

VTCT Level 3 Certificate in Indian Head Massage

Operational start date: **1 October 2015**
Credit value: **17**
Total Qualification Time (TQT): **170**
Guided learning hours (GLH): **140**
Qualification number: **601/7633/7**

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				
UV30574				
UV30435				

The qualification

Introduction

The Level 3 Certificate in Indian Head Massage is a qualification that has been specifically designed to develop your practical skills in how to provide the relaxing and stress relieving treatment of Indian head massage.

Underpinning this qualification you will develop a sound knowledge of health and safety, client care and communication and promotion and selling of products and services. You will also develop a knowledge and understanding of the practical skills learned throughout this qualification, such as anatomy and physiology.

The purpose of this qualification is to develop your skills in providing Indian head massage treatments to a high level of occupational ability, to enable you to provide your own services for clients.

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

Learners who wish to undertake this qualification must also achieve the VTCT (ITEC) Level 2 Award in Infection Prevention (COVID-19) for Complementary Therapies and Sports Massage qualification or a regulated equivalent.

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



Progression

When you have successfully completed this qualification you will have the opportunity to progress to the following VTCT qualification:

- Level 3 NVQ Diploma in Beauty Therapy Massage

Progression opportunities also exist in the form of specialist VTCT vocationally related qualifications:

- Level 3 Diploma in Massage Therapy
- Level 3 Diploma in Spa and Body Treatments
- Level 3 Certificate in Swedish Massage
- Level 3 Certificate in Stone Therapy Massage
- Level 3 Certificate in Massage Using Pre-Blended Aromatherapy Oils
- Level 3 Award in Spa Treatments
- Level 3 Diploma in Complementary Therapies
- Level 3 Diploma in Reflexology
- Level 3 Diploma in Aromatherapy

This qualification may lead directly into employment in the beauty or complementary therapy industries as an Indian head massage therapist in a salon or clinic or self employment as an Indian head massage therapist.

Qualification structure

Total credits required - 17

All mandatory units must be completed.

Mandatory units - 17 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
UV30574	D/601/4095	Provide Indian head massage	6	49	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	✓	✓
UV30574	Provide Indian head massage	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



UV30574

Provide Indian head massage

This unit is about the skills involved in providing Indian head massage treatment. The ability to adapt massage techniques to suit individual client needs and the environment in which the massage takes place is very important. You will also learn how to perform Indian head massage with and without the use of oils. To carry out this unit you will need to maintain effective health, safety and hygiene procedures throughout your work.

Level

3

Credit value

6

GLH

49

Observation(s)

3

External paper(s)

1



Provide Indian head massage

Learning outcomes

On completion of this unit you will:

1. Be able to prepare for Indian head massage
2. Be able to provide Indian head massage

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*
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.

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.

Maximum service times

The following maximum service times apply to this unit:

Indian head massage	45 minutes
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Observations

Outcome 1

Be able to prepare for Indian head massage

You can:

- a. Prepare yourself, client and work area for Indian head massage
- b. Use suitable consultation techniques to identify treatment objectives
- c. Provide clear recommendations to the client
- d. Select products, tools and equipment to suit client treatment needs

** May be assessed through oral questioning.*

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



Outcome 2

Be able to provide Indian head massage

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 treatment
- d. Use products, tools, equipment and techniques to suit client treatment needs
- e. Complete the treatment to the satisfaction of the client
- f. Record and evaluate the results of the treatment
- g. Provide suitable aftercare advice

**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:

Used all the consultation techniques	Portfolio reference
Questioning	
Visual	
Manual	
Reference to client records	
Identified all the physical characteristics	Portfolio reference
Posture	
Muscle tone	
Age	
Health	
Skin condition	
Hair condition	
Scalp condition	
Carried out all of the necessary actions	Portfolio reference
Encourage the client to seek medical advice	
Explain why the treatment cannot be carried out	
Modification of treatment	

*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.



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

Met all the treatment objectives	Portfolio reference
Relaxation	
Sense of wellbeing	
Uplifting	
Improvement of hair and scalp condition	
Used all the massage techniques	Portfolio reference
Effleurage	
Petrissage	
Tapotement	
Friction	
Marma (pressure) points	
Treated all the areas	Portfolio reference
Face	
Head	
Chest and shoulders	
Arms and hands	
Back	
Chakras	

*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 table below when the 70% pass mark has been achieved.

