. Record the specifications of the client

# UNIT 7.1: Analysing the Specifications

## Unit Objectives ◎

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

1. Analyse the treatment area visually
2. Perform necessary tests
3. Question the client to identify contraindications
4. Identify treatments suitable for the client
5. Prepare a suitable treatment plan
6. Communicate effectively with the client
7. Provide aftercare advice and recommendations to the client
8. Record the client and treatment details accurately

## 7.1.1 Analysis Of Client And Treatment Area

**Preparing the Treatment Room**

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



*Fig 7.1.1: 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

**Prepare the Treatment Work Area**

The environmental conditions in a treatment room are vital, and it must be not only 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.

**1. Lighting**

Lighting is an important aspect in creating a warm 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 7.1.2: Ambient and Organised Salon*

**2. 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.

3.  **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:

    • The spread of disease and germs

    • Bad odour making the atmosphere uncomfortable for both the staff and the client

    • The build-up of fumes from glues, varnish and cleaning products, causing headaches and sickness

4.  **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

**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 7.1.3: Maintenance of Treatment Work Area*

After you have successfully prepared the treatment area, consult the client and his/her makeup consultation chart. You can also question the client to identify contra-indications to products. You need to consult the chart and talk to the client in details whether he/she has previously encountered any problems with any cosmetic product. They may have rashes or allergies from

• Soaps

• Moisturisers

• Shampoos

*Fig 7.1.4: Allergic reaction from beauty treatments*

Therefore before providing recommendations for treatments that are suitable to the client, you may need to follow these guidelines:

- After consulting the client, if you have identified that he has problems with some of the ingredients; look for the ingredients listed in the back of the product. If you find any such product the client has contra-indications before, do not recommend the product.
- Apply a patch test before you apply the product to any client. If you notice any swelling or redness, do not recommend the product.
- If you see that any client is reacting in a bad way towards any beauty product, use hydrocortisone cream for easing the inflammation.

After you have identified relevant specifications about the client's skin, figure out a suitable treatment plan to meet the client's needs. While developing the plan,

- Ensure that you already have the details relating to the specifications of the client and products.
- Explain the treatment plan to your client prior to beginning.
- Make sure you know how to resolve any issue if it occurs.

## 7.1.2 Effective Communication With Client

**Pricing and Duration of Service and Products:** It is very much important to address the client's queries regarding the products you are using during treatment, their pricing and duration of these products. Make sure you have discussed the service and products with the client in details before starting the treatment. You will also need to communicate in a polite and effective way with the client so that you can always maintain the client's goodwill and trust.

**Clarify the Client's Understanding and Expectation:** If your client does not understand anything regarding the treatment or products, you need to clarify it prior to commencement of treatment. Try to explain each and every little detail so that the client does not have any doubt regarding the treatment or your competence to carry out the treatment.

After-Care Advice and Recommendations:

After you have completed the treatment, provide some of the fundamental recommendations to the client, such as:

- Ask them not to wear any makeup products at least for the next six hours.
- Drink plenty of water.
- Ask them not to undertake any other treatment for skin care for the next two days.
- Ensure that they avoid direct or indirect heat for the next two days on the skin.

## 7.1.3 Recording Information Securely

A Record Card is a document maintained in the salon/ work station where details of the treatment and services availed by the client is documented. A professional makeup artist might also incorporate in its 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 helps the makeup artist 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.

## UNIT 7.2: Organisational Skills

## Unit Objectives

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

1. Identify the organisation's standards of performance
2. Identify the organisation's sequence of services
3. Identify the range of services and products offered by the organisation
4. Identify the health and safety requirements in the organisation

## 7.2.1 Standard And Sequence Of Performance

As a professional makeup artist, you need to know the standard and sequence of makeup service, so that you can align your personal standards with that. If you do not know the standards and sequences, you may not be able to match their guidelines as well.

You will also need to know the range of services offered by the salon and the products they sell. If you have a detailed idea of the products and services of the organisation, participant will be able to inform the clients and enhance sales of the organisation.

## 7.2.2 Health And Safety Requirements

A professional makeup artist plays a very important role in maintaining the hygiene of the salon or the place he/she is working. 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 aware of 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, sanitisers should be used.

**Chair and Couches:** The chairs and couches need to be cleaned on a regular basis to reduce infection risks.

**Tools and Instruments:** Sanitise all tools well before each client and in between client's treatment.

**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.

## Notes

## Summary

- A treatment room is a substitute for a beauty salon. It must be well-equipped and comfortable to the client.
- The environmental conditions in a treatment room are vital, and it must be not only comfortable but also aesthetically pleasing.
- The lighting in the treatment room should depend on the kind of service being offered.
- 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.
- Temperature control is vital to the relaxation of the client. As the clients are relaxed during the treatment, their body temperature might drop.
- 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.
- Once the work area is prepared, you must make sure that it is clean and hygienic.
- It is very much important to address the client's queries regarding the products you are using during treatment, their pricing and duration of these products.
- A Record Card is a document maintained in the salon/ work station where details of the treatment and services availed by the client is documented.
- As a professional makeup artist, you need to know the standard and sequence of makeup service, so that you can align your personal standards with that.
- A professional makeup artist plays a very important role in maintaining the hygiene of the salon or the place he/she is working.

## Exercise

A.  **Answer the following:**

1.  List three items that you need in a treatment room.
2.  A comfortable temperature for beauty therapy work is between _____.
3.  From the following list, what is not necessary for providing a comfortable space to the client?
    a.  Comfortable seating
    b.  Nice fragrance sprayed
    c.  Cheap services
    d.  Controlled noise levels
4.  All the client details are written in _____.
5.  A makeup artist should use _____ even after washing the hands.

## Activity

List the stages of analysing the treatment area.

# 8. Promote And Sell Services And Products

Unit 8.1 - Treatment Plan

Unit 8.2 - Demonstration of Relevant Knowledge

## Key Learning Outcomes

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

1. Provide a treatment plan

## UNIT 8.1: Treatment Plan

## Unit Objectives ⌖

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

1. Distinguish the importance of product, promotion, and pricing information
2. Apply a suitable treatment plan
3. Practice effective communication with clients
4. Organise product display

## 8.1.1 Importance Of Product, Promotion, And Pricing Information

For preparing an appropriate treatment plan for the client, the professional makeup artist should address and clarify each of the client's queries. In order to do that, you may need to provide the product, promotion and pricing information to the client. These are some major elements of the promotional mix. If you provide details information of the product along with its promotional activities such as coupons, discount for the first time buyers and the pricing, it would be easier for the clients to make an informed decision of their treatment plan.

