



Participant Handbook

Sector
Beauty and Wellness

Sub-Sector
Beauty & Salon

Occupation
Hair Dressing & Styling Services

Reference ID: **BWS/Q0201, Version 4.0**
NSQF Level 3



**Assistant Hair
Dresser & Stylist**

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A picture containing diagram

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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

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is hereby issued by the

BEAUTY AND WELLNESS SECTOR SKILL COUNCIL

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

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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 BKCCAD 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 (Compound annual growth rate) 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 well-being with people's desire to look good and young are other motivators for the beauty and wellness industry. Employment in the beauty sector is expected to grow at a CAGR of 20%, with 23% in the organised and 15% in the 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 has been designed to enable theoretical and practical training to become an Assistant Hair Dresser & Stylist. The following National Occupational Standards, which have been covered in this Participant Handbook, are what comprise the qualification pack of an Assistant Hair Dresser & Stylist.

1. Prepare and maintain work area
2. Perform basic blow drying of hair
3. Shampoo, condition the hair and scalp
4. Perform basic hair cut
5. Apply colour to hair
6. Perform Indian head massage
7. Perform tasks to assist the hair stylist performing advanced hair services
8. Maintain health and safety of workplace
9. Create a positive impression at the workplace
10. Employability Skills

This Participant Handbook has been designed keeping in mind the minimum education qualification of hair dresser & stylist. The key learning objectives and corresponding skills acquired thereby are defined in each unit. We would also like to acknowledge the efforts put in by the B&WSSC team, master trainers, consultants and our Industry Partners who give their valuable inputs in making this participant handbook.

We hope that this participant handbook will be able to provide a sound learning support to candidates who aspire to build their career in the beauty and wellness industry.

Symbols Used



Key Learning Outcomes



Steps



Notes



Unit Objectives



Practical




Exercise



Summarize

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1. Introduction



Unit 1.1 - Objectives of the Program

Unit 1.2 - Beauty and Wellness Industry



Bridge Module

Key Learning Outcomes

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

1. Understand beauty and wellness industry
2. Know the role and responsibilities of an Assistant Hair Dresser & Stylist

UNIT 1.1: Objectives Of The Program

Unit Objectives

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

1. Understand the objectives of the program
2. Describe the job role and responsibility of an Assistant Hair Dresser & Stylist

1.1.1 Introduction

The beauty and wellness sector is a growing sector in India. It has shown consistent growth in the last few years and has contributed significantly to the economic growth of the country. It has created huge employment opportunities across the country and can easily be termed as a leading employer. There are many factors which contribute to this phenomenal growth including rising consumerism globalisation and the changing lifestyle of the Indian consumer as well as an increasing rate of wellness tourism.



Fig. 1.1.1 Hair Services

The rapid growth of the beauty and wellness industry has created a large demand for trained hair dresser & stylists both nationally and globally.

Currently a talent gap exists between the growth and expansion and the existing skilled personnel.

1.1.2 Assistant Hair Dresser & Stylist

An Assistant Hair Dresser & Stylist in the beauty and wellness sector shampoos and condition hair and scalp, blow dries hair, provides basic haircuts, colours hair, and provides Indian head massage to clients by maintaining health, safety and hygiene at workplace. They assist the hair dresser & stylist in providing other advanced hair dressing & styling services.

Roles and Responsibilities of an Assistant Hair Dresser & Stylist

An Assistant Hair Dresser & Stylist needs to be aware of the basics of hair dressing & styling services, health and hygiene, safety and needs to be knowledgeable about various hair products. Assistant Hair Dresser & Stylist is expected to perform services like blow drying hair, shampoo and conditioning, basic hair cut and also assist the Hair Stylist in providing advanced services.

The person also assists in salon ambiance maintenance and also does various other odd jobs in the salon including sell salon retail products after obtaining knowledge on them.

