



Apprenticeship On-Programme Qualification Specification

BT2D17 - VTCT Level 2 Diploma for Beauty
Professionals (Beauty and Make-up Consultant)

603/3694/8

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For more information visit us at www.itecworld.co.uk and www.vtct.org.uk, or contact our dedicated Customer Support Team via email; customersupport@vtct.org.uk or call +44 (0)23 8068 4500

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Contents

About VTCT	2
Contents	3
1. Qualification at a glance.....	4
2. About this qualification.....	5
2.1 Purpose	5
2.2 Content	5
2.3 Progression	5
2.4 Support.....	6
3. Qualification structure	7
3.1 Transferrable skills	8
3.2 Transferrable skills matrix.....	10
4. Guidance on assessment	11
4.1 Centre assessor requirements	11
4.2 Internal quality assurance.....	12
4.3 External quality assurance	13
5. Assessment	14
5.1 Summary of assessment methods	14
5.2 External assessment.....	14
5.2.1 Overarching theory examination	14
5.2.2 Retaking the external examination.....	14
5.2.3 Reasonable adjustments and special considerations	14
5.3 Internal assessment	15
5.3.1 Practical observations.....	15
5.3.2 Realistic working environment (RWE)	15
5.3.3 Simulation	15
5.3.4 Witness statements	15
5.3.5 Portfolio of evidence.....	16
5.3.6 Authentication of learners' work.....	17

1. Qualification at a glance

Qualification title	VTCT Level 2 Diploma for Beauty Professionals (Beauty and Make-up Consultant)
Qualification number	603/3694/8
Product code	BT2D17
First registration date	1st December 2018
Age range	16-18, 19+
Total Qualification Time (TQT)	397
Guided Learning (GL) hours	245
Assessment	To be awarded this qualification, apprentices must successfully achieve the following assessments: <ul style="list-style-type: none">• External theory examination• Practical observations• Portfolio of evidence
Grading	Pass/Fail
Entry requirements	Learners who wish to undertake this qualification must also achieve the VTCT (ITEC) Level 2 Award in Infection Prevention (COVID-19) for Beauty Retail Services qualification or a regulated equivalent
Support materials	Apprenticeship On-Programme Qualification (On-programme assessment book)

2. About this qualification

2.1 Purpose

On completion of this qualification the apprentice will be able to provide advice to customers on beauty products as a brand ambassador in a retail setting. The apprentice will be able to select and demonstrate a range of retail beauty products, tools and equipment in order to provide advice and recommendations on:

- Facial skincare products
- Make-up products
- Eyelash and eyebrow products
- Nail products
- Perfume

The apprentice will be able to implement safe working practices which meet legal, industry and organisational requirements and record, maintain and store confidential customer information to assist with the selection of appropriate products, tools and equipment to meet customer needs.

The apprentice will be able to complete promotional activities whilst maintaining the standards of professional appearance, the brand image, etiquette and required hygiene. The apprentice will be able to facilitate the customer journey from their initial interest in the brand, through advice, recommendation and demonstration of products to closing the sale whilst portraying the professionalism and values expected by the retail beauty industry.

2.2 Content

Apprentices must achieve all mandatory units which include:

- Instruct the use and application of skincare products and make-up
- Advise and demonstrate a range of beauty retail products, tools and equipment for the eyelashes and eyebrows
- Advise and demonstrate a range of beauty retail products, tools and equipment for the face, neck and skin
- Advise and demonstrate a range of beauty retail products, tools and equipment for the nails
- Participate in promotional activities
- Advise, demonstrate and sell beauty products to customers
- Advise and demonstrate perfumery recommendations to customers

Apprentices will also develop the following transferrable skills which are embedded across the units:

- Professionalism and values
- Safe working practices
- Core behaviours

Please refer to the on-programme assessment book for individual unit criteria and transferable skills.

2.3 Progression

On completion of this qualification the apprentice will be able provide advice to customers on beauty products as a brand ambassador in a retail setting. The apprentice can progress towards taking the Beauty and Make-up Consultant Professional Apprenticeship Standard End-point Assessment.

