

**Recommended Minimum Guided Learning Hours – 34**

1. Be able to prepare for make-up instruction

Taught Content
<p><b>Unit 1: Introduction to Business Management</b></p> <ul style="list-style-type: none"> <li>Business Fundamentals: Definition, Purpose, and Scope</li> <li>The Role of Management in Organizations</li> <li>Types of Businesses: Sole Proprietorship, Partnership, Corporation</li> <li>Business Environment: Internal and External Factors</li> </ul>
<p><b>Unit 2: Strategic Planning and Decision Making</b></p> <ul style="list-style-type: none"> <li>Strategic Planning Process: Vision, Mission, Goals</li> <li>Decision Making Techniques: Quantitative and Qualitative Methods</li> <li>Risk Assessment and Mitigation Strategies</li> <li>Case Studies: Successful Strategic Planning</li> </ul>
<p><b>Unit 3: Financial Management</b></p> <ul style="list-style-type: none"> <li>Financial Statements: Balance Sheet, Income Statement, Cash Flow Statement</li> <li>Budgeting and Cost Control</li> <li>Investment Analysis: NPV, IRR, Payback Period</li> <li>Capital Structure and Financing Options</li> </ul>
<p><b>Unit 4: Marketing Management</b></p> <ul style="list-style-type: none"> <li>Marketing Concepts: Product, Price, Place, Promotion</li> <li>Market Research: Primary and Secondary Data Collection</li> <li>Competitor Analysis and Positioning</li> <li>Digital Marketing Strategies: SEO, Social Media, Email Marketing</li> </ul>
<p><b>Unit 5: Human Resource Management</b></p> <ul style="list-style-type: none"> <li>Recruitment and Selection Processes</li> <li>Employee Training and Development</li> <li>Performance Appraisal Systems</li> <li>Compensation and Benefits Design</li> </ul>
<p><b>Unit 6: Operations Management</b></p> <ul style="list-style-type: none"> <li>Production Processes: Job Shop, Batch, Flow Production</li> <li>Inventory Management: EOQ, MRP, JIT</li> <li>Quality Management: TQM, Six Sigma</li> <li>Facility Location and Layout Design</li> </ul>
<p><b>Unit 7: International Business</b></p> <ul style="list-style-type: none"> <li>Globalization and Trade Agreements</li> <li>Cross-Cultural Management</li> <li>Export and Import Procedures</li> <li>Multinational Corporations and Global Strategy</li> </ul>
<p><b>Unit 8: Entrepreneurship and Innovation</b></p> <ul style="list-style-type: none"> <li>Identifying Opportunities and Generating Ideas</li> <li>Developing a Business Plan</li> <li>Securing Funding and Resources</li> <li>Innovation Management: R&amp;D, Commercialization</li> </ul>

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| <p>1.1.1 To include:</p> <ul style="list-style-type: none"> <li>• Preparation of working area</li> <li>• Equipment</li> <li>• Products</li> <li>• Work wear</li> <li>• Personal appearance and behaviour</li> <li>• Hygiene e.g. sterilising /sanitising tools and equipment</li> <li>• Procedures used to prepare client for treatment</li> <li>• Client care and modesty</li> </ul> |
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- 1.2.1 To include:
- An example of a consultation form can be downloaded from [www.itecworld.co.uk](http://www.itecworld.co.uk)
- Consulting in a suitable area
  - Positive body language
  - Positioning of the client
  - Good communication skills (asking open and/or closed questions where appropriate)
  - Professionalism
  - Contraindications and contra-actions
  - Treatment plan
  - Make up chart
  - Products used
  - Consent
  - Confidentiality
  - Client's signature

- 1.3.1 Taking into account the following:
- The outcome of the consultation
  - Occupation
  - Lifestyle
  - Current regime and products used
  - Client needs
  - Make-up specification

- 1.4.1 To include:
- Couch or chair • Trolley • Stool • Towels • Additional support if appropriate
  - Headband • Bedroll • Clothing protection • Disinfecting fluid • Magnifying lamp
  - Tissues • Cotton wool • Sponges • Gloves • Spatulas • Bowls
  - Cosmetic sponges • Make-up brushes • Disposable applicators • Make-up palette
  - Mirror • Sterilising solution • Brush cleanser • UV cabinet
  - Waste disposal • Colour charts • Instructional product guides/leaflets
  - Instructional diagrams

