

Participant Handbook

Sector
Beauty & Wellness

Sub-Sector
Rejuvenation

Occupation
Spa Therapy

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NSQF Level 4



Spa 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

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 Wellness Sector.

About this Book

Spa industry in India is in a nascent stage but growing rapidly, thanks to increasing wellness tourism, improving living standards & growing awareness about the importance of maintaining good physical & mental health. Currently, India is the 3rd fastest growing Spa market after America & Europe.

This Participant Handbook is designed to enable theoretical and practical training to become an Assistant Spa Therapist. The Qualifications Pack of an Assistant Spa Therapist includes the following National Occupational Standards which have all been covered in this Trainee Manual:

1. Prepare and maintain work area (BWS/N9001)
2. Conduct spa treatment (BWS/N1002)
3. Maintain health and safety at the workplace (BWS/N9002)
4. Create a positive impression at the workplace (BWS/N9003)

Symbols Used



Key Learning
Outcomes



Steps



Notes



Objectives



Practical



Exercise

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1. Introduction to Beauty Industry and Spa Therapist

Unit 1.1 - The Beauty and Wellness Industry
Unit 1.2 - Career Progression for Spa Therapist
Unit 1.3 - Role of a Spa Therapist



Key Learning Outcomes

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

1. Describe the Beauty and Wellness Industry in India
2. State the reason for growth of the sector
3. List the Spa Services

Unit 1.1: The Beauty and Wellness Industry

Unit Objectives

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

1. Describe the Beauty and Wellness Industry in India
2. State the reason for growth of the sector
3. List the Spa Services

1.1.1 The Beauty and Wellness Industry

The Beauty and Wellness sector is growing at a fast pace and becoming a very important industry in India. It is contributing a lot to the economic growth and becoming a leading employer, creating millions of employment opportunities across the nation. The reason for this exponential growth is the rising consumerism, globalisation and changing lifestyles of Indian consumers. The rapid growth in beauty and wellness industry along with the entry of many small and large companies in this area, has led to huge demand for trained personnel.



Fig 1.1 Client undergoing beauty therapy

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.

A Wellness Sector report by KPMG 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.

