

## ITEC Level 2

### Unit 819 - Working in the Beauty Related Industries

Recommended minimum guided learning hours – 31

<b>Learning Outcome</b>	<b>Taught Content</b>
<b>Learners will be able to:</b>	
<b>Assessment Criteria</b>	
1. Know the key characteristics of the beauty related industries	
1.1 Access sources of information on organisations, services, occupational roles, education and training opportunities within the beauty related industries	1.1.1 To include: <ul style="list-style-type: none"><li>• Official organisation websites e.g. HABIA, National Occupational Standards</li><li>• Awarding organisations progression routes</li><li>• Professional associations/society/guild/insurers</li><li>• Industry magazines, publications and trade journals</li><li>• Media publications</li><li>• Careers and employment offices</li><li>• Training and learning providers</li><li>• Industry manufacturers and suppliers</li><li>• Trade events and exhibitions</li></ul>
1.2 State the types of organisations within the beauty related industries	1.2.1 To include: <ul style="list-style-type: none"><li>• Regulatory Bodies</li><li>• Awarding organisations</li><li>• Learning providers</li><li>• Trainers and educators</li><li>• Professional Associations</li><li>• Insurers</li><li>• Membership Bodies</li><li>• Wholesalers</li><li>• Retailers</li></ul>
1.3 State the main services offered by the beauty related industries	1.3.1 To include: <ul style="list-style-type: none"><li>• Beauty and skincare treatments</li><li>• Facial and body electrical treatments</li><li>• Hair removal treatments</li><li>• Make-up and camouflage treatments</li><li>• Massage</li><li>• Spa treatments</li><li>• Health &amp; fitness guidance</li><li>• Nail care</li><li>• Tanning treatments</li><li>• Hairdressing</li></ul>

<p>1.4 Describe occupational roles within the beauty related industries</p>	<p>1.4.1 To include:</p> <ul style="list-style-type: none"> <li>• Salon/spa receptionist • Beauty therapist • Spa therapist • Nail care consultant/technician • Massage therapist • Remedial/camouflage/photographic make-up artist • Electrologist • Advanced practitioner</li> <li>• Hairdresser/technician • Salon/ spa manager • Salon/spa owner • Freelance therapist</li> <li>• Salon trainer/assessor • College lecturer • Educator • Verifier • Education manager</li> <li>• Sales consultant • Salon supplier • Wholesaler • Insurers • Publicist • Marketing analyst • Web site designer • Inspectorate e.g. Health &amp; safety officer • Recruitment specialist • Exhibition/event organiser</li> </ul>
<p>1.5 State the employment characteristics of working in the beauty related industries</p>	<p>1.5.1 To include:</p> <ul style="list-style-type: none"> <li>• Personal appearance • Communication skills • Artistic flair and ability • Personality • Professionalism</li> <li>• Diplomacy • Qualifications • Integrity • Organisational skills • Punctuality • Reliability • Loyalty</li> </ul>
<p>1.6 Describe the education and training opportunities within the beauty related industries</p>	<p>1.6.1 To include:</p> <ul style="list-style-type: none"> <li>• Assessor • Lecturer • Education co-ordinator • Internal verifier • External verifier • Head of department</li> <li>• Examiner • Product trainer • Product Developer • Advanced techniques trainer • Equipment developer</li> <li>• Equipment trainer • Personal trainer/instructor • Continuous Professional Development (CPD)</li> </ul>
<p>1.7 Describe the opportunities to transfer to other sectors or industries</p>	<p>1.7.1 To include:</p> <ul style="list-style-type: none"> <li>• Teaching • Networking • Careers advice and progression routes • Continuous Professional Development (CPD) • Transferable skills developed for use in other sectors • Health and Social Care sector • Fitness and leisure industry • Hospitality • Education • Entertainment and media industry</li> <li>• Complementary therapy industry</li> </ul>
<p>1.8 State the main legislation affecting the beauty related industries</p>	<p>1.8.1 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</li> </ul>