For example, there are two product brands A and B. If the makeup artist conveys the detailed information about the products of both the brands, the kind of service they are providing, discount charges and other offers, then the client can choose any one of the brands for his/her treatment according to his/her requirements.

## 8.1.2 Suitable Treatment Plan

**Treatment Planning for Makeup:** Before any makeup can take place, a full consultation should be undertaken so an accurate assessment of the client and her needs can be made, both by visual analysis of the skin and asking a series of questions.

**Preparing and Assessing the Client:** Before any makeup can take place, a full consultation should be undertaken so an accurate assessment of the client and her needs can be made. These needs are to be assessed both by visual analysis of the skin and asking a series of questions.

- Remove jewellery and earrings
- Secure the hair off the face
- Cover clothing, start the assessment process

This needs to be carried out on a cleansed, toned and dry face (make sure you do not over stimulate the skin as this will cause high colour in the skin, try to be light handed).

- Then apply a light application of moisturiser on to the skin
- Analyse your client's facial features and bone structure in an upright position. The facial features look very different when laid flat

With the light falling directly on your client's face, assess the following:

• Colour, type and tone of skin, this should include the neck
• Skin blemishes or problems
• Muscle tone, lines and wrinkles
• Bone structure, contour and facial shape
• Colour and shape of eyes and lips
• Observe the client's hair and how it complements the face

It must be kept in mind that the light must be adequate while performing makeup services.

**Questioning the Client**

Information about the client is absolutely important to be able to provide good service. The following questions may be asked before the start of services.

• How much makeup do you usually wear?
• What do you think are your best/worst features?
• Do you have any allergies to makeup or other related products?
• Is there makeup for a special occasion?
• What will you wear?
• Are there any colours that you like/dislike?
• Are you trying to create a special look?

Make a note of the client's responses and plan a suitable, realistic makeup.

**Various Kinds of Makeup Treatment**

**Natural Makeup**

• Once the face is moisturized, a natural makeup look can be achieved by applying concealer to any blemishes under the eyes.
• Then powder foundation must be applied to the rest of the face.
• In order to give the face more glow, a bronzer or blush is applied to the roundest parts of the cheeks.
• Brown, black, or grey eyeliner can be used along the top lashes.
• White eyeliner on the inside corners of the eyes is to be applied.
• The eye makeup is to be finished by curling the lashes and applying one coat of mascara.
• The look is finished with a nude lipstick.



• Evening Makeup
• Evening makeup is normally bolder and more dramatic than makeup one wears during the day.
• A glittering eye shadow can be worn to create an interesting evening look.

- Wearing false eyelashes adds to the look.
- One must go for bold lips for the evening.
- A dark blush may be worn.
- Contouring works well for evening makeup.
- The makeup must be well blended in.
- The best features must be well highlighted.
- Filling in the eyebrow adds to the look.



# 8.1.3 Effective Communication With Clients

**Professional Communication in a Salon Environment**

The foremost duty of a professional makeup artist is to communicate effectively with the client to maintain the client's goodwill and trust. Clients may contact the salon in person, over the telephone or through email. The success of your business depends a great deal on who well and professionally you can communicate. Therefore you need to

- 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.
- Clarify the client's understanding and expectation prior to commencement of treatment or sale of the product.



*Fig 8.1.1: A Professional Makeup Artist Greeting the Client*

**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 clients. Respect the privacy of the client and keep the information confidential.
- Be cooperative and coordinate well with your team.
- Always have a cheerful and friendly manner



*Fig 8.1.2: Professional Behaviour*

**Confidentiality**

- Understand the things that you need to keep confidential in a salon. This includes:
- Personal details about the clients 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 clients 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.
- A 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.

**Attend 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
- In 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
- Maintain a client database by inputting client profiles and updates
- Make arrangements for the clients needing a refund or replacement of their products based on company policy

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:

- The price range of services
- Availability of services in your salon
- How long they take to deliver the product
- What is and isn't included in the products of each service

At the same time, you will also need to manage the inventory of the salon as well. Some helpful points to remember for this purpose are:

- Check the inventory regularly and order products based on inventory status
- Maintain promotional database
- Keep invoices and bill -back data as per organisation standards

## 8.1.4 Product Display

**Set Up and Manage the Display Area:** The display 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
- 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

*Fig 8.1.3: Display 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 the retail products on display. Here you may also need some other points, such as:

• Label the displayed products clearly, accurately in alignment with the required standards

• Provide aftercare advice and recommendations to the client

• Record the client and treatment details accurately and store information securely in line with the centre's policies

These will help you to develop a client database. You can use it to study the product usage pattern of your clients and store products accordingly. For example, if you find that most of your clients are interested in using the products from brand A, you will display more products from that brand.

## UNIT 8.2: Demonstration Of Relevant Knowledge

### Unit Objectives ⌖

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

1.  Demonstrate relevant knowledge regarding products, promotional schemes, and manufacturers' instructions

## 8.2.1 Products, Promotional Schemes, And Manufacturers' Instructions

**Basic Mapping of the Requirements:**

When a customer comes to a professional makeup artist, he/she should map the specific requirements of the client immediately. This process includes the following stages:

*   Identify the requirements of the client.
*   Apply the business guidelines of the salon
*   Demonstrate the complementing products and services
*   This process will help you to suggest a product to your clients.



*Fig 8.2.1: Client Consultation*

**Latest Promotional Schemes and Manufacturers' Instructions:** While showing a particular product to the client, you need to provide all the information regarding the promotional schemes. Here you should also mention specific features and benefits of the loyalty schemes of the company. For example, if the brand X is providing offers and discounts currently, you need to inform the client accordingly.

You should also describe the instructions of the manufacturer in details so that the client does not encounter any problem while using the product at home.

**Availability of Stocks:** While suggesting a particular brand or product to a client, you should always check the stock of the product offered by the company beforehand. If you do not have a particular product, there is no point suggesting it as you will not be able to provide the product to the client.

**Basic Procedure for Making Reports and Client Database:** You can try making regular reports, inventory and client database so that you can keep track of the products.

You can also make a list of therapies offered by your organisation and display it so that the client can get the necessary information at one place. You should also list of treatment plans and display it.

## Notes

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## Summary

- For preparing an appropriate treatment plan for the client, the professional makeup artist should address and clarify each of the client's queries.
- Before any makeup can take place, a full consultation should be undertaken so an accurate assessment of the client and her needs can be made, both by visual analysis of the skin and asking a series of questions.
- Information about the client is absolutely important to be able to provide good service.
- The foremost duty of a professional makeup artist is to communicate effectively with the client to maintain the client's goodwill and trust.
- One thing you must always remember in beauty and wellness is that anything a client tells you should be treated in confidence.
- 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.
- The display 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.
- 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.
- When a customer comes to a professional makeup artist, he/she should map the specific requirements of the client immediately.
- While showing a particular product to the client, you need to provide all the information regarding the promotional schemes.
- While suggesting a particular brand or product to a client, you should always check the stock of the product offered by the company beforehand.
- You can also make a list of therapies offered by your organisation and display it so that the client can get the necessary information at one place.

