

VTCT Level 3 Certificate in Fashion and Photographic Make-up

Operational start date:	1 October 2015
Credit value:	18
Total Qualification Time (TQT):	180
Guided learning hours (GLH):	157
Qualification number:	601/7626/X

Statement of unit achievement

By signing this statement of unit achievement you are confirming that all learning outcomes, assessment criteria and range statements (if/where applicable) have been achieved under specified conditions, and that the evidence gathered is authentic.

This statement of unit achievement table must be completed prior to claiming certification.

Unit code	Date achieved	Learner signature	Assessor initials	IQA signature (if sampled)
Mandatory units				
UV30468				
UV30491				
UV30441				
UV30435				

The qualification

Introduction

The VTCT Level 3 Certificate in Fashion and Photographic Make-Up is a specialist vocationally related qualification that will complement your knowledge, understanding and skills gained at Level 2.

This qualification will enable you to gain the skills, knowledge and understanding required to perform fashion and photographic make-up treatments.

You will develop the knowledge, skills and understanding needed to perform professional make-up treatments for clients via employment or self employment in the beauty therapy industry.

This qualification is most suited to those who wish to advance in their profession.

National Occupational Standards (NOS)

Units in this qualification have been mapped to the relevant NOS (where applicable). This qualification is regulated on the Regulated Qualifications Framework.

This qualification is approved and supported by the British Association of Beauty Therapy and Cosmetology (BABTAC), the UK's largest professional association for beauty therapists and is representative of employers in the beauty salon sector.

Prerequisites

There are no formal prerequisite qualifications that you must have prior to undertaking this qualification.

Your centre will have ensured that you have the required knowledge, understanding and skills to enrol and successfully achieve this qualification.



Progression

The VTCT Level 3 Certificate in Fashion and Photographic Make-up provides learners with the necessary understanding and skills to provide fashion and photographic make-up services for clients.

Candidates can progress into other areas of the beauty industry and/or directly into employment or self employment with this qualification.

Progression opportunities exist for further studies at Level 3, these include:

- Level 3 Certificate in Camouflage Make-Up
- Level 3 Diploma in Make-Up Artistry

Qualification structure

Total credits required - 18

All mandatory units must be completed.

Mandatory units - 18 credits

VTCT unit code	Ofqual unit reference	Unit title	Credit value	GLH	Level
UV30468	T/601/4457	Client care and communication in beauty-related industries	3	28	3
UV30491	R/600/8780	Monitor and maintain health and safety practice in the salon	4	29	3
UV30441	M/601/5509	Fashion and photographic make-up	7	66	3
UV30435	J/601/5337	Promote and sell products and services	4	34	3

Guidance on assessment

This book contains the mandatory units that make up this qualification. Optional units will be provided in additional booklets (if applicable). Where indicated, VTCT will provide assessment materials. Assessments may be internal or external. The method of assessment is indicated in each unit.

Internal assessment

(any requirements will be shown in the unit)

Assessment is set, marked and internally quality assured by the centre to clearly demonstrate achievement of the learning outcomes. Assessment is sampled by VTCT external quality assurers (EQAs).

External assessment

(any requirements will be shown in the unit)

Externally assessed question papers completed electronically will be set and marked by VTCT.

Externally assessed hard-copy question papers will be set by VTCT, marked by centre staff and sampled by VTCT EQAs.

Assessment explained

VTCT qualifications are assessed and internally quality assured by centre staff. Work will be set to improve your practical skills, knowledge and understanding. For practical elements, you will be observed by your assessor. All your work must be collected in a portfolio of evidence and cross-referenced to requirements listed in this record of assessment book.

Your centre will have an internal quality assurer (IQA) whose role is to check that your assessment and evidence is valid and reliable and meets VTCT and regulatory requirements.

An EQA, appointed by VTCT, will visit your centre to sample and quality-check assessments, the internal quality assurance process and the evidence gathered. You may be asked to attend on a different day from usual if requested by the EQA.

This record of assessment book is your property and must be in your possession when you are being assessed. It must be kept safe. In some cases your centre will be required to keep it in a secure place. You and your course assessor will together complete this book to show achievement of all learning outcomes, assessment criteria and ranges.



Creating a portfolio of evidence

As part of this qualification you are required to produce a portfolio of evidence. A portfolio will confirm the knowledge, understanding and skills that you have learnt. It may be in electronic or paper format.

Your assessor will provide guidance on how to prepare the portfolio of evidence and how to show practical achievement and understanding of the knowledge required to successfully complete this qualification. It is this booklet along with the portfolio of evidence that will serve as the prime source of evidence for this qualification.

Evidence in the portfolio may take the following forms:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

All evidence should be documented in the portfolio and cross-referenced to unit outcomes. Constructing the portfolio of evidence should not be left to the end of the course.

Useful information about VTCT qualifications is detailed in the Learner FAQ section of the VTCT website www.vtct.org.uk.

Other questions should be raised with your tutor, lecturer or assessor.

Unit assessment methods

This section provides an overview of the assessment methods that make up each unit in this qualification. Detailed information on assessment is provided in each unit.

