

# Participant Handbook

Sector  
**Beauty and Wellness**

Sub-Sector  
**Rejuvenation**  
Occupation  
**Spa Services**

Reference ID: **BWS/Q1001**, Version 4.0  
**NSQF Level 3**



**Assistant  
Spa Therapist**

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**Shri Narendra Modi**

Prime Minister of India

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



# Certificate

## COMPLIANCE TO QUALIFICATION PACK-NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

SKILL COUNCIL FOR BEAUTY AND WELLNESS

for

### SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying To National Occupational Standards Of

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Beauty & Wellness Sector Skill Council

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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. We would specially like to thank Ms. Seema Gopujkar who have reviewed and validated the manual.

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 rejuvenation sector.

## About This Book

Spa industry in India is in a nascent stage but growing rapidly, thanks to increasing wellness tourism, improving living standards & growing awareness about the importance of maintaining good physical & mental health. Currently, India is the 3rd fastest growing Spa market after America & Europe.

This Participant Handbook is designed to enable theoretical and practical training to become an Assistant Spa Therapist. The Qualifications Pack of an Assistant Spa Therapist includes the following National Occupational Standards which have all been covered in this Trainee Manual:

1. Prepare and Maintain Work Area (BWS/N9001)
2. Assist the Spa Therapist perform Advanced Spa Services (BWS/N1001)
3. Maintain Health and Safety of Workplace (BWS/N9002)
4. Create a Positive Impression at the Workplace (BWS/N9003)
5. Employability Skills

## Symbols Used



Key Learning Outcomes



Steps



Notes



Objectives




Practical



Exercise

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**B&WSSC**  
BEAUTY & WELLNESS  
SECTOR SKILL COUNCIL

# 1. Introduction

Unit 1.1 – Objectives of this Program  
Unit 1.2 – Beauty and Wellness Industry  
Unit 1.3 – Introduction to Spa Sector



## Key Learning Outcomes

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

1. Describe Beauty and Wellness Industry and its classification
2. State role and responsibilities of an Assistant Spa Therapist
3. Describe the types of Spas & Spa Therapies
4. List the attributes of an Assistant Spa Therapist

## UNIT 1.1: Objectives of this Program

### Unit Objectives

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

1. Describe the Beauty and Wellness Industry in India
2. State role and responsibilities of an Assistant Spa Therapist
3. List the attributes of an Assistant Spa Therapist

### 1.1.1 Introduction

Today, the beauty and wellness sector has gained prominence in India and displayed consistent and remarkable growth, making it a potentially significant contributor to economic growth and a leading employer creating millions of employment opportunities across the nation. The reason for this phenomenal growth is the rising consumerism, globalization and changing lifestyles of Indian consumers as well as increasing rate of wellness tourism.

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



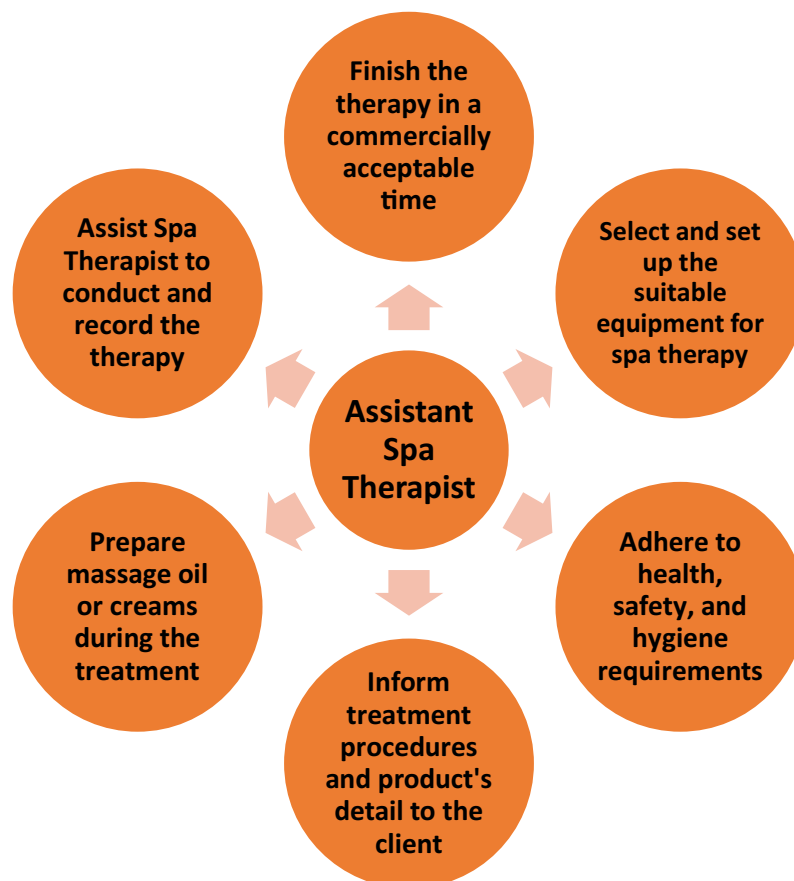
*Fig. 1.1 Assistant Spa Therapist*

### 1.1.2 Assistant Spa Therapist

An Assistant Spa Therapist needs to know basic spa therapy, by maintaining health, hygiene, and safety at workplace. They need to be knowledgeable about various spa products and massage techniques. Assistant Spa Therapist is expected to assist the Spa Therapist in providing the spa services.

