



Participant Handbook

Sector
Beauty & Wellness

Sub-Sector
Non-Invasive Cosmetology

Occupation
Aesthetic Skin Services

Reference ID: **BWS/Q0504, Version 2.0**
NSQF Level: 4



Aesthetic Skin Technician

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

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This book is sponsored by Beauty & Wellness Sector Skill Council

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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

Job Role/ Qualification Pack: 'Aesthetic Skin Technician' QP No. 'BWS/Q0504, V2.0, NSQF Level 4'

Date of Issuance: 17.11.2022

Valid up to: 17.11.2025

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

Authorised Signatory
(Beauty & Wellness Sector Skill Council)

Acknowledgements

Beauty and Wellness Sector Skill Council wishes to extend our heartfelt gratitude to all the subject matter experts whose contributions have been invaluable in the creation of this Participant Handbook.

Special recognition is extended to our esteemed industry partners who have generously lent their expertise and collaborated in preparing the modules. The preparation of this Participant Handbook 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 gap existing today in the industry.

We would especially like to thank BKCCAD, Cleopatra Chain of Beauty and Wellness Spa, Lee's International Beauty and Spa Institute, Signature Training Centre & Ayurveda Institute, Association of Beauty Therapy & Cosmetology, LTA School of Beauty and Alive Institute of Aesthetic Medicine. for having reviewed this handbook. This Participant Handbook is dedicated to the ambitious youth of our country who aspire to acquire specialized skills, which will serve as lifelong assets for their future endeavours and pave the way for a successful career in the Beauty and Wellness Sector.

About this Book

The Beauty and Wellness industry has experienced an impressive growth story in recent years. The sector is expected to grow at a CAGR of about 18 percent with 23 percent in the organized sector and 15 percent in the unorganized sector until 2025, reaching approximately 277,000 crores.

The unprecedented growth of the Beauty and Wellness industry has created a huge demand for semi-skilled and skilled professionals in the country. Currently, the industry employs about 12.3 million people, with 66 percent being women. There is a growing need for skills enhancement among potential workers. The aesthetic skin services sector in India has also seen significant growth driven by macroeconomic factors and aspirations for body perfection. This Participant Handbook is designed to help trainers impart theoretical and practical skills training to trainees for becoming an Aesthetic Skin Technician.

This Participant Handbook is based on the Qualification Pack of an Aesthetic Skin Technician (BWS/Q0504) and includes the following National Occupational Standards:

1. BWS/N0502: Chemical composition of various beauty and hair products for effective use
2. BWS/N0503: Consult and advise clients on various anti-ageing treatments for skin and hair
3. BWS/N0506: Counsel and perform acne treatments using peels/high frequency/laser
4. BWS/N0107: Perform facial electrotherapy
5. BWS/N0507: Counsel and provide anti-pigmentation services using superficial peels / microdermabrasion
6. BWS/N0505: Counsel and perform skin rejuvenation services using peels/microdermabrasion/laser
7. BWS/N0504: Consult and perform hair removal services using laser
8. BWS/N9001: Prepare and maintain work area
9. BWS/N9002: Maintain health and safety at the workplace
10. BWS/N9003: Create a positive impression at the workplace
11. DGT/VSQ/N0102: Employability Skills

We hope that this Participant Handbook will provide a sound learning support to our young friends to build an enriching career in the Beauty and Wellness Industry.

Symbols Used



Key Learning
Outcomes



Unit
Objectives



Notes



Exercise

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It is recommended that all trainings include the appropriate Employability skills Module. Content for the same can be accessed <https://www.skillindiadigital.gov.in/content/list>





1. Introduction to the Program

Unit 1.1 - Overview of the Program

Unit 1.2 - Insights into Beauty and Wellness Industry in India



Key Learning Objectives



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

1. Provide an overview of the program and articulate its objectives
2. Describe the role and responsibilities of an aesthetic skin technician
3. Discuss the career opportunities of an aesthetic skin technician
4. Understand the synopsis of the beauty and wellness sector
5. Explain the potential of key subsectors of beauty and wellness industry

Unit 1.1 Overview of the Program

Unit Objectives

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

1. Provide an overview of the program and articulate its objectives
2. Describe the role and responsibilities of an aesthetic skin technician
3. Discuss the career opportunities as an aesthetic skin technician

1.1.1 Introduction

Embark on a Rewarding Journey: Become an Aesthetic Skin Technician!