Mandatory units				
		External	Internal	
VTCT unit code	Unit title	Question paper(s)	Observation(s)	Portfolio of Evidence
UV30468	Client care and communication in beauty-related industries	0	✓	✓
UV30491	Monitor and maintain health and safety practice in the salon	0	✓	✓
UV30441	Fashion and photographic make-up	1	✓	✓
UV30435	Promote and sell products and services	0	✓	✓

Unit glossary

	Description
VTCT product code	All units are allocated a unique VTCT product code for identification purposes. This code should be quoted in all queries and correspondence to VTCT.
Unit title	The title clearly indicates the focus of the unit.
National Occupational Standards (NOS)	NOS describe the skills, knowledge and understanding needed to undertake a particular task or job to a nationally recognised level of competence.
Level	Level is an indication of the demand of the learning experience; the depth and/or complexity of achievement and independence in achieving the learning outcomes.
Credit value	This is the number of credits awarded upon successful achievement of all unit outcomes. Credit is a numerical value that represents a means of recognising, measuring, valuing and comparing achievement.
Guiding Learning hours (GLH)	The activity of a learner in being taught or instructed by - or otherwise participating in education or training under the immediate guidance or supervision of - a lecturer, supervisor, tutor or other appropriate provider of education or training.
Total qualification time (TQT)	The number of hours an awarding organisation has assigned to a qualification for Guided Learning and an estimate of the number of hours a learner will reasonably be likely to spend in preparation, study, or any other form of participation in education or training. This includes assessment, which takes place as directed - but, unlike Guided Learning, not under the immediate guidance or supervision of - a lecturer, supervisor, tutor or other appropriate provider of education or training.
Observations	This indicates the minimum number of competent observations, per outcome, required to achieve the unit.
Learning outcomes	The learning outcomes are the most important component of the unit; they set out what is expected in terms of knowing, understanding and practical ability as a result of the learning process. Learning outcomes are the results of learning.
Evidence requirements	This section provides guidelines on how evidence must be gathered.
Observation outcome	An observation outcome details the tasks that must be practically demonstrated to achieve the unit.
Knowledge outcome	A knowledge outcome details the theoretical requirements of a unit that must be evidenced through oral questioning, a mandatory written question paper, a portfolio of evidence or other forms of evidence.
Assessment criteria	Assessment criteria set out what is required, in terms of achievement, to meet a learning outcome. The assessment criteria and learning outcomes are the components that inform the learning and assessment that should take place. Assessment criteria define the standard expected to meet learning outcomes.
Range	The range indicates what must be covered. Ranges must be practically demonstrated in parallel with the unit's observation outcomes.

UV30468

Client care and communication in beauty-related industries

This is a preparation for work unit which is based on capability and knowledge. This unit is about client care and communication in beauty-related industries. You will develop your ability to adapt the provision of client care and your communication skills, to the needs of different clients, as well as learn how to manage client expectations.

Level

3

Credit value

3

GLH

28

Observation(s)

3

External paper(s)

0



Client care and communication in beauty-related industries

Learning outcomes

On completion of this unit you will:

1. Be able to communicate and behave in a professional manner when dealing with clients
2. Be able to manage client expectations

Evidence requirements

1. *Environment*
Evidence for this unit must be gathered in a real or realistic working environment.
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least three occasions**.
4. *Range*
All ranges must be practically demonstrated or other forms of evidence produced to show they have been covered.
5. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
6. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes and ranges in this unit. All outcomes and ranges must be achieved.
7. *External paper*
There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Maximum service times

There are no maximum service times that apply to this unit.

Achieving range

The range section indicates what must be covered. Ranges should be practically demonstrated as part of an observation. Where this is not possible other forms of evidence may be produced. All ranges must be covered.

Your assessor will document the portfolio reference once a range has been competently achieved.



Observations

Outcome 1

Be able to communicate and behave in a professional manner when dealing with clients

You can:

- a. Behave in a professional manner within the workplace
- b. Use effective communication techniques when dealing with clients
- c. Adapt methods of communication to suit different situations and client needs
- d. Use effective consultation techniques to identify treatment objectives
- e. Provide clear recommendations to the client

** May be assessed through oral questioning.*

Observation	1	2	3
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



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Outcome 2

Be able to manage client expectations

You can:

- a. Maintain client confidentiality in line with legislation
- b. Use retail sales techniques to meet client requirements

** May be assessed through oral questioning.*

Observation	1	2	3
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



Range

*You must practically demonstrate that you have:

Dealt with all clients	Portfolio reference
New	
Regular	
Used all consultation techniques	Portfolio reference
Questioning	
Visual	
Manual	
Dealt with all complaints	Portfolio reference
Dissatisfied client	
Unrealistic client expectations	

*It is strongly recommended that all range items are practically demonstrated. Where this is not possible, other forms of evidence may be produced to demonstrate competence.

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Knowledge



Outcome 1

Be able to communicate and behave in a professional manner when dealing with clients

You can:	Portfolio reference / Assessor initials*
f. Assess the advantages and disadvantages of different types of communication used with clients	
g. Describe how to adapt methods of communication to suit the client and their needs	
h. Explain what is meant by the term 'professionalism' within beauty related industries	
i. Explain the importance of respecting a client's 'personal space'	
j. Describe how to use suitable consultation techniques to identify treatment objectives	
k. Explain the importance of providing clear recommendations to the client	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.