Paper	Date achieved	Assessor initials
1 of 1		

Knowledge



Outcome 1

Be able to prepare for Indian head massage

You can:	Portfolio reference / Assessor initials*
e. Describe salon requirements for preparing yourself, the client and work area	
f. Describe the environmental conditions suitable for Indian head massage	
g. Describe the different consultation techniques used to identify treatment objectives	
h. Describe the importance of assessing the hair and scalp for any diseases and disorders prior to treatment	
i. Explain how to select products, tools and equipment to suit client treatment needs	
j. Explain the contra-indications that prevent or restrict Indian head massage	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.



Outcome 2

Be able to provide Indian head massage

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 treatment	
k. Explain the importance of using products, tools, equipment and techniques to suit client treatment need	
l. Explain the effects and benefits of Indian head massage	
m. Describe how treatments can be adapted to suit client treatment needs	
n. State the contra-actions that may occur during and following treatments and how to respond	
o. Explain the importance of completing the treatment to the satisfaction of the client	
p. Explain the importance of completing treatment records	
q. Explain the methods of evaluating the effectiveness of the treatment	
r. Describe the aftercare advice that should be provided	
s. Describe the structure and functions of the skins	
t. Describe skin types, conditions, diseases and disorders	
u. Describe the structure and function of the hair	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.



Outcome 2 (continued)

Be able to provide Indian head massage

You can:	Portfolio reference / Assessor initials*
V. Describe the structure of the neck, upper back and arms	
W. Explain the position and action of the muscles in the upper back, neck and arms	
X. Describe the structure, function and supply of the blood and lymph to the head	

* 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 Indian head massage treatments

Management of health & safety at work:

Cleaning up spillages, report slippery surfaces, remove report obstacles, good all round access to trolleys and equipment, sterilise or disinfect – tools, equipment, work surfaces, personal protective equipment.

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

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

Liability insurance - employers, public, professional indemnity.

Reporting of injuries, diseases and dangerous occurrences - accident book, reporting diseases, local bye laws, code of conduct, risk assessment.

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

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

Hazards: Something with potential to cause harm; requiring immediate legislation; 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.

Examples of legislation and regulations relating to massage: London Local Authorities regulations require practitioners of massage to hold a 'Special Treatments' license, in the UK, the Medicines Act and the Consumer Protection Act may also be relevant to therapists providing massage services. The EU Cosmetics Directive may also be applicable, depending on the massage mediums used. This list is not exhaustive and learners and therapists are advised to seek advice from a professional association (such as FHT) with regard to regulatory requirements relating to massage.

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

Hygiene:

General - disinfect work surfaces, cover cuts and abrasions, sanitise therapist hands before and after treatments, clean towels between client, 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 bottle and pots.

Disposal of waste: Bin with a liner, spillages and unused chemicals, contaminated waste, hazardous waste,



Outcome 1: Be able to prepare for Indian head massage treatments (continued)

environmental protection.

Therapist posture and deportment:

Correct posture when sitting, correct posture with lifting, correct posture when 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 therapist positioning delivers appropriate techniques, appropriate space between client and therapist, prevent injury, optimum results, allow for visual checks.

Client preparation: Protect client clothing, client comfort, privacy, modesty, client positioned correctly.

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 and accurate, 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, requirement, treatment plan, update record at the end of the end of the treatment, update at each visit, records maintained electronically, paper records.

Professional appearance: clean professional uniform, no jewellery, hair neatly tied back fringe secured, closed in footwear, make-up - 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, no piercings.

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, pride in work, punctuality, employer and client loyalty.

Consultation techniques: Client expectations and aftercare, client and therapist signatures, visual, manual, question, listen, client card reference. Use a range of related terminology linked to Indian head massage treatments.

Products, tools and equipment: Skin care products, couch, chair or stool, hair clip, comb, towels, massage oil and cream.

Environmental conditions: Lighting, heating, adequate ventilation, atmosphere.

Examples of contra-indications that may prevent treatment: During chemotherapy or radiotherapy, skin diseases and disorders, inflammation or swelling of the skin, hypersensitive skin, severe bruising, cuts and abrasions, broken skin.

Examples of contra-indications that may restrict treatment: Diabetes, epilepsy, high and low blood pressure, product allergies, sebaceous cysts, eczema, acne, medical conditions, minor bruising, minor eczema, minor psoriasis.



Outcome 2: Be able to provide Indian head treatments

Massage mediums: Oil (organic-sesame, coconut, almond, olive, mustard), cream.

Tools: Hair clip/band, hair comb (brush client's hair before and after, use for detangling).