2.4 Support

This qualification has been developed through the beauty sector “Trailblazers” apprenticeship standards. VTCT in collaboration with other awarding organisations, employers and the Institute for Apprenticeships and Technical Education (IFATE) have developed a beauty apprenticeship standard which ensures that apprentices who complete the qualification meet the business needs in terms of Knowledge, Skills and Behaviours (KSBs). Full details on awarding organisations and employers who have contribute to this qualification can be found on the Institute of Apprenticeships website; <https://www.instituteforapprenticeships.org/apprenticeship-standards/beauty-professional/>.

3. Qualification structure

To be awarded the VTCT Level 2 Diploma for Beauty Professionals (Beauty and Make-up Consultant) apprentices must achieve all mandatory units.

The minimum TQT required to achieve this qualification is 397.

Product code	Unit title	Level	GL	Unit reference number
Mandatory units				
UBT251	Instruct the use and application of skincare products and make-up	2	40	D/617/2680
UBT252	Advise and demonstrate a range of beauty retail products, tools and equipment for the eyelashes and eyebrows	2	30	H/617/2681
UBT253	Advise and demonstrate a range of beauty retail products, tools and equipment for the face, neck and skin	2	45	K/617/2682
UBT254	Advise and demonstrate a range of beauty retail products, tools and equipment for the nails	2	30	M/617/2683
UBT255	Participate in promotional activities	2	30	T/617/2684
UBT256	Advise, demonstrate and sell beauty products to customers	2	30	A/617/2685
UBT257	Advise and demonstrate perfumery recommendations to customers	2	40	F/617/2686
Transferrable skills – embedded within all the units above				
Professionalism and values				
Safe working practices				
Core behaviours				

3.1 Transferrable skills

Professionalism and values
Skills embedded within the units:
Carrying out and maintaining organisational and beauty retail industry duties and requirements for professionalism
Meeting organisational and industry standards of appearance
Maintaining expected image and etiquette
Implementing equality and diversity protocols
Working under pressure
Observing time management and self-management
Maintaining and managing a work area
Completing services in a commercially viable time and to a high standard
Demonstrating a passion for the beauty retail industry
Facilitating a positive customer journey and experience whilst maintaining confidentiality and consumer rights
Communicating effectively with customers; recognising when to apply different verbal and non-verbal communication skills
Solving problems quickly and effectively as they emerge, within the scope of responsibilities
Seeking assistance from a senior member of staff when required
Knowledge embedded within the units:
Beauty and make-up consultant legal, industry and organisational requirements relating to: relevant product protocol guidelines, procedures, organisational requirements, customs and regulations dealing with diplomatic correctness, precedence and etiquette
Pricing, incentives and promotional structures
Time and self-management principles
Equality and diversity
Industry and organisational standards of appearance
The Sale of Goods and Services Act, Consumer Rights Act and the Data Protection Act, GDPR and their application within the beauty retail and related industries
How to facilitate a positive customer journey
The types and uses of verbal and non-verbal communication
How to resolve customer problems
When to escalate to get a satisfactory outcome

Safe working practices

Skills embedded within the units:

Meeting legal, industry and organisational requirements: maintain effective, hygienic and safe working methods and safety considerations

Adhering to workplace, suppliers' or manufacturers' instructions for the safe use of equipment, materials and products

Maintaining the customer's modesty, privacy and comfort

Minimising risks of cross-infection, injury or fatigue

Promoting environmental and sustainable working practices

Ensuring personal hygiene and protection meets industry and organisational requirements

Knowledge embedded within the units:

Legal, industry and organisational requirements relating to: tools, equipment, materials and products

Workplace cleaning requirements and waste disposal

Suppliers' or manufacturers' instructions

Customer preparation and protection

Direct and indirect cross-infection

Methods that promote environmental and sustainable working practices

How to reduce risk of injury to self and others: posture, personal hygiene, protection

Health and safety legislation and practice

Core behaviours

These behaviours ensure that customers receive a positive impression of both the organisation and the individual:

Personal and professional ethics: demonstrate a commitment to quality, maintains honesty, integrity and confidentiality that meets industry standards

Flexible and positive attitude: adapt positively to changing work priorities and patterns when new tasks need to be completed or requirements change

Maintain customer care principles and practices: show customers respect at all times and in all circumstances, demonstrate customer empathy, sensitivity and awareness

