

Participant Handbook

Sector
Beauty and Wellness

Sub-Sector:
Product and Sales
Occupation: **Sales &
Consultancy Services**

Reference ID: **BWS/Q4001,**
Version: 3.0 NSQF Level 3



**Assistant Beauty &
Wellness Consultant**

**Published by
Beauty & Wellness Sector Skill Council**

23, Himalaya House, Kasturba Gandhi Marg,

Office: 011-40342940, 42, 44 & 45

Email: info@bwssc.in

Website: www.bwssc.in

This book is sponsored by Beauty & Wellness Sector Skill Council

Under Creative Commons License: CC-BY -SA

Attribution-ShareAlike: CC BY-SA



This license lets others remix, tweak, and build upon your work even for commercial purposes, as long as they credit you and license their new creations under the identical terms. This license is often compared to “copyleft” free and open-source software licenses. All new works based on yours will carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia and is recommended for materials that would benefit from incorporating content from Wikipedia and similarly licensed projects.





Shri Narendra Modi
Prime Minister of India

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



Certificate

COMPLIANCE TO QUALIFICATION PACK-NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

BEAUTY & WELLNESS SECTORSKILL COUNCIL

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying To National Occupational Standards Of

Job Role/ Qualification Pack: Assistant Beauty & Wellness Consultant V3.0, BWS/Q4001 NSQF Level 3'

Date of Issuance 17.11.2022

Valid up to* 17.11.2025

**Valid up to next review date of the qualification or the
'Valid up to' date mentioned above (whichever is earlier)*

Chairperson
Beauty and Wellness Sector Skill Council

Acknowledgement

Beauty & Wellness Sector Skill Council would like to express their gratitude to all the individuals and organizations who have contributed in the preparation of this trainee manual.

Special thanks are extended to the persons who collaborated in the preparation of the different modules. Sincere appreciation is also extended to Ms Richa Agarwal, Founder and Director, Cleopatra Chain of Beauty and Wellness Spa.

The preparation of this manual would not have been possible without the support of the Beauty and Wellness Industry. The Industry feedback has been extremely encouraging from inception to conclusion & it is with their inputs that we have tried to bridge the skill gaps existing today in the industry.

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

About This Book

One of India's fastest growing consumer product sectors is the beauty and personal care product market. The beauty and personal care product market in India could be widely classified into five categories - body care, hair care, face care, hand care and color cosmetics.

The beauty and wellness industry in India is growing at a CAGR of 18.64 % and is likely to reach the 100,000 crore mark soon. The sector is thriving on the increasing section of affluent and middle-class population that has started considering beauty and wellness as a necessity. Increased emphasis on a holistic wellbeing with people's desire to look good and young are other motivators for the beauty and wellness industry.

This Participant Handbook is designed to enable theoretical and practical training to be Assistant Beauty & Wellness Consultant. The Qualification Pack of an Assistant Beauty & Wellness Consultant includes the following National Occupational Standards which have all been covered in this Trainee Manual:

1. Arrange product for sales (BWS/N4001)
2. Provide sales and customer services to customers for hair, beauty and wellness product and service sales (BWS/N4002)
3. Perform simple administrative tasks to assist the beauty wellness consultant in product sales (BWS/N4003)
4. Maintain workplace health and safety of workplace (BWS/N9002)
5. Creating positive impression at the workplace (BWS/N9003)
6. Employability Skills

Symbol Used



Key Learning Outcomes



Steps



Notes



Objectives




Practical



Exercise

Table of Contents

S.No	Modules and Unit	Page No
1.	Introduction (Bridge Module)	1
	Unit 1.1 - Introduction to Beauty and Wellness Industry Unit	3
	1.2 - Role of an Assistant Beauty & Wellness Consultant Unit	9
	1.3 - Career Growth Path	11
2.	Products Used in the Service (BWS/N4002)	15
	Unit 2.1 - Skin Care Products	17
	Unit 2.2 - Makeup Products	26
	Unit 2.3 - Hair Care Products	42
3.	Product Display (BWS/N4001)	59
	Unit 3.1 - Product display	78
4.	Selling Skills (BWS/N4003)	79
	Unit 4.1 - Selling Skills	81
5.	Maintain Health and Safety of Workplace (BWS/N9002) Unit	93
	5.1 - Maintain Workplace Health and Safety	95
6.	Creating Positive Impression at the Workplace (BWS/N9003)	113
	Unit 6.1 - Creating a positive impression at workplace	115
	Unit 6.2 - Professional Skills	126
	Unit 6.3 - Language Skills	133
	Unit 6.4 - Personal Grooming	136
7.	Employability Skills (DGT/VSQ/N0102)	149
		
	Scan this QR Code to access the Employability skills module	
	https://www.skillindiadigital.gov.in/content/detail/1-10d218cd-31f0-41d0-a276-b41ec3b52013	
8.	Annexure	151







