







Participant Handbook

Sector

Beauty & Wellness

Sub-Sector

Beauty & Salon

Occupation

Make-Up Services

Reference ID: BWS/Q0306, Version 2.0

NSQF Level: 4



Professional Makeup Artist

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Skilling is building a better India.
If we have to move India towards development then Skill Development should be our mission.

Shri Narendra Modi Prime Minister of India







CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

BEAUTY & WELLNESS SECTOR SKILL COUNCIL

for the

PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

Job Role/ Qualification Pack: Professional Makeup Artist QP No. BWS/Q0306, Version 2.0, NSQF -4

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Blossom Kochhar

Chairperson (Beauty & Wellness Sector Skill Council)

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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 an Professional MakeUp Artist. This Participant Handbook is based on the Qualification Pack of a Professional MakeUp Artist (BWS/Q0306) and includes the following National Occupational Standards:

- 1. BWS/N0104 Perform skin care services
- 2. BWS/N0106 Perform make-up services
- 3. BWS/N0312 High Definition (HD) Make-Up
- 4. BWS/N0208 Perform Blow-Dry and Hair Styling
- 5. BWS/N9002- Maintain Health And Safety Of Workplace
- 6. BWS/N9003- Create a Postive Impression At The Work Place
- 7. BWS/N9001 Prepare And Maintain Work Area
- 8. BWS/N9005- Consult and Advise Clients
- 9. DGT/VSQ/N0102: Employability skills

B&WSSC Management would also like to acknowledge the efforts put in by the B&WSSC team and our Industry Partners for their valuable inputs in creating this Participant Handbook.

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



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 - Introduction to the Industry

Unit 1.2 - Make-up Services



Key Learning Objectives

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

- 1. Illustrate the Beauty & Wellness sector in India
- 2. Interpret the scopes in make-up services

Unit 1.1 Introduction to the Industry

Unit Objectives



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

- 1. Illustrate the Beauty and Wellness sector in India
- 2. Identify the job role of a Professional Make-Up Artist
- Explain career opportunities and working methods within the Make-Up sub-sector

1.1.1 Introduction to Beauty & Wellness Sector

In India, Beauty & Wellness sector is a rapidly growing field that has exhibited consistent development during the last decade. This field has created considerable employment opportunities in the country. Globalisation and its impact on the lifestyle of Indian consumers have contributed significantly to the growth of this sector. Some of the reasons for this sector's development are:

- Rapid urbanisation, developing consumerism, and increasing disposable income
- Innovative products and enhanced demand for looking good
- The increasing population of young people in India
- Increasing obsession of customers to look younger, cosmetic treatments and several new anti-aging products

However, a major talent gap still exists as a hindrance in further development of this sector.

1.1.2 Job Role of Professional Make-Up Artist

A Professional Make-Up Artist is an individual who is professionally trained in various make-up techniques, including corrective make-up, airbrush make-up, shading, and highlighting for delivering good quality professional make-up. The make-Up artist also does a consultation, advises clients and sells a number of products along with providing necessary skin care and applying make-up for different occasions. The person should also possess adequate knowledge of health, hygiene and safety, beauty and make-up products and therapies.



Fig.1.1.1: A Professional Make-Up Artist during Work

Generic skills of a Professional Make-Up Artist

- Making the client comfortable
- Comprehending the needs of the client even if he/she is incapable of expressing his/her views clearly
- Keeping the work area clean and maintain good hygiene practices
- Keeping the personal appearances clean and smart
- Making appropriate suggestions based on the features and needs of the customers
- Respecting the client's discretion
- Possessing good knowledge on various products available in the market
- Being efficient in communicating with clients

Technical Skills of a Professional Make-Up Artist

- Thinking of creative ways to complete the makeup
- Following guidelines strictly
- Knowing the usage of tools according to requirements

1.1.3 Career Opportunities and Working Methods within Make-Up Sector

Career Opportunities

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 per cent of the overall Beauty and Wellness industry of the country with market share of about INR 50,000 core. The same is anticipated to grow to close to INR 250,000 core market by 2030.

There are several lucrative career opportunities in this sector as it is diversified in few major segments. Makeup refers to use of subset of cosmetics which are applied both, for enhancing facial features as well as for concealing imperfections of the skin including dark spots, wrinkles, freckles and blemishes. The global makeup market reached a value of US\$ 35.5 Billion in 2021 & is expected to reach US\$ 45.7 Billion by 2027.