## Exercise

**A. Answer the following:**

1. While you are preparing the client, what are the most significant steps? Name any two of those.
2. What are the things that you need not to asses on the client's face?
   a. Skin blemishes
   b. Skin Tone
   c. Hair colour
   d. Bone structure
3. List two professional communication methods in a salon environment.
4. What should you say instead of 'What do you want?'?
5. List the steps for mapping the client's requirements.

## Activity

Find a subject, preferably anyone you know, like your friend or someone from your family. Practise applying natural makeup on her.

## Activity

Suppose you are working in a salon. List the things that you will inform a client who has come for the first time to your salon.

# 9. Manage And Lead A Team

Unit 9.1 - Fundamentals of Team Management

Unit 9.2 - Organisational Guidelines

# Key Learning Outcomes

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

1. Manage a team
2. Demonstrate organisational skills

# UNIT 9.1: Fundamentals Of Team Management

## Unit Objectives ◎

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

1. Comply with the daily schedule and job expectations
2. Schedule team meetings and training
3. Inform the centre manager about team deployment as per the guest schedule and organisational norms
4. Provide feedback to the centre manager related to performance appraisals

## 9.1.1 Team Meetings

It is a common yet important saying that "United we stand, divided we fall". A professional makeup artist must work effectively with the other members of the team to achieve common organisational goals and targets. In order to work at the same place, it is necessary for the entire team to be aware of the schedule and job expectations on a daily basis.

Make sure you have involved the team in regular meetings for communicating information regularly. Some of the basics of team meetings are:

• Knowing the areas of strength of each team member and assign roles accordingly
• Discuss but never argue
• Think out-of-the-box to impart creativity amidst the chaos
• Accepting and learning from mistakes
• Sharing a common mission and vision to align oneself and the team with the organisation targets
• Staying alert, humble and polite
• Respecting diversity and differences
• Listening attentively and actively
• Staying precise and curt while communicating
• Avoiding backstabbing and gossips
• Apologizing for mistakes committed by oneself
• Avoiding jargons and explaining technical concepts, using real-life examples
• Sharing, exchanging and transferring knowledge
• Abiding by discipline and decorum

## 9.1.2 Communication In Teams

**T.E.A.M**

1. Together
2. Everyone
3. Achieves
4. More
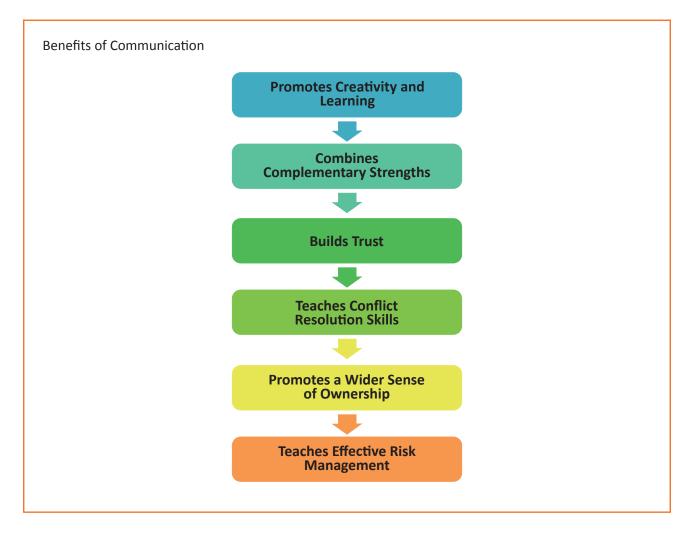
- Teamwork is defined as the "actions of individuals, brought together for a common purpose or goal, which subordinate the needs of the individual to the needs of the group".
- Each person on the team puts aside his or her individual needs to work towards the larger group objective. The communication among the members and the work they complete is called teamwork. Teamwork is extremely important amongst supervisors and guards to provide utmost security to the property they are working in.
- The sum of the efforts undertaken by each team member for the achievement of the team's objective is called teamwork.
- Every member of a team has to perform and contribute in his best possible way to achieve a common predefined goal.
- Individual performances do not count in a team, and it is the collective performance of the team workers, which matters the most.
- You will also need to ensure that there is communication to the team on any changes in policies or processes by the organisation through required verbal/written mechanisms such as WhatsApp messages or verbal messages.
- As a team leader, you should also ensure that you address the work-related issues among the team. If there is any grievance, you should address it immediately. If it is an individual issue, talk to the person's face to face.

The benefits of communication in teams are:

- Promotes Creativity and Learning
- Combines Complementary Strengths
- Builds Trust
- Teaches Conflict Resolution Skills
- Promotes a Wider Sense of Ownership
- Teaches Effective Risk Management

The essential components of effective communication within a team are:

- Active Listening
- Resolving Conflict
- Diversity
- Motivation

Benefits of Communication

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│  Promotes Creativity and     │
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│  Promotes a Wider Sense      │
│  of Ownership                │
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│  Teaches Effective Risk      │
│  Management                  │
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## 9.1.3 Deployment And Training

During a beauty appointment, different team members need to do specific work in order to complete the assignment within the given time frame. Not everyone needs to do the same work or be skilled in a particular job.

For example, while you are dressing up a bride, you are responsible for the entire makeup, but you may need some other team members to do the hair or drape the saree or dupatta. You may need to assign your centre manager or any other person from the organisation to deploy the work amongst the team members. You should also help the centre manager in the deployment of a team as per the guest schedule and the organisational norms and guidelines.

**Periodic Training:** When a member joins your team, he/she may be skilled in a particular job; however, you and your organisation should always give him/her the chance of developing the skills. Ensure that you are giving your team members adequate opportunities to develop their skills. You should also support the team by delivering scheduled training. During these training sessions, you should ensure that you are sharing knowledge of processes, techniques, therapies and products with the team to enhance their skill levels.

**Feedback Sharing:** After every training session, you should give your team member sufficient opportunities to apply their newly learnt skills and monitor their performance closely. Provide relevant feedback to the centre manager pertaining to performance appraisals of the team and individual members.

