

Participant Handbook

Sector
Beauty & Wellness

Sub-Sector
Beauty & Salons

Occupation
Skincare Services

Reference ID: **BWS/Q0104, Version 3.0**
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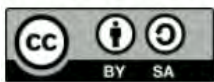
**Senior Beauty
Therapist**

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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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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 gaps existing today in the Industry. We would specially like to thank VLCC, BKCCAD, Cleopatra Chain of Beauty and Wellness Spa, Lee's International Beauty and Spa Institute, Signature Training Centre & Ayurveda Institute, Christine Valmy and LTA School of Beauty for reviewing the handbook and given inputs for this trainee manual.

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

The beauty and wellness industry in India is growing at a CAGR of 18.6 % and is likely to reach the 100,000 crore mark soon. The sector is thriving on the increasing section of affluent and middle-class population that has started considering beauty and wellness as a necessity. Increased emphasis on a holistic wellbeing with people's desire to look good and young are other motivators for the beauty and wellness industry.

Employment in Beauty Sector is expected to grow at a CAGR of 20%, with 23% in organised and 15% in unorganised segments with a shortage of over 600,000 skilled personnel. With a shift in focus towards quality of service, the industry has been looking to hire skilled workforce to sustain growth.

This Participant Handbook is designed to help trainers impart theoretical and practical skills training to trainees for becoming a Senior Beauty Therapist.

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

Symbols Used



Key Learning
Outcomes



Unit
Objectives



Exercise

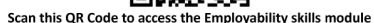


Tips

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1. Introduction

Unit 1.1 - Overview of the Beauty Industry

Unit 1.2 - Job role of an Assistant Beauty Therapist

Unit 1.3 - Few Major Companies Of The Sector



Key Learning Outcomes



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

1. Evaluate the Beauty Industry
2. Recognize the job role of an Assistant Beauty Therapist
3. Identify few major companies of 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

The Global beauty industry is one of the most fascinating areas for consumers. The industry has been witnessing dramatic changes in the world market. These changes are mostly economic, cultural and the social transformations taking in different parts of the modern world. The industry has been able to pull a huge demand of products and services from the consumers worldwide; globalization is the major reason behind an extraordinary production of the products and services in this sector. In the last two decades the Global Beauty Market has grown by 4.5% a year on average, with annual growth ranging from 3% to 5.5%.

The Global Beauty market is generally divided into five segments: Skincare, Hair care, Colour (make-up), Fragrances and 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, which includes: shower, shave, shampoo, weekly nail trim and monthly haircut. The next step is the holistic view of our beautification ritual which may include periodic visit to the beauty salon. The beauty salon has been increasingly improvising the various services, some of them includes; hair styling, hair removing, facials, nail care and many more such 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 many more such places which gives a huge platform for employment as well.

Career prospects in the Industry

An estimated 4 million people are employed around the world in this industry, which includes: fashion design, sourcing materials, manufacturing, distribution, marketing, retailing, advertising, communications, publishing and consulting and many more. Out of the several employment options, this course will be focusing on the role and responsibilities of an Assistant Beauty Therapist.

UNIT 1.2: Job Role Of An Assistant Beauty Therapist

Unit Objectives

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

1. Analyze the job role of an Assistant Beauty Therapist

Role of an Assistant Beauty Therapist

An Assistant Beauty Therapist needs to be aware of the basics of beauty therapy, health and hygiene, safety and needs to be knowledgeable about various beauty products. Assistant Beauty Therapist is expected to perform basic hair removal; manicure, pedicure and basic face care services and also assist the Beauty Therapist in providing advanced services. The person also assists in salon ambience maintenance and also do various other odd jobs in the salon including sell salon retail products after obtaining knowledge on them.