3.2 Transferrable skills matrix

Unit	Transferrable skills	Learning outcome
UBT251	Professionalism and values	LO1, LO2, LO3, LO4, LO5, LO6
	Safe working practices	LO1, LO2, LO3, LO4, LO5, LO6
	Core behaviours	LO1, LO2, LO3, LO4, LO5, LO6
UBT252	Professionalism and values	LO1, LO2
	Safe working practices	LO1, LO2
	Core behaviours	LO1, LO2
UBT253	Professionalism and values	LO1, LO2
	Safe working practices	LO1, LO2
	Core behaviours	LO1, LO2
UBT254	Professionalism and values	LO1, LO2
	Safe working practices	LO1, LO2
	Core behaviours	LO1, LO2
UBT255	Professionalism and values	LO1, LO2, LO3, LO4
	Safe working practices	LO1, LO2, LO3, LO4
	Core behaviours	LO1, LO2, LO3, LO4
UBT256	Professionalism and values	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8
	Safe working practices	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8
	Core behaviours	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8
UBT257	Professionalism and values	LO1, LO2
	Safe working practices	LO1, LO2
	Core behaviours	LO1, LO2

4. Guidance on assessment

4.1 Centre assessor requirements

This qualification is assessed and quality assured by centre staff. They will set work to improve practical skills, knowledge and understanding. For practical elements, apprentices will be observed by internal assessors. All work must be collected in a portfolio of evidence and cross-referenced to requirements listed in this on-programme assessment book.

The on-programme assessment book is the apprentice's property and must be in their possession when they are being assessed or quality assured. It must be kept safe. In some cases the centre will be required to keep it in a secure place. The apprentice and assessor will together complete this book to show achievement of all learning outcomes, assessment criteria and ranges.

<p>Assessor qualifications</p>	<p>The centre assessor must hold, or be working towards a valid assessor qualification or equivalent such as:</p> <ul style="list-style-type: none"> • D32 Assess candidate performance* • D33 Assess candidate using differing sources of evidence* • A1 Assess candidate performance using a range of methods* • A2 Assess candidate performance through observation* • Level 3 Award in Assessing Competence in the Work Environment • Level 3 Award in Assessing Vocationally Related Achievement • Level 3 Certificate in Assessing Vocational Achievement • Learning and Development Unit 9D – Assess workplace competence using direct methods • Learning and Development Unit 9DI – Assess workplace competence using direct and indirect methods <p>* Holders of A1, A2, D32 or D33 qualifications must work to the reviewed National Occupational Standards for Learning and Development.</p>
<p>Occupationally competent</p>	<p>The centre assessor must hold a relevant regulated Level 2 qualification and/or substantial experience of working in a Beauty and Make-up Consultant role which has been gained through 'hands-on' experience in the industry.</p> <p>The assessor must have sufficient operational experience within the beauty industry that can be evidenced, is current and relevant to the qualifications. Experience could be gained through time in a role in the beauty industry which could include, but is not limited to:</p> <ul style="list-style-type: none"> • Beauty Therapist/Specialist • Counter Consultant • Make-up Artist • Trainer • Lecturer • Verifier <p>The sufficiency and equivalency of the assessor competence is at the discretion of the EQA. Should the sufficiency and equivalency of the assessor competence not be met, VTCT recommends that if not already held; staff</p>

	involved in the delivery of a qualification, must achieve that qualification themselves within 18 months.
Familiar with the qualification	The centre assessor must have an in-depth technical knowledge of the qualification, units and standards of competencies required. They must be able to interpret current working practices, technologies and products within the area of work and be committed to upholding the integrity of the qualification.
Credible	<p>The centre assessor should have access to, and be engaging with, continuous professional development activities in order to keep up to date with developments and any issues relevant to the qualification and/or its units. These may include those offered by the awarding organisation or other recognised and relevant providers in the sector.</p> <p>A minimum of 50 hours CPD is required per annum of which 30 hours applied practical skills in a salon (1st September – 31st August) which must be demonstrated through a personal development plan (PDP) or as a reflective diary. Responsibility for CPD is the individual's, not the centre they work for.</p>

For information on the roles, responsibilities, authorities and accountabilities of assessors refer to VTCT's Centre Handbook and Approval Criteria, which can be downloaded from the VTCT website.

4.2 Internal quality assurance

Centres must have an internal quality assurer (IQA) to ensure assessment decisions are consistently applied between assessors, and that apprentice work is to the required standard. Each assessor's work must be checked and confirmed by the IQA. Assessment decisions must be standardised to ensure that all apprentices work has been assessed to the same standard and is fair, valid and reliable.