1. Introduction

- Unit 1.1 - Introduction to Beauty and Wellness Industry`
- Unit 1.2 - Role of an Assistant Beauty & Wellness Consultant
- Unit 1.3 - Career Growth Path



Key Learning Outcomes

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

1. Explain the growth trajectory of beauty and wellness industry in India
2. State the reasons for growth of beauty and wellness sector
3. Identify major sub-sectors of beauty and wellness industry
4. Describe recent trends of beauty and wellness industry
5. List roles and responsibilities of an assistant beauty & wellness industry
6. Explain the knowledge and skill required by an Assistant Beauty & Wellness Consultant
7. Identify employment opportunities
8. Evaluate career growth path

Unit 1.1: Introduction

Unit Objectives

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

1. Explain the growth trajectory of beauty and wellness industry in India
2. State the reasons for growth of beauty and wellness sector
3. Identify major sub-sectors of beauty and wellness industry
4. Describe recent trends of beauty and wellness industry

1.1.1 The Beauty And Wellness Industry In India

The Beauty and Wellness sector is growing at a fast pace and becoming a very important industry in India. It is contributing a lot to the economic growth and becoming a leading employer, creating millions of employment opportunities across the nation. The reason for this exponential growth is the rising consumerism, globalisation and changing lifestyles of Indian consumers. The rapid growth in beauty and wellness industry along with the entry of many small and large companies in this area, has led to huge demand for trained personnel.

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



Fig 1.1 Client undergoing beauty therapy

One segment of the beauty business that is doing particularly well is specialised hair care. Another report by AC Nielsen estimates the hair care market in India at Rs 3,630 crore, with average annual growth of 20 percent. Another segment expanding rapidly is bridal makeup. Earlier, it was usually only the bride who visited the salon prior to the wedding ceremony, but now friends and relatives often join her and salons offer special packages for them.

Quality beauty treatment calls for specialised knowledge - thus training schools are also growing. Most salon chains have their own academies. Beauty and Wellness Sector Skill Council under aegis of Ministry of Skill Development & Entrepreneurship also runs various training schemes. The Wellness Report by KPMG estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022. Salaries of makeup and beauty professionals vary between Rs 15,000 and Rs 65,000 per month.

Reasons for growth

The following are reasons for growth of the Beauty and Wellness Sector.

1. People buying more of the stuff, moving to cities and spending more- are the most dominant factors driving this market.
2. Young people are more exposed to media which increases the aspiration for beauty.
3. Excessive obsession with young looking skin has led this sector to growth as more and more consumers ask for cosmetic treatments as well as anti-ageing products to achieve the same.
4. Product innovation and an increased demand for looking good have made this segment confident for huge growth in the future.

1.1.2 Major Sub-Segments Of The Beauty And Wellness Industry

The beauty sector consists of the following major sub-segments.



Fig 1.2 Major Sub-Segments in Beauty and Wellness

Beauty Centers and Hair Salons:

The beauty and salon segment includes skin, hair and nail care services. Services are given in order to meet customer's requirement of mending or fixing the personal physical image or look.



Fig 1.3 Hair salon

Product and Counter Sales:

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

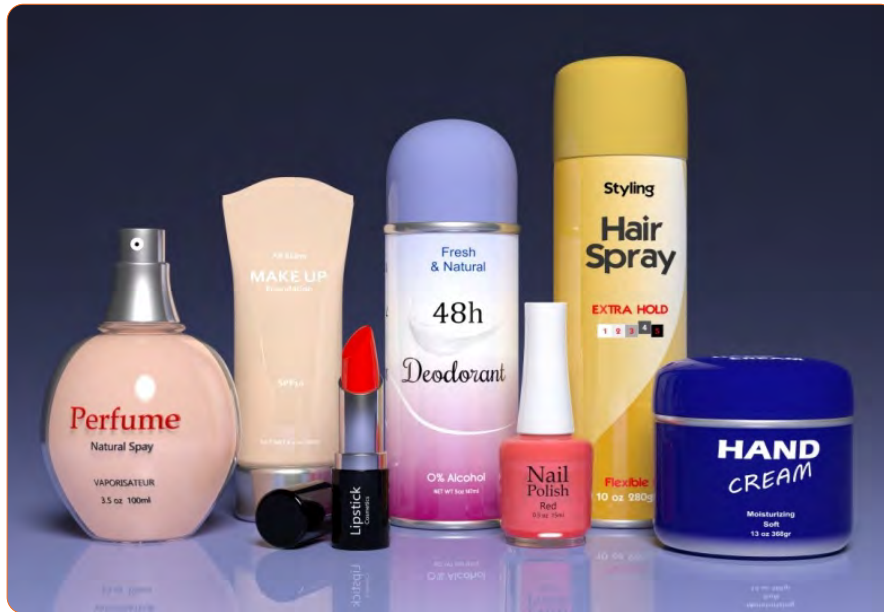


Fig 1.4 Various products

Fitness and Slimming:

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



Fig 1.5 Gym

Rejuvenation Centers:

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



Fig 1.6 Rejuvenation services

Alternate Therapy Centers:

Alternative therapies can provide clinical diagnosis and treatments under alternative therapy.