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Outcome 2

Be able to manage client expectations

You can:	Portfolio reference / Assessor initials*
c. Evaluate client feedback	
d. Evaluate measures used to maintain client confidentiality	
e. Explain the importance of adapting retail sales techniques to meet client requirements	
f. Identify methods of improving own working practices	
g. Describe how to resolve client complaints	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Be able to communicate and behave in a professional manner when dealing with clients

Verbal communication: (speaking) manner and tone, professional, supportive, respectful, sensitive to client, open questioning related to treatment.

Advantages – quick, instant response, client body language.

Disadvantages – no written record, no time to consider, no paper trail.

Non-verbal communication: eye contact, body language, listening.

Advantages – written communication, detailed, recorded, clear, specific, opportunity to consider, paper trail.

Body language – expression of feelings, easily identify anger, happiness, confusion.

Disadvantages – written communication, cannot see reaction, cannot change mind, no opportunity for discussion.

Body language – cannot hide feelings, can be a barrier.

Professional manner: Use positive body language, abide by salon regulations and codes of conduct, encourage clients to ask questions, be supportive and respectful, be sensitive to client's privacy and personal details, professional appearance, avoid inappropriate conversations.

Professional appearance: Clean, professional uniform, no jewellery or piercings, hair neatly tied back (fringe secured), closed-in footwear, personal hygiene and cleanliness (shower/bath,

cover cuts and abrasions, deodorant or antiperspirant), oral hygiene (clean teeth, fresh breath), nails (good condition and maintained, short, no nail varnish, no nail extensions).

Professional ethical conduct: Polite, cheerful and friendly manner; friendly facial expressions, positive attitude, eye contact, open body language, client relations (not argumentative, confidentiality), respect for colleagues and competitors, avoid gossip, pride in work, honesty, integrity, punctuality, employer and client loyalty.

Consultation communications:

Establish client requirements and therapist recommendations, give appropriate advice if client is contra-indicated, client satisfaction, client expectations, suitability and aftercare, prevent contra-actions, courteous, eye contact, verbal communication, non-verbal communication, signatures of client and therapist (legal document; insurance claims, acknowledgement of recommendations), avoid conflict between a client and therapist, visual, manual, question, listen, client card reference, use a range of related terminology linked to treatment being performed.

Client requirements: Age, cultural background, special needs, satisfied clients, dealing with dissatisfied clients, all clients treated equally, clear, direct, action taken where necessary, written record.



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Outcome 1: Be able to communicate and behave in a professional manner when dealing with clients (continued)

Client treatment needs: Assess client needs and suitability, client agreement, realistic outcome, cost, duration and frequency of treatments, additional services.

Recommendations to client: Explain treatment (the process, expected sensations, skin reaction, outcomes), advise client of most suitable treatment, further treatments, aftercare advice, lifestyle changes, seek agreement from client, retail recommendations, prevent contra-actions, improve results, maintain treatment longer, client care, client satisfaction, client expectations, profits (link sales, insurance reasons, completion of consultation process, returning/repeat clients, new business).

Personal space: Space between client and therapist, positioning of client, covering of client, suitable location for consultation, client comfort, client privacy, unobtrusive.



Outcome 2: Be able to manage client expectations

Client confidentiality: Data protection, professional, use of sensitive information, type of information, client access to their own records, maintain client's confidence, storage of client's personal details, record cards, method of destroying sensitive data, access available to authorised persons, time limit of storage of data, secured storage facility.

Client care feedback: Client consultation form, comments box, verbal and non-verbal methods, professional, target setting, relate to feedback constructively, professional manner, polite, courteous, personal development, improves client satisfaction, client care, salon profits, career development, team work, employee training, reputation, repeat business, additional treatments.

Client complaints: Professional manner, polite, courteous, good client care, senior therapist, senior receptionist or manager, dealt with appropriately, resolve situation, good communication techniques, good client care, good eye contact, good facial expressions, good body language, deal with situation calmly, methods of recording complaints, prompt response verbally/ written.

Retail opportunities: Completion of consultation, record on record card, profit, linking of retail/sales, selling products and other services, promotional offers, samples, retail displays, repeat business, course of treatments, demonstrations, open events, existing client offers.

Sales techniques: Body language, verbal, non-verbal, testers, samples, linked to

treatment, product knowledge, benefits, listen to client's needs, record card, lifestyle factors.

Improve working practices: SWOT analysis (strengths, weaknesses, opportunities and threats to business), sales, productivity, analysis, questionnaires, feedback from clients (verbal/non-verbal), repeat business, monitor trends, peer assessment, observation, mystery shopper, appraisal.

Notes

Use this area for making notes and drawing diagrams



UV30491

Monitor and maintain health and safety practice in the salon

Through this unit you will develop your skills in a supervisory role focusing on health and safety within your salon.

You will recognise salon hazards, carry out risk assessments and then implement the necessary actions. You will monitor and support your colleagues to ensure your salon complies with health and safety requirements. You will implement and supervise salon procedures for all aspects of salon safety and security including the need for insurance.

Level

3

Credit value

4

GLH

29

Observation(s)

2

External paper(s)

0



Monitor and maintain health and safety practice in the salon

Learning outcomes

On completion of this unit you will:

1. Be able to carry out a risk assessment
2. Be able to monitor health and safety in the salon

Evidence requirements

1. *Environment*
Evidence for this unit must be gathered in a real or realistic working environment.
2. *Simulation*
Simulation is not allowed in this unit. All 'Observation' outcomes must be on real clients.
3. *Observation outcomes*
Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least two occasions**.
4. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
5. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.
6. *External paper*
There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Maximum service times

There are no maximum service times that apply to this unit.