	<p>Products used when instructing clients in skin care and make-up application:</p> <ul style="list-style-type: none"> <li>• Skin care • Day make-up • Evening make-up • Special Occasion make-up • Corrective make-up</li> </ul>
1.5 Describe workplace requirements for preparing themselves, the client and work area	<p>1.5.1 To include:</p> <ul style="list-style-type: none"> <li>• Any particular rights, restrictions and Acts applicable to make-up treatments</li> <li>• Code of practice/ethics • Insurance and professional association membership • Record keeping • Professional appearance</li> </ul>
1.6 State the environmental conditions suitable for make-up treatments	<p>1.6.1 To include:</p> <ul style="list-style-type: none"> <li>• Lighting • Heating • Ventilation • Noise levels • Available space • Music</li> <li>• General hygiene • Waste disposal • Décor • Equipment • Privacy</li> <li>• Reception areas • General use/treatment areas</li> </ul>
1.7 Describe different consultation techniques used to identify treatment objectives	<p>1.7.1 To include:</p> <ul style="list-style-type: none"> <li>• The importance of positive body language • Positioning of themselves and client (no barriers) • Good communication skills (asking open and/or closed questions where appropriate) • Verbal and non-verbal communication</li> </ul>
1.8 Describe how to select products, tools and equipment to suit client treatment needs, skin types and conditions	<p>1.8.1 To include:</p> <ul style="list-style-type: none"> <li>• The importance of selecting the correct products, tools and equipment based upon client consultation, client needs and make-up instruction specification</li> <li>• Couch or chair • Trolley • Stool • Towels • Additional support if appropriate</li> <li>• Headband • Bedroll • Clothing protection • Disinfecting fluid • Magnifying lamp • Tissues • Cotton wool • Sponges • Gloves • Spatulas • Bowls</li> <li>• Cosmetic sponges • Make-up brushes • Disposable applicators • Make-up palette • Mirror • Sterilising solution • Brush cleanser • UV cabinet • Waste disposal • Eye make-up remover • Cleansing lotions, milks, creams, foams, oils and gels • Skin toners, fresheners, astringents and tonics • Moisturising products • Eye creams and gels • Serums • Pre-base products (mattifying, light reflective, anti-ageing) • Colour corrective products (lilac, green, orange)</li> <li>• Foundations (cream, liquid, mousse, gel, blocks, compacts, cakes, light reflecting, all-in-one, mineral, matt) • Concealers (cream, stick, liquid) • Face powders (loose, compact, mineral, light-reflecting, shimmer) • Bronzing products (powder, gel, liquid) • Shaders • Highlighters • Cheek products (cream, powder, liquid tints, mineral-based) • Eyebrow products (pencils, powders, gels) • Eye shadow (powders, cream, water colours, mineral, pigment) • Eyeliner products (liquid, gel, kohl pencil, pencil, cake) • Mascara (waterproof and non-waterproof) • Lip Liner • Lipstick • Lip gloss • Lip balm</li> </ul>



