UBT212M
Principles of the retail sales of make-up, cosmetics and perfumery products

Unit reference number: L/615/0755
Level: 2
Guided Learning (GL) hours: 40

Overview
This unit will enable learners to provide effective retailing by developing the required knowledge and understanding of cosmetics, skin care and perfumery products. This unit covers all the necessary product knowledge required to underpin the role of a beauty consultant.

This unit will explore the techniques for identifying customer needs as well as the factors which determine whether cosmetics can be applied to a customer. It will cover the range of different skin types and develop understanding of why the market and products are segmented according to skin type as well as looking at the knowledge required for fragrance retailing. This unit will cover the techniques for identifying customers’ needs.

Learning outcomes
On completion of this unit, learners will:

LO1 Understand how to ascertain the customer’s needs when retailing cosmetics, skin care and perfumery products

LO2 Understand the factors to consider when advising on retail sales for cosmetics, skin care and perfumery products
Assessment requirements

Learners must complete both assessment requirements related to this unit:

1. External examination
2. Graded synoptic assessment

1. External examination

The theory content of LO1 and LO2 will be tested by an external examination towards the end of the period of learning.

External examinations will test knowledge and understanding from across the whole vocational area (mandatory units). Learners should use the unit content section of this unit to aid revision since exam questions will test the full breadth of this section.

External examinations will be set and marked by VTCT and will contribute to the overall qualification grade.

2. Graded synoptic assessment

In the last term or final third of their qualification, learners will be required to undertake a graded synoptic assessment. This will require learners to carry out a range of services from across the whole vocational area (mandatory units). Assessment coverage will vary year on year, although all services will be covered over time.

VTCT will set a brief for centres which will detail the services to be covered in the graded synoptic assessment. Grading descriptors for the synoptic assessment will also be provided by VTCT.

The graded synoptic assessment will be marked and graded by centre staff and externally verified by VTCT.

The graded synoptic assessment will contribute to the overall qualification grade.
Unit content

LO1 Understand how to ascertain the customer’s needs when retailing cosmetics, skin care and perfumery products

Learners must understand customers’ requirements when purchasing cosmetics for different purposes and occasions

- Types of make-up products:
  - Concealer – cream, stick, medicated and liquids, correction and brightening products
  - Foundation – cream, liquid, gel, cake/compact, medicated and mousse, light reflecting, all-in-one
  - Face powder – loose and pressed, light reflecting, shimmer, translucent
  - Contouring cosmetics – blushers, highlighters and shaders
  - Eye cosmetics – eye shadow (powders, creams, gels and pencils), eye shimmer, eye-liner (cake, liquid, pencils and kohl), mascara (cake and liquid), eyelash primer and eyebrow pencils
  - Lip cosmetics – lipstick, lip gloss, lip balm and conditioner, lip stain, lip pencil, lipstick sealer, lip primer

- Types of occasions – everyday use, special occasions such as weddings, graduations, christenings, proms or parties, holiday use

- Use or purposes – concealing, highlighting, shading, contouring, emphasising and minimising, ‘light touch’ natural covering or ‘heavy’ fuller coverage

Learners must understand customers’ requirements when purchasing skin care product for different uses:

- Types of products – cleansers, toners, moisturisers, specific use products, i.e. eye, neck or lip creams, exfoliators

- Variety of products available – cleansers (cleansing creams, milks and lotions, make-up removers and ‘wash-off’ cleansers), exfoliants (scrubs, masks and peels), toners (skin tonics, bracers and fresheners), moisturisers (moisturising creams, milks and night creams), face masks (clay masks, peel-off masks, thermal masks and biological masks), massage mediums, firming agents and revivers

- Product skin type ranges and how they differ

- Features of products – fragrance free, hypoallergenic, pH neutral biodegradable packaging, not tested on animals, double concentrated and containing plant extracts, cleansers

- Use or purpose – deep cleansing, cleansing, tightening, firming, moisturising, nourishing, toning, lifting, hydrating, invigorating, exfoliating

Learners must know the different skin types and conditions:

- Oily – excess sebaceous secretions, skin is more prone to open pores, comedones, pustules, papules and tends to be sallow

- Dry – skin will be flaky and skin cells will curl up leaving skin looking dull and often sensitive

- Combination – skin can be a combination of the two skin types mentioned above, most commonly seen as an oily t-zone with drier cheeks
Skin conditions
- Dehydrated – skin is lacking in moisture, will feel tight and have fine lines present
- Mature – facial contours will drop, due to loss of skin and muscle tone, lines and wrinkles will present, lack of sebum production may make skin drier, pigmentation may be present as well as broken capillaries
- Sensitive – skin will react easily to stimuli, there will be redness, permanent broken capillaries may be present, and skin may be hot, itchy and swollen
- Young – fine texture, no visible pores, smooth, supple, flexible