Achieving range

There are no range statements that apply to this unit.



Observations

Outcome 1

Be able to carry out a risk assessment

You can:

- a. Carry out risk assessments and take necessary actions

** May be assessed through oral questioning.*

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



Outcome 2

Be able to monitor health and safety in the salon

You can:

- a. Monitor and support the work of others to ensure compliance with health and safety requirements

* May be assessed through oral questioning.

Observation	1	2	<i>Optional</i>
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Knowledge



Outcome 1

Be able to carry out a risk assessment

You can:	Portfolio reference / Assessor initials*
b. State the reason for carrying out risk assessments	
c. Describe the procedures for carrying out a risk assessment	
d. Describe when risk assessments should be carried out	
e. Outline necessary actions to take following a risk assessment	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.



Outcome 2

Be able to monitor health and safety in the salon

You can:	Portfolio reference / Assessor initials*
b. Outline the health and safety support that should be provided to staff	
c. Outline procedures for dealing with different types of security breaches	
d. Explain the need for insurance	

** Assessor initials to be inserted if orally questioned.*

Requirements highlighted in white are assessed in the external paper.

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Be able to carry out a risk assessment

Hazards and risks: A hazard is something that has the potential to cause harm, a risk is the likelihood of a hazard happening.

Reasons for risk assessment: Legal requirement, provide a safe environment for staff/visitor/clients, identification of hazards, minimising hazards and risks, emergency procedures, staff training, implication of more than five members of staff, new staff in the workplace, new equipment and products, review systems, amendments and modifications to existing assessments, update records.

Salon procedure for risk assessments: Identify hazard, judgement of salon hazards, nominated risk assessment person/team, who/what, determine the level of risk, preventative measures, reduce a potentially harmful situation, notify staff, interpret results, conclusions, record findings, regular reviews.

Potential salon hazards requiring regular risk assessment:

Space – utilisation, working area, heating, lighting, ventilation, layout and design of the salon.

Chemicals – procedures, storage, handling, safe usage, safe disposal, records.

Equipment – selection, safe usage, handling, lifting, repairs, maintenance.

Security (stock) – control systems, procedures, ordering, handling, storage.

Security (cash) – staff training, point of sale, in transit.

Security (people) – staff clients, visitors, personal belongings, systems, security, emergency evacuation, storage/use of confidential staff/client records, business information, data protection.

Buildings – maintenance of internal and external security, commercially available systems.

Emergency procedures – accidents, first aid, fire evacuation, incidents, personnel, records.



Outcome 2: Be able to monitor health and safety in the salon

Salon health and safety legislation and regulations: Health and safety at work, control of substances hazardous to health, reporting of injuries diseases and dangerous occurrences, personal protective equipment, electricity at work, manual handling, supply of goods and services, trade description, data protection, employers liability (compulsory insurance), occupiers liability, local by-laws (set by council), salon rules, code of conduct, observance by all staff.

Monitor and support others to ensure compliance of health and safety:

Accurate records, update processes and procedures, regular staff training (simulation), spot checks, monitoring changes in law, take external advice.

Providing support for staff: Up-to-date leaflets and posters, ongoing training, open door policy, suggestion box, current roles and responsibilities for staff.

Security breaches:

Inform - salon owner, management, head of school.

Review records - stock levels/control, monitor takings, inventory of equipment, manual and computerised records.

Actions - take statements, eye witness accounts, review findings, call in police, notify data protection registry/clients of breach, maintain confidentiality, could result in loss of employment.

Importance of insurance: Accidents, emergencies, legal claim, protect business, prevent fraudulent claim.

Notes

Use this area for making notes and drawing diagrams



UV30441

Fashion and photographic make-up

This unit is about designing and applying fashion and photographic make-up and includes incorporating current fashion trends, historical/period and special occasion make-up. You will also learn about make-up for both colour and black and white photography.

Level

3

Credit value

7

GLH

66

Observation(s)

4

External paper(s)

1

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Fashion and photographic make-up

Learning outcomes

On completion of this unit you will:

1. Be able to prepare for the application of fashion and photographic make-up
2. Be able to apply fashion and photographic make-up

Evidence requirements

1. *Environment*
Evidence for this unit must be gathered in a real or realistic working environment.
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least four occasions**.
4. *Range*
All ranges must be practically demonstrated or other forms of evidence produced to show they have been covered.
5. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
6. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes and ranges in this unit. All outcomes and ranges must be achieved.
7. *External paper*
Knowledge and understanding in this unit will be assessed by an external paper. The criteria that make up this paper are highlighted in white throughout this unit. **There is one external paper that must be achieved.**

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Maximum service times

There are no maximum service times that apply to this unit.

Achieving range

The range section indicates what must be covered. Ranges should be practically demonstrated as part of an observation. Where this is not possible other forms of evidence may be produced. All ranges must be covered.

Your assessor will document the portfolio reference once a range has been competently achieved.