Are you passionate about helping people achieve beautiful, healthy skin? Do you have a keen eye for detail and a desire to learn the latest innovations in skincare technology? If so, then an aesthetic skin technician program might be the perfect fit for you!

In today's society, the pursuit of healthy, radiant skin is more prevalent than ever. With an increasing emphasis on self-care and personal wellness, individuals are turning to skincare professionals for guidance and treatment. Among these professionals, aesthetic skin technicians play a vital role in helping clients achieve their skincare goals and boosting their confidence.

Aesthetic skin technicians are highly trained professionals with in-depth knowledge of skin anatomy, physiology, and various skincare treatments. They understand the complexities of different skin types, conditions, and concerns, allowing them to provide personalized care and solutions for their clients. Through thorough skin analysis and consultation, aesthetic skin technicians assess clients' needs and recommend appropriate treatments and home care routines tailored to their specific concerns.

1.1.2 Program Outline and Objectives

This comprehensive program is designed to deliver the knowledge, skills, and hands-on experience needed to become a proficient and successful aesthetic skin technician and pursue a fulfilling career in the growing field of aesthetics.

The program is structured to provide a solid foundation in skincare science, hands-on practical training, and professional development. The outline of program is detailed below:

- Introduction to the program
- Chemical composition of various beauty and hair products for effective use
- Consult and advise clients on various anti-ageing treatments for skin and hair
- Counsel and perform acne treatments using peels/high frequency/laser
- Perform facial electrotherapy
- Counsel and provide anti-pigmentation services using superficial peels/microdermabrasion

- Counsel and perform skin rejuvenation services using peels/microdermabrasion/laser
- Consult and perform hair removal services using laser
- Prepare and maintain work area
- Maintain health and safety at the workplace
- Create a positive impression at the workplace
- Employability Skills

The objectives of the 'Aesthetic Skin Technician' program are to empower students with the knowledge, skills, and hands-on training essential for success in the skincare and aesthetics industry. Through comprehensive training, students will become proficient in delivering high-quality care to clients, thereby enhancing the health and vitality of their skin. Eventually, the program strives to cultivate professionals who are dedicated to promoting overall skin wellness and client satisfaction.

1.1.3 Aesthetic Skin Technician - Role and Responsibilities

An Aesthetic Skin Technician is a trained professional knowledgeable about skin and hair structure, as well as common conditions and problems associated with them.

- An aesthetic skin technician, plays a vital role in helping individuals achieve healthy, radiant skin and boost their confidence.
- They possess the skills to diagnose and address these issues effectively.
- Aesthetic Skin Technicians are proficient in using advanced appliances and cosmeceutical products to treat various skin and hair problems.
- One of the primary responsibilities of aesthetic skin technicians is to perform a variety of skincare treatments aimed at improving skin health and appearance.
- These treatments may include facials, chemical peels, microdermabrasion, and hair removal techniques.
- Through their expertise and hands-on approach, they help clients achieve smoother, clearer, and more youthful-looking skin.
- Moreover, aesthetic skin technicians play a crucial role in educating clients about proper skincare practices and habits.
- They provide valuable guidance on selecting suitable skincare products and establishing effective skincare routines.

In addition to their technical skills, aesthetic skin technicians possess excellent communication and interpersonal abilities. They build rapport with clients, actively listen to their concerns, and create a comfortable and supportive environment during treatments and ensure clients are satisfied with their skincare experience.

As the demand for skincare services continues to grow, the role of aesthetic skin technicians remains essential in helping clients achieve their skincare goals.

1.1.4 Career Opportunities as an Aesthetic Skin Technicians

Driven by positive macroeconomic factors, and rising aspirations to achieve the perfect body and shape, the demand for aesthetic skin services has grown profoundly over the years. Aesthetic skin services includes both surgical and nonsurgical procedures. The total nonsurgical procedures in 2020 were around 268,536 with most treatments done for hair removal (36.6 percent of total) followed by chemical peels at 16.7 percent. Figure XX Depicts workforce requirement in aesthetic skin services across years, 2022-2030 emphasizing the tremendous scope of opportunities in this field.



Fig 1.1.1 : Depicting Workforce Requirement in Aesthetic Skin Services Across Years, 2022-2030

A career as an aesthetic skin technician is more than just about beauty treatments. It's about helping people feel confident and comfortable in their own skin, making a positive impact on their lives.