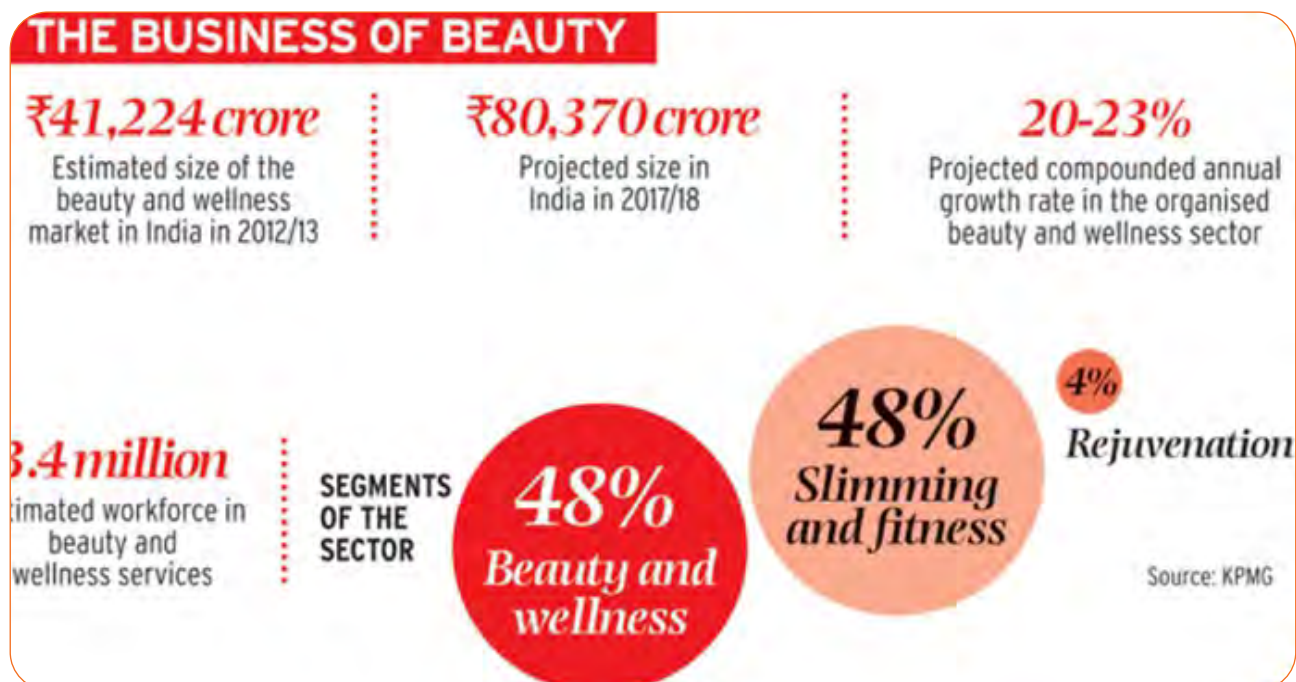


Fig 1.2 A snapshot of the Business of Beauty in India as per KPMG report

One segment of the beauty business that is doing particularly well is specialised hair care. Another report by AC Nielsen estimates the hair care market in India at Rs 3,630 crore, with average annual growth of 20 percent. 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 growing. 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. The Wellness Report by KPMG 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.