Learners must understand customers’ requirements when purchasing perfumery product:
- The reasons why people wear perfume – numerous reasons why people wear perfumes, can range from the presence of pheromones, memories the scent invokes, a feeling of escape, and the ability to show individuality through fragrances
- Key ingredients of perfumes – basic framework (primary scents, modifiers, blenders and fixatives), perfume construction (aromatherapeutic sources, essential oils, fragrance oils, fragrance bases, water, odorants and alcohol)
- Criteria for matching perfumery products to customers’ needs and preferences – patch testing; ‘try before you buy’; free samples; testing the lightest fragrance; allow time for alcohol to evaporate and fragrance to develop according to customer’s skin pH; consideration of budget; product features and benefits align with customer needs and wants; product packaging and branding
- Fragrance families – traditional (single floral, floral bouquet, ambery, woody, leather, chypre, fougère), modern (bright floral, green, oceanic/ozone, citrus or fruity, gourmand)
- Fragrance wheel – floral (floral, soft floral, floral ornamental), oriental (soft oriental, oriental, woody oriental), woody (wood, mossy woods, dry woods), fresh (citrus, green, water; fougère)
- Origins of natural ingredients – plant sources (bark, flowers and blossoms, fruits, leaves and twigs, resins, roots, rhizomes and bulbs, seeds and woods), animals (ambergris, castoreum, civet, hyraceum, honeycomb and deer mask), other natural sources (lichens and seaweed)
- Qualities and influences of perfume – qualities (intensity and longevity, scent and aroma; fragrance notes (top, heart and base notes) essential oils), influence (odour characteristics, variance, components, scent uniqueness, scent complexity and price)
- Range of perfumery products – perfume extract or simply perfume, esprit de parfum, eau de parfum, eau de toilette, eau de cologne, splash and aftershave
- Differences between types of perfumery products – concentration, aromatic compounds, intensity and longevity, fragrance notes, price, essential oils, variance

Learners must understand the methods of ascertaining the needs of the client:
- Consultation techniques – develop rapport, questioning, active listening and observation, answer customer questions, determine client suitability, establish customer needs, requirements and benefits sought, visual analysis of skin type, contra-indications checks
- Effective questioning techniques – polite, friendly and respectful approach, make eye contact, effective and welcoming body language, establish good rapport, use of open, closed and probing questions, demonstrate product knowledge, active listening, establishing who product is for, type of product wanted and needed and expected benefits, establish customer suitability for products, discuss the options available, establish product specifics including budget, type of coverage/finish and colour/tone, skin analysis to determine skin type
Learners must understand the importance of providing best possible advice and information:
- Maintain individual and store reputation, prevent allergic reaction, improve customer confidence, satisfaction, loyalty and repeat business, enhanced mystery shopper reports and consumer reviews

Learners must understand the factors to take into account when deciding whether to apply cosmetics or skin care product to a customer:
- Physical considerations – allergic reactions and sensitivity testing, illness and infections, customer preferences
- Legal considerations – Health and Safety at Work, Control of Substances Hazardous to Health, Supply of Goods and Services, Reporting of injuries, Diseases and Dangerous Occurrences Regulations, Data Protection, codes of practice, organisational procedures
- Situations where the beauty consultant may need to suggest that the customer seeks medical advice – contra-indications, allergic reactions, poor health, skin conditions and disorders

Learners must understand the importance of understanding laws governing cosmetics:
- Protect self, colleagues and customers, provide a safe and hygienic environment, avoid prosecution, reduce risks and hazards, ensure legal compliance
LO2 Understand the factors to consider when advising on retail sales for cosmetics, skin care and perfumery products

Learners must know the importance for and reasons why it is necessary to develop their product knowledge:

- Knowledge of product range, features, ingredients, suitability and benefits, the effects of how and extensive knowledge can increase customer confidence, loyalty and repeat business, individual and store reputation, enhanced mystery shopper reports and consumer reviews, prevent allergic reactions and dissatisfied customers, helping to secure customer satisfaction

Learners must know the checks to apply when advising on hand and nail products:

- Visual and manual examination of the nails, general condition of the hands and nails, assess between the fingers, the lunulae, cuticles, skin around the nails, nail colour, nail texture and markings, nail shape, nail pliability

Learners must know the checks to apply when advising on skin care products:

- How to complete a visual examination – use of a magnifying lamp to complete a skin analysis – protect eyes with damp cotton wool pads, used to assess face and neck for skin type, skin conditions and characteristics, blemishes and abnormalities, contra-indications, colouring and facial features, skin elasticity, muscle tone
- How to use questioning – skincare routine, protection, use of soap, moisturiser, general health, recent skin changes, reactions to make-up, used skincare products and lifestyle, suitable treatments and products recommended based on analysis
- Factors to be considered during skin analysis – skin types, suitability of products for skin types, benefits of skin care products, the actions of different ingredients in skin care products, skin care routine, protection from the sun, use of soap, general health, recent skin changes reactions to products, products used and lifestyle
- Skin types and characteristics and customers specific needs

Learners must know how to interpret the information of nail and skin analysis in selecting suitable products:

- Analysis used to determine customer needs, suitable products selected based on customer needs, product features include moisture replenishment, protection and softening, nourishing, opening and tightening of pores, freshening, sound base for make-up and removal of impurities, product selection takes account of lifestyle, age and general health, product features and benefits aligned with customer needs and requirements