<p><b>Learning outcome</b> The Learner will:</p> <p>2. Be able to instruct on make-up application</p>	
<b>Assessment Criteria</b>	<b>Taught Content</b>
<p>2.1 Communicate and behave in a professional manner</p> <p>2.2 Follow health and safety working practices</p> <p>2.3 Position themselves and client correctly throughout the treatment</p> <p>2.4 Use products, tools, equipment and techniques to suit clients treatment needs</p>	<p>2.1.1 To include:</p> <ul style="list-style-type: none"> <li>• Explanation of treatment • Benefits, limitations and co-operation required</li> <li>• Client care, modesty and support • Communication • Correct posture, hygiene and a professional approach to the client throughout treatment</li> </ul> <p>2.2.1 To include:</p> <ul style="list-style-type: none"> <li>• Fire Precautions Act • Health &amp; Safety at Work Act • Health and Safety (First Aid) Regulations • The Management of Health &amp; Safety at Work Regulations • The Workplace (Health, Safety &amp; Welfare) Regulations • The Manual Handling Operations Regulations • The Personal Protective Equipment at Work Regulations • The Provision and Use of Work Equipment Regulations • The Control of Substances Hazardous to Health Regulations (COSHH) • The Electricity at Work Regulations • Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) • Disability Discrimination Act • Data Protection Act • Adhere to all product safety precautions and manufacturers' instructions • Legislation which relates to the work being carried out, the environment and the client with whom the consultant is working</li> </ul> <p>2.3.1 To include:</p> <ul style="list-style-type: none"> <li>• Ensuring the client is comfortable and correctly supported • Consultant maintaining correct working posture throughout treatment • Consultant self-care</li> </ul> <p>2.4.1 To include:</p> <p><b>Equipment</b></p> <ul style="list-style-type: none"> <li>• Couch or chair • Trolley • Stool • Towels • Additional support if appropriate • Headband • Bedroll • Clothing protection • Disinfecting fluid • Magnifying lamp • Tissues • Cotton wool • Sponges • Gloves • Spatulas • Bowls • Cosmetic sponges • Make-up brushes • Disposable applicators • Make-up palette • Mirror • Sterilising solution • Brush cleanser • UV cabinet • Waste disposal</li> </ul>

	<p><b>Products</b></p> <ul style="list-style-type: none"> <li>• Eye make-up remover • Cleansing lotions, milks, creams, foams, oils and gels • Skin toners, fresheners, astringents and tonics • Moisturising products</li> <li>• Eye creams and gels • Serums • Pre-base products (mattifying, light reflective, anti-ageing) • Colour corrective products (lilac, green, orange)</li> <li>• Foundations (cream, liquid, mousse, gel, blocks, compacts, cakes, light reflecting, all-in-one, mineral, matt) • Concealers (cream, stick, liquid) • Face powders (loose, compact, mineral, light-reflecting, shimmer) • Bronzing products (powder, gel, liquid) • Shaders • Highlighters • Cheek products (cream, powder, liquid tints, mineral-based) • Eyebrow products (pencils, powders, gels) • Eye shadow (powders, cream, water colours, mineral, pigment) • Eyeliner products (liquid, gel, kohl pencil, pencil, cake) • Mascara (waterproof and non-waterproof) • Lip Liner • Lipstick • Lip gloss • Lip balm</li> </ul> <p><b>Techniques</b> used to instruct clients in the use/application of • Skin care</p> <ul style="list-style-type: none"> <li>• Day make-up • Evening make-up • Special Occasion make-up • Corrective make-up</li> </ul>
2.5 Instruct the client(s) on make-up application to promote understanding	<p>2.5.1 To include:</p> <ul style="list-style-type: none"> <li>• Discuss, assess and advise on application techniques for specific face, eye, lip and nose shapes, skin tone and colour • Use instructional leaflets, diagrams • Use of colour charts • Discussion and recommendation of suitable make-up products • Demonstration to half the face using appropriate application techniques • Observe, guide and correct client during application to other half of face</li> </ul>
2.6 Describe the use and purpose of make-up tools and products	<p>2.6.1 To include:</p> <p><b>Tools</b></p> <ul style="list-style-type: none"> <li>• Headband • Clothing protection • Tissues • Cotton wool • Cotton wool buds • Sponges • Gloves • Spatulas • Bowls • Cosmetic sponges • Make-up brushes • Disposable applicators • Make-up palette • Mirror • Sterilising solution • Brush cleanser • Disinfecting fluid</li> </ul> <p><b>Products</b></p> <ul style="list-style-type: none"> <li>• Eye make-up remover • Cleansing lotions, milks, creams, foams, oils and gels • Skin toners, fresheners, astringents and tonics • Moisturising products</li> <li>• Eye creams and gels • Serums • Pre-base products (mattifying, light reflective, anti-ageing) • Colour corrective products (lilac, green, orange)</li> <li>• Foundations (cream, liquid, mousse, gel, blocks, compacts, cakes, light reflecting, all-in-one, mineral, matt) • Concealers (cream, stick, liquid) • Face powders (loose, compact, mineral, light-reflecting, shimmer) • Bronzing products (powder, gel, liquid) • Shaders • Highlighters • Cheek products</li> </ul>

