

Participant Handbook

Sector
Beauty and Wellness

Sub-Sector
Beauty & Salon

Occupation
Nail Care Services

Reference ID: **BWS/Q0401, Version 4.0**
NSQF Level 3



**Assistant
Nail
Technician**

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5B, Upper Ground Floor

23, Himalaya House, Kasturba Gandhi Marg,

Connaught Place, New Delhi-110001

Office: 011-40342940, 42, 44 & 45

Email: info@bwssc.in

Website: www.bwssc.in

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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

SKILL COUNCIL FOR BEAUTY AND WELLNESS

for

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This participant manual is dedicated to all the aspiring youth who desire to achieve special skill 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 by the end of 2016. 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 enable theoretical and practical training to become an Assistant Nail Technician. The Qualification Pack of an Assistant Nail Technician includes the following National Occupational Standards which have all been covered in this Trainee Manual:

1. Prepare and maintain work area.
2. Perform manicure and pedicure services.
3. Provide nail enhancement services using UV gel nails and (liquid and powder) acrylic nails.
4. Perform refill.
5. Provide simple and basic nail art services.
6. Maintain health and safety at the workplace
7. Create a positive impression at the workplace.

This Participant Handbook is designed considering the minimum education qualification of Assistant Nail Technicians. The key learning objectives and the skills gained by the participant are defined in their respective units. We would like to thank , Chairperson of Beauty and Wellness Sector Skills Council for her constant guidance and support. We would also like to acknowledge the efforts put in by the B&WSSC team, master trainer, consultants and our Industry Expert Ms Gurpreet Seble who gave their valuable inputs in making this Participant Handbook. We hope that this Participant Handbook will be able to provide a sound learning support to our friends to aspire to build their career in the beauty and wellness industry.

Symbol Used



Key Learning Outcomes



Steps



Notes



Objectives



Practical



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Key Learning Outcomes

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

1. Explain the objectives of this program
2. Describe the role and responsibility of an Assistant Nail Technician accurately
3. Describe the beauty and wellness industry

UNIT 1.1: Objectives of this Program

Unit Objectives

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

1. Explain objectives of this program
2. Describe the role and responsibilities of an Assistant Nail Technician

1.1.1 Introduction

Today, the beauty and wellness sector has gained prominence in India and displayed consistent and remarkable growth, making it a potentially significant contributor to economic growth and a leading employer creating millions of employment opportunities across the nation. The reason for this phenomenal growth is the rising consumerism, globalization and changing lifestyles of Indian consumers as well as increasing rate of wellness tourism.

The rapid growth in beauty and wellness industry along with the entry of giant organized players both nationally and globally, has led to huge demand for trained personnel. However, there is a huge deficit in the availability of skilled and trained personnel. This talent deficit poses threat to the growth and expansion of the whole beauty and wellness industry. Developing skilled and trained personnel is thus a huge task at hand for both businesses and for the sector.



Fig. 1.1 Assistant Nail Technician

1.1.2 Assistant Nail Technician

An Assistant Nail Technician in the Beauty and Wellness Sector is a critical operational job-role providing various types of beauty services in salons and spas.

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

Technically the Assistant Nail Technician should be well versed with Human Anatomy to the extent of identifying purpose, locations of bones, muscles, arteries of the hand and feet. It is essential for them to identify nail parts and be aware of stage of growth, nail disorders and related services.

The Assistant Nail Technician should also know about various products, tools and equipment and range of services that are offered in relation to nails.

Roles and Responsibilities of an Assistant Nail Technician

An assistant nail technician needs to be aware of the basics of manicure and pedicure, health and hygiene, safety and needs to be knowledgeable about various beauty products.

The assistant technician is expected to perform basic manicure and pedicure and provide spa manicure, pedicure services too.

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



Fig. 1.2 Assistant Nail Technician providing nail services

Attributes of an Assistant Nail Technician

The following are attributes of an Assistant Nail Technician:

- **Customer Orientation** – Make the customer comfortable. 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/her 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 Nail Technician must be able to tell what products are suitable for the customer. For instance if a customer having dry skin ask for a face cream then an Assistant Nail Technician must keep the skin type in mind and suggest the best product available. This can happen only if she has knowledge about available products.