Learners must know how to help customers to understand the benefits and features of skincare products:

- Verbal description, written explanations in the form of marketing literature, illustrations and diagrams, demonstrations and ‘try before you buy’, free samples, use of product videos and resources, use of simplified and non-technical language
- Cleansing products – used to remove soluble and insoluble dirt such as make-up or sweat
  - Oily eye make-up remover – to remove waterproof mascara, oil based make-up
  - Non-oily eye make-up remover – sensitive eyes, false lashes
  - Cleansing milk – dry/sensitive/normal/combination skin
  - Cleansing cream – ultra dry skin, deep cleansing
  - Cleansing lotion – oily/congested/combination skin
  - Facial wash/cleansing gel – oily skin types
• Toners – used to remove excess cleanser and to rebalance the pH of the skin
  - Toner (freshener) – dry/sensitive/mature
  - Toner (astringent) – oily/problem
  - Toner (tonic) – normal

• Exfoliation products
  - Mechanical – facial brush/small brush cleanse machinery
  - Scrub/grains – uses natural products (e.g. nuts) or cereals (e.g. porridge)
  - Clay – gentler to skin
  - Understand micro-beads and why these are no longer recommended for use in products

• Moisturising products – to prevent moisture loss, hydrate the skin, protect from environmental damage
  - Moisturiser – day cream, night cream, eye, lip or neck creams or serums and products designed for skin type

• Setting and non-setting masks – masks are suitable for all skin types, setting are usually for oily skins, non-setting for all skin types, more than one mask can be used on one person, e.g. for a combination skin. Choice based on skin type, condition, target areas of treatment
  - Clay masks – can be mixed suitable to skin type
  - Peel-off masks – choose for skin type
  - Thermal masks – normal/oily/problem skins
  - Warm oil masks – dry/mature

• Additional products
  - Awareness of acid peels – glycolic acid, alpha hydroxyl acid, for mature and photo-damaged skin
  - Awareness of serums, ampoules – such as vitamin C powder, pre-blended aromatherapy oil, body exfoliation products, body tanning products, nail oils, cuticle creams, hand cream, cuticle or nail polish remover

Learners must understand and recognise the opportunities for selling additional and associated products:
• Linking of associated products i.e. skin care treatment would include pre-cleanser, cleanser, specific treatment creams (eyes, lips, neck, etc) toner, moisturiser and firming gel
• An understanding of promotional offers and discounts, promoting treatment systems rather than a single product treatment, promotional box sets
• Link selling for perfume would include bath oil, scented soap, talcum powder, deodorant, shampoo and body lotion, promoting different products in the same range/of the same brand, promoting similar fragrances based on aroma, fragrance note and intensity, promoting fragrances in the same fragrance family, promotional offers and discounts; promoting box-sets
Resources
The special resources required for this unit are access to a real or realistic working environment which supports the provision of retailing opportunities. A payment point such as a till is required and sufficient and varied stock to enable the candidate to demonstrate their retailing abilities.

Delivery guidance
Teachers are encouraged to use innovative, practical and engaging delivery methods to enhance the learning experience. Learners may benefit from:

- Meaningful employer engagement and retailing opportunity exposure so they relate what is being learned to the real world of work and understand commercial competency and product retailing
- Work experience within a retail situation so they can practise their skills in a realistic environment
- Using interactive information and technology, systems and hardware so they can learn about concepts and theories; research current trends; research product knowledge and produce visual aids

Links with other units
This unit is closely linked with the following units:

UCO34M Health, safety and hygiene
The health and safety unit will provide knowledge and understanding of the responsibilities for health and safety as defined by any specific legislation covering the role of a professional therapist. This unit greatly underpins all practical unit delivery.

UBT193M Consultation techniques and client care
Client consultation is an effective and necessary tool for the beauty consultant to help establish the unique needs and requirements of the customer so they can recommend the most appropriate products and provide the best advice. Effective record keeping will allow the consultant to keep the customer informed of any offers or promotions and will inform any future campaigns as to the specific needs and requirements of the customer, making marketing more effective. This unit underpins all technical units within this qualification and should be delivered prior to the delivery of any technical beauty therapy unit.

UBT208X Process payment for beauty purchases
This unit is closely linked with promote and encourage beauty retail sales and will enable learners to provide a full retail service for customers. Learners will develop the knowledge and communication skills to enable them to take payments for beauty purchases in a polite, friendly manner.

UBT207M Display stock to promote beauty sales
This unit additionally underpins the other units within the beauty counter consultancy qualification by introducing the learner to the reasons for and the methods of creating eye-catching displays using promotional materials, equipment and stock from the concession/salon. The knowledge of this unit will allow learners to plan, prepare and maintain a display assisting with promoting additional products or services of the concession/salon.
Graded synoptic assessment
At the end of the qualification of which this unit forms part, there will be a graded synoptic assessment which will assess the learner’s ability to identify and use effectively in an integrated way an appropriate selection of skills, techniques, concepts, theories, and knowledge from a number of units from within the qualification. It is therefore necessary and important that units are delivered and assessed together and synoptically to prepare learners suitably for their final graded assessment.