Observations

Outcome 1

Be able to prepare for the application of fashion and photographic make-up

You can:

- a. Prepare yourself, client and work area for fashion and photographic make-up
- b. Use suitable techniques to identify the design objectives
- c. Carry out a skin sensitivity test, if required
- d. Select products, tools and equipment to suit the design objectives, the client's skin type and condition

** May be assessed through oral questioning.*

Observation	1	2	3	4
Date achieved				
Criteria questioned orally				
Portfolio reference				
Assessor initials				
Learner signature				



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Outcome 2

Be able to apply fashion and photographic make-up

You can:

- a. Communicate and behave in a professional manner
- b. Follow health and safety working practices
- c. Position yourself and the client correctly throughout the make-up application
- d. Use products, tools, equipment and techniques to suit the design objectives, the client's skin type and condition
- e. Complete the treatment to meet the design objectives
- f. Record and evaluate the effectiveness of the application
- g. Provide suitable aftercare advice

** May be assessed through oral questioning.*

Observation	1	2	3	4
Date achieved				
Criteria questioned orally				
Portfolio reference				
Assessor initials				
Learner signature				



Range

*You must practically demonstrate that you have:

Produced looks for all types of activities	Portfolio reference
Photographic – black and white	
Photographic – colour	
Fashion shows	
Created all looks	Portfolio reference
Period	
Fantasy	
High fashion	
Catwalk	
Bridal	
Commercial	
Addressed all resource needs	Portfolio reference
Tools and equipment	
Products	
Time	
People	
Involved a minimum of 2 relevant people	Portfolio reference
Photographer	
Art director	
Make-up designer	
Hair designer	
Clients	
Artistes	
Stylists	
Nail technician	

*It is strongly recommended that all range items are practically demonstrated. Where this is not possible, other forms of evidence may be produced to demonstrate competence.



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***You must practically demonstrate that you have:**

Used all make-up application techniques	Portfolio reference
Precision base application	
Highlighting and shading	
Concealing	
Blending	
Stippling	
Precision application of eye products	
Precision application of lip products	
Colour mixing	
Stencilling	
Body make-up	
Considered all additional media	Portfolio reference
Accessories	
Clothes	
Hair	
Nails	

*It is strongly recommended that all range items are practically demonstrated. Where this is not possible, other forms of evidence may be produced to demonstrate competence.

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Achieving the external paper

The external paper will test your knowledge of the criteria highlighted in white. **A pass mark of 70% must be achieved.** Criteria not achieved will be identified to your tutor/assessor. You will then be orally questioned or asked to produce other forms of evidence as **all unit criteria must be achieved.**

Your assessor will complete the following table when the 70% pass mark has been achieved.

Paper	Date achieved	Assessor initials
1 of 1		

Knowledge



Outcome 1

Be able to prepare for the application of fashion and photographic make-up

You can:	Portfolio reference / Assessor initials*
e. Use research methods to create the design plan	
f. Describe the importance of working to a budget	
g. Describe ways of effectively presenting a design plan	
h. Explain the importance of preparing and developing a design plan	
i. Describe the environmental conditions suitable for fashion and photographic make-up	
j. Describe the consultation techniques used to identify design objectives	
k. Explain the importance of carrying out skin sensitivity tests	
l. Describe how to select products, tools and equipment to suit the design objectives	
m. Explain the contra-indications that may prevent or restrict make-up application	

**Assessor initials to be inserted if orally questioned.*

Requirements highlighted in white are assessed in the external paper.



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Outcome 2

Be able to apply fashion and photographic make-up

You can:	Portfolio reference / Assessor initials*
h. Explain how to communicate and behave in a professional manner	
i. Describe health and safety working practices	
j. Explain the importance of positioning yourself and the client correctly throughout the design	
k. Explain the importance of using products, tools, equipment and techniques to meet the design objectives, client skin type and condition	
l. Describe how application can be adapted to suit the design plan, client skin type and condition	
m. State the contra-actions that may occur during and following the application and how to respond	
n. Explain the importance of completing the design application to meet the design objectives	
o. Explain the importance of recording and evaluating the results of the make-up design	
p. Describe the aftercare advice that should be provided	
q. Describe the structure and functions of the skin	
r. Describe skin types, conditions, diseases and disorders	

**Assessor initials to be inserted if orally questioned.*

Requirements highlighted in white are assessed in the external paper.

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Be able to prepare for the application of fashion and photographic make-up

Management of health and safety at work:

Clean up spillages, report slippery surfaces, remove/report obstacles, ensure good all round access to trolleys and equipment, sterilise/disinfect tools, equipment and work surfaces, wear personal protective equipment.

Manual handling – moving stock, lifting, working heights, unpacking, posture, department, balance weight, preserve back, prevent slouching.

Towels – clean for every client, place dirty towels in covered bin.

Liability insurance – employer's, public, professional indemnity.

Reporting of injuries, diseases and dangerous occurrences – accident book, reporting diseases, local byelaws, code of conduct, risk assessment.

Control of substances hazardous to health – replace lids, ensure ventilation for vapour and dust, avoid overexposure to chemicals, use chemicals correctly, follow storage, handling, use and disposal correctly, dispose of contaminated waste/products (in a closed top bin), check end date on packaging, store away from heat, damp and direct sunlight, follow relevant manufacturer's instructions, no smoking, eating or drinking.

Health and safety legislation: Data protection, electricity at work, employers' liability (compulsory insurance), fire precautions, first aid at work, health and safety at work, local government miscellaneous provisions, occupiers' liability.

Regulations: Control of substances hazardous to health, management of health and safety at work, manual handling, personal protective equipment, reporting of injuries, diseases and dangerous occurrences, workplace (health and welfare).