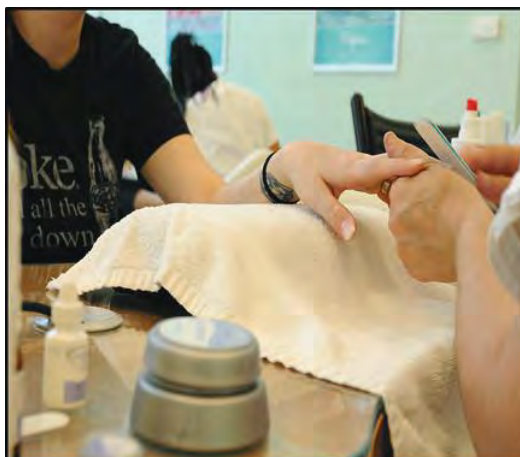


Fig 1.2.1: Work in action in a salon

An Assistant Beauty Therapist should be well-versed with the beauty services and therapy operations and have a basic service aptitude. Proficiency in communication and keen service orientation would help in providing world class services to the clients.

Key Attributes of an Assistant Beauty Therapist:

- To provide basic skin care treatment.
- To carry out basic hair removal services.
- To provide manicure and pedicure services.
- To assist the beauty therapist performing beauty services.

UNIT 1.3: Few Major Companies Of The Sector

Unit Objectives

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

1. Identify few major companies of the sector

Few major Beauty Industries

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

- **Lakme** – It is the most trusted brand in India. Lip liners and lipsticks, nail paints and eye shadows, eye liners and eye shadows, foundations and blushes, are few of the most sold products. Lakme belongs to the Unilever brand which is ruling the Indian market with their products priced at moderate rates. It never fails to disappoint its customers with its qualitative and budget friendly Lakme products.



- **L'Oreal** – The next product in the line is L'Oreal. The biggest hit of this brand is its star collection of lipsticks. L'Oreal also offers a marvellous range of hair care products like shampoos, conditioners, masques, serums etc. L'Oreal is undoubtedly one of the finest products available in India.

L'ORÉAL
PARIS

- **Revlon** – It is an international brand and came to India at the beginning of this century. It offers a wide range of beauty cosmetics like: lipsticks, mascaras, eye liners, nail paints, lipsticks, lip glosses and many more. The rates of Revlon are at the higher edge, but the products are worth the rate.



- **Avon** - This foreign brand is mainly used by Indian women as it also offers them a chance to work from home and become a sales representative for Avon. It offers an amazing range of products ranging from skin care, hair care, cosmetics, fragrances, personal care, etc. The products are moderately priced. Within these few years, the brand has secured a good position in India and is counted among the top most brands in the country.



- **Shahnaz Husain** – It has been named after the founder of the company, Shahnaz Husain in 1970. It is one of the leading brands available in India. Shahnaz Husain products are mainly used by the elder females. The brand is well known for its anti-aging treatments and the popular Ayurvedic Kajal.



Exercise



A. Choose the correct option :

1. In the last two decades the Global Beauty Market has grown by _____ a year on average, with annual growth ranging from 3% to 5.5%.
 - a) 10.5%
 - b) 4.5%
 - c) 1.5%
2. The expansion of _____ are visible in luxurious hotels, Resorts, Cruises and many more such places which gives a huge platform for employment as well.
 - a) Spa and Salons
 - b) Toiletries
 - c) Cutlery Detailing
3. The global fashion industry is estimated to be worth over _____ or about 2% of the value of the world economy.
 - a) 1 Billion Euro
 - b) 5 Million Euro
 - c) 1 Trillion Euro
4. Proficiency in _____ and keen service orientation would help in providing world class services to the clients.
 - a) Cleaning
 - b) Communication
 - c) Cooking
5. _____ belongs to the Unilever brand which is ruling the Indian market with their products priced at moderate rates.
 - a) Lakme
 - b) Lays
 - c) Pepsi





1. Create A Positive Impression At The Workplace

Unit 1.1 - Creating a Positive Impression at Workplace

Unit 1.2 - Professional Skills

Unit 1.3 - Language Skills



Key Learning Outcomes



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

1. Maintain good appearance and behaviour
2. Identify the code of conduct for an Assistant Beauty Therapist
3. Execute tasks as per organisation's standards
4. Communicate and record information
5. Practice how to work effectively as part of a team
6. Develop a professional attitude towards client
7. Discuss the importance of professional skills for your role
8. Discuss the importance of Language skills
9. Practice language skills needed for your role