

## 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><b>In a hair salon:</b></p> <ul style="list-style-type: none"> <li>• Appropriate attire – professional work wear, full flat shoes, well maintained hands and nails</li> <li>• Appropriate jewellery – any jewellery worn should not interfere with the treatment</li> <li>• No chewing of gum or sucking of sweets</li> <li>• Hair neat, clean and styled away from the face</li> </ul> <p><b>In a beauty salon:</b></p> <ul style="list-style-type: none"> <li>• 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)</li> <li>• No chewing of gum or sucking of sweets</li> <li>• Hair neat, clean and styled away from the face</li> </ul> <p>1.2.1 To include:</p> <ul style="list-style-type: none"> <li>• No body odour</li> <li>• No bad breath</li> <li>• No perfume</li> </ul>
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"> <li>• Being polite at all times</li> <li>• Being honest</li> <li>• Showing a positive attitude when asked to help</li> <li>• Offering help without having to be asked</li> <li>• Showing enthusiasm for the job</li> </ul> <p>2.2.1 To include:</p> <ul style="list-style-type: none"> <li>• Positive facial expressions</li> <li>• Positive body language</li> <li>• Looking people in the eye when speaking to them</li> <li>• Listening</li> <li>• Speaking clearly</li> </ul>
<b>Assessment</b>	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