



Participant Handbook

Sector
Beauty & Wellness

Sub-Sector
Beauty & Salon

Occupation
Skincare Services



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Senior Beauty 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

BEAUTY & WELLNESS SECTOR SKILL COUNCIL

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

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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 and LTA School of Beauty 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 organized sector and 15 percent in unorganized sector till 2025 to grow to about 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 the potential workers. This Participant Handbook is designed to help trainers impart theoretical and practical skills training to trainees for becoming a Senior Beauty Therapist.

This Participant Handbook is based on the Qualification Pack of a Senior Beauty Therapist (BWS/ Q0104) and includes the following National Occupational Standards:

1. BWS/N9001 Prepare and maintain work area
2. BWS/N0104 Perform skin care services
3. BWS/N0105 Perform hair removal services
4. BWS/N0106 Perform make-up services
5. BWS/N0208 Perform hair styling and dressing
6. BWS/N9004 Manage and lead a team
7. BWS/N9005 Consult and advise clients
8. BWS/N9002 Maintain health and safety at workplace
9. BWS/N9003 Create a positive impression at the workplace
10. Employability Skills (DGT/VSQ/N0103)

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

Unit 1.1 - Overview of the Beauty Industry

Unit 1.2 - Job role of a Senior Beauty Therapist

Unit 1.3 - Major Companies of the Skincare Sector



Key Learning Objectives



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

1. Understand the Beauty and Wellness industry
2. Recognize the job role of a Senior Beauty Therapist
3. Identify major companies of the skincare sector

Unit 1.1 Overview of the Beauty and Wellness Industry

Unit Objectives

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

1. Understand the Beauty and Wellness Industry
2. Explore the Career Prospects within the Industry

Overview 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.

Career Prospects in the Industry

According to the skill gap study for the Beauty and Wellness sector of India 2023- 2030, the beauty and salon industry comprises more than 30 percent 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 17 percent annually and is expected to develop twice as quickly as the US and the European markets in the next few years.

There are several lucrative career opportunities in this sector as it is diversified in few major segments. According to industry estimates, the professional skincare industry is currently valued at about INR13,000 crore and is anticipated to grow to INR 19,000 crore by 2025, at a CAGR of about 13.5 percent. The sector typically comprises body (32 percent by revenue), face (57 percent), sun protection (8 percent), and child segments (3 percent).

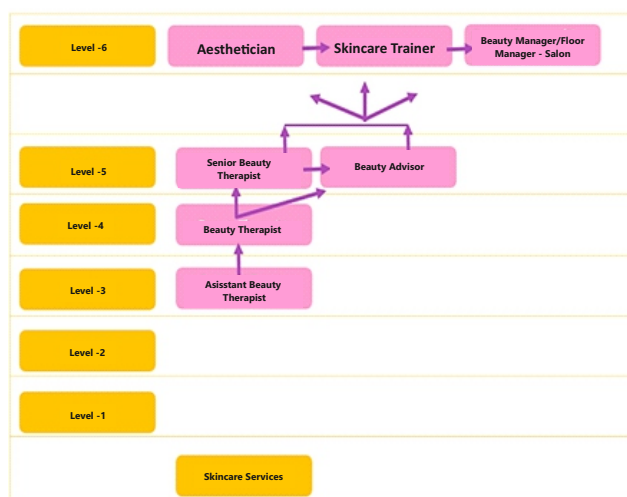


Fig.1.1.1: Occupational Map of a Senior Beauty Therapist

Unit 1.2 Job Role of a Senior Beauty Therapist

Unit Objectives

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

1. Understand the job role of a Senior Beauty Therapist

Role of a Senior Beauty Therapist

A senior beauty therapist plays a pivotal role in a beauty and wellness establishment, bringing a wealth of experience, expertise, and leadership to the team. A Senior Beauty Therapist should be well-versed with the beauty services and therapy operations and should have a service aptitude. Their responsibilities typically extend beyond performing beauty treatments. They also need to be aware of the hygiene and safety practices in a salon. Proficiency in communication and keen service orientation would help in providing world class services to the clients.

A senior beauty therapist is a professionally trained individual who specializes in advance beauty services for both face and body. A senior beauty therapist plays the following roles:

- Providing skincare services with electrical equipment, apply makeup, removal of unwanted hair, and hair styling services.
- They have to be knowledgeable about various beauty products and also does other jobs in the salon including promoting and selling salon retail products.
- The person also oversees salon ambience maintenance.
- The job encompasses managerial duties, client relationship management, and staff training.
- Their role also involves staying abreast of the latest trends and techniques in the beauty industry, allowing them to provide cutting-edge services.