# UNIT 9.2: Organisational Guidelines

## Unit Objectives 🎯

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

1. Comply with norms and guidelines within the organisation
2. Comply with performance appraisal norms within the organisation

## 9.2.1 Norms And Guidelines

In every organisation, it is necessary to build an organisational culture, including values, work ethics, underlying guidelines and norms. Even though there is no fixed approach to do that, it is important to build an organisational culture that defines the values and ethics of the organisation.

The hair and beauty industry is generally customer-centric. Every organisation in this industry needs to figure out some fundamental norms and guidelines to meet the organisational standard. As a makeup artist, one needs to enhance his/her personal behaviour, body language and converse politely.

**Personal Behaviour**

The guidelines below show ways to correct personal behaviour:

- Attitude has a lot to do with confidence and can provide the wrong signals to other people.
- Show confidence through your body movement and position. Sit up straight, smile, and show that you are in control of yourself and confident in what you are saying.
- Have eye contact, but do not stare. If there are several people you are talking to, give them all some eye contact to create a better connection and see if they are listening. Too much eye contact is creepy, too little and you can seem insecure.
- Take up some space. For example, sitting or standing with your legs apart a bit signals self-confidence and that you are comfortable in your own skin.
- Relax your shoulders. Tension is often demonstrated in your shoulders - they might move up and forward a bit. Deliberately loosen your shoulders up by shaking them out and moving them back and down slightly.
- Nod, when people are talking. This indicates that you are listening. However, take care not to overdo it.
- Focus on your arms and legs. Point them toward whomever you are interested in or paying attention to, as it indicates interest and draws people towards you.
- Keep your head up. Keep your head up straight and your eyes towards the horizon or towards the people in the conversation. Do not look at the ground. You will come across as insecure and a bit lost.
- Slow down a bit. Not only will you come across as more calm and confident. It will also help calm you down too. This goes for many things, such as walking, talking and turning towards someone who addresses you.
- Use your hands confidently. Do not fidget - use your hands to describe something or add weight to a point you are trying to make, but not too much as it can become distracting.
- Smile and laugh. Lighten up. Do not take yourself too seriously. Relax, smile, and laugh when someone says something funny. People will be more inclined to listen to you if you seem to be a positive person, but do not be the first to laugh at your own jokes. It makes you seem nervous and needy. Smile when you are introduced to someone, but do not keep a smile plastered on your face, you will seem insecure.

**Focus on Body Language**

Body language is not about how we hold and move our bodies. Body language potentially (although not always, depending on the definition you choose to apply) encompasses:

• How we position our body
• Our closeness to and the space between us and other people (proxemics), and how this changes
• Our facial expressions
• Our eyes especially and how our eyes move and focus, etc
• Our breathing, and other less noticeable physical effects, for example, our heartbeat and perspiration
• How our bodies connect with other non-bodily things, for instance, pens, cigarettes, spectacles and clothing
• How we touch others while putting makeup



*Fig 9.1.1: Wrong and right body Language*

**Polite Conversation**

Polite conversation is like:

• Asking if the client has visited the salon before
• Asking if the client has regular treatments
• Enquiring about other treatments the client has had in the past
• Enquiring whether this treatment is for a special occasion

The impolite conversation is like:

• Ignoring the client in order to talk to other staff members
• Talking about yourself or another person, and not asking the client about herself
• Moaning about your last client or your job
• Telling the client your life story and about your problems at home
• Discussing serious news topics, religion or politics

Stay Free From Intoxicants While On Duty

• It is very important for the beauticians or any staff of the salon to stay free from intoxicants.
• Consumption of intoxicants while on duty damages the quality of services.
• It influences customers negatively.
• Hazardous accidents take place, which can be life-threatening.
• Other accidents can damage the property and equipment

**Etiquettes at the Workplace**

- Proper etiquette at the workplace generates efficiency; therefore, you also need to shape the etiquette guidelines at the workplace:
- Establish a cordial and respectful relationship with your staff without being bossy.
- When you are introducing your staff to someone, use the full name.
- Be aware and worry about malicious gossip that involves you.
- Offer to help your colleague who is in trouble only if you are sure you can.
- If you have an appointment at someone's office, do not be late.
- Do not remain standing if your host is sitting.
- After the meeting, send a thank you note.

Problem Solving and Decision Making

For every job role, problem-solving is an important task. It is necessary for you to take decisions if you encounter problems during work hours.

Some of the steps in problem-solving and decision making are:

- Identify if the incident is an issue or not
- Recognize the type of problem
- Look for solutions
- Weight the advantages and disadvantages of the solution that will be applied
- Apply the selected solution
- Assess the solution

## 9.2.2 Performance Management And Feedback Sharing

**Performance Management**

If you are the owner of your organisation, you should be responsible for scheduling the norms and guidelines. You should also ensure:

- Your team members know each guideline of working in the organisation.
- They are well aware of the health and safety practices of the organisation.
- Team members know how to use the work equipment, handle the products, storage, disposal and necessary cautions to be taken while using the products.
- They know the fire precautions, necessary hygiene practices, the process of disposal of waste and environmental protection practices as well.
- Team members should also know the applicable legislation related to the practices as well.

**Process of Feedback Sharing:**

After a certain period of time, you should share positive feedback with your employees so that they can develop their skills further. You can call a group meeting, or you can also have individual face-to-face meetings. Let us now discuss some of the guidelines of sharing feedback with your team members:

- Be very specific about your feedback.
- If you find out a serious review, you should immediately share it with the particular team member.

- It is better to share feedbacks in a private meeting as team members may feel awkward in front of others.
- Try to end the feedback sharing process with a positive note.
- Try to focus on the performance, rather than the personality of the team member.
- Ensure that they know that everyone is valued and acknowledged within the team.
- Make sure you also give your team members to share their feedback.

## Notes 🗒

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## Summary

- A professional makeup artist must work effectively with the other members in the team to achieve the common organisational goals and targets.
- Teamwork is defined as the "actions of individuals, brought together for a common purpose or goal, which subordinate the needs of the individual to the needs of the group".
- As a team leader, you should also ensure that you address the work-related issues among the team.
- During a beauty appointment, different team members need to do specific work in order to complete the assignment within the given time frame.
- When a member joins your team, he/she may be skilled in a particular job; however, you and your organisation should always give him/her the chance of developing the skills.
- In every organisation, it is necessary to build an organisational culture, including values, work ethics, underlying guidelines and norms.
- Show confidence through your body movement and position.
- Body language is not about how we hold and move our bodies.
- Proper etiquette at the workplace generates efficiency; therefore, you also need to shape the etiquette guidelines at the workplace.
- After a certain period of time, you should share positive feedback with your employees so that they can develop their skills further.

