

ITEC Unit 301 Presenting a Professional Image in a Salon (Entry Level 3)

Recommended guided learning hours – 20

Learning outcome	Assessment Criteria	Taught Content
1. Be able to present a professional image in a salon environment	<p>1.1 Present a professional image in a salon environment</p> <p>1.2 State the personal hygiene required for working in a salon</p>	<p>1.1.1 Demonstrate a professional image To include:</p> <p>In a hair salon:</p> <ul style="list-style-type: none"> • Appropriate attire – professional work wear, full flat shoes, well maintained hands and nails • Appropriate jewellery – any jewellery worn should not interfere with the treatment • No chewing of gum or sucking of sweets • Hair neat, clean and styled away from the face <p>In a beauty salon:</p> <ul style="list-style-type: none"> • Appropriate attire – professional work wear, full flat shoes, socks with trousers, natural tights with skirts, no jewellery except a wedding band and stud earrings, short clean finger nails with no enamel (unless working in a nail salon) • No chewing of gum or sucking of sweets • Hair neat, clean and styled away from the face <p>1.2.1 To include:</p> <ul style="list-style-type: none"> • No body odour • No bad breath • No perfume
2. Be able to communicate and behave in a salon environment	<p>2.1 State how to communicate and behave in a salon environment</p> <p>2.2 Communicate and behave professionally in a salon environment</p>	<p>2.1.1 To include:</p> <ul style="list-style-type: none"> • Being polite at all times • Being honest • Showing a positive attitude when asked to help • Offering help without having to be asked • Showing enthusiasm for the job <p>2.2.1 To include:</p> <ul style="list-style-type: none"> • Positive facial expressions • Positive body language • Looking people in the eye when speaking to them • Listening • Speaking clearly
Assessment	Assessed practical task – Presenting a professional image in a salon	To be internally assessed, internally verified and externally verified by ITEC Treatments must be evidenced through the use of signed and dated consultation forms and client feedback