Fig 1.2.1: Work in action in a salon

Unit 1.3 Major Companies of the Skincare Sector

Unit Objectives



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

1. Identify major companies of the skincare sector

Major Companies of the Skincare Sector

Several skincare product companies operate in India, catering to the diverse needs and preferences of consumers. Here are some notable ones:

- **Lotus Herbals:** Lotus Herbals specializes in natural and ayurvedic skincare products, providing options for both men and women. Founded in 1993, the brand offers a wide range of skincare products crafted with botanical extracts and herbal ingredients. Their product line includes cleansers, toners, moisturizers, sunscreens, and specialized treatments, each designed to nurture and enhance the skin's natural radiance.



- **Forest Essentials:** Forest Essentials is renowned for its luxurious skincare products inspired by traditional Ayurvedic recipes. Forest Essentials' skincare range encompasses cleansers, toners, moisturizers, serums, masks, and more, each meticulously formulated to nurture and rejuvenate the skin. The brand's products often feature potent botanical extracts, cold-pressed oils, and ayurvedic herbs known for their nourishing and therapeutic properties.



- **Neutrogena:** It is a globally recognized skincare brand known for products, ranging from cleansers and moisturizers to acne treatments and sunscreens. Neutrogena is particularly renowned for its broad-spectrum sunscreens, which offer high SPF protection. Additionally, Neutrogena's commitment to gentle yet effective formulations has made its products suitable for individuals with sensitive skin.



- **Kama Ayurveda:** Kama Ayurveda offers a range of meticulously crafted skincare, haircare, and wellness products deeply rooted in the ancient wisdom of Ayurveda. Each product is formulated with natural ingredients sourced from indigenous plants and herbs, carefully selected for their therapeutic properties. From luxurious facial oils to nourishing hair treatments and aromatic bath essentials. It provides a rejuvenating experience that harmonizes mind, body, and spirit, inviting individuals to indulge in the time-honored traditions of Ayurvedic care. Some of the known products includes Kumkumadi miraculous beauty fluid, Bringadi intensive hair treatment oil, pure rose water. Organic neem oil, Suvarna haldi Chandan pack, various face creams, bath & body oils etc.



- **Cetaphil:** Cetaphil skincare products have garnered a reputation for their gentle yet effective formulations, catering to a wide range of skin types, including sensitive and acne-prone skin. Cetaphil offers a comprehensive lineup of cleansers, moisturizers, and specialized treatments. Their iconic Gentle Skin Cleanser is a cult favorite, known for its soap-free formula that effectively removes dirt and impurities without stripping the skin's natural moisture barrier. Additionally, their moisturizers, such as the Daily Facial Moisturizer with SPF, provide hydration and sun protection without clogging pores or causing irritation. Cetaphil products are trusted by dermatologists and consumers alike for their gentle yet powerful formulations that promote healthy, radiant skin.



- **The Derma Co.:** The Derma Co. offers a comprehensive range of skincare products tailored to meet various skin needs and concerns. Their product line ranges from cleansers to serums, moisturizers to masks. They provide skincare solutions that promote healthy, radiant skin for all along with addressing issues such as acne, hydrate dry skin, or combat signs of aging etc.



- **Biotique:** Their range of products harnesses the power of Ayurveda, blending ancient wisdom with modern science to create effective skincare, haircare, and wellness solutions. Biotique offers a wide range of skincare products designed to cleanse, nourish, and rejuvenate the skin. This includes facial cleansers, moisturizers, toners, serums, and masks formulated with botanical extracts such as neem, turmeric, saffron, and aloe vera.



- **VLCC:** VLCC, a leading wellness and beauty brand in India, offers an extensive range of professional skincare products tailored to meet the needs of skincare professionals, salons, and spas. Their professional line includes a diverse array of high-quality products designed to address various skin concerns and cater to different skin types. From cleansers and toners that effectively cleanse and prep the skin to exfoliants and scrubs that promote cellular turnover and improve skin texture, VLCC provides comprehensive solutions for skincare treatments. Additionally, their range of serums, masks, and treatments target specific concerns such as acne, pigmentation, aging, and dehydration, delivering targeted results with potent formulations. VLCC's professional skincare line also encompasses moisturizers, sunscreens, and specialty products like eye creams and spot treatments, ensuring complete skincare solutions for professionals and their clients.