## Exercise

A. **Answer the following:**

1. While you are preparing the client, what are the most significant steps? Name any two of those.
2. What are the things that you need not to asses on the client's face?
   a. Active Listening
   b. Resolving Conflict
   c. Motivation
   d. Trust
3. List two professional communication methods in a salon environment.
4. What should you say instead of 'What do you want?'?
5. List the steps for mapping the client's requirements.

## Activity

What are the steps involved in shaping your personal behaviour within a professional salon environment? Make a list on a chart paper.

# 10. Health And Safety

Unit 10.1 - Fundamentals of Team Management

## Key Learning Outcomes 💡

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

1. Identify health and safety requirements within the workplace

## UNIT 10.1: Fundamentals Of Team Management

## Unit Objectives 🎯

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

1. Identify contraindications related to beauty treatments
2. Identify processes and products to sterilise and disinfect equipment/ tools
3. Comply with manufacturers' instructions related to equipment, products and cleaning
4. Practise safe handling, usage and storage of products, tools and equipment
5. Comply with applicable legislation

## 10.1.1 Contraindications Related to Beauty Treatments

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 Contraindications are:**

• Contra-indications that prevent the treatment (Cannot treat) disease
• Contra-indications that restrict the treatment (Workaround) disorder

Contraindications that can prevent the treatment are

• 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 surgery
• Diabetes/Inflamed nerve/undiagnosed pain

**Working Around Contraindications**

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:

• Old scar Tissue-more than 6 months
• Small cuts or bruises
• Non-infectious conditions like rash

**The contradiction that Prevents Makeup**

If you notice any contra-indication, you may either refer the client to a doctor or adapt your service plan. You must discuss with the client the best way to work around the problem.

**Contra-Indications that Prevent Treatment**

• Bacterial, viral, or fungal infection of the eyes, lips, or face

• Open cuts or abrasions

• Broken bones

• Severe Eczema or Psoriasis

• Acute Acne

**Acne:**

There are certain reasons that can cause acne.

Some of them are:

• Perfumes – particularly those containing bergamot, lavender and cedarwood

• Alcohol – A grease solvent and astringent used in cosmetic and skin care products

• Cobalt Blue – Pigmentation used to produce ethereal eye makeup

• Pearlised Agents – Ingredients which give products a shimmering effect

• Gums – Adhesives and binding agents in cosmetics



*Fig 10.1.1: Acne filled the skin*

**Eye Irritation**

Although products used around the eye area are very strictly tested and only safe pigments are used, some can still cause irritation.

*Fig 10.1.2: Eye Irritation*

**Hypoallergenic Products**

If you have a client with sensitive/allergic skin, use the type of product that does not contain perfume, pigments and preservatives.

# 10.1.2 Process and Products to Sterilise and Disinfect Equipment/ Tools

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

**Sterilisation**

Sterilisation is the process of killing all microorganisms. Sterilisation also kills spores. These are bacteria in an inactive stage. Autoclaving is the right process towards true sterilisation.

An autoclave is a machine that sterilises 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.

Sterilisation is conducted for all the equipment used in the salon. It includes:

- Scissors
- Tools used for manicure/ Pedicure
- Hair equipment
- Skin equipment



*Fig 10.1.3: Autoclave*

**Disinfection**

Disinfection is the process of killing pathogenic microorganisms. It is a general procedure followed in the cosmetology industry.

There are procedures like extraction, waxing, and tweezing that can expose blood on the surface of the skin. Because of this exposure to blood, it is important to be careful in using excellent hygiene and sterile or disinfected materials.

Cleaning agents are used for disinfecting; some of them are:

- Bleach (hypochlorite)
- Chlorhexidine-based products
- Glutaraldehyde-based products
- Powder/liquid detergent

Everything belonging to the salon and of hard or soft surfaces or comes in direct contact with the clients is considered as "contaminated." Few of the examples are:

- Manicuring table tops
- Arm cushions
- Finger bowls
- Towels

All the contaminated surfaces should be thoroughly and properly cleaned and disinfected.

## 10.1.3 Manufacturer's Instructions Related To Equipment And Product Use And Cleaning

- Before proper cleaning, the surface must be properly scrubbed, and no visible signs of debris or residue (contamination) should be found.
- Proper cleaning is conducted when there is no visible trace of residue. It should not be visible on the table tops, tools, and equipment.
- It should be followed by complete and thorough rinsing with clean water.
- Proper cleaning, which is also called sanitizing, should be added in the disinfection step prior to the procedure.
- Proper disinfection is the destruction of potentially harmful or infection-causing microorganisms on a pre-cleaned surface.
- The destruction of pathogens

It is important to clean and sterilise all tools and equipment before use. The instructions related to this are:

- Before proper cleaning, the surface must be properly scrubbed, were no visible signs of debris or residue (contamination) found.
- Proper cleaning is conducted when there is no visible trace of any residue; it should not be visible on the table tops, tools and equipment.
- It should be followed by complete and thorough rinsing with clean water.
- Proper cleaning, which is also called sanitising, should be added to the disinfection step prior to continuing with the process.
- Proper disinfection is the destruction of potentially harmful or infection-causing microorganisms (pathogens) on a pre-cleaned surface.
- The destruction of infection-causing microorganisms or potentially harmful pathogens on a pre-cleaned surface is known as proper disinfection.

Set up the Equipment and Prepare the Products for Treatments in Adherence to the Salon Procedures and Product/ Equipment Guidelines

• Clean oil and reset scissors and clippers regularly

• Check scissors and clippers for bluntness and refer for sharpening as directed

• Examine disposable razor blades and other sharp objects to detect imperfections and defects and replace as required

• Dispose of the used blades

• Maintain all tools and equipment in working condition

• Check electrical equipment for loose wires of the equipment that are used and refer to a licensed electrician for repair when required

• Maintain electrical equipment

• Clean the tools and equipment regularly as per the direction is given by the salon



*Fig 10.1.4: Cleaned Workstation in a Salon*

## 10.1.4 Handling, Usage And Storage Of Products, Tools And Equipment Safely

It is important for a makeup artist to set up, position and use the tools, equipment, chemicals and products according to the safety instructions of the manufacturers.  In order to do that, you can follow some of the guidelines:

• Electronic tools like a straightener, blow dryer, hair curling wand, etc. should be kept aside from liquid hair producers.

• The same has to be maintained for metallic equipment like scissors, hair clippers, barrettes, hairpins, tongs, etc.

• Heavier equipment should be kept away from the mirror

• There should be separate holders near the mirror that would hold dryers and curling wands.

• Hair colours and bleaches should be kept separately from other hair products and in a cool, dark place.