The program well-prepares to pursue exciting career opportunities as an aesthetic skin technician in various settings, including:

Spas and Salons

Dermatology Clinics

Medical Spas

Wellness Centers

Freelance or Entrepreneurial Ventures

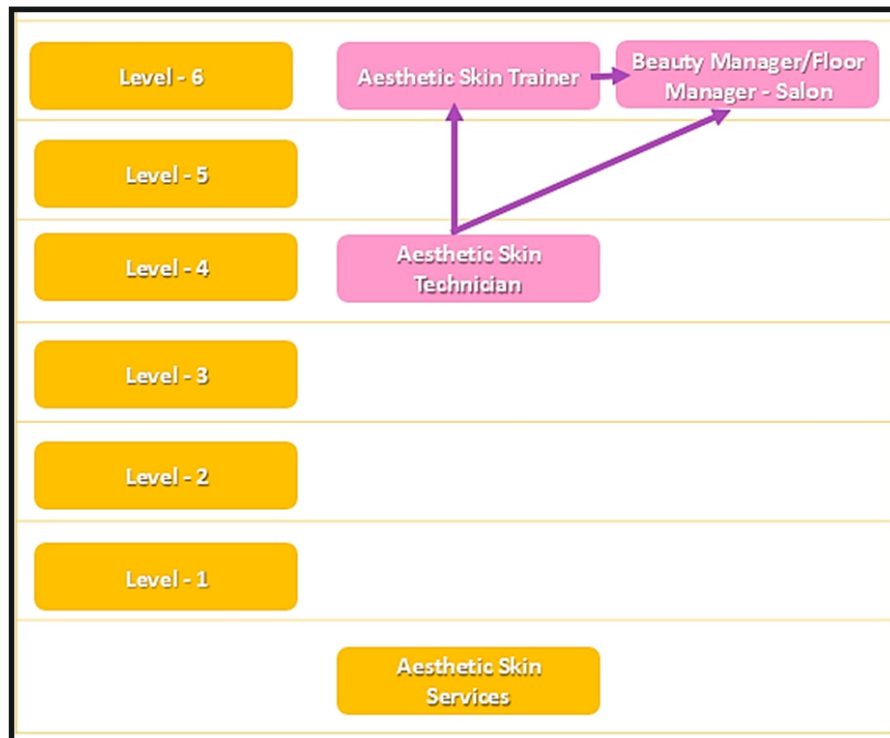


Fig 1.1.2 : Occupational Map of an Aesthetic Skin Technician

This comprehensive program equips you to emerge as a skilled and confident Aesthetic Skin Technician ready to meet the demands of the skincare industry. Whether you choose to work in a spa, salon, medical clinic, or pursue entrepreneurship, the knowledge and expertise gained from this program will set you on the path to success. For those with a passion for skincare, seeking a fulfilling career change, or aspiring to become their own boss, the Aesthetic Skin Technician Program provides a comprehensive pathway to success in the dynamic and rewarding field of beauty and skincare. In conclusion, the Aesthetic Skin Technician Program serves as a gateway to a rewarding career in the beauty and skincare industry.

Unit 1.2 Insights into Beauty and Wellness Industry in India

Unit Objectives

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

1. Understand the synopsis of the beauty and wellness sector
2. Explain the potential of key subsectors of beauty and wellness industry

1.2.1 Synopsis of Beauty and Wellness Sector

Globally the Beauty and Wellness sector is considered as a sunrise industry. The beauty and wellness sector in India is experiencing a significant growth trajectory, driven by evolving consumer preferences, increasing disposable incomes, and expanding urban middle class. This sector encompasses a wide range of products and services, including skincare, haircare, cosmetics, spa treatments, fitness, and holistic wellness practices. With the rise of social media influencers and digital platforms, there's been a surge in demand for beauty products and services, particularly among the youth demographic. Additionally, strong consumption along with an overall shift and focus on healthier lifestyle choices, especially post pandemic, shows immense potential for the industry to boom in near future.

The global Beauty and Wellness Industry grew at about 17.6 percent between 2017 and 2022 to reach USD 4,500 billion (INR 380 lakh crore) from about USD 2,000 billion (INR 150 lakh crore) in 2017. For a young country like India, with 700+ million individuals below 25 years of age, the Beauty and wellness sector of the country has a huge potential to generate livelihoods in metros as well as in small towns without promoting mass-scale migration to large metros.

