

Participant Handbook

Sector
Beauty & Wellness

Sub-Sector
Beauty & Salon

Occupation
Hair Dressing & Styling Services

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**Hair Dresser
& Stylist**

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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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This Participant Handbook is dedicated to all the aspiring youth who desire to achieve special skills 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

Welcome to the “Hair Dresser & Stylist” training programme. This PHB intends to facilitate the participants with detailed knowledge about the concept of Beauty & Wellness industry, Hair Dresser & Stylist 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. Introduction (Bridge Module)
2. BWS/N9001 Prepare and maintain work area
3. BWS/N0205 Perform blow-drying of hair
4. BWS/N0202 Shampoo, condition the hair and scalp
5. BWS/N0206 Perform Indian head massage and hair spa services
6. BWS/N0207 Cut hair
7. BWS/N0208 Perform hair-styling and dressing
8. BWS/N0209 Colour and lighten hair
9. BWS/N0210 Perm and neutralize hair
10. BWS/N0211 Perform hair relaxing and straightening services
11. BWS/N9002 Maintain health and safety of workplace
12. BWS/N9003 Create a positive impression at the workplace
13. Employability Skills

Symbols Used



Key Learning
Outcomes



Unit
Objectives



Exercise

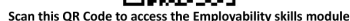


Tips

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1. Introduction

- Unit 1.1 - Overview of the Beauty Industry
- Unit 1.2 - Job Role of a Hair Dresser & Stylist
- Unit 1.3 - Few Major Companies of the Sector



Key Learning Outcomes



After attending the session, participant will be able to:

1. Evaluate the Beauty Industry
2. Recognize the job role of a Hair Dresser & Stylist
3. Identify a few major companies in the sector

UNIT 1.1: Overview Of The Beauty Industry

Unit Objectives

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

1. Analyze the beauty industry
2. Evaluate the career aspects in the industry

Overview of Beauty Industry

One of the fascinating areas for consumers is the Global beauty industry. The industry has been witnessing dramatic changes in the world market. These changes are mostly economic, cultural and social transformations are taking place in different parts of the modern world.

The industry has been able to pull a huge demand for products and services from the consumers worldwide; globalization is the major reason behind the extraordinary production of the products and services in this sector.

In the past two decades, the average growth of the Global Beauty Market was seen to be 4.5% a year, with annual growth ranging from 3% to 5.5%.



Fig. 1.1.1: Various hairdos

The Global Beauty market is generally divided into five segments:

- Skincare
- Haircare
- Colour (make-up)
- Fragrances
- Toiletries

These segments are diverse yet interrelated which provides the consumers with a range of services, making them satisfied. In everyday life, each person follows a regime of personalized beautification. This includes:

- Shower
- Shave
- Shampoo
- Weekly nail trim
- Monthly haircut

The next step is the holistic view of our beautification ritual which may include a periodic visit to the beauty salon. The beauty salon has been increasingly improvising the various services, a few of them includes:

- Hairstyling
- Hair removing
- Facials
- Nail care and various other services

The beauty industry has been growing phenomenally every year. Women contribute approximately 85% of salon industry revenue, while men's facial care is the next big wave to hit globally. The rising influence on the middle class has upgraded the consumption lifestyles and willingness for adapting expensive services.

The expansion of Spa and Salons are visible in luxurious hotels, resorts, cruises and other varied places which gives a huge platform for employment as well.

Career Opportunities within the Hair and Beauty Sector

The estimate of the global fashion industry is over one Trillion Euro or about 2% of the value of the world economy.

An estimated four million people are employed around the world in this industry, which includes:

- Fashion design
- Sourcing materials
- Manufacturing
- Distribution
- Marketing
- Retailing
- Advertising
- Communications
- Publishing
- Consulting and much more

Out of the several employment options, this course will be focusing on the role and responsibilities of a Hair Dresser & Stylist.