Evidence of internal quality assurance must be recorded, retained and made available for the external quality assurer (EQA).

Internal Quality Assurer (IQA) qualification	<p>The centre IQA must hold, or be working towards a valid IQA qualification or equivalent such as:</p> <ul style="list-style-type: none"> • D34 Internally verify the assessment process* • V1 Conduct internal quality assurance of the assessment process* • Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice • Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice • Learning and Development Unit 11 – Internal Quality Assurance <p>* Holders of D34 or V1 qualifications must work to the reviewed National Occupational Standards for Learning and Development.</p>
Occupationally competent	<p>The centre IQA must hold a relevant regulated Level 2 qualification and/or substantial experience of working in a Beauty and Make-up Consultant role which has been gained through 'hands-on' experience in the industry.</p> <p>The IQA must have sufficient operational experience within the beauty industry that can be evidenced, is current and relevant to the qualifications. This must be of sufficient depth to be effective and reliable when verifying judgements about assessors' assessment processes and decisions. The</p>

	sufficiency and equivalency of the IQA competence is at the discretion of the EQA. Should the sufficiency and equivalency of the assessor competence not be met, VTCT recommends that if not already held; staff involved in the delivery of a qualification, must achieve that qualification themselves within 18 months.
Familiar with the qualification	The centre IQA must have an in-depth technical knowledge of the qualification, units and standards of competencies required. They must be committed to upholding the integrity of the qualification.
Credible	<p>The centre IQA should have access to, and be engaging with, continuous professional development activities in order to keep up to date with developments and any issues relevant to the qualification and/or its units. These may include those offered by the awarding organisation or other recognised and relevant providers in the sector.</p> <p>A minimum of 50 hours CPD is required per annum of which 30 hours applied practical skills in a salon (1st September – 31st August) which must be demonstrated through a personal development plan (PDP) or as a reflective diary. Responsibility for CPD is the individual's, not the centre they work for.</p>

For information on the roles, responsibilities, authorities and accountabilities of IQAs, and internal quality assurance more generally, refer to VTCT's Centre Handbook and Approval Criteria, which can be downloaded from the VTCT website.

4.3 External quality assurance

An external quality assurer (EQA), appointed by VTCT, will visit the centre to sample and quality-check assessments, the internal quality assurance process and the evidence gathered. Between visits EQAs are available to offer advice and guidance on any aspect of quality assurance, via telephone or email; additional quality assurance visits can be arranged.

5. Assessment

5.1 Summary of assessment methods

This qualification comprises internal and external assessments. Apprentices must achieve the assessments detailed in the table below.

Unit product code	Overarching external theory examination BT2D17.EX1	Practical observations	Supporting Evidence
UBT251	✓	✓	✓
UBT252		✓	✓
UBT253		✓	✓
UBT254		✓	✓
UBT255		✓	✓
UBT256		✓	✓
UBT257		✓	✓

5.2 External assessment

5.2.1 Overarching theory examination

The overarching theory examination will be set and marked by VTCT. The theory exam will consist of multiple choice questions. Questions will vary year on year and will cover all learning outcomes within those units that are externally examined. Each theory exam has a pass mark of 70%.

The examination must be undertaken by apprentices under controlled examination conditions in accordance with VTCT's policies and procedures for external assessment.

5.2.2 Retaking the external examination

Apprentices who fail to achieve the required Pass mark are permitted to re-sit after having sufficient teaching and additional study time. There is no limit to the number of retakes an apprentice can carry out. External examinations will be subject to rotation by VTCT. Re-sits are subject to charges as stated in the VTCT Service Fees.

5.2.3 Reasonable adjustments and special considerations

A reasonable adjustment is an adjustment made to an assessment for a qualification that is approved or set in place before an assessment activity takes place; it constitutes an arrangement to give the apprentice access to the qualification.

Information on the reasonable adjustments and special considerations allowed for the external examinations within this qualification can be found in the document library on the Linx2Exchange section of the VTCT website.

5.3 Internal assessment

5.3.1 Practical observations

Apprentices must carry out practical observations, which must be observed and marked by centre assessors. Assessors will observe the performance of practical tasks and must judge apprentices' performance against specified assessment criteria stated in the Apprenticeship On-programme Qualification assessment book. The assessor will sign off an outcome when all the criteria have been completely achieved.