1.2.2 Key Sub-Sectors within the Indian Beauty and Wellness Industry

The beauty and wellness sector in India encompasses various subsectors that cater to personal care, grooming, and overall well-being. Some of the prominent subsectors include:

1. **Beauty and Salon:** The beauty and salon industry comprises more than 30 per cent of the overall Beauty and Wellness sector of the country and is anticipated to grow to close to INR 80,000 crore market by 2025. The industry is growing at an impressive rate of 17 per cent annually and is expected to develop twice as quickly as the US and the European markets in the next few years.

The key segments within the Beauty and Salon sub-sector includes professional skin & body care and Hair & personal care (professional hair care, professional oral care and professional shower and bath care).

2. **Aesthetic Skin Services:** The aesthetic skin services sector in India has seen significant growth driven by macroeconomic factors and aspirations for body perfection. Expected to reach INR 68,000 crore by 2024, with a per capita spending rise from INR 375 in 2018 to INR 480. In 2020, surgical procedures totalled 255,528, with liposuction being the most demanded at 23.5%, followed by rhinoplasty and breast augmentation. Nonsurgical procedures in 2020 were around 268,536, with hair removal dominating at 36.5%, followed by chemical peels at 16.7%. Non-invasive cosmetology, a key component, contributes around INR 10,000 crore, growing at a double-digit rate. Driven by social media influence and increasing beauty consciousness among various age groups, India ranks in the top ten for non-surgical cosmetic procedures as of 2020.
3. **Alternate therapies:** The alternate therapies industry of the country has observed a steep rise of 15.4 per cent in patient uptake for AYUSH treatments, largely on account of increased awareness of cost-effective methods and treatments, and fewer potential side effects. The industry is anticipated to grow at close to double digit growth rate annually to achieve an INR 30,000 crore market by 2024. Services may broadly involve Acupuncture, Chiropractic, Naturopathy, Neurotherapy, Aromatherapy, Homeopathy, Oriental treatments, and therapies focusing on Relaxation and Stress management.

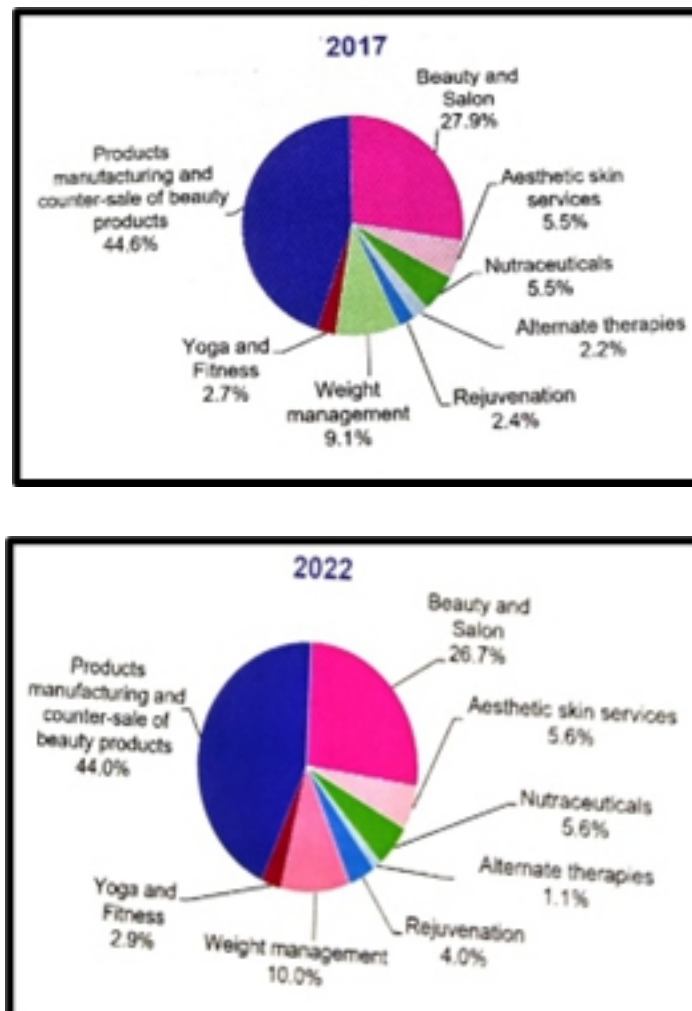


Fig 1.2.1 : Key Sub-Sectors and Growth of Beauty and Wellness Industry in the Country, 2017-2022

4. Nutraceuticals: The nutraceuticals sector in India encompasses functional food (25%), beverages (15%), and health supplements (60%), offering additional health benefits. Anticipated to grow at 20% between 2017 and 2024, aiming for a market share of INR 100,000 crore by 2024, including spillovers to related sectors. Primarily urban-centric, driven by increased income and health-consciousness. Expected to hold about three per cent of the global market share by 2022, up from two per cent in 2020.