Fig. 1.3 Assistant Nail Technician tools and materials

- **Proficiency in communication** – As much as an Assistant Nail Technician needs to be efficient in her/his skills, she/he needs to have good communication skills as well. Assistant Nail Technician first deals with customer with her/his communication skills and later with beauty skills. Therefore, she/he has to be warm and welcoming, should give details, must not fumble and be clear with what she says.
- **Good body language** – An Assistant Nail Technician must not be stressed over handling customers. Her/his body language should be easy yet active, she/he should seem happy to work and give her/his services, must be smiling and quick.

1.1.3 Program Focus and Overview

This program will facilitate an overview of:

- Beauty and wellness industry
- Preparing and maintaining work area
- Performing manicure and pedicure services
- Spa manicure and pedicure services
- Maintaining health and safety at the workplace
- Creating a positive impression at the workplace

UNIT 1.2 : Beauty and Wellness Industry

Unit Objectives

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

1. Describe the 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 salon market in India is small by world standards but growing at a rapid pace. A KPMG Wellness Sector report released in April this year projected that the size of India's beauty and wellness market would nearly double to Rs 80,370 crore by 2017/18 from Rs 41,224 crore in 2012/13. Business is so good that it has caught the attention of private equity firms.

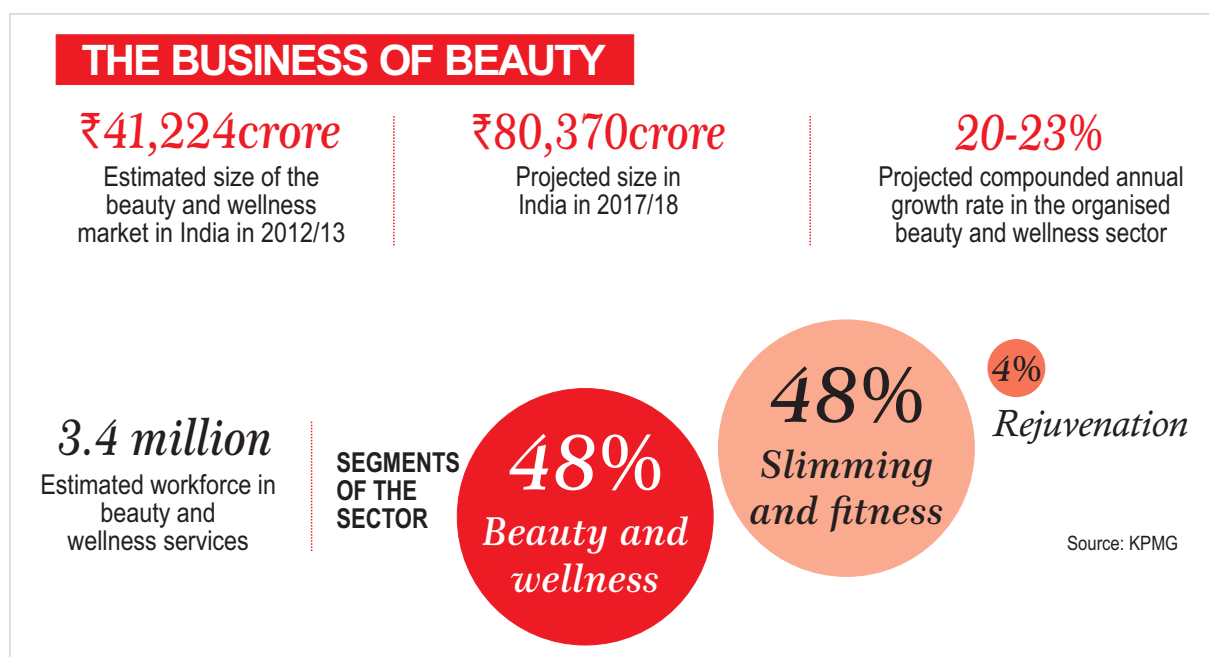


Fig. 1.4 Beauty and wellness industry statistics for India

One segment of the beauty business that is doing particularly well is specialised haircare. An AC Nielsen report estimates the haircare market in India at Rs 3,630 crore, with average annual growth of 20 per cent.