• Conditioners, shampoos, serums, hair treatments, etc. for different hair types are to be stored in one section

*Fig 10.1.5: Appropriate Way To Place Hair Styling Tool And Products*

## 10.1.5 Applicable Legislations

Legislations in the workplace are generally related to:

- Health and safety, workplace regulations
- Use of work equipment
- Control of substances hazardous to health
- Handling/storage/ disposal/ cautions in the use of products
- Fire precautions
- Occurrences
- Hygiene practice
- Disposal of waste
- Environmental protection

Guidelines on Health Hygiene



Click/Scan this QR Code to access the related video

## Notes

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## Summary

- 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.
- You can cover the affected area with a cotton pad if it is not possible to avoid treatment.
- Although products used around the eye area are very strictly tested and only safe pigments are used, some can still cause irritation.
- If you have a client with sensitive/allergic skin, use the type of product that does not contain perfume, pigments and preservatives.
- Sterilisation is the process of killing all microorganisms.
- An autoclave is a machine that sterilises equipment, utensils, and other materials through a combination of steam, heat, and pressure.
- Disinfection is the process of killing pathogenic microorganisms. It is a general procedure followed in the cosmetology industry.
- It is important for a makeup artist to set up, position and use the tools, equipment, chemicals and products according to the safety instructions of the manufacturers.

## Exercise

**A. Answer the following:**

1. _____ is the process of killing all microorganisms.
2. _____ is a machine that sterilises equipment, utensils, and other materials.
3. Which one from the following list is not a cleaning agent?
    a. Bleach (hypochlorite)
    b. Powder/liquid detergent
    c. Water
    d. Glutaraldehyde-based products
4. High standards of _____ are necessary for controlling diseases and infections.
5. What do pearlised agents cause to skin?

## Activity

List the procedures of keeping all the tools safe and secured in your salon.

# 11. Client Care And Communication In The Beauty Industry

Unit 11.1 - Effective Communication Strategies

## Key Learning Outcomes

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

1. Implement effective communication strategies while dealing with clients
2. Practise techniques of consulting and advising clients
3. Create a positive impression at work area

## UNIT 11.1: Effective Communication Strategies

### Unit Objectives ⊙

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

1. Identify different methods of communication as per situations and client needs
2. Use effective consultation techniques
3. Predict client expectations
4. Communicate clear recommendations to the client
5. Value client confidentiality
6. Apply retail sales techniques
7. Practise Personal grooming standards
8. Practise professional communication and behaviour
9. Plan and organise service feedback files/documents
10. Plan and manage work routine based on salon procedure
11. Schedule client meeting and bookings
12. Manage the work area and inventory to meet the schedule
13. Record accurate details of clients, treatments and inventory
14. Evaluate feedback positively

## 11.1.1 Different Methods Of Communication

There are several methods of communication that a makeup artist can utilise in different situations as per the client needs. In order to adopt a customer, the makeup artist should always maintain a professional communication manner. He/she should always use a positive and helpful body language, maintains the codes of conduct and salon regulations. While working, if you encourage your customer for asking questions, participant will be able to comprehend the client's needs and wishes clearly. You should always be respectful, supportive and additionally sensitive towards the client, their personal details and privacy.
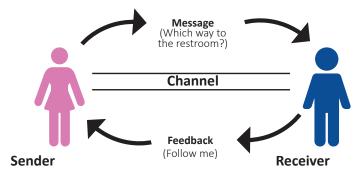


*Fig 11.1.1: Communication Process*

If you want to be successful in your business, you will have to communicate with your clients clearly so that your expertise can meet their needs. There are two kinds of communication that a makeup artist can adopt within a professional environment in the beauty industry: Verbal and Non-verbal.

**Verbal:** Verbal communication refers to communication through speaking. This can be done over phone or face to face. Communication is only successful while all the parties clearly understand each other. Therefore you can keep the following things in mind while communicating with your clients:

- Try to avoid using slangs or technical jargons.
- Utilise professional language and try to maintain an appropriate pace for enhancing clear understanding.
- Make sure you modulate your voice tone and make it pleasing.
- Try to utilise both closed and open-ended questions for comprehending the needs of the client.
- When you are confirming an appointment, repeat the time, date and service clearly to the client to avoid any further misunderstanding.

**Non-verbal:** Non-verbal communication is a significant part of client communication, especially in the beauty industry. This kind of communication refers to facial expression, gestures, body postures during communication. Effective listening plays a key role in this communication. Other than that, your body language can make a huge difference here, therefore,

- Ensure maintaining eye contact
- Make your body language positive
- Try not to interrupt when the other person is talking
- Clarify if you have any doubt

**Communication over the Phone:** While you are communicating over the phone, ensure you maintain clarity in your speech so that the other person does not have any problem in understanding. Make sure you adhere to the following guidelines:

- 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.
- Take messages with great care, double checking on names and phone numbers.
- 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

## 11.1.2 Consulting Clients

Ask questions: Before applying a perming hair treatment to the client, seeking appropriate permission is a must. Ask multiple questions to make sure that exactly the client is asking for. Hair perming can be done after the client agrees to do so.

Show catalogue of styles, chart or image referencing: Showing various catalogues of hair perming styles can actually help the client to take an appropriate decision in case of hair treatment. Image references can be used for further clarification into a particular style of hair perming.

Computer-aided simulations: Computer-aided simulation provides conceptual and procedural information, starting from basics to advanced treatment procedures. This will provide the client with a detailed procedure of the treatment that the client is about to receive.

**Ensure a guardian or parent is present while providing service to minors**

- According to the Indian Constitution, a minor is a person under the age of eighteen.
- Minors are generally not allowed to take vital decision all by themselves. Any of the parents should be contacted in case of dealing with a minor.
- Seeking permission from any of the parents becomes essential when a minor comes to the beauty salon for the chemical hair treatment.
- Chemical treatments generally involve certain contraindications and certain contra-actions. Parents are to be informed about these prior to the treatment.
- Minors can be allowed to sit for a hair perm session only when any of the parents approve it.
- The parent should be asked to sign the record card to validate that the permission that has been given by them, in favour of their children. Always keep one copy of this record card with the salon and one with the client.

# 11.1.3 Managing Client Expectations

While you are working with a new client, it would be highly necessary for you to set the expectations. It may be stressful, but once you get to know your client and find out his/her expectation, it would be easier for you to do your job and avoid any misunderstanding later. Let us now discuss some of the common guidelines for managing client expectations:

**Setting a clear deliverable list:** Try to send a detailed list of the deliverables before providing any service. Ask your client to review every deliverable and clarify if he/she has an issue. Clarifying the deliverables will ensure that both the parties are sharing similar expectations.

**Establishing regular communication:** You should always ensure that your client can always reach out to you whenever necessary. Having a transparent communication channel will help both the parties to eliminate any possible confusion.