	(cream, powder, liquid tints, mineral-based) • Eyebrow products (pencils, powders, gels) • Eye shadow (powders, cream, water colours, mineral, pigment) • Eyeliner products (liquid, gel, kohl pencil, pencil, cake) • Mascara (waterproof and non-waterproof) • Lip Liner • Lipstick • Lip gloss • Lip balm
2.7 Provide the client with written make-up instructions	2.7.1 To include: • Make-up chart • Colour charts • Instructional leaflets and diagrams covering face, eye and nose shapes and product use
2.8 Evaluate the effectiveness of the make-up instruction with the client	2.8.1 To include: • Client response to session • Client feedback • Retail opportunities • Advice on further sessions
2.9 Complete the treatment to the satisfaction of the client	2.9.1 To include: • Concluding the treatment in appropriate manner to meet client's needs, manufacturer's instructions and make-up specification • Check instruction and client application results during session and at the end with client using mirror
2.10 Record the results of the treatment	2.10.1 To include: • Client response to treatment and feedback • Note benefits of the treatment • Product advice • Home care advice • Store records demonstrating knowledge of confidentiality requirements
2.11 Provide suitable aftercare advice	2.11.1 To include: • Recommendations for immediate aftercare • Skin care and make-up product recommendations • Colour recommendations • Avoid touching excessively • Remove make-up immediately if skin irritation occurs • Referral procedures • Recommendations for further instructional sessions
2.12 State how to communicate and behave in a professional manner	2.12.1 To include: • Consultation • Treatment explanation • Client care • Hygiene • Good communication skills
2.13 Describe health and safety working practices	2.13 To include: The importance of: • Fire Precautions Act • Health & Safety at Work Act • Health and Safety (First Aid) Regulations • The Management of Health & Safety at Work Regulations • The Workplace (Health, Safety & Welfare) Regulations • The Manual Handling Operations Regulations • The Personal Protective Equipment at

	<p>Work Regulations • The Provision and Use of Work Equipment Regulations • The Control of Substances Hazardous to Health Regulations (COSHH) • The Electricity at Work Regulations • Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) • Disability Discrimination Act • Data Protection Act</p>
2.14 State the importance of positioning themselves and the client correctly throughout the treatment	<p>2.14.1 To include:</p> <ul style="list-style-type: none"> <li>• Ensuring the client is comfortable and correctly supported • Consultant maintaining correct posture throughout session • Consultant in position to observe and instruct client clearly in appropriate lighting</li> </ul>
2.15 State the importance of using products, tools, equipment and techniques to suit client's treatment needs	<p>2.15.1 To include:</p> <ul style="list-style-type: none"> <li>• Couch or chair • Trolley • Stool • Towels • Additional support if appropriate • Headband • Bedroll • Clothing protection • Disinfecting fluid • Magnifying lamp • Tissues • Cotton wool • Sponges • Gloves • Spatulas • Bowls • Cosmetic sponges • Make-up brushes • Disposable applicators • Make-up palette • Mirror • Sterilising solution • Brush cleanser • UV cabinet • Waste disposal</li> </ul> <p>Products and techniques used to instruct clients in the use/application of:</p> <ul style="list-style-type: none"> <li>• Skin care • Day make-up • Evening make-up • Special Occasion make-up • Corrective make-up</li> </ul>
2.16 State the importance of instructing the client on make-up application to promote understanding	<p>2.16.1 To include:</p> <ul style="list-style-type: none"> <li>• Skin care product recommendations • Make-up products recommendations • Colour recommendations • Application tools and uses • Client satisfaction • Retail recommendations</li> </ul>
2.17 Describe the importance of evaluating the effectiveness of the make-up instruction with the client	<p>2.17.1 To include:</p> <ul style="list-style-type: none"> <li>• Client response to session • Client feedback • Retail opportunities • Advice on further sessions</li> </ul>
2.18 State the contra-actions that may occur during and following treatments and how to respond	<p>2.18.1 To include:</p> <ul style="list-style-type: none"> <li>• Adverse skin reaction • Watery eyes • Excessive erythema • Skin irritation • Itching • Immediate removal of cosmetic products • Application of cool compress • Referral procedures</li> </ul>

