

Participant Handbook

Sector
Beauty & Wellness

Sub-Sector
Beauty & Salons
Occupation
Skincare Services

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Beautician

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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.





1. Introduction

Unit 1.1 - Overview of the Beauty Industry

Unit 1.2 - Job role of a Beautician

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 a Beautician
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 Beautician.

UNIT 1.2: Job Role Of A Beautician

Unit Objectives

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

1. Analyze the job role of a Beautician

Role of a Beautician

A Beautician needs to be aware of the basics of beauty therapy, health and hygiene, safety and needs to be knowledgeable about various beauty products. Beautician 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

A Beautician 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 a Beautician:

- 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





2. Prepare And Maintain Work Area

Unit 2.1 - Carry out preparation and maintenance of work area



BWS/N9001

Key Learning Outcomes



At the end of this module, 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 of waste correctly

UNIT 2.1: Carry Out Preparation and Maintenance of Work Area

Unit Objectives

At the end of this unit, 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 sterilization and disinfection methods
5. Demonstrate the method of improve personal presentation and ideal behavior
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.

As a first step into the beauty industry, you will be expected to assist senior beauty professionals by setting up trolleys for the treatment, preparing work areas and clients.

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 suggestions for future treatment, particulars about the client including information about any disease or particular choice. A record card comes in very handy for a Beautician 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.

2.1.3 The Treatment Room

A treatment room is a substitute for a beauty salon. It must be well-equipped and comfortable to the client.



Fig 2.1.3.1: Treatment room

Setting up for treatment: A therapist must prepare the trolley with all required equipment and products for the treatment. You must ensure that the work area is organised and hygiene.

Following is a checklist of a treatment room:

- The client's record and pen
- A gown for the client and hooks to hang clothes
- Clean towels
- The treatment couch must be dry and clean.
- Trolley and other work surfaces must be sterilized.
- The trolley must be ready with all the required products and tools.
- The trolley must also have sufficient cotton and tissues.

2.1.4 Equipment and Products needed for various treatments

The following are the products, materials and equipment, which should be known to the Beauticians for providing beauty services:



Facial beds



Manicure tables



hairs for threading,
shampooing, hair cutting,
pedicure, etc.



Steamer/Vaporizer



Facial Massagers (Vibrators)



Wax heater



Towels for all treatments



Draw sheets for facial



Aprons or Uniform



Gowns for facial



Manicure trolley



Facial bowls



Pedicure tubs



Nail cutter



Cuticle snippers/ Cuticle cutter



Cuticle cleaners/pushers



Nail files/emery boards



Foot scrapers



Pumice stones



Brushes



Comedone extractor



Gloves



Cotton wool



Disinfectant solution

Shampoo/Conditioners
Creams for hand massage,
cleansing
Skin tonic/astringent
MoisturizerUnder Eye cream
Wax, Calamine lotion, Talcum
powder
Acetone, nail polish, cuticle
softener
Thread (Chinese)
Bleach
Complete Make-up kit

2.1.5 Sterilization And Disinfection Methods

In order to maintain high standards of hygiene, it is important to keep a check on diseases through cleaning, disinfecting and sterilising. Every client must be provided with clean towels. All used linen must be treated with hot water. Creams and lotions should be dispensed from spray bottles or with the help of a disposable spatula.

Cleaning : Cleaning is process of removing soil, dust, dirt and also a large amount of microorganisms. It must be carried out before disinfecting or sterilising any instrument or equipment. It is important for both the client and the therapist to wash their hands before undertaking a service.

Only disposable paper towels must be used for drying hands. All materials which are reusable must be disinfected, this includes all work surfaces. Cleaning must be carried out after every service. This, however, cannot destroy spores and viruses.

Disinfection: It is highly effective as it kills most bacteria, fungi and viruses. The disinfectant solution must be changed regularly as per manufacturer's instruction.

Sterilization: it is mostly done in an autoclave which destroys all living organisms.

Sanitization: Sanitization is a process which completely destroys all living organisms including spores. It is done in an autoclave. It is done only on metal implements such as scissors, tweezers, etc. It helps, through the use of antibacterial agents like pre-wax lotions and hand cleaners, in reducing microorganisms from the surface of the skin.

Sterilizing and Disinfecting Equipment: Autoclaving is the right process towards true sterilization.

An autoclave is a machine that sterilizes equipment, utensils, and other materials through a combination of steam, heat, and pressure. It works similarly to a pressure cooker. Microorganisms cannot survive in an autoclave.



Fig 2.1.5.1: Autoclave

Tools that need to be Sterilised and Disinfected

- Pumice Stone
- Metal scrappers
- Wooden loofa
- Cuticle cutter
- Cuticle nipper
- Cuticle trimmer
- Cuticle pusher
- Toe separator
- Comedone extractor
- Facial sponge
- Tweezers
- Face pack brush

2.1.6 Personal Protective Equipment

Personal protective Equipment (PPE) refers to clothing and other treatment equipment which can be used to reduce the risk of infection or injury. Example: disposable gloves, an apron for the treatment provider and disposable gown and thongs for clients during intimate waxing.

2.1.7 Prepare the Treatment Work Area

The environmental conditions in a treatment room are vital and it must not only be comfortable but also aesthetically pleasing. It must be suitable for the client and the service. A pleasant treatment area ensures that the client enjoys the salon experience and thus visits again. It must also be a satisfying work environment for the therapist.

Lighting: Lighting is an important aspect in creating a conducive atmosphere in the salon.

The lighting in the treatment room should depend on the kind of service being offered. For example, for make-up, the light must be bright and should not cast shadows, but for facial treatments it should be relaxing and soft with a magnifying lamp available to assist the therapist for close work and skin analysis.