**Set realistic expectations:** Try to set accurate outlines at the beginning; however, you should also ensure that you have set realistic expectations in front of your client. In that way, it will be easier for you to manage his/her expectations.

# 11.1.4 Explaining And Communicating Clearly

The following tactics will help you to explain and communicate recommendations clearly to your client:

- Establish a connection with your client where you can set professional expectations even if you have an informal conversation.
- Make sure you are not interrupting the client while he/she is talking.
- Try to listen to your client actively. Ensure that the client also knows that you are listening to him/her as well.
- Try to avoid asking negative questions like 'You do not know what Rica Waxing is?' It may be possible that a particular client does not know something, but if you rephrase the question it a different way, it will help your communication channel to get much easier.
- Try to be sensitive while discussing technical knowledge.
- Try to be careful regarding any misinterpreted phrases or words.

## 11.1.5 Importance Of Client Confidentiality

Client confidentiality is a major part of business ethics. Whether it is an organisation or an individual, they are expected to maintain private data of their clients from any third party. Disclosing any private information without the client's permission would be considered as a breach of trust and may also lead to serious consequences in future.

This factor is significantly important for professionals such as health professionals, attorneys, beauty therapists, etc. Therefore you can follow some of the basic guidelines for protecting client confidentiality. With these guidelines, you will not only be able to protect your client's information but also protect yourself from any legal issue. Some of these guidelines are:

• Make sure you are working in safe and secure surroundings while working with your clients' information.
• If paperwork is required, you should complete it behind the closed doors.
• Keep all your documents in a secured place.
• If you are meeting your client in a public place, try to tone down the conversation.
• Try to discuss sensitive information in a private place. You should also keep others from overhearing the conversation.
• If you are dealing with clients on a large scale, try to use a secured and encrypted program to keep the data on your computer.
• Protect your devices with a strong password that can protect client confidentiality.

## 11.1.6 Retail Sales Techniques To Meet Client Requirements

Sales techniques are quite important for your business. Applying the right techniques can boost your business, whereas the wrong approach can be harmful to your business's growth. Let us now discuss some of the retail sales techniques that can help you to meet client requirements:

Try to build a friendly rapport with your client. Once you get to know the client, you will get to know his/her taste in clothing, jewellery, etc. This will help you to personalise your approach towards the client.

• Try to know what your client may need while dealing with them. This is necessary as it will help you to up-sell or cross-sell your products to the customer.
• When clients come to you, they already have a certain perception. Try to challenge their perception with your knowledge. However, you have to be very polite while you do that.
• Nowadays, most of the clients are tech-savvy, so they can immediately understand whether you are giving them the wrong information or not. So, it is better you be honest while giving them any new information. This will help you to meet their requirements easily.

## 11.1.7 Personal Grooming Standards

The personal grooming standards can become hindrances if these are not addressed in a proper way. However, these reflect on your business to a great extent. In the beauty and wellness industry, the regulations may vary while dealing with grooming standards and policies. Let us now discuss the major elements that you should reflect to keep your business growing:

**Branding:** Make sure that you have a clear idea of how you want to represent your salon or brand name. When you are hiring new employees to your team or salon, you must ensure that they have a clear idea of your brand and its representation. This will help you to fix a standard of personal grooming of your employees and yourself as well.

**Budget:** You may have to fix a budget for the personal grooming standards. It will help you to manage your overall budget. For instance, if you are fixing a particular uniform for your salon, ensure your employees know whether they will have to buy those or you will be providing those. Try to review the budget every year.

**Procedures behind Policies:** If you own a team or a salon of your own, you should establish the grooming standards clearly. If your employees know what your expectations are, it will be easier for them to adhere to those. You can also showcase a list of standard procedures in your salon. Make sure that your employees have read each and every standards procedure of that list.

**Interview Process:** You should always introduce your grooming standards during the interview process. Talking about procedures and practices will ensure that each potential employee knows your expectation, and they will also be able to understand the significance you give to the grooming standards.

**Following-up:** No matter how long you are into the business, you should always ensure that your employees are adhering to the standards as per the previously determined policies.

## 11.1.8 Communicating Within A Professional Environment

Behaving professionally within the professional environment is not only dependent on how your staff members look; rather, it is a way of behaving and speaking to others within the workplace. Here are five guidelines that can help you to enhance professional communication within the workplace:

- As a team leader or salon owner, you will have to take personal responsibility for several things. It refers to a commitment level that helps you to set particular goals and achieve them. Not only the successes, but you will also have to take responsibility for your failures.
- If you have already set the expectations and regulations for your organisation, you should strictly adhere to these regulations. You can call open meetings to communicate the regulations and evaluate the adherence to these regulations.
- If you find any of your staff members to be struggling on a regular basis, try to have one on one meeting so that you can understand their issues and communicate more clearly.
- Try to use simple words and phrases while talking to employees.
- Portray a positive body language while communicating important things.
- Encourage any kind of feedback your employees give you.

## 11.1.9 Service Feedback Files/Documents

Storing information for a long time period needs an effective file management system. Here are some guidelines that you can follow:

- Try to avoid saving unnecessary documents. Take a few minutes to go through the documents and save only the necessary ones.
- Try to follow a consistent way of naming the folders and files containing important documents. If you are naming each file with the date of the event or the client's name, keep following the same method.
- You can also keep the related documents in the same folder. However, before that, you need to come up with a similar system of distinguishing their type.
- Make sure you have separated the completed work files from the on-going work files.
- Try to keep both digital and paper documents in a safe place.

## 11.1.10 Managing Work Routine

For efficient working, we should always prioritise our work. Let us see what can be the possible steps.

The first step is to itemise the tasks. Then create a 'TO MAKE' 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 the next day.