Hazards and risks: A hazard is something that has the potential to cause harm. A risk is the likelihood of a hazard happening.

Employer responsibility: Current and valid liability insurance, display health and safety rules (covering staff, employees, clients and fire evacuation), provide regular training, accurate record keeping, monitoring.

Hazards: Something with potential to cause harm, requiring immediate attention, level of responsibility, report, nominated personnel, duty to recognise/deal with hazards.

Equipment – only used for intended purpose, safe usage, handling, storage, cleaning, lifting, visual checks, worn, faulty, repairs, maintenance, portable appliance testing, correct disposal of contaminated waste, records.

Security (cash): Staff training, point of sale, regular banking, in transit.

Security (people): Staff, clients, visitors, children, personal belongings, systems (security, emergency evacuation, storage, client records, business information).

Risk: Likelihood of a hazard happening, risk assessment, determine the level of risk, preventative measures, reduce a potentially harmful situation, judgement of salon hazards, who/what is at risk, level of risk,



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Outcome 1: Be able to prepare for the application of fashion and photographic make-up (continued)

interpret results, conclusions, record findings, regular reviews.

Reasons for risk assessment: Staff, visitors and client health and safety, safe environment, minimise hazards and risks, requirement of legislation.

Hygiene:

General – sterilise and sanitise tools, disinfect work surfaces, cover cuts and abrasions, sanitise therapist's hands before and after treatments, sanitise with sprays and gels, clean towels between clients, dirty towels in covered bin, disposable towels, dispense products with a spatula, pump or spray, disposables used wherever possible, no smoking, personal hygiene, replace loose lids (uncapped bottles and pots).

Disinfection – heat or chemical methods, bactericides, fungicides, viricides, UV cabinet for storage only.

Disposal of waste: Single use items, pedal bin with a liner, spillages and unused chemicals, contaminated waste, hazardous waste, environmental protection.

Posture and deportment: Correct posture when sitting, lifting and carrying, working methods to avoid Repetitive Strain Injury (RSI), hand exercises, standing posture (even weight distribution), client comfort, maintain modesty, client correctly positioned to get maximum benefit from treatment, ensure technician positioning delivers appropriate techniques, appropriate space between client and technician, prevent injury, optimum results, allow for visual checks.

Work area: Clean and hygienic, height adjustable chair, correct posture, correct couch height, lighting, ventilation, noise, music, temperature, ambience, no trailing

wires, no obstructions, tools and equipment in a safe working position for make-up artist, natural or artificial light, time of day, if working outside then protection from direct sunlight, wind and rain, privacy of work area.

Client preparation: Protect client clothing, ensure client positioned correctly and comfortably, respect privacy and modesty.

Communication:

Verbal – speaking manner and tone, professional, supportive, respectful, sensitive to client, open questioning related to treatment.

Non-verbal – eye contact, body language, listening.

Record keeping: Accurate appointment systems, stationery, loyalty, rewards, acknowledgement of occasions, consultation record keeping, contra-indications, signatures, refer to existing records, information clear, accurate and in logical order (name, address, contact numbers, age range, reason for treatment, occupation, sport/hobbies, medical history, allergies/hypersensitivity, contact lenses, contra-actions, contra-indications, skin sensitivity tests, adaptations and modifications, recommendations, requirements, treatment plan), update record at the end of the treatment, update at each visit, maintained electronically, paper records.

Professional appearance: Clean professional uniform, closed-in footwear, no jewellery, no piercings, hair (neatly tied back, fringe secured), light day make-up, personal hygiene and cleanliness (shower/bath, cover cuts and abrasions, deodorant or antiperspirant), oral hygiene (clean teeth, fresh breath), nails (good condition and maintained).



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Outcome 1: Be able to prepare for the application of fashion and photographic make-up (continued)

Professional ethical conduct: Polite, cheerful and friendly manner (friendly facial expressions, positive attitude, eye contact, open body language), client relations, confidentiality, respect for colleagues and competitors, avoid gossip, take pride in work, punctual, employer and client loyalty.

Consultation techniques: Client requirements, client satisfaction, client expectations and aftercare, signatures, visual, manual, listen, client card reference.

Research techniques: For design of make-up, use of mood board, pictorial research, face designs, sketches, books, magazines, internet, specialised trade magazines, lighting, exhibitions, museums, music videos/ TV channels, street fashion, historical research, films, musicals, theatre.

Treatment objectives: Apply and design fashion and photographic make-up, product choice, colour range/selection, suitable techniques to meet design brief (skin condition, skin type, skin tone, skin colour, facial features), environmental factors, realistic outcome, additional services, client needs, suitability, duration, cost.

Working to a budget: Required resources, additional props, accessories, products to complete the design plan, adaptability.

Skin sensitivity tests: 24-48 hours before treatment.

Record results of skin sensitivity test: All products and where on the body they are placed, recorded on record card, client signature and date.

Interpret results of skin sensitivity test:

Positive – red, itchy, irritated, swelling, sore.

Negative – no change to skin.

Carrying out patch test: Cleanse area (either crook of elbows or behind ears), apply each product to the area with a brush, allow to dry, leave on for a minimum of 24 hours, explain positive and negative reactions, remove product with damp cotton wool, if positive reaction is experienced then record products used, and where placed, on the record card with date.