2.19 State the importance of completing the treatment to the satisfaction of the client	2.19.1 To include: ▪ Concluding the treatment in the correct manner to meet client's needs, manufacturers' instructions and make-up specification • Check application with client using mirror
2.20 State the importance of completing treatment records	2.20.1 To include: ▪ Maintaining records • Aftercare • Home care • Product advice • Compliance with Data Protection
2.21 State the aftercare advice that should be provided	2.21.1 To include: • Skin care product recommendations • Make-up products recommendations • Application tools • Colour recommendations • Avoid touching excessively • Remove make-up immediately if skin irritation occurs • Referral procedures • Recommendations for further instructional sessions
2.22 Describe the structure and function of the skin	2.22.1 To include: <b>Skin structure:</b> <b>Epidermis:</b> • Stratum Corneum • Stratum Lucidum • Stratum Granulosum • Stratum Spinosum/Malphigian • Stratum Germinativum/Basal Layer <b>Dermis:</b> • Blood supply • Lymphatic supply • Hair follicle • Hair shaft • Sebaceous gland • Sweat gland: Eccrine and Apocrine • Sensory nerve endings • Dermal papilla • Collagen • Elastin • Histiocytes • Mast cells • Fibroblasts • Erector pili muscle • Melanocytes <b>Subcutaneous/Adipose Layer:</b> • The structure and function of the fatty layer underneath the Dermis <b>Skin functions:</b> • Secretion • Heat regulation • Absorption • Protection/Acid Mantle (composition and formation) • Elimination/excretion • Sensation • Vitamin D formation (7-dehydro-cholesterol)
2.23 State the position and action of the muscles of the head, neck and shoulders	2.23.1 To include: • Orbicularis Oculi • Orbicularis Oris • Masseter • Buccinator • Risorius • Levator Anguli Oris • Levator Labii Superioris • Depressor Anguli Oris (Triangularis) • Depressor Labii Inferioris • Mentalis • Zygomaticus • Temporalis • Nasalis • Procerus • Corrugator • Frontalis • Occipitalis • Pterygoids • Trapezius • Platysma • Sternocleido mastoid • Deltoid • Pectoralis major and minor



<p>2.24 State the names and position of the bones of the head, neck and shoulders</p>	<p>2.24.1 To include:  <b>Cranium:</b> • Parietal • Frontal • Ethmoid • Sphenoid • Occipital • Temporal  <b>Facial:</b> • Nasal • Zygomatic • Maxilla • Lacrimal • Turbinate • Palatine  • Mandible • Vomer  <b>Shoulder:</b> • Clavicle • Scapula • Humerus  <b>Chest:</b> • Sternum  <b>Neck:</b> • Cervical vertebrae</p>
<p><b>Assessment</b>  <b>Unit 807 – Instruction on Make-Up Application</b></p> <p><b>Practical Assessment</b>  All learners will be assessed via internal practical assessment of their technical skills and treatment techniques</p> <p><b>Treatment evidence</b>  Evidence of 3 instruction on make-up application treatments to include:  Consultation including medical history  Treatment details including make-up charts, details of products used and instructions given  Treatments to include 1 day, 1 evening, and 1 special occasion make-up  Before and after photographs  Client feedback  Aftercare and home care advice including retail recommendations and advice for further treatments  Learner and client signatures  Treatment date</p>	<p>Unit 807 – Instruction on Make-Up Application Practical assessment forms and marking criteria may be downloaded from <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p> <p>Unit 807 – Instruction on Make-Up Application must be evidenced through the use of signed and dated treatment evidence forms. See <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a> for sample form</p>
<p><b>Assignment</b>  All learners will be assessed via an assignment for this unit. For details please see <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>	<p>Unit 807 – Instruction on Make-Up Application assignment guidance and assessment forms may be downloaded from <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>