As a professional makeup artist, 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

## 11.1.11 Client Meeting And Bookings

Managing time effectively in order to allow the right time to the right activity is known as time management. An individual is able to allow 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 wastage such as gossiping, extended breaks, and spending the right time on the 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

On a busy day, 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** | **Quadrant 1**<br><br>Avoid<br><br>Reading or following irrelevant information<br><br>Gossiping<br><br>Using social media apps during client services<br><br>Cigarette breaks | **Quadrant 2**<br><br>Reject But Explain<br><br>Pointless activities or routines<br><br>Misunderstanding amongst colleagues and clients<br><br>Emergencies that can suddenly occur<br><br>Insignificant requests from others |
| **Important** | **Quadrant 3**<br><br>Manage and Plan to do them<br><br>Managing details of customers<br><br>Arranging inventory<br><br>Scheduling activities of the day<br><br>Displaying various hair styling products in the store | **Quadrant 4**<br><br>Focus<br><br>Meetings with colleagues and superiors<br><br>Planned tasks<br><br>Demands from superiors<br><br>Emergencies and customer complaints |

## 11.1.12 Accurate Records Of Clients, Treatments And Inventory

This business requires you 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 professional makeup artist, you should be:

• Committed to the excellence of service, courteousness and have a pleasant personality

• Able to handle customers who may be frustrated, stressed, confused, or angry

• Able to use a customer-centric approach and build better customer relationships

• Clean, sporting the professional uniform with neatly combed hair, closed-in footwear, maintaining personal hygiene and cleanliness (shower/bath) and oral hygiene like clean teeth and fresh breath

• Maintaining a hygienic workplace every time, according to the beauty salon legal health and safety standards

• Sanitising the hands, cleaning all working surfaces and using disposable products and sterilised tools

• Able to manage the storage/disposal/cautions of use of products and learn fire occurrences, precautions, hygiene practices, disposal of waste and environmental protection practices

• Using, handling and storing beauty products, tools & equipment safely according to the manufacturer's instructions

## 11.1.13 Evaluate Feedback

Record books, log books, registers, etc. are the ways of keeping a record of various things. In the case of the beauty industry, it is very important to keep records of the regular activities that are taking place inside a beauty salon or during an event.

The names of client, name of the attendee, service(s) provided, exact day and date, time, etc. should be properly recorded regularly. A trained hairstylist should know how to keep a record with the help of record books, registers, etc. after the after a specific ser5vice is given to the customers.

Things that are generally used for keeping records are:

• Record Books

• Registers

• Log Books

After getting feedback, you should always develop on your shortcomings. These will definitely help you in the long run in running your own business.

Creating a Positive Impression at Workplace

Click/Scan this QR Code to access the related video

# Notes

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## Summary

- In order to adapt a customer, the makeup artist should always maintain a professional communication manner.
- Verbal communication refers to communication through speaking.
- Non-verbal communication is a significant part of client communication, especially in the beauty industry.
- While you are communicating over the phone, ensure you maintain clarity in your speech so that the other person does not have any problem in understanding.
- Before applying a perming hair treatment to the client, seeking appropriate permission is a must.
- Computer-aided simulation provides conceptual and procedural information, starting from basics to advanced treatment procedures.
- It may be stressful, but once you get to know your client and find out his/her expectation, it would be easier for you to do your job and avoid any misunderstanding later.
- Client confidentiality is a major part of business ethics. Whether it is an organisation or an individual, they are expected to maintain private data of their clients from any third party.
- Sales techniques are quite important for your business.
- The personal grooming standards can become hindrances if these are not addressed in a proper way. However, these reflect on your business to a great extent.
- No matter how long you are into the business, you should always ensure that your employees are adhering to the standards as per the previously determined policies.
- Behaving professionally within the professional environment is not only dependent on how your staff members look; rather, it is a way of behaving and speaking to others within the workplace.
- Storing information for a long time period needs an effective file management system.
- Managing time effectively in order to allocate the right time to the right activity is known as time management.
- This business requires you 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.
- Record books, log books, registers, etc. are the ways of keeping a record of various things.

## Exercise

**A. Answer the following:**

1. List two components of verbal communication.
2. Name two components of non-verbal communication.
3. List three factors of communication over the phone.

## Activity

List the essential factors of communication in a professional environment. Make a chart with these factors.

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# 12. Employability Skills

## Unit 12.1 - Employability Skills - 90 hours

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https://www.skillindiadigital.gov.in/content/
detail/1-83e4daa8-74b7-491f-ad64-4163077f6b09

**DGT/VSQ/N0103**

# 13. Annexures

# Annexure

| S. No. | Module | Unit No. | Topic Name | Page No. | URL(s) | QR Code(s) |
|---|---|---|---|---|---|---|
| 1 | 1 | 1.1 | About Beauty & Wellness Sector | 6 | https://youtu.be/7nDm_myL6B4 | Click/Scan this QR Code to access the related video |
| 2 | 2 | 2.1 | Maintain Workarea | 21 | https://www.youtube.com/watch?v=9sgp1XGESuU | Click/Scan this QR Code to access the related video |
| 3 | | | Prepare & Maintain Workarea | | https://youtu.be/m2vchOfkvho | Click/Scan this QR Code to access the related video |
| 4 | 3 | 3.3 | Facial | 53 | https://youtu.be/o3ov8_zJ1ME?t=5 | Click/Scan this QR Code to access the related video |
| | | | **Makeup Application** | | | |
| 5 | | | Apply Eye Makeup | | https://www.youtube.com/watch?v=SFME-qGqpQw | Click/Scan this QR Code to access the related video |
| 6 | | | Apply Mascara | | https://www.youtube.com/watch?v=WUcvtXTqtK8 | Click/Scan this QR Code to access the related video |
| 7 | | 4.3 | Fixing eyelashes | 93 | https://www.youtube.com/watch?v=ar7TGNQ_j3Y | Click/Scan this QR Code to access the related video |
| 8 | 4 | | Fixing Eyelens | | https://www.youtube.com/watch?v=dzduzE_3af4 | Click/Scan this QR Code to access the related video |
| 9 | | | Lip Contour | | https://www.youtube.com/watch?v=5Td56dhimR4 | Click/Scan this QR Code to access the related video |
| | | | **Hair Styling** | | | |
| 10 | | 4.4 | Rose petals with Gypsy flowers for the Hair Style | 95 | https://www.youtube.com/watch?v=GkOVME2awBk | Click/Scan this QR Code to access the related video |
| 11 | | | Traditional bun | | https://www.youtube.com/watch?v=IYLNOHoYExA | Click/Scan this QR Code to access the related video |

| S. No. | Module | Unit No. | Topic Name | Page No. | URL(s) | QR Code(s) |
|--------|--------|----------|-----------|----------|--------|-----------|
| 12 | 4 | 4.5 | Dupatta Draping | 104 | https://www.youtube.com/watch?v=SPPsZrpjibM | Click/Scan this QR Code to access the related video |
| 13 | 10 | 10.1 | Guidelines on Health Hygiene | 192 | https://youtu.be/ktAYvoSEKhM | Click/Scan this QR Code to access the related video |
| 14 | 11 | 11.1 | Creating a Positive Impression at Workplace | 204 | https://youtu.be/XGVwVEB8EUA | Click/Scan this QR Code to access the related video |

It is recommended that all trainings include Employability Skills Module. Content for the same is available here:

https://www.skillindiadigital.gov.in/content/detail/1-83e4daa8-74b7-491f-ad64-4163077f6b09

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