Another segment expanding rapidly is bridal makeup. Earlier, it was usually only the bride who visited the salon prior to the wedding ceremony, but now friends and relatives often join her and salons offer special packages for them.

Quality beauty treatment calls for specialised knowledge - thus training schools are also proliferating. Most salon chains have their own academies. VLCC, for instance, runs 75 different courses. The government's Beauty and Wellness Sector Skill Council also runs various training schemes. Naturally, employment opportunities in the sector are booming, too. The KPMG Wellness Report estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022. Salaries of makeup and beauty professionals vary between Rs 15,000 and Rs 65,000 per month.

Reasons for growth

The following are reasons for growth of the Beauty and Wellness Sector

- Growing consumerism, rapid urbanization and rising disposable income are said to be the most dominant factors driving this market.
- Young consumer population is characterized by the increased exposure to media so the increased aspiration for beauty.
- Excessive obsession with young looking skin has catapulted the sector towards growth as more and more consumers ask for cosmetic treatments as well as anti-ageing products to achieve the same product innovation and an increased demand for looking good has made this segment poised for significant growth in the future.

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 – Includes service providers involved in the fields of physical exercises, yoga, other mind-body practices and weight-loss and slimming.

Rejuvenation Centers – This includes the core spa industry services, including spa operations, spa education, products and events. The sector primarily offers proactive services aimed at relaxing the body and the mind.

Alternate Therapy Centers – Alternative therapies can provide clinical diagnosis and treatments under alternative therapy.

Emerging Unisex Service – Many organised segments are offering such services and many Unisex beauty and wellness centres are emerging getting 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 customers is causing international brands to penetrate the Indian market.



Fig. 1.5 Classification of beauty and wellness industry and wellness industry

Summary



The rapid growth in beauty and wellness industry along with the entry of giant organized players both nationally and globally, has led to huge demand for trained personnel. However, there is a huge deficit in the availability of skilled and trained personnel. This talent deficit poses a threat to the growth and expansion of the whole beauty and wellness industry. Developing skilled and trained personnel is thus a huge task at hand for both businesses and for the sector.

An Assistant Nail Technician in the Beauty and Wellness Sector

- is a critical operational job-role providing various types of beauty services in salons and spas.
- should be well-versed with the beauty services and therapy operations and have basic service aptitude.
- requires proficiency in communication and keen service orientation is required for providing world class services to the customers.

The following are attributes of an Assistant Nail Technician:

- Customer Orientation
- Clean Personal Appearance
- Make suitable suggestions
- Don't be in hurry
- Keep your knowledge updated
- Respect your customer
- Have knowledge about products
- Proficiency in communication
- Good body language

Though the beauty and wellness industry is new in India, there is increasing awareness about health and wellbeing. 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 following are reasons for growth of the Beauty and Wellness Sector

1. Growing consumerism, rapid urbanization and rising disposable income
2. Young consumer
3. Excessive obsession with young looking skin
4. Product innovation

Beauty Industry Classification

- Beauty Centres and Hair Salons
- Product and Counter Sales
- Fitness and Slimming
- Rejuvenation Centers
- Alternate Therapy Centers
- Emerging Unisex Service
- Expansion in different areas/ regions
- International beauty brands

Exercise



1. Which of the following are not the characteristics of a Assistant Nail Technician? Tick the MOST appropriate answer.

- a. Having knowledge about products
- b. Good body language
- c. Clean personal appearance
- d. Being in a hurry

2. What are the current Beauty & Wellness Industry trends?

- a. Changed Consumer Psyche
- b. Emerging Unisex Salons
- c. International Beauty Brands
- d. All of these

3. List different segments of the beauty and wellness industry?

[illegible]



2. Prepare and Maintain Work Area

Unit 2.1 - Prepare and Maintain the Service Work Areas



BWS/N9001

Key Learning Outcomes

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

1. Prepare and maintain the service work areas
2. Keep the work area clean
3. Set up the required equipment
4. Dispose-off waste correctly