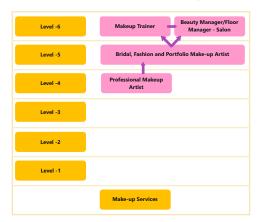


Fig.1.1.2: Career Opportunities

- Make-up artists are required in the glamour industry. The professionally trained individuals can work with television, theatre and film industry.
- Make-up artists are required for important events in people's lives, such as a wedding or engagements.
- These professionals are also required for different events in the film industry, such as award functions or professional photo shoots.
- They can also get a job in several retail and departmental stores as a part of their marketing strategy to sell products.
- Make-up artists can also get jobs to glam up their clients in different events such as social gatherings or fashion shows.

Working Method in Salon

Preparing a Client for Treatment

- Ensure the ambience of the salon is comfortable.
- Ask the clients to change their clothes. You should provide them with garments to be worn in the salon.
- In case the clients are not comfortable in changing clothes, give them salon capes.
- Ask the clients to remove their jewellery pieces like earrings or chains in a safe place before starting the services.
- Drape the neck area carefully with plastic capes or towels.



Fig.1.1.3: A Make-Up Artist Preparing a Client for Treatment

The client must be met with a friendly and confident expression:

- Eye contact must be established, and the client should be greeted warmly.
- Introduce yourself to the client and explain the procedure to the client.
- Make polite conversation with the client.
- The client must feel at ease before the start of the service procedure.

Dos and Don't s of polite conversation

Do's

- Inquire if the client has regular treatments.
- Talk to her about the recent holidays.

A discussion might be done on weather, movies, etc.

Don'ts

- The client must never be ignored.
- Don't ever gossip with the client.
- Never talk about personal problems.
- Never complain about organisational behaviour
- Avoid sensitive topics such as religion and politics.

Client Care

Once a client has been greeted, she/he must be guided to the treatment room, which must be prepared beforehand. The client must be made comfortable and ready for the process she/he is about to undergo.

As a professional makeup artist, one must make sure that the client receives the following:

- Comfortable seating
- Polite and respectful staff
- Clean and quiet space
- Pleasant aroma
- Relaxing music

Client Protection

In order to protect the clothes that the client is wearing, ask them to change into the gown provided by the salon. A fresh, clean towel must also be provided.

• Make-up: A cape must be used to protect the client's clothing and the hair must be protected with the use of a hair band.

Unit 1.2 Make-Up Services

Unit Objectives



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

- 1. Practise client consultation
- 2. Demonstrate the method of trolley setting

1.2.1 Client Consultation and Trolley Setting

Client Consultation:

Before any treatment service, client consultation part is the most significant stage. During this stage, the make-up artist observes and identifies the basic features of the client's skin and individual needs. This might take several minutes to complete. Let us now discuss some fundamentals during this stage:

- Give a consultation form to the client and ask him/her to fill up the details. One may also ask the client about his/her usual skin and features for the consultation form.
- Ask the client for which occasion the make-up is required.
- Ask the present skin care regimen.
- Ask if they are under any particular medication or had any treatment before.

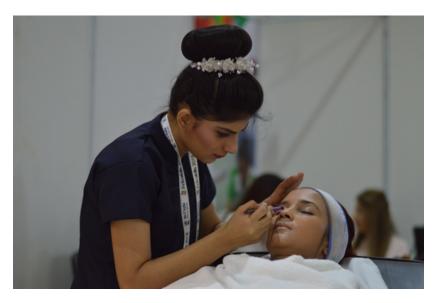


Fig. 1.2.1: An on-going make-up service

Trolley Setting

Setting up the work station is a crucial stage as you as a make-up artist would need all the necessary items to be kept in an orderly way near you. Make sure that you have an adequate amount of products with you. This will help you to have smooth communication with clients, along with maintaining a sanitary environment. Most common items are:

- Facial tissues (non-scented)
- Cotton
- Headbands
- Vinyl gloves
- Sanitiser
- Service towel
- Small bowls
- Bottled water
- Cape for client
- Spray bottle

1.2.2 Makeup Consultation Chart

As a professional in the beauty industry, you may need to attend consultation meetings, especially for big events. Even if you are confident with your make-up skills, you will have to consult your client and knowhis/her specifications, skin care regimen and other details. You can prepare a make-up consultation form to give out to clients and ask them to fill all the necessary details so that you can suggest a suitable solution or make-up tips. A sample of a Makeup Consultation Chart is given below:

Makeup Consultation Form

Name *						
DOB *	Occupation *					
Address *						
City*	Pin Code *					
Phone *	Email *					
BASIC INFORMATION						
1. Do you ha	ave any skin allergies? • Yes No					
2. Are you c	urrently on any medications? * Yes No					
3. Have you	ever experienced a reaction to any makeup or skincare products? * Yes No					
4. Do you ha	we any skin concerns you would like to address through makeup? * Yes No					
5. Makeup s	ervices required for? *					
SKIN IDENTIF	ICATION					
1.Normal	2. Oily 3. Dry 4. Combination					
PHOTOGRAPH	ry .					
Please tick	the relevant boxes if you give us permission to take photographs of your finished look: *					
O I give purpo	permission for my photograph(s) to be used within the salon/institute for display/educational see					
O I give	permission for my photograph(s) to be used within other printed publications					
O I give	permission for my photograph(s) to be used on the salon/institute/social media pages/website					
O I do n	ot want my photograph taken					
	Signature					
RECOMMENDATION						

1.2.3 Hygiene Practices

Just before you start

Ask if the client is comfortable removing the jewellery. The jewellery can be kept in a safe box or the client can keep it in their handbags

Cleaning your hand

You must wash your hands thoroughly before the treatment. You might also tell the clients about the cleaning rituals you have followed in order to make them comfortable. However, before the beginning of the treatment, your hands must be dry.

1.2.4 Safety Precautions

A professional makeup artist plays a very important role in maintaining the health and safety guidelines. It is important to be alert and careful about spreading infection. Along with denting the image of the salon, it risks the health and safety of the people trusting the parlour and its employees.

Hygiene maintenance is extremely important in salons. High standards of hygiene maintenance are necessary for controlling diseases and infections. Be careful about the following:

There is a potential risk of containing germs and cross-infections in a salon, such as by shaking hands with friends and clients, working on the client's skin, etc

- Ensure that the work area is clean.
- Hands should be properly washed after each session with soap and water.
- After washing hands, sanitisers should be used.

Chair and Couches in a Salon

Clean chair and sofas in the salon regularly. Regular cleaning reduces the risk of infection significantly. Chair and couches made from PVC (Poly Vinyl Chloride) or vinyl are easy to clean. When cleaning such chairs avoid disinfectants which have alcohol (ethanol) as this can react with the PVC/vinyl, make it brittle, leading to cracks. It is very difficult to disinfect a cracked surface, and it can become prone to germs.

Tools and Instruments

- Sanitise all tools well before every client and in between client's treatment.
- Use a good quality disinfectant to protect the tools and instruments.
- Make sure to follow the manufacturer's instructions. Your disinfectant solution must have rust inhibitors to protect metal equipment.
- Tools such as nail files should not be immersed in a disinfectant solution. If using the nail file for two clients, make sure that it is adequately sanitised. Follow a simple rule, if The nail file has come in contact with any body fluids, and then use a fresh one for the next client.

1.2.5 Professional Make -Up Artist as a Career

Working as a professional makeup artist may be an offbeat career choice, but it has great potential in contemporary times. If you have a passion for working full time, you can earn your livelihood.

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Summary



- In India, Beauty & Wellness sector is a rapidly growing field that has exhibited consistent development during the last decade.
- A Professional Make-up Artist is an individual who is professionally trained in various make-up techniques, including corrective make-up, airbrush make-up, shading, and highlighting for delivering good quality professional make-up.
- Once a client has been greeted, she/he must be guided to the treatment room, which must be prepared beforehand.
- In order to protect the clothes that the client is wearing, ask them to change into the gown provided by the salon.
- Before any treatment service, client consultation part is the most significant stage.
- Setting up the work station is a crucial stage as you would need all the necessary items to be kept in an orderly way near you.
- As a professional in the beauty industry, you may need to attend consultation meetings, especially for big events.
- Analysing hair is a significant element during client consultation for determining the scalp and hair condition.
- Before starting any treatment, CTM (Cleansing, Toning, and Moisturising) procedure is very much significant.
- A professional makeup artist plays a very important role in maintaining the health and safety guidelines.

Activity



Prepare a makeup consultation chart of your own skin. List the kind of makeup services that your skin requires and apply those on your skin.
