

iUBT354 – Apply make-up

URN – H/617/4284

Guided Learning Hours: 41

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to prepare for make-up	1.1. Prepare self, client and work area for make-up	• Preparation of working area • Equipment • Products • Work wear • Personal appearance and behaviour • Hygiene e.g. sterilising/sanitising tools and equipment • Procedures used to prepare client for treatment • Client care and modesty
	1.2. Use suitable consultation techniques to identify treatment objectives	• An example of a consultation form can be downloaded from www.vtctskills.org.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 • Contra-indications and contra-actions • Treatment plan • Make-up chart • Products used • Consent (Client or parent/guardian if the client is a minor) • Confidentiality • Compliance with current data protection regulations • Client's (or parent/guardian) signature
	1.3. Carry out a skin analysis	• Overall skin type • Skin condition

		• Pigmentation and colour • Skin texture • Skin imperfections • Skin tone • Skin temperature • Muscle tone • Skin elasticity • UV damage
	1.4. Provide clear recommendations to the client	• Taking into account the following: - The outcome of the skin analysis - Diet - Smoking - Alcohol - Central heating - Air conditioning - Stress - Sleep - Exercise - Fresh air - Occupation - Lifestyle - Current regime and products used - Make-up specification
	1.5. Select products, tools and equipment to suit client treatment needs, skin types and conditions	• Couch or chair • Trolley • Stool • Towels • Blanket • Additional support if appropriate • Headband • Bedroll • Robe/cape • Disposable slippers • 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 • Products for the following make-up: - Corrective - Day - Evening - Bridal - Special occasion
	1.6. Describe workplace requirements for preparing self, the client and work area	• Any particular rights, restrictions and acts applicable to make-up treatments • Code of practice/ethics • Insurance and professional association membership • Record keeping • Record and store in line with current data protection regulations and professional codes of conduct • Professional appearance
	1.7. State the environmental conditions suitable for make-up	• Lighting • Heating • Ventilation • Noise levels • Available space • Music • General hygiene • Waste disposal • Décor • Equipment e.g. workstation/trolley

		• Privacy • Reception areas • General use/treatment areas
	1.8. Describe different consultation techniques used to identify treatment objectives	• 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
	1.9. Describe the importance of carrying out a detailed skin analysis	• Skin type and conditions • Contra-indications • Scope of treatment(s) • Home care advice • Aftercare advice • Product advice
	1.10. Describe how to select products, tools and equipment to suit client treatment needs, skin types and conditions	• The importance of selecting the correct products, tools and equipment based upon client consultation, skin analysis and make-up specification • Couch or chair - Trolley - Stool - Towels - Blanket - Additional support if appropriate - Headband - Bedroll - Robe/cape - Disposable slippers - 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 - Eye make-up remover - Cleansing lotions, milks, creams, foams, oils and gels - Skin toners, fresheners, astringents and tonics - Moisturising creams - Eye creams and gels - Serums - Pre-base/primer products ▪ Mattifying ▪ Light reflective ▪ Anti-ageing - Colour corrective products ▪ Lilac ▪ Green ▪ Orange ▪ Yellow - Foundations ▪ Cream ▪ Liquid ▪ Mousse ▪ Gel ▪ Blocks ▪ Compacts ▪ Cakes ▪ Light reflecting ▪ All-in-one ▪ Mineral ▪ Matt - Concealers ▪ Cream ▪ Stick ▪ Liquid - Face powders
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		▪ 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 ▪ Non-waterproof - Lip liner - Lipstick - Lip gloss - Lip balm
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		• Make up techniques to include the use of: - Pre-base/primer - Colour corrective base products - Foundation - Concealer - Powder - Blusher - Shader - Highlighter - Eyeshadow - Eyeliner - Mascara - Lip liner - Lipstick for the following make up: ▪ Corrective ▪ Day ▪ Evening ▪ Bridal ▪ Special occasion • The methods, hygiene and safety precautions, effects and benefits of all make up application techniques
	1.11. Identify skin types, conditions and characteristics	• Skin types - White - Black - Asian - Mixed - Dry - Oily - Combination • Skin conditions/characteristics - Mature skin - Young skin - Sensitive - Dehydrated - Lack of elasticity - Lack of muscle tone - Blemishes - Age - Crow's feet

		- Broken capillaries - Open pores - Milia - Comedones - Pustules - Papules - Hyperpigmentation - Hypopigmentation - Dermatitis papulosa nigra - Pseudofolliculitis - Keloids - Ingrowing hairs - Vitiligo - Albinism - Chloasma - Ephelides - Lentigo - Naevae - Port wine stain - Leucoderma - Scarring - Thin skin - Small moles - Dark circles • Skin tones - Fair - Medium - Dark - Olive
	1.12. Describe the contra-indications to make-up application	• Contra-indications requiring medical permission – in circumstances where medical permission cannot be obtained clients must sign an informed consent form stating that the treatment and its effects have been fully explained to them and confirm that they are willing to proceed without permission from their GP - Medical oedema - Nervous/psychotic conditions - Epilepsy - Recent facial surgery affecting the area