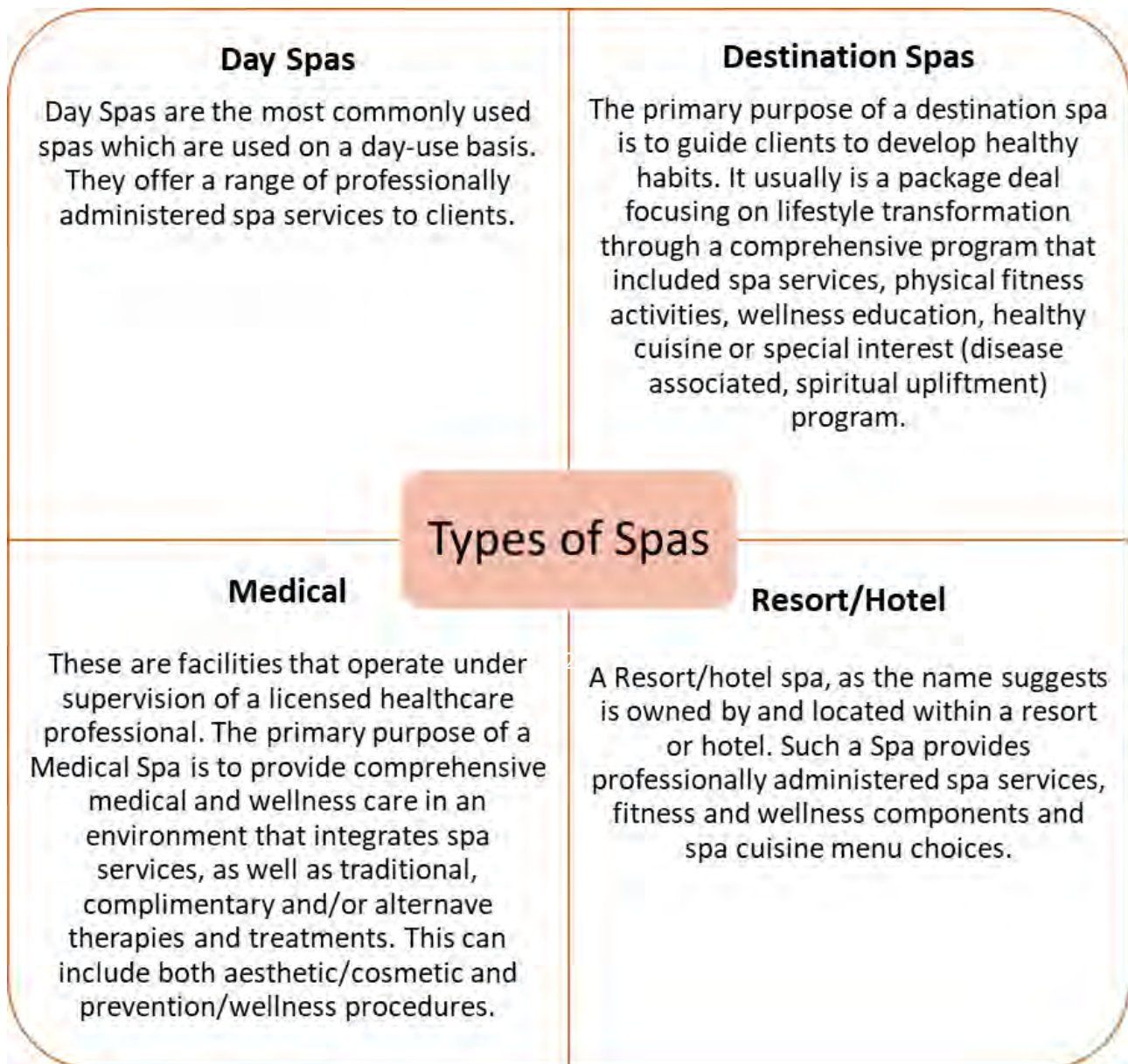
Reasons for growth

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

1. People buying more of the stuff, moving to cities and spending more- are the most dominant factors driving this market
2. Young people are more exposed to media which increases the aspiration for beauty
3. Excessive obsession with young looking skin has led this sector to growth as more and more consumers ask for cosmetic treatments as well as anti-ageing products to achieve the same
4. Product innovation and an increased demand for looking good has made this segment confident for huge growth in the future.

1.1.2 Spa Services

There are various types of Spas which conduct different types of services.



Some common spa procedures are as follows:

- Exfoliation
- Scrub
- Wrap
- Cocoon

- Soak
- Sauna
- Steam
- Jacuzzi
- Massage

There are various spa therapies that are provided by different types of Spas. Some of them are as follows:

