

Participant Handbook

Customised Courses under PMKVY (210 hrs)

Sector
Beauty & Wellness

Sub-Sector
Beauty & Salon
Occupation
Make-Up Services

Reference ID: **BWS/Q0307, Version 1.0**
NSQF Level: 3 (Parent QP BWS/Q0301)



**Bridal Makeup
Artist**

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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

BEAUTY & WELLNESS SECTOR SKILL COUNCIL

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
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The preparation of this handbook would not have been possible without the Make-up Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the industry.

This Participant Handbook is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavours.

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

Symbols Used



Key Learning
Outcomes



Unit
Objectives



Exercise



Tips



Notes



Activity



Summary

Table of Contents

| S.No | Modules and Units | Page No |
|-----------|--|------------|
| 1. | Introduction (Bridge Module) | 1 |
| | Unit 1.1 - Introduction to the Industry | 3 |
| | Unit 1.2 - Make-up Services | 7 |
| 2. | Prepare and Maintain Work Area (BWS/N9001) | 15 |
| | Unit 2.1 - Prepare and Maintain Work Area | 17 |
| | Unit 2.2 - Personal Presentation and Waste Disposal | 22 |
| 3. | Perform Skincare Services (BWS/N0104) (BWS/Q0307) | 29 |
| | Unit 3.1 - Anatomy, Physiology and Pathology for Skin Treatments | 31 |
| | Unit 3.2 - Structure, Function, and Characteristics of Skin Types Unit | 35 |
| | 3.3 - Facial Treatment Therapy | 50 |
| 4. | Perform Bridal Makeup Services (BWS/N0301) (BWS/Q0307) | 57 |
| | Unit 4.1 - Range and Use of Products Available For Facial Treatment | 59 |
| | Unit 4.2 - Make-Up Fundamentals | 69 |
| | Unit 4.3 - Traditional and Contemporary Brides | 85 |
| | Unit 4.4 - Hair Styling | 94 |
| | Unit 4.5 - Saree and Dupatta Draping | 97 |
| | Unit 4.6 - Bindi Designing | 105 |
| 5. | Perform Fashion and Photographic Makeup (BWS/N0302) | 113 |
| | Unit 5.1 - Hi-Definition Make-Up | 115 |
| | Unit 5.2 - Creative Make-up | 119 |
| 6. | Airbrush Makeup (BWS/N0303) | 131 |
| | Unit 6.1 - Skin Types and Conditions | 133 |
| | Unit 6.2 - Fundamentals of Airbrush Makeup | 142 |
| 7. | Consult and Advise Clients (BWS/N9005) | 151 |
| | Unit 7.1 - Analysing the Specifications | 153 |
| | Unit 7.2 - Organisational Skills | 158 |



13. Annexure







1. Introduction

Unit 1.1 - Introduction to the Industry

Unit 1.2 - Make-up Services



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.

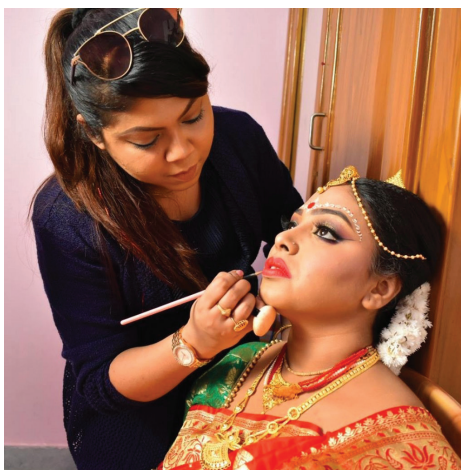


Fig. 1.1.1: A Bridal Make-up Artist during Work

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.

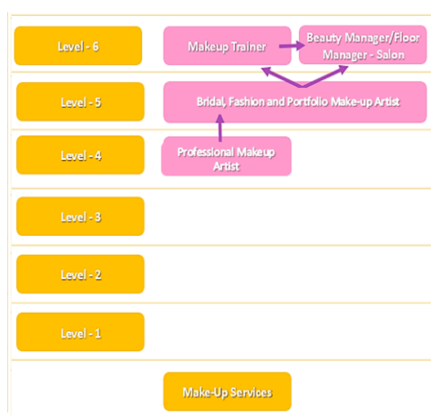


Fig. 1.1.2: Career Opportunities

- 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.

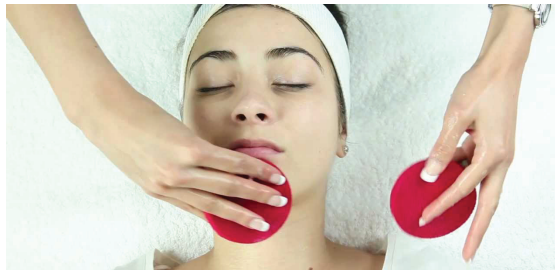


Fig.1.1.3: A Make-up Artist Preparing a Client for Treatment

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.

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.

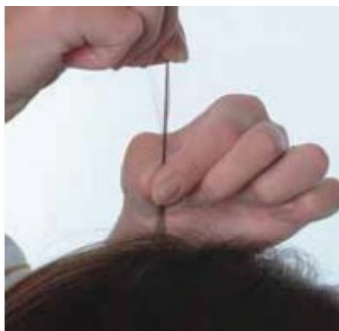


Fig. 1.2.4: On-going Porosity Test

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 supple. 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.