- Aroma Magic:** Aroma Magic, a well-known Indian skincare brand founded by aromatherapist Dr. Blossom Kochhar, offers a specialized range of professional skincare products tailored for use by skincare professionals, spas, and salons. Their professional line comprises a diverse array of products formulated with natural ingredients and essential oils, drawing on the benefits of aromatherapy for holistic skincare. From gentle cleansers and toners to rejuvenating masks and serums, Aroma Magic provides comprehensive solutions for various skin concerns and types. Each product in their professional range is meticulously crafted to deliver effective results while promoting skin health and vitality.



- Skeyndor:** Skeyndor is a prestigious skincare brand renowned for its innovative products and professional treatments. With a focus on science and technology, Skeyndor offers a wide range of skincare solutions tailored to meet the diverse needs of consumers worldwide. Their product line includes luxurious cleansers, moisturizers, serums, and masks formulated with advanced ingredients to address various skin concerns effectively. Skeyndor is particularly acclaimed for its professional treatments offered in spas and beauty centers, which combine cutting-edge technology with expert techniques to deliver visible results.



Exercise

Choose the right option:

1. What is driving the significant growth path of the Beauty and Wellness sector in India?
 - A) Increasing competition among beauty brands
 - B) Rising demand for skincare products only
 - C) Evolving consumer preferences and increasing disposable incomes
 - D) Declining interest in holistic wellness practices
2. According to industry estimates, what is the projected value of the professional skincare industry in India by 2025?
 - A) INR 10,000 crore
 - B) INR 15,000 crore
 - C) INR 19,000 crore
 - D) INR 25,000 crore
3. Which of the following is NOT a role typically performed by a senior beauty therapist?
 - A) Providing skincare services with electrical equipment
 - B) Overseeing salon ambience maintenance
 - C) Managing financial transactions for the salon
 - D) Training salon staff
4. What is the essential quality a senior beauty therapist should possess according to the passage?
 - A) Mastery of advanced beauty services
 - B) Proficiency in using electrical equipment
 - C) Service aptitude and communication skills
 - D) Knowledge of salon retail products
 - E) All of above
5. How does the growth rate of the Beauty and Wellness sector in India compare to that of the US and European markets?
 - A) Slower growth than the US and European markets
 - B) Similar growth rate to the US market, slower than European market
 - C) Expected to develop twice as quickly as the US and European markets
 - D) Growth rate cannot be compared to the US and European markets
6. Which skincare company is recognized for its commitment to providing safe, toxin-free skincare products suitable for even the most sensitive skin?
 - A) Forest Essentials
 - B) Aroma Magic
 - C) Cetaphil
 - D) Biotique

2. Prepare And Maintain Work Area



Unit 2.1 - Carry out Preparation and Maintenance of Work Area

Unit 2.2 - Importance of Employee Awareness Program



Key Learning Objectives



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

1. Arrange the work area
2. Prepare client record cards
3. Prepare a client for service
4. Follow sterilisation and disinfection methods
5. Improve personal presentation and ideal behaviour
6. Identify ways to dispose off waste correctly

Unit 2.1 Carry Out Preparation and Maintenance of Work Area

Unit Objectives

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

1. Prepare and maintain work area
2. Illustrate the process of filling the client record card
3. Explain the process of preparing a client for service
4. Illustrate sterilisation and disinfection methods
5. Demonstrate the method of improve personal presentation and ideal behaviour
6. Demonstrate the process of disposal of waste correctly

2.1.1 Introduction

A beauty salon's reputation rests strongly on its cleanliness and hygiene. While preparing the work area one must have the knowledge and expertise to setup the required tools and equipment, products needed to carry out the treatment as well as provide comfortable seating for the client and yourself.

Efficient running of a salon also includes proper disposing of waste materials after treatment, maintaining client record and stressing on the personal hygiene and appearance of the therapist.

2.1.2 Record Cards

A Record Card is a document maintained in the salon where details of the treatment and services availed by the client is documented. A therapist might also incorporate in it suggestions for future treatment, particulars about the client including information about any disease or particular choice. A record card comes in very handy for an Assistant Beauty Therapist and helps her/him to provide better service to clients.

- The record card contains specifications of appointments thus enabling the service provider to be ready for the client.
- It advises the beauty executive about a client's skin type, products used, likes and dislikes
- You must ensure that every card has details such as the client's name, address, date of birth and anniversary.
- The card must be referred to by the therapist before the commencement of service.