Fig 1.7 Alternate therapy

1.1.3 Recent Trends Of A Beauty And Wellness Industry

Emerging Unisex Service:

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

Expansion in different areas/ regions:

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

Advent of International beauty brands:

Growing customers is causing international brands to penetrate the Indian market.

Unit 1.2: Role Of An Assistant Beauty & Wellness Consultant

Unit Objectives

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

1. List roles and responsibilities of an Assistant Beauty & Wellness Consultant
2. Explain the knowledge and skill required by an Assistant Beauty & Wellness Consultant

1.2.1 Roles And Responsibilities

An Assistant Beauty & Wellness Consultant is also known as Product Sales Assistant. He /she undertake the following activities:

- Support sales and marketing by displaying cosmetic and hair care products
- Sell products to clients
- Inventory control and stocktaking
- Replenishment of products as per sales trend
- Promote various promotional schemes offered by companies
- Prepare sales report and information to the concerned authority
- Maintain cash collected during the sale and hand over the cash to the relevant authority with proper documents
- Disposing of expired products
- Perform skin and hair analysis to suggest suitable products
- Build rapport with the customers

1.2.3 Knowledge And Skill Requirement For An Assistant Beauty & Wellness Consultant

What is the participant supposed to know to grow in the organizational hierarchy?

- Various brands/types of products used in the service
- How to organize products?
- Various product display techniques and importance

- When to replenish products?
- Inventory control and stocktaking
- Visual effects – Light, colour, texture, shape, dimension etc.
- Interpretation of information provided on the product labels
- Various promotional materials used in the sales
- How to interact with clients and build rapport with the customers
- How to maintain cash?
- Various reports to be maintained
- How to perform skin and hair analysis?



Fig 1.8 Client consultation

Unit 1.3: Career Growth Path

Unit Objectives

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

1. Identify employment opportunities
2. Evaluate career growth path

1.3.1 Introduction

An assistant beauty & wellness consultant has ample opportunities to grow in the organizational hierarchy. To achieve success he/she needs to have good understanding of products, excellent communication skills and positive attitude.

An assistant beauty and wellness consultant can be deployed at salons & spas and beauty products manufacturing companies.

1.3.2 Career Growth Path

With sheer hard work and skills, an Assistant Beauty & Wellness Consultant can reach up to the position of Product & Sales Trainer. The career growth path is illustrated below:

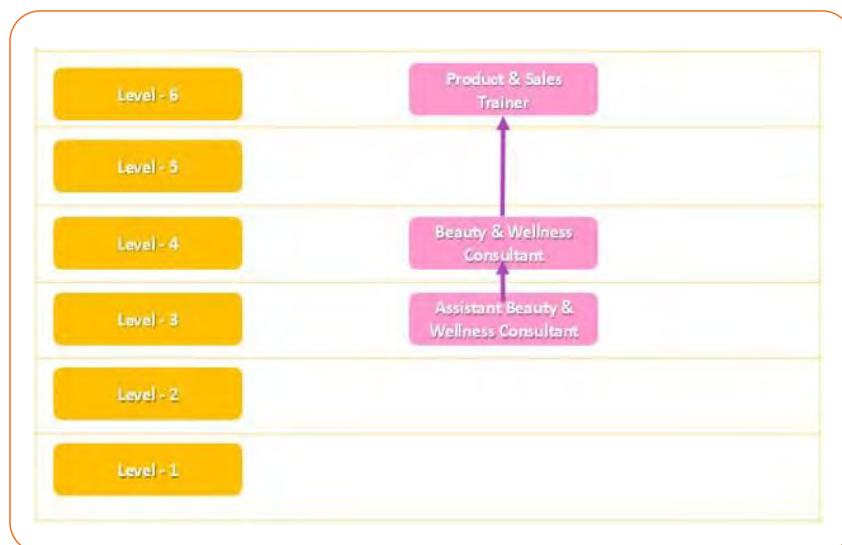


Fig 1.9 Career Progression

Summary



1. The Beauty and Wellness sector is growing at a fast pace and becoming a very important industry in India.
2. It is contributing a lot to the economic growth and becoming a leading employer, creating millions of employment opportunities across the nation.
3. The major sub-segments of the beauty and wellness industry are:
 - a. Beauty Centers and Hair Salons
 - b. Product and Counter Sales
 - c. Fitness and Slimming
 - d. Rejuvenation Centers
 - e. Alternate Therapy Centers
4. Recent trends in beauty and wellness industry are:
 - a. Emerging Unisex Service
 - b. Expansion in different areas/ regions
 - c. International beauty brands
5. An Assistant Beauty & Wellness Consultant can be deployed at salons & spas and beauty products manufacturing companies.
6. With sheer hard work and skills, an Assistant Beauty & Wellness Consultant can reach up to the position of Product & Sales Trainer.