		- Diabetes - Skin cancer - Chemotherapy - Slipped disc - Undiagnosed pain - When taking prescribed medication - Whiplash • Contra-indications that restrict treatment - Fever - Contagious or infectious diseases - Under the influence of recreational drugs or alcohol - Diarrhoea and vomiting - Any known allergies - Eczema - Undiagnosed lumps and bumps - Localised swelling - Inflammation - Cuts - Bruises - Abrasions - Scar tissue (2 years for major operations and 6 months for a small scar) - Sunburn - Hormonal implants - Urticaria - Recent fractures (minimum 3 months) - Sinusitis - Neuralgia - Migraine/headache - Hypersensitive skin - Botox/dermal fillers (1 week following treatment) - Hyperkeratosis - Skin allergies - Trapped/pinched nerve affecting the treatment area - Inflamed nerve - Conjunctivitis - Styes - Hay fever - Watery eyes
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		- Blepharitis
LO2 Be able to apply make-up	2.1. Communicate and behave in a professional manner	• Explanation of treatment • Benefits, limitations and co-operation required • Client care, modesty and support • Communication • Correct posture, hygiene and a professional approach to the client throughout treatment
	2.2. Follow health and safety working practices	• 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 Work Regulations (PPE) • 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/General Data Protection Regulations (GDPR) • 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 make-up artist is working
	2.3. Position themselves and client correctly throughout the treatment	• Ensuring the client is comfortable and correctly supported • Make-up artist maintaining correct working posture throughout treatment • Make-up artist self-care
	2.4. Use products, tools, equipment and techniques to suit client treatment needs, skin type and conditions	• Equipment - Couch or chair - Trolley - Stool

		- Towels - Blanket - Additional support if appropriate - Headband - Bedroll - Robe/Cape - Disposable slippers - 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 • Products - Eye make-up remover - Cleansing lotions, milks, creams, foams, oils and gels - Skin toners, fresheners, astringents and tonics - Moisturising creams - Eye creams and gels - Serums - Pre-base/primer products ▪ Mattifying ▪ Light reflective ▪ Anti-ageing - Colour corrective products ▪ Lilac ▪ Green ▪ Orange
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		▪ Yellow - 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 - Eyeshadow
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		▪ Powders ▪ Cream ▪ Watercolours ▪ Mineral ▪ Pigment - Eyeliner products ▪ Liquid ▪ Gel ▪ Kohl pencil ▪ Pencil ▪ Cake - Mascara ▪ Waterproof ▪ Non-waterproof - Lip liner - Lipstick - Lip gloss - Lip balm - A cleanse and day make-up should take a maximum of 30 minutes • Techniques used for the following make-up application: - Corrective - Day - Evening - Bridal - Special occasion
	2.5. Complete the treatment to the satisfaction of the client to suit a range of occasions	• Conclusion of treatment in appropriate manner to meet client's needs, manufacturers' instructions and make-up specification • Check treatment results with client using mirror
	2.6. Record the results of the treatment	• Client response to treatment and feedback • Note benefits of the treatment • Product advice • Home care advice • Record and store in line with current data protection legislation and professional codes of conduct
	2.7. Provide suitable aftercare and home care advice	• Recommendations for immediate aftercare • Avoid activities that may cause contra-actions

		• Product recommendations • Colour recommendations • Avoid touching excessively • Remove make-up immediately if skin irritation occurs • Advice regarding removal products and procedures
	2.8. State how to communicate and behave in a professional manner	• Consultation • Treatment explanation • Client care • Hygiene • Good communication skills
	2.9. Describe health and safety working practices	• 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 Work Regulations (PPE) • 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/General Data Protection (GDPR)
	2.10. State the importance of positioning themselves and the client correctly throughout the treatment	• Ensuring the client is comfortable and correctly supported • Make-up artist maintaining correct posture throughout treatment • Make-up artist self-care
	2.11. State the importance of using products, tools, equipment and techniques to suit client treatment needs, skin type and conditions	• Couch or chair • Trolley • Stool • Towels • Blanket • Additional support if appropriate • Headband • Bedroll

		• Robe/cape • Disposable slippers • 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 • Products and techniques used for the following make-up: - Corrective - Day - Evening - Bridal - Special occasion
	2.12. Describe how to use corrective methods to suit client treatment needs, skin types and conditions	• Face shapes - Oval - Square - Heart - Round - Long - Diamond - Pear • Eye shapes - Hooded - Large - Small - Close set

		- Prominent - Drooping - Deep set - Wide apart • Nose shapes - Long - Wide - Short - Nasolabial folds • Lip shapes - Large/full - Thin - Asymmetrical mouth • Flaws and blemishes - Dark circles under the eyes - Spots - Blemishes - Uneven pigmentation - Broken capillaries - Puffy eyes • Skin tones - Fair - Medium - Dark - Olive • Lighting - Blue/fluorescent - Yellow/filament - Daylight • Products - Shaders - Highlighters - Colour corrective products
	2.13. State the contra-actions that may occur during and following treatments and how to respond	• Adverse skin reaction • Watery eyes • Excessive erythema • Skin irritation • Itching