5. Rejuvenation: The Spa and Rejuvenation industry in India is rapidly expanding, fuelled by Wellness Tourism and increasing awareness of well-being. Despite comprising only five per cent of the broader Beauty and Wellness sector, it's one of the fastest-growing subsectors. Expected to reach INR 12,750 crore by 2024 from INR 4,200 crore in 2018, growing over 20% annually, with a rising demand for skilled technicians. In 2022, the sector needed 145,000 professionals, with 45% demand from organized sectors. India ranked fifth in Photo Rejuvenation procedures in 2020, showing potential for further growth, especially considering the dominance of the USA in the market.

6. Weight Management: The sub-sector's growth is fuelled by a heightened focus on personal health and well-being, with nearly one in every four individuals overweight in 2019, compared to one in every five in 2015-16. Services like Zumba, Pilates, and Aerobics are gaining traction, with an anticipated 11% annual growth from 2022 to 2027, driven by urban Indians' increasing health awareness and social media influence.

7. Yoga: Interest in Yoga is surging, evident from a 37.4% increase in foreign tourists visiting India for Yoga in 2018 compared to 2014. With the rise of COVID and lifestyle-related disorders, Yoga's therapeutic benefits are gaining global recognition. In India, 1,568 lakh people participated in International Day of Yoga (IDY) 2021, with a total outreach of 4,961 lakh. Globally, the industry is expected to grow at 9.6%, with online Yoga courses growing at 12.3% between 2021 and 2027.

8. The Products Manufacturing and Counter/Online - Sale of Beauty Products: This industry is poised to reach INR 125,501 crore by 2025, growing at a CAGR of 17% since 2018. This growth is driven by the rising preference for innovative, organic, and herbal products, along with increasing women's participation in the corporate world. Per capita spending is expected to rise to INR 380 by 2025. Factors contributing to this growth include growing disposable income, the emergence of online retail, and the youth's increasing interest in skincare and grooming. The sector includes body care, hair care, color cosmetics, men's grooming, fragrances, and more.

Exercise

Choose the correct answer:

1. What are the primary objectives of the Aesthetic Skin Technician program?
 - a) Providing an overview of the beauty industry
 - b) Understanding the role of skincare products
 - c) Equipping students with skills for a career in skincare
 - d) Exploring the history of beauty treatments
2. What is one of the main responsibilities of an aesthetic skin technician?
 - a) Conducting hair transplants
 - b) Providing dental care
 - c) Performing facials and chemical peels
 - d) Administering vaccinations
3. Which of the following is NOT listed as a potential career opportunity for aesthetic skin technicians?
 - a) Medical researcher
 - b) Spa and salon professional
 - c) Dermatology clinic staff
 - d) Wellness center employee
4. What is one of the key factors contributing to the growth of the beauty and wellness sector in India?
 - a) Decreasing disposable incomes
 - b) Declining urban middle class
 - c) Reduced emphasis on self-care
 - d) Increasing consumer preferences
5. What is the projected market size of the beauty and salon industry in India by 2025?
 - a) INR 40,000 crore
 - b) INR 80,000 crore
 - c) INR 100,000 crore
 - d) INR 200,000 crore
6. Which subsector within the Indian beauty and wellness industry has seen significant growth due to social media influence and rising beauty consciousness?
 - a) Nutraceuticals
 - b) Aesthetic skin services
 - c) Weight management
 - d) Yoga

7. What is driving the growth of the nutraceuticals sector in India?

- a) Decreasing health-consciousness
- b) Reduced disposable income
- c) Increasing demand for functional food and supplements
- d) Declining urban population

8. How has interest in Yoga been affected by the COVID-19 pandemic?

- a) Decreased due to concerns about physical contact
- b) Remained unchanged
- c) Increased due to its therapeutic benefits
- d) Shifted to other wellness practices

2. Identify the Chemical Composition of Various Beauty and Hair Products for Effective Use



Unit 2.1 - Introduction to Beauty and Hair Products

Unit 2.2 - Skin Care Products and their Chemical Composition

Unit 2.3 - Hair Care Products and their Chemical Composition

Unit 2.4 - Safety Concerns and Environmental Impact of Beauty and Hair Products Composition