Importance of test: To prevent allergic reaction, invalidation of insurance policy if not carried out, always follow relevant manufacturer's instructions.

Examples of contra-indications that may prevent treatment: Contagious skin disorders such as bacterial (impetigo), viral (herpes simplex), fungal (tinea), systemic medical conditions, conjunctivitis, severe skin conditions and eye infections, boils and herpes zoster and warts, parasitic infection such as scabies, severe bruising, undiagnosed lumps or swelling, sunburn.

Examples of contra-indications that may restrict treatment: Skin allergies, cuts, abrasions, bruising, styes, facial piercing, minor eczema, minor psoriasis.



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Outcome 2: Be able to apply fashion and photographic make-up

Products for fashion and photographic make-up:

Cleanser, moisturiser, toner, tinted moisturiser, primer, hand sanitiser, cotton buds/pads, tissues, face wipes, colour correctors, concealer palette, foundation range, translucent powder, bronzing powder, eyeliner (pencil, gel, liquid), eyebrow (powder, pencil), eye shadow palette, mascara, blusher (powder, cream, mousse), lip (pencils, lipstick, stains/tint/gloss), spirit gum, gems, glitter, stencils, eyelashes (individual, strip).

Equipment for fashion and photographic make-up:

Brushes, disposable applicators, palette, spatula, face mask, goggles, protective apron, sponges, powder puffs, eyelash curlers, face wipes, mirror, towels, professional brush cleaner, notebook, pencil, camera.

Techniques for fashion and photographic make-up:

Corrective, colour corrective, blending, highlighting, shading, sculpting, contouring, concealing.

Application sequence for fashion and photographic make-up:

Base preparation – cleanse, tone, moisturise, prime, colour correct (if necessary), conceal, translucent powder, foundation, bronzer (if required).

Eyebrows – brush through, apply eyebrow powder or pencil, clear mascara.

Eyes – apply neutral shadow over area, eye shadow colours, eyeliner, mascara, false lashes (if required).

Blusher – apply to cheek area, highlight contour, shade.

Lips – line, lip gloss, stain, lipstick.

Adornments – glitter, gems, stencils.

Aftercare advice: Safe removal of any false eyelashes using moisture, eye make-up remover on a cotton bud, circular movements from the outer corner of the eye, without pulling false eyelashes.

Removal of makeup – cleanse, tone, moisturise.

Retail products – make-up ranges for skin tone, colour and type, application techniques for home care products can be discussed and demonstrated.

Possible contra-actions:

False eyelashes – adhesive entering eye, sensitivity or burning sensation/allergic reaction (remove all products immediately, use eye bath to flush eye, client to seek medical advice if condition persists), record all reactions/actions on record card.

Allergic reaction to make-up products – redness, itching, swelling, rash, burning or stinging, blistering (remove make-up/product immediately with suitable remover, clean area with water, client to seek medical advice), all reactions and actions taken written on record card.

Evaluation and client satisfaction: Client satisfaction, self evaluation, professional development, verbal feedback, written feedback, photographic evidence, published work, reputation, client objective, evaluate results of outcome.

Skin:

Epidermis – basal cell layer (stratum germinativum), prickle cell layer (stratum spinosum), granular layer (stratum granulosum), clear layer (stratum lucidum), horny layer (stratum corneum).

Dermis – blood and lymph supply, fibroblasts (collagen, elastin), hair,



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Outcome 2: Be able to apply fashion and photographic make-up (continued)

sebaceous glands, arrector pili muscle, dermal papilla, sweat glands (eccrine and apocrine), sensory nerve endings.

Hypodermis – subcutaneous layer, adipose tissue, adipocytes.

Functions of the skin – protection, heat regulation, absorption, secretion, elimination, sensation, formation of Vitamin D, melanin production, process of keratinisation.

Skin types: Normal, oily, dry.

Skin conditions: Mature, sensitive, dehydrated.

Examples of skin imperfections: Broken capillaries, pustules, papules, milia, comedones, open pores, fine lines and wrinkles.

Skin characteristics:

Sensitive – often pale skin, dry, colour easily, redness, react to products.

Dehydrated – normal sebaceous secretions but still flaky, tight.

Mature – loss of elasticity, lose muscle tone, wrinkles.

Normal – fine texture, no visible pores, smooth, supple, flexible.

Oily – shiny, slight thickening, sallow, coarse texture, enlarged pores, congestion, comedones.

Combination – combination of two or more skin types, usually oily T-zone, normal or dry on cheeks.

Dry – lacks moisture, dry to touch, flakiness, fine texture, thin, tight, small pores, broken capillaries, ageing.

Examples of diseases and disorders of the skin: Impetigo, conjunctivitis, styes, boils, carbuncles, herpes simplex, herpes zoster, scabies, pediculosis, tinea corporis, milia, eczema, psoriasis, dermatitis, acne vulgaris, acne rosacea, cysts, moles, skin tags, keloid scar, malignant melanoma/ carcinoma, urticaria, seborrhoea, hyper-pigmentation, hypo-pigmentation, dermatosis papulosa nigra (DPN), vitiligo, naevi, xanthomas.

Ageing process: Loss of elasticity, dryness of skin, cell regeneration slows, thinning of skin, broken capillaries, slack muscle tone, poor circulation, waste product removal slows, less fatty tissue, irregular pigmentation.