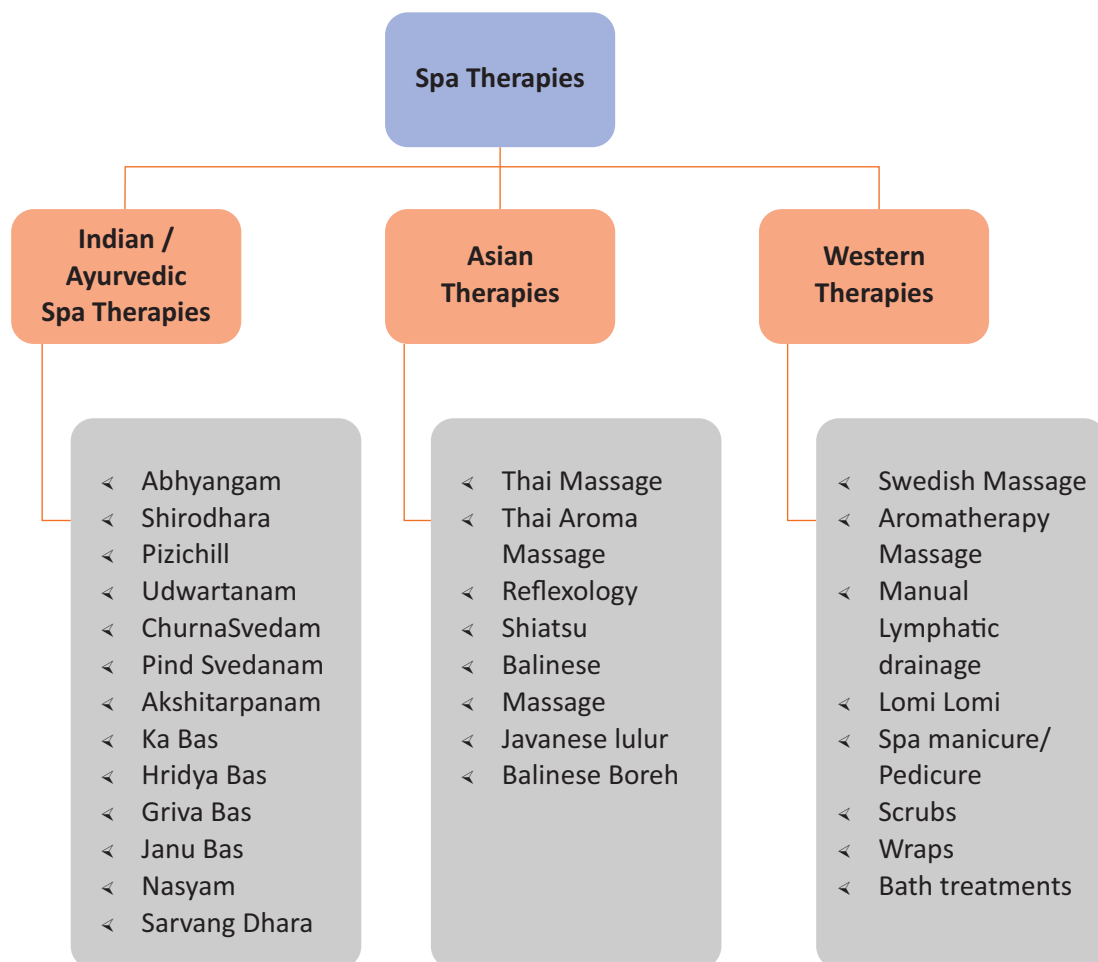


Fig 1..1.2 Spa Services

Unit 1.2: Career Progression for Spa Therapist

Unit Objectives

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

1. State the various sector where a Spa therapist can build a career in
2. List the Career Pathway that a Spa Therapist can follow

1.2.1 Career Progression for Spa Therapists

The beauty sector consists of the following major sub-segments.



Fig 1.3 Major sub-segments in the beauty sector

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 fixing personal appearance or look.

Product and Counter Sales – This includes 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 offers 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 (for both females & males) beauty and wellness centres are 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.

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

Most spa therapist start their career in beauty centres and spas, however can move to any of the other sub-segments too.

The various career pathways available to a spa Therapist are as follows:

Spa Therapy- Career Path



Fig 1.4 Spa Therapy- career path

Alternate Therapy Career path – Aromatherapy and Reflexology therapy

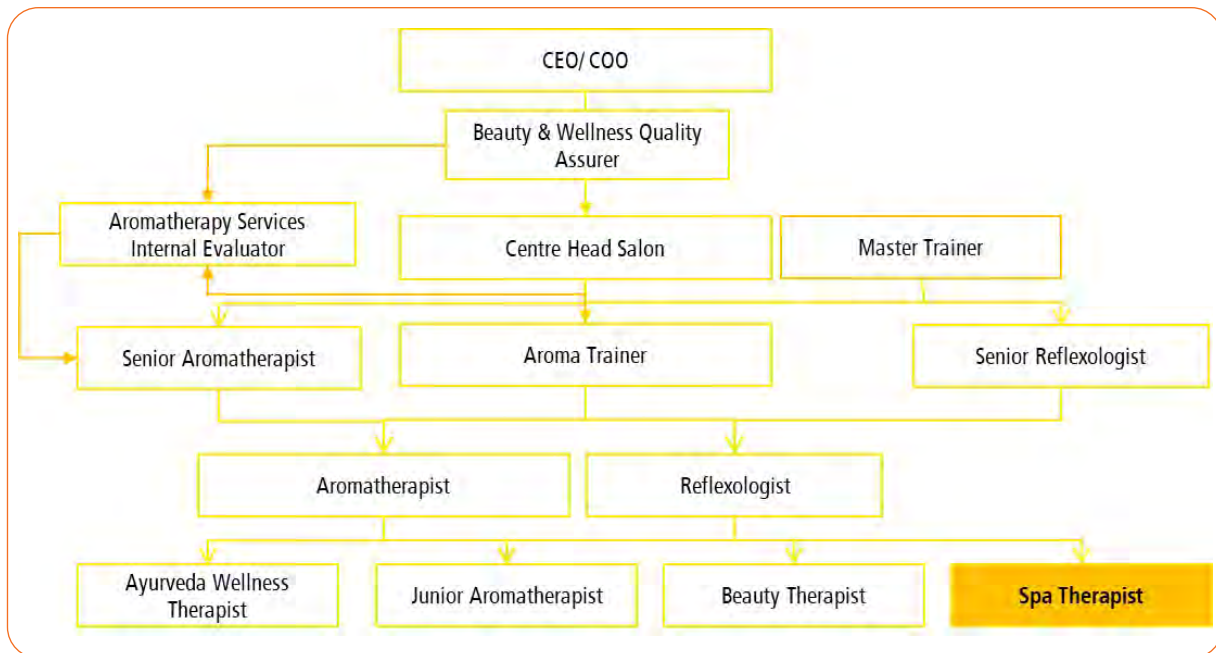


Fig 1.5 Alternate Therapy Career path – Aromatherapy and Reflexology therapy

Unit 1.3: Role of a Spa Therapist

Unit Objectives

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

1. Describe the role of a Spa Therapist
2. State the key responsibilities of a Spa Therapist

1.3.1 Role of a Spa Therapist

Brief Job Description

The Spa Therapist is responsible to provide a range of professional Spa services agreed with the guests in accordance with the approved organization's brand standards of performance and sequences of services. The individual must exhibit knowledge of the principles and practice of spa therapies. The individual is responsible for setting up and stocking the treatment area and maintaining accurate written records of guest's treatments.

Personal Attributes

This job requires an individual well-versed with the spa services and therapy operations with experience in Spa therapies to provide a range of services efficiently and effectively in a safe and hygienic working environment. The individual must exhibit a pleasant personality, excellent interpersonal and communication skills and be able to follow instructions provided by the supervisor. The individual must possess the knowledge of anatomy and physiology for Spa therapies.

Key Responsibilities of a Spa Therapist

Key Responsibilities of a Spa Therapist are the following:

- Prepare and maintain work area
- Conduct spa therapies as per client requirements
- Consult with client to plan spa procedures to be conducted as per client requirements
- Prepare the client, work area and work materials as per spa procedure to be conducted
- Perform the spa procedures
- Perform massages
- Perform post spa therapy procedures
- Maintain health and safety at the workplace
- Create a positive impression at work area

Summary



1. 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.
2. An Assistant Spa therapist 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.
3. The following are attributes of an Assistant Spa Therapist:
 - 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
4. 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.
5. The following are reasons for growth of the Beauty and Wellness Sector
 - Growing consumerism, rapid urbanization and rising disposable income
 - Young consumer
 - Excessive obsession with young looking skin
6. 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

Exercise

1. Which of the following are not the characteristics of an Assistant Spa Therapist?
 - a. Having knowledge about products
 - b. Good body language
 - c. Clean personal appearance
 - d. Being in 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. Fill in the blanks:
 - a. _____ are the most commonly used spas which are used on a day-use basis.
 - b. _____ provides professionally administered spa services, fitness and wellness components and spa cuisine menu choices.
4. List different classifications of beauty and wellness industry.

5. What are the key Responsibilities of a Spa Therapist?