## Roles and Responsibilities of an Assistant Spa Therapist

An Assistant Spa Therapist should be able to:



*Fig. 1.2 Roles & Responsibilities of Assistant Spa Therapist*

## Attributes of an Assistant Spa Therapist

- **Customer Orientation:** Make the customer comfortable. Understand what the customer needs even when he/she is unable to express. Keep the workplace clean as it is the first attribute which convinces customer to take your services.
- **Clean Personality Appearance:** Maintain a clean personal appearance. Customer may not like to take the services if you have a shabby or messy demeanour. Beware about body odour, bad breath, and over all hygiene. what services they wish to take from you and you must respect that.



*Fig. 1.3 Assistant Spa Therapist helping the Spa therapist*

- **Make suitable suggestions:** If the customer is confused and indecisive, use the opportunity to suggest the best for him/her. Customer may like it and appreciate. As a professional you are not at loss anyway.
- **Don't be in hurry:** Do not rush the customer out. As a professional if you are attending the customer, make sure you give him/her proper time.
- **Keep knowledge updated:** As a professional must know all the important updates about your field so that if the client has any question, you must be able to answer him appropriately.
- **Respect your customer:** Respect the decision of your customers and do not force your opinion. Ultimately it is their decision what services they wish to take from you and you must respect that.
- **Have knowledge about products:** An Assistant Spa Therapist must be able to tell what products are suitable for the customer.



*Fig. 1.4 Offering suitable product to customer*

- **Proficiency in communication:** An Assistant Spa Therapist needs to be efficient in her skills, she needs to have good communication skills as well. Assistant Spa Therapist first deals with customer with her communication skills and later with spa therapy skills. Therefore, she has to be warm and welcoming, should give details, must not fumble and be clear with what she says.
- **Good body language:** An Assistant Spa Therapist must not be stressed over handling customers. Their body language should be easy yet active, she should seem happy to work and give her services, must be smiling and quick.

### 1.1.3 Program Overview

**This program will facilitate an overview of:**

- Beauty and Wellness Industry
- Prepare and maintain work area
- Simple spa services and assistive tasks for advanced spa services
- Maintain health and safety of workplace
- Create a positive impression at the workplace

## UNIT 1.2 : Beauty and Wellness Industry

### Unit Objectives

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

1. Describe Beauty and Wellness Industry in India
2. State industry classification for Beauty and Wellness
3. List the factors for growth of Beauty and Wellness Industry in India

### 1.2.1 The Beauty And Wellness Industry In India

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.

### 1.2.2 Industry Classification

**Beauty Centres 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 personal physical image or look.

**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.

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



Fig. 1.6 Classification of Beauty and Wellness Industry

**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.

**Alternative Therapy Centers**– Alternative therapies can provide clinical diagnosis and treatments under alternative therapy.

**Emerging Unisex Service** – Many organised segments are offering such services and many Unisex beauty and wellness centres are emerging getting acceptance.

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

**International Beauty Brands**– Growing customers is causing international brands to penetrate the Indian market.



## UNIT 1.3: Introduction to Spa

### Unit Objectives

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

1. Explain Spa concepts
2. Describe various types of Spas and Spa Therapies

### 1.3.1 Spa

The term spa is associated with water treatment which is also known as balance therapy.

#### **Origin of the term:**

The term 'Spa' is derived from the name of a town in Belgium called 'Spa'. In medieval times here in Spa, illness caused by iron deficiency was treated by drinking chalybeate (iron bearing) spring water.

In 1571 William Slings who had been to the Belgian town (which he called Spaw discovered a chalybeate spring in Yorkshire.

He built an enclosed well there and called it 'Harrogate'. It became the first resort in England for drinking medicinal waters. Then in 1596, Dr Timothy Bright called the resort "The English Spaw", thus starting the use of the word 'Spa' as a generic description of resorts for medicinal waters, rather than as the place name of the Belgian town. At first, this term referred specifically to resorts for water drinking rather than bathing, but this was gradually lost and many spas started offering external remedies.

The other story about the origin of the term spa is as follows. A Belgian spring of iron bearing water was called Espa, which in Walloon language means "fountain". It was used in 1326 as a cure by Collin Le Loupe, an alchemist with such success that he developed a health resort with the same name. It is also suggested that the term Espa may be derived from the name of the resort.