Attributes of an Assistant Hair Dresser & Stylist

- *Customer Orientation*
 - » Understand what the customer needs even when he/she is unable to express.
 - » Keep the workplace clean as it is the first attribute which convinces customer to take your services.
- *Clean Personal Appearance* - Maintain a clean personal appearance. Customer may not like to take your services if you have a shabby or messy demeanour. Beware about body odour, bad breath, and over all hygiene.
- *Make suitable suggestions* – If you catch your customer confused and indecisive, use the opportunity to suggest the best for him/her. Customer may like it and appreciate. You are not at loss anyway.
- *Don't be in hurry* – Do not rush the customer out. If you are attending the customer, make sure you give him/her proper time.
- *Keep your knowledge updated* – You must know all the important updates about your field so that if the client has any question, you must be able to answer him appropriately.
- *Respect your customer* – Respect the decision of your customers and do not force your opinion. Ultimately it is their decision what services they wish to take from you and you must respect that.
- *Have knowledge about products* – An Assistant Hair Dresser & Stylist must be able to tell what products are suitable for the customer. For instance if a customer wants to know which shampoo would suit his/her scalp, an Assistant Hair Dresser & Stylist must keep the hair type in mind and suggest the best product available. This can happen only if he/she has knowledge about available products.
- *Pro iciency in communication* – As much as an Assistant Hair Dresser & Stylist needs to be efficient in his/her skills, he/she needs to have good communication skills as well. Assistant Hair Dresser & Stylist first deals with customer with his/her communication skills and later with beauty skills. Therefore, he/she has to be warm and welcoming, should give details, must not fumble and be clear with what he/she says.
- *Good body language* – An Assistant Hair Dresser & Stylist must not be stressed over handling customers. Her body language should be easy yet active, he/she should seem happy to work and give his/her services, must smile and be quick at her work.

1.1.3 This Program Will Facilitate Overview Of

- Preparing and maintaining work area
- Basic blow dry hair
- Shampoo and rinses
- Basic hair cut
- Assisting in advanced hair services

- Workplace health and safety
- Professional and communicational skills
- Creating a positive impression at workplace

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. In the top left corner, there is a header area containing the word "Notes" in a bold, black font, followed by a small icon of a document with a pencil. The rest of the page is empty, providing space for writing.



UNIT 1.2: Beauty And Wellness Industry

Unit Objective



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

1. Explain Beauty and Wellness Industry in India

1.2.1 The Beauty Industry In India

Though the beauty and wellness industry is new in India, there is increasing awareness about health and well-being. The beauty and grooming industry in the country is booming, thanks to the growing desire among, both, men and women to look stylish and feel good.

The urban beauty parlour market in India is growing rapidly.

The beauty business is blooming so much that many private equally firms are now investing in it. Specialised hair care is one segment that is doing particularly well.

Reasons for growth:

1. Growing consumerism, rapid urbanisation and rising disposable income
2. Young consumer population is characterised by increased exposure to media, resulting in increased aspiration for beauty
3. Obsession with looking young has put the sector on a high growth trajectory as more and more consumers ask for cosmetic treatments and anti-ageing products
4. Product innovation and an increased demand for looking good

1.2.2 Industry Classification

Beauty Centres and Hair Salons- The beauty and salon segment includes skin, hair and nail care services. Services are given in order to meet customer's requirement of mending or fixing personal physical image or look.

Product and Counter Sales - This includes counter sales of beauty and salon products, including cosmetics and toiletries that address age-related health and appearance issues. The products are bought for different beauty requirements.

Fitness and Slimming - This includes service providers involved in the fields of physical exercises, yoga, other mind-body practices and weight-loss and slimming.

Rejuvenat on Centers - This includes the core spa industry services, including spa operations, spa education, products



Fig. 1.2.2 Beauty and Wellness Industry Classification

and events. The sector primarily offers proactive services aimed at relaxing the body and the mind.

Alternate Therapy Centers - Alternative therapy centres provide clinical diagnosis and treatments under alternative therapy.

Emerging Unisex Services – Many organised segments offer such services and many Unisex beauty and wellness centers are emerging and gaining acceptance.

Expansion in different areas/regions – Apart from urban areas and metro cities, rising awareness is causing the expansion of industry in other areas as well. Low rental and manpower costs also play an important role.

International beauty brands – Growing number of customers is causing international brands to penetrate the Indian market.

1.2.3 List of Hair Services

1. Basic blow dry
2. Shampoo and conditioning
3. Basic hair cut
4. Assisting with advanced hair services
5. Hair styling

Exercise

1. Which of the following are not the characteristics of an Assistant Dresser & Hair Stylist?
 - a. Have knowledge about products
 - b. Good body language
 - c. Clean personal appearance
 - d. Being in hurry
2. What are the current Beauty and Wellness Industry trends?
 - a. Changed Consumer Psyche
 - b. Emerging Unisex Salons
 - c. International Beauty Brands
 - d. All of these
3. List different classifications of beauty and wellness industry.

About Beauty & Wellness Sector



Click/Scan this QR Code to access the related video

[illegible]





2. Prepare and Maintain Work Area

Unit 2.1 - Prepare and Maintain the Treatment Work Area



BWS/N9001

Key Learning Outcomes



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

1. Prepare and maintain the treatment area
2. Know how to prepare client record cards
3. Know how to prepare a client for treatment
4. Know about sterilisation and disinfection methods
5. Understand about personal presentation and ideal behaviour
6. Identify ways to dispose of waste correctly