<p>1.9 Describe the basic principles of finance and selling within the beauty related industries</p> <p>1.10 Describe the main forms of marketing and publicity used by beauty related industries</p>	<ul style="list-style-type: none"> <li>• 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) • Data Protection Act • Supply of Goods and Services Act • Consumer Protection Act • Trades Description Act • Disability Discrimination Act • Care Standards Act • Voluntary and statutory regulation</li> </ul> <p>1.9.1 Basic principles of finance to include:</p> <ul style="list-style-type: none"> <li>• Basic profit and loss • Petty cash • Spread sheets • Budget • Cash flow • Costing of treatments and services • Net profit • Gross profit</li> </ul> <p>1.9.2 Basic principles of selling to include:</p> <ul style="list-style-type: none"> <li>• Never pre-judging a customer • Good communication skills and enthusiasm • Good product knowledge • Appropriate timing for introduction of goods and/or services • Understanding client needs • Selling ethically and without pressure • Relating effects and benefits to the client • Allowing time for questions • Link selling • How to close a sale</li> </ul> <p>1.10.1 To include:</p> <ul style="list-style-type: none"> <li>• Newspapers and magazines • Industry publications • Leaflets • Mail shots • Word of mouth • TV • Cinema • Radio • Talks • Internet • Demonstrations and talks • Sponsorship • Trade shows and exhibitions</li> </ul>
<p>2. Know the working practices associated with the beauty related industries</p> <p>2.1 Describe good working practices in the beauty related industries</p>	<p>2.1.1 To include:</p> <ul style="list-style-type: none"> <li>• Compliance with current legislation, health and safety regulations • Any particular rights and/or restrictions applicable to the service and/or treatment • Suitable consultation techniques gaining</li> </ul>

<p>2.2 State the importance of personal presentation in reflecting professional image when working in the beauty related industries</p> <p>2.3 Describe opportunities for developing and promoting own professional image within the beauty related industries</p> <p>2.4 State the basic employment rights and employer responsibilities for working in the beauty related industries</p>	<p>client commitment and signature • Completion of appropriate client tests • Referral procedures • Personal conduct and behaviour • Punctuality • Applicable professional insurances • Confidentiality • Professionalism • Professional Body membership • Abiding by Codes of conduct and professional ethics • Ensuring and maintaining client comfort • Providing accurate and appropriate advice • Good documentation and record keeping</p> <p>2.2.1 To include:</p> <ul style="list-style-type: none"> <li>• First impressions and client confidence • Appearance and presenting the appropriate persona of the sector represented e.g. immaculate hands and nails for a manicurist • Appropriate attire – professional work wear, full flat shoes, socks with trousers, natural tights with skirts, no jewellery except a wedding band and stud earrings (must be removed or covered if using electrical equipment), short clean finger nails with no enamel • No body odour • No bad breath • No perfume • No chewing of gum or sucking of sweets • Hair neat, clean and tied back – not on the collar or face</li> </ul> <p>2.3.1 To include:</p> <ul style="list-style-type: none"> <li>• CPD • Marketing • Publicity • Up to date and well presented Curriculum Vitae • Attending tradeshows and exhibitions • Company website • Writing articles • Giving talks and demonstrations • Maintaining professional persona</li> </ul> <p>2.4.1 Basic employment rights to include:</p> <ul style="list-style-type: none"> <li>• Contract of employment including terms and conditions of service, holiday entitlement, hours of work, salary and commission, sick leave, maternity leave • Disciplinary procedure • Redundancy • Constructive, unfair and wrongful dismissal • Equal opportunities</li> </ul> <p>2.4.2 Employer responsibilities to include:</p> <ul style="list-style-type: none"> <li>• Contract of employment • Basic legislation requirements • Compliance with Health &amp; Safety Laws (HSE) • Health &amp; Safety policy • Carry out risk assessments • Appropriate insurances and licenses • Specialist help e.g. Advisory Conciliation &amp; Arbitration Service (ACAS) • Staff training and morale</li> </ul>
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<p>2.5 Describe the importance of continual professional development for those working in the beauty related industries</p>	<p>2.5.1 To include:</p> <ul style="list-style-type: none"> <li>• Keeping up to date with current trends</li> <li>• New technology and ideas</li> <li>• New products and skills</li> <li>• Good practice</li> <li>• Improved performance at work</li> <li>• Extended client base and continued profitability</li> <li>• Training needs</li> <li>• Job satisfaction</li> <li>• Promotion prospects/career progression</li> <li>• Mandatory in certain professions</li> <li>• Requirement of most professional associations</li> <li>• Voluntary Regulation of professions</li> <li>• Statutory Regulation of professions</li> </ul>
<p><b>Assignment</b></p> <p><b>Unit 819 - Working in the Beauty Related Industries</b></p> <p>Unit 819 - Working in the Beauty Related Industries assignment guidance form AG819 may be downloaded from <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>	<p>Unit 819 - Working in the Beauty Related Industries assignment must be evidenced using assignment assessment form AA819. See <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>