The practical assessment must take place in a real or realistic working environment on a real or realistic customer.

Practical assessments should be administered towards the end of the period of learning when apprentices are suitably prepared for assessment. Centres may determine the precise timing of practical assessments to suit local needs. Where evidence is not naturally occurring during practical observations, supplementary evidence may be used where specified within the Apprenticeship On-programme Qualification assessment book.

5.3.2 Realistic working environment (RWE)

Apprentices should be assessed through performance in the workplace.

As far as reasonably practicable the assessment should match conditions of a realistic working environment (RWE). In other words, the conditions should match those found in the workplace, including facilities, equipment, products, as well as relationships, constraints and pressures.

The RWE must adhere to the following principles:

- Providers must develop realistic management procedures that incorporate a 'commercial image' and sales and marketing policy to attract the type and number of customers needed to ensure the requirements of the qualification can be met and achieved
- All on-programme assessments must be carried out under realistic commercial pressures and on customers, not other apprentices within the same cohort. Customers used should vary in age and ethnicity
- All demonstrations must be completed in a commercially acceptable timescale
- Apprentices must be able to achieve a realistic volume of work
- The space per working area conforms to current health and safety legislation and commercial practice
- The range of services/treatments, professional products, tools, materials and equipment must be current and available for use
- A retail facility must be provided, stocked with products that relate to the customers' need and complements the services/treatments offered
- All by-laws, legislation or local authority requirements that have been set down in relation to the type of work that is being carried out must be taken into full account

5.3.3 Simulation

Simulation is not acceptable for any units within this qualification.

5.3.4 Witness statements

A witness statement can be made by someone present while the apprentice was performing an activity on-the-job and may be used to support the assessment process.

Witness testimony should only be used as an additional method of assessment when all observations have been carried out by an assessor.

Where witnesses are used:

- Evidence must be available that demonstrates the individual has the necessary expertise in the area for which they are providing the testimony
- Any relationship they have with an apprentice must be declared to the assessor to determine the value of the testimony provided
- They must be fully briefed and clear about the purpose of their testimony, it will only be regarded as supporting/supplementary evidence and the final decision regarding the apprentice's ability to meet the evidence requirements will be the responsibility of the on-programme assessor

Those who could fulfil the role of a witness for this qualification could include (this list is not exhaustive):

- Additional retail
- Account Manager
- Receptionist
- Trainer
- Marketing director
- Customer

5.3.5 Portfolio of evidence

As part of this qualification apprentices are required to produce a portfolio of evidence which contains assessed evidence covering all the assessment criteria and range (where appropriate) in each unit, these can be found within the Apprenticeship On-programme Qualification assessment book. A portfolio of evidence will confirm the knowledge, understanding and skills the apprentice must achieve.

The portfolio of evidence will be marked pass or fail by the centre lecturer/assessor and sampled by the EQA.

This portfolio of evidence may take the following forms (this list is not exhaustive):

- Professional discussion
- Portfolio of evidence
- Reflective diary on own practice in an appropriate working environment
- Written assignments
- Projects/case studies
- Coursework
- Task-based controlled assessment
- Witness statements

All evidence should be documented and cross-referenced to unit outcomes. Oral questions and professional discussions should be recorded where outcomes are not naturally occurring.

5.3.6 Authentication of learners' work

The units in this qualification require evidence to be produced for assessment under direct supervision and controlled conditions, some units require apprentices to produce evidence without supervision.

Where this is the case, centres must be confident that apprentices' work is authentic. In such cases, apprentices must complete a Declaration of Authenticity to confirm that the work produced is their own. This must be countersigned by an assessor. A Declaration of Authenticity form is available to download from the VTCT website.

Centres must ensure that all apprentice evidence is available to the EQA.

The authentication of apprentice evidence is the responsibility of the centre.

Document History

Version	Issue Date	Changes	Role
v0.5	17/09/2019	Draft version published for consultation	Qualifications and Regulation Co-ordinator
v1.0	08/11/2019	First published	Head of Qualifications and Processing
v2.0	08/01/2020	Added in overarching A&P exam code	Qualifications and Regulation Co-ordinator
v3.0	01/09/2020	Added COVID-19 Infection Prevention pre-requisite	Product and Regulation Manager