Equipment: Towels (protect client clothing), consumables, bin, bin liner, trolley, stool/chair, bowl, couch, head band, magnifying lamp, cotton wool, tissues, cotton buds, mirror, spatula.

Treatment techniques: Effleurage, petrissage, tapotement, frictions, vibrations, marma pressure points, chakras balancing.

Client treatment needs: Over-clothing, clients clothing removed, relaxation, uplifting, tension and stress relief, sense of wellbeing, improved hair and scalp condition.

Aftercare advice: Restrictions after treatment, balanced diet, water intake, future treatment recommendations, product recommendations, relaxation methods, frequency of treatment, stimulants (alcohol, smoking), hair and scalp care, rest period, contra-actions.

Possible benefits: Relaxation, uplifting, wellbeing, sleep patterns, improved circulation (blood and lymph), skin and hair condition improved, joint mobility, eases aches and pains, tension, headaches, chakras, energy levels.

Possible physiological effects: Improved muscle tone and cellular regeneration, increased joint mobility, improved circulation, improved lymphatic circulation, stimulation of sensory nerve endings, sebaceous and sudoriferous glands stimulated, stimulation of hair growth, improved scalp and hair condition.

Possible psychological effects:

Relaxation, stress relief, anxiety relief, relieves tension, improved concentration by stimulation of blood flow to the brain, increased energy levels.

Adaptations to treatment: Female/ male clients, firmer, long hair/short hair/bald clients, young/mature client.

Treatment modification: Massage mediums (selected to suit skin or scalp condition), slack muscles (stimulating massage movements), excess weight (stimulating movements over adipose tissue), relaxation (slow, lots of effleurage movements), tight muscles (slow rhythmical stretching movements, oil chosen dependant on client's needs).

Examples of possible contra-actions:

Headache, tiredness, light headedness-glass of water, first aid treatment if required.

Allergic reaction: Remove product, apply cold compress, seek medical advice if persists.

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, sebaceous glands, arrector pili muscle, dermal papilla, sweat glands-eccrine and apocrine, sensory nerve endings

Hypodermis - subcutaneous layer, adipose tissue, adipocytes.



Outcome 2: Be able to provide Indian head treatments (continued)

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 diseases and disorders:

Congenital - eczema, psoriasis.

Bacterial - acne vulgaris, acne rosacea, folliculitis, boils (furuncles), impetigo.

Viral - warts, verruca, herpes simplex (HSV), herpes zoster.

Fungal - tinea (pedis, corporis, unguium).

Infestations - scabies, pediculosis (capitis, pubis).

Pigmentation - vitiligo, albinism, chloasma, ephelides, lentigo, papilloma, naevae, port wine stains.

Others: Basal cell carcinoma, squamous cell carcinoma, malignant melanomas.

Hair:

Structure - arrector pili muscle, hair follicle, inner root sheath (henle's layer, huxley's layer, cuticle layer), outer root sheath, vitreous membrane, connective tissue sheath, root (bulb /matrix, dermal papilla), sebaceous gland, shaft (medulla, cortex, cuticle).

Functions - insulation and protection.

Position of bones: Shoulder girdle (clavicle, scapula), skull (frontal, occipital, parietal, sphenoid, ethmoid, temporal, nasal, zygomatic, maxilla, mandible,

lacrimal, turbinator, palatine, vomer, hyoid).

Muscle actions: Contraction, relaxation, attachment, movement (flexion, extension, abduction, adduction, supination, pronation, rotation, circumduction, inversion, eversion, plantarflexion, dorsiflexion), tone, tension, fatigue.

Muscles of the head, face, neck:

Buccinator, corrugator, depressor labii anguli, depressor labii inferioris, frontalis, levator anguli oris, levator labii superioris, levator palpebrae, levator scapula, masseter, mentalis, nasalis, occipitalis, orbicularis oculi, orbicularis oris, platysma, procerus, pterygoids, risorius, sterno cleido mastoid, temporalis, zygomaticus.

Circulatory system (functions):

Transport, regulation, protection.

Circulatory system (structure): Arteries

(internal and external carotid – occipital, temporal, facial), veins (internal and external jugular – occipital, temporal, subclavian), capillaries, heart, blood composition (erythrocytes, leucocytes, thrombocytes, plasma), pulmonary circulation, general/systemic circulation.

Lymphatic system:

Functions - Fluid distribution, fighting infection, transport of fat. Lymph node (filters toxins, clean lymphatic fluid, antibodies and anti toxins, produce lymphocytes).

Structure - Occipital, mastoid, superficial cervical, deep cervical, parotid, buccal, submental, submandibular.

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).