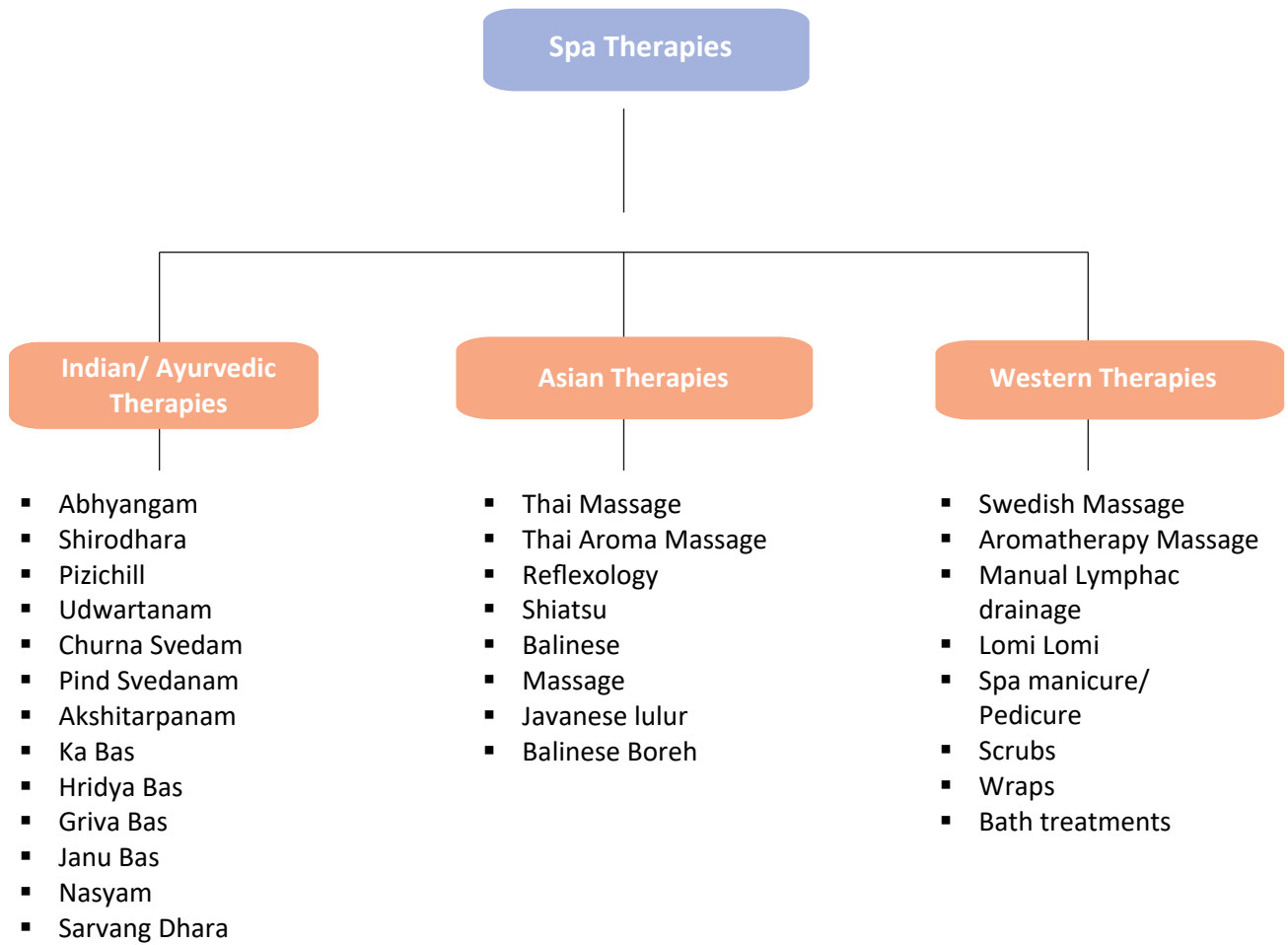
Some people and sources suggest that, the word Spa is an acronym of Latin phrases such as "Sanitas per Aquam" or "Salus per Aquam" meaning "health through water". These are "acronyms" — back-formed acronyms. Though there is no evidence to support such claims, also these acronyms arose in the twentieth century, and were not used in classical times.

### 1.3.2 Types of Spa



Fig. 1.7 Resort/Hotel Spa

### 1.3.3 Various Spa Therapies



## Summary

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

### **An Assistant Spa Therapist in Rejuvenation sector**

- is a critical operational job-role providing various types of beauty services in salons and spas.
- should be well-versed with the beauty services and therapy operations and have basic service aptitude.
- requires proficiency in communication and keen service orientation is required for providing world class services to the customers.

### **The following are attributes of an Assistant Spa Therapist**

- Customer orientation
- Clean personal appearance
- Make suitable suggestions
- Don't be in hurry
- Keep your knowledge updated
- Respect your customer
- Have knowledge about products
- Proficiency in communication
- Good body language

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.

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

- Growing consumerism, rapid urbanization and rising disposable income
- Young consumer
- Excessive obsession with young looking skin

### **Beauty Industry Classification**

- Beauty Centres and Hair Salons
- Product and Counter Sales
- Fitness and Slimming
- Rejuvenation Centers
- Alternate Therapy Centers
- Emerging Unisex Service
- Expansion in different areas/ regions