Lifestyle factors that affect skin:

Occupation, diet and fluid intake, sleep patterns, smoking, exercise, hobbies, home situation, stress levels, medication, illness, premature ageing, ineffective skin care.

UV30435

Promote and sell products and services to clients

This unit will help you to develop your skills and knowledge in the products and services you use and sell. Working through this unit will help develop your skills in techniques for effective communication with your clients, interpreting buying signals, managing client expectations, introducing new products and services, describing the features and benefits and learning how to close a sale.

This unit is about keeping pace with new developments and encouraging your clients to take an interest in them.

Level

3

Credit value

4

GLH

34

Observations

3

External paper(s)

0



Promote and sell products and services to clients

Learning outcomes

On completion of this unit you will:

1. Be able to promote and sell hair and beauty products
2. Understand how to evaluate the promotion of products and services

Evidence requirements

1. *Environment*
Evidence for this unit must be gathered in a real or realistic working environment.
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least three occasions**.
4. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
5. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.
6. *External paper*
There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Maximum service times

There are no maximum service times that apply to this unit.

Achieving range

There are no range statements that apply to this unit.



Observations

Outcome 1

Be able to promote and sell hair and beauty products

You can:

- a. Identify selling opportunities
- b. Use effective communication techniques
- c. Interpret buying signals and the client's intentions
- d. Manage client expectations, to achieve a realistic objective
- e. Introduce products and/or services to clients
- f. Use effective selling techniques to close a sale

** May be assessed through oral questioning.*

Observation	1	2	3
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Knowledge



Outcome 1

Be able to promote and sell hair and beauty products

You can:	Portfolio reference / Assessor initials*
g. Explain the benefits for the salon of promoting services and products to the client	
h. Explain the importance of product and service knowledge when selling	
i. Explain communication techniques used to promote products and services	
j. Explain the differences between the terms 'features' and 'benefits'	
k. Describe the stages of the sale process	
l. Describe how to manage client expectations	
m. Explain how to interpret buying signals	
n. Explain the legislation that affects the selling of services or products	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.



Outcome 2

Understand how to evaluate the promotion of products and services

You can:	Portfolio reference / Assessor initials*
a. Review effectiveness of selling techniques	
b. Explain the importance of reviewing selling techniques	
c. Explain different methods of evaluating selling techniques	
d. Describe how to implement improvements in your own selling techniques	
e. Evaluate the effectiveness of advertising services and products to a target audience	
f. Explain the importance of how to set and agree sales targets and objectives	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Be able to promote and sell hair and beauty products

Selling opportunities: Window displays, reception area, display cabinets, rotation of stock, new products/services, leaflets, free samples, during consultation, during/after service, email/mail/text, promotional events (e.g. launch parties, shows, charity events).

Effective communication techniques:

Verbal – face to face, tone of voice, language, pace, clarity, reassure, use a range of related terminology.

Non-verbal – body language, positive attitude, posture, facial expressions, eye contact, gestures, proximity.

Questioning – open, closed, probing.

Listening – patience, trust, support, decipher, respond.

Buying signals and the client's intentions: Client showing interest/no interest, client asking questions, requesting information (price, availability, availability of appointments, making appointments, verbal agreement).

Client's expectations to achieve a realistic objective: Educate the client in product use, be honest, match service/product to client needs, realistic and achievable, lifestyle compatible.

The benefits for the salon of promoting services and products to the client: Increase salon turnover, commission, professional image, encourage clients to use quality products, encourage return

visits, increase client confidence, increase sales in other areas, shows motivation, passion and enthusiasm.

Explain the importance of product and service knowledge when selling: Professional image, instils confidence, improved aftercare advice, customers go on to promote salon, customers return increase – profits increase.

The differences between the terms 'features' and 'benefits':

Features – the quality or characteristic of a service or product (service should compliment client, product made in both salon/retail size bottles).

Benefits – advantage of using a product on skin/hair.

The stages of the sale process: Interest, questioning, doubt, knowledge, clarification, need, want, purchase.

The legislation that affects the selling of services or products: consumer protection legislation, cosmetic products (safety), trade descriptions, sales of goods, the supply of goods and services.



Outcome 2: Understand how to evaluate the promotion of products and services

The importance of reviewing selling techniques: Know what works and what doesn't, opportunity to change, sales training, profit and loss analysis.

Different methods of evaluating selling techniques: Monitor, review targets, questionnaire/survey, analyse results, summarise, judge, compare and contrast, profit and loss analysis.

How to implement improvements in your own selling techniques: Targets, objectives, involvement in target setting (achievable, tailored, motivating, personal training).

Evaluate effectiveness of advertising services and products to a target audience: Advertising plan, target audience (previous knowledge), what (you want to achieve), how (acceptable and appropriate communication), where (cost effective), when (scheduling of advertisements), result (expectations, measurable), budget (need, available, controlled, monitor, short/long term, impact on individual/business), compare/contrast, analyse.

The importance of how to set and agree sales target/objectives: Aim of business, goals (apply to the whole business), objectives (apply to individuals), break business into chunks (sales, production, administration), key results areas (KRA), use employee's job description (relevant to employee),

SMART criteria – Specific (short/long range, clear, in writing), Measurable (quantitative/qualitative), Achievable,

Realistic (reasonable, reachable and beatable – avoid optimistic goals which are counterproductive and de-motivating), Timely (specified time frame, challenging, motivating).