Fig. 1.1.2: Spreading and sizing hair before cutting it

List of different hair dressing services

1. Blow Dry
2. Hair Styling
3. Hair Cut
4. Shampoo and Conditioning
5. Perform advanced hair services

UNIT 1.2: Job Role Of A Hair Dresser & Stylist

Unit Objectives

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

1. State the concept of hairstyling
2. Analyze the job role of Hair Dresser & Stylist

Concept of Hairstyling

Hairstyling is a process where the hair of a person is arranged, cut or styled to give an amplified look. Various aesthetic factors are taken into consideration when styling a person's hair. Those factors include:

- Artistic instincts of the stylist
- Physical attributes of the person (subject)
- Image that the subject desires

Hairdressing is the practice of hairstyling, which is currently one of the highly sought-after occupations in India.

If we look back, in ancient India, hairdos were a lot simpler than what it is at present. The hairstyle of an unmarried female was braided on both sides. After the female got married, the braid style changed to one. While for the men, the hairstyle apart from the normal were the 'jatas' or 'dreadlocks'.

Currently, the beauty industry has undergone a drastic style change. Few of the current hairstyles that people prefer are:



Daisy Braid



Medium Shag



Shaggy Crop



Diagonal Bow Braid



Diffused Curls



Undercut Mohawk Fade



Mermaid Fishtail Braid



Tousled or Out of the Bed Style

Responsibilities of a Hair Dresser & Stylist

Apart from cutting or styling the hair of the clients, there are a number of responsibilities that a Hair Dresser & Stylist has to take care of. Few of the responsibilities include:

- Informing the latest and upcoming hairstyling trends
- Advising clients regarding haircare
- Scheduling an appointment and maintaining clients
- Learning more about new hairstyles, hair cutting, and arrangement techniques
- Keeping records of the clients
- Keeping a thorough knowledge of hair products as per the hair types and qualities
- Advising clients on hot towel treatment or hot oil '*champi*'
- Advising clients on hair treatment as per hair type
- Keeping the workstation clean and sanitized



Fig. 1.2.1: Hair Dresser & Stylist cutting a client's hair

Personal Attributes of a Hair Dresser & Stylist

- A Hair Dresser & Stylist must possess good communication skills along with a pleasing personality.
- A Hair Dresser & Stylist must be able to work under pressure.
- A Hair Dresser & Stylist must be must be polite and patient.
- A stylist must have good hand-eye coordination.
- A Hair Dresser & Stylist must also have good customer service orientation and attention to detail.
- Customer orientation
- A Hair Dresser & Stylist should maintain a clean appearance. A Hair Dresser & Stylist should maintain hygiene and should not have bad breath or body odour when working.
- A Hair Dresser & Stylist should be well aware of the important updates regarding their field and can provide instant answers to clients' queries.



Fig. 1.2.2: Stylist suggesting hair styles to clients

UNIT 1.3: Few Major Companies Of Beauty & Wellness Sector

Unit Objectives

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

1. Identify a few major companies in the sector

Few major Beauty Companies

Below is the list of 5 top beauty brands available in India that we all love for different reasons:

Lakmé



- Lakmé belongs to the Unilever brand which is ruling the Indian market with their products priced at moderate rates.
- It is one of the most trusted brands in India.
- Lip liners and lipsticks, nail paints and eyeshadow, eyeliners, foundations and blushes, are few of the most sold products.

L'Oréal



- It is a French personal care company.
- L'Oréal offers a marvelous range of haircare products such as perfume, makeup, sunscreen, etc.
- L'Oréal, in May 2018, partnered with Valentino and announced the launch of their brand new fragrance.

Revlon



- It is an American multinational company that offers various beauty and personal care related items like:
- Fragrance
- Haircare products
- Skin care products, cosmetics
- Currently, the brand ambassador for Revlon is Gal Gadot (Wonder Woman)

Avon



- A direct selling company, Avon offers products in the category of personal care, household, and beauty.
- After Amway, Avon is the second largest enterprise in direct product selling and 5th beauty company in the world.
- Some of their highly sought products are:
 - Advanced techniques haircare products
 - Encanto (bar soaps, creams, lotions, etc.)
 - Full Speed Max Turbo (fragrance)

Shahnaz Husain



- It has been named after the founder of the company, Shahnaz Husain, who set up this company in 1970.
- These products encompass Ayurvedic treatment and cure.
- The products mainly focus on skin rejuvenating qualities and hair treatment therapies.