		• Immediate removal of cosmetic products • Application of cool compress • Referral procedures
	2.14. State the importance of completing the treatment to the satisfaction of the client	• Concluding the treatment in the correct manner to meet client's needs, make-up specification and manufacturers' instructions • Check application with client using mirror
	2.15. State the importance of completing treatment records	• Maintaining records • Aftercare • Home care • Product advice • Record and store in line with current data protection regulations and professional codes of conduct
	2.16. State the aftercare and home care advice that should be provided	• Recommendations for immediate aftercare • Avoid activities that may cause contra-actions • Product recommendations • Colour recommendations • Avoid touching excessively • Remove make-up immediately if skin irritation occurs • Lifestyle • Recommendation for further salon treatments
	2.17. Describe the structure and functions of the skin	• Skin structure - Epidermis ▪ Stratum corneum ▪ Stratum lucidum ▪ Stratum granulosum ▪ Stratum spinosum/malphigian layer ▪ Stratum germinativum/basal layer - Dermis ▪ 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 - Subcutaneous/adipose layer ▪ The structure and function of the fatty layer underneath the dermis • Skin functions - Secretion - Heat regulation - Absorption - Protection/acid mantle (composition and formation) - Elimination/excretion - Sensation - Vitamin D formation (7-dehydro-cholesterol)
	2.18. Describe diseases and disorders of the skin	• General - Broken capillaries - Crow's feet - UV damage - Urticaria - Allergic reaction - Comedones - Milia - Hyperkeratosis - Keloids - Ingrowing hairs - Psuedofolliculitis • Infestations - Scabies - Pediculosis • Congenital - Atopic eczema - Atopic dermatitis - Psoriasis • Bacterial - Acne vulgaris

		- Acne rosacea - Impetigo - Folliculitis - Boils • Viral - Herpes simplex - Herpes zoster - Warts • Fungal - Tinea corporis • Pigmentation disorders - Hyperpigmentation - Hypopigmentation - Dermatitis papulosa nigra - Vitiligo - Albinism - Chloasma - Ephelides - Lentigo - Naevae - Port wine stain - Leucoderma - Papilloma • Skin cancers - Basal cell carcinoma - Squamous cell carcinoma - Malignant melanoma
	2.19. Explain how natural ageing, lifestyle and environmental factors affect the condition of the skin and muscle tone	• Intrinsic ageing – physiological factors • Extrinsic ageing – environmental factors
	2.20. State the position and action of the muscles of the head, neck and shoulders	• 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 • Sternocleidomastoid • Deltoid • Pectoralis major and minor
	2.21. State the names and position of the bones of the head, neck and shoulders	• Cranium - Parietal - Frontal - Ethmoid - Sphenoid - Occipital - Temporal • Facial - Nasal - Zygomatic - Maxilla - Lacrimal - Turbinate - Palatine - Mandible - Vomer • Shoulder - Clavicle - Scapula - Humerus • Chest - Sternum • Neck

		- Cervical vertebrae
	2.22. Describe the structure and function of the circulatory and lymphatic system for the head, neck and shoulders	• Circulatory system - Blood plasma - Erythrocytes - Leucocytes - Platelets - Thrombocytes - Arteries - Arterioles - Veins - Venules - Capillaries - Main arteries of the head and neck ▪ Thyroid ▪ Facial ▪ Temporal ▪ Lingual ▪ Occipital ▪ Maxillary - Main veins of the head and neck ▪ Middle temporal ▪ Superficial temporal ▪ Maxillary ▪ Anterior facial ▪ Common facial ▪ Internal jugular ▪ External jugular • Lymphatic system - The content of lymph and its function ▪ Transportation ▪ Detoxification ▪ Antibodies, antitoxins and lymphocytes - Immune system - Secondary circulation - Lymphocytes - Lymphatic capillary - Lymphatic vessel - Lymph node - Lymphatic duct

		- Main lymph nodes of the head and neck ▪ Superficial and deep cervical ▪ Submandibular ▪ Anterior and posterior auricular ▪ Occipital ▪ Buccal ▪ Sub-mental • Interrelationship - The way in which the 2 systems support each other
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Assessment

Portfolio of evidence containing:	These treatment evidence are internally assessed by the college lecturer and verified by the external examiner to include:
• Treatment evidence of 5 treatments to include: - 1 day - 1 evening - 1 special occasion - 1 bridal - 1 other make-up	• Consultation including medical history • Treatment details including make-up chart and details of products used • Treatments to include 1 day, 1 evening, 1 special occasion, 1 bridal and 1 other 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
Practical examination	Treatments must be evidenced through the use of signed and dated treatment evidence forms. See www.vtctskills.org.uk for sample form.
MCQ	Assessment forms and marking criteria may be downloaded from www.vtctskills.org.uk .

Guide to taught content

The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.

Document History

Version	Issue Date	Changes	Role
v1	17/09/2019	First published	Qualifications and Regulation Co-ordinator
v2	17/06/2026	Rebranding	Development Administrator