

Occupational profile

There are three distinctly different occupational pathways within the Beauty Professional role; each requires a different highly skilled individual practitioner to deliver the specific requirements of each area of specialism and workplace environment; these are a *Beauty Therapist*, a *Nail Technician* and a *Beauty and Make-up Consultant or Beauty Consultant*. All three options require the Beauty Professional to be able to carry out detailed and confidential consultations with clients, choosing the most appropriate services and products. They must act with professionalism, without supervision, and observe the safe working practices associated with their role, to a high level of precision.

A Beauty and Make-up Consultant typically works in a department store or retail environment; but may work in a make-up studio, salon, spa or on-location. They will demonstrate the use, benefits and application of make-up and skin care products they have specifically chosen through consultation with customers. They will also advise, promote, demonstrate and recommend a range of beauty products to customers.

A Beauty Therapist will work in a Beauty Salon or Spa. They provide one to one treatments on clients in a private environment providing facials, hair removal and waxing services, and body, hand and foot treatments.

A Nail Technician typically works in a Nail Bar/Salon; but may work in a beauty salon/spa, hair salon or retail environment. They provide manicures, pedicures, nail enhancements, nail treatments, nail art, gel polishes, nail extension and repair services using a selection of Acrylic, Gel, Fibreglass or silk wrap systems.

Entry requirements:	None	Review Date:	After 3 years
Duration of the apprenticeship	Minimum 12 months	Level:	2
English and maths:	Apprentices without level 1 English and maths will need to achieve this level and take the test for level 2 English and maths prior to taking the end point assessment	Qualification to be achieved:	Level 2 Diploma for Beauty Professionals: Beauty & Make-up Consultant/Beauty Therapy/Nail Technician [expected completion 30 August 2017] to be developed.

All Beauty Professionals will complete the mandatory core skills, knowledge and behaviours and one of the three options

Mandatory core skills, knowledge and behaviours for a Beauty Professional

Core Skills and knowledge	A Beauty Professional is able to:	A Beauty Professional knows and understands:
Professionalism and values	Describe the industry requirements for professionalism and demonstrate a passion for the industry; show creativity; meet organisational and industry standards of appearance; work under pressure and observe time management and self-management; complete services in a commercially viable time and to a high standard; demonstrate an appreciation of equality and diversity, describe the range of products and services in the beauty and related industries; maintain client/customer confidentiality and rights; demonstrate excellent verbal and non-verbal communication skills : be adept at picking up buying signals	Industry guidelines, codes of practice and ethics; quality assurance systems; time management principles; self-management principles; commercially viable times for the completion of services; industry and organisational standards of appearance; the importance of continuing professional development, equality and diversity; Sale of Goods and Services Act and the Data Protection Act; the types of products and services in the beauty and related industries; organisational procedures the role of the reception area; verbal and non verbal communication skills; how to deal with problems within the scope and responsibilities

	<p>from body language and touch; deal with problems within the scope and responsibilities of the job role, swiftly seeking assistance from a senior member of staff when required</p>	<p>of the job role, swiftly seeking assistance from a senior member of staff when required</p>
<p>Safe working Practices</p>	<p>Maintain effective, hygienic and safe working methods; meet health and safety considerations, legal and industry requirements, adhere to workplace, suppliers' or manufacturers' instructions for the safe use of equipment, materials and products; meet legal and organisational requirements; maintain the client's modesty, privacy and comfort; minimise risks of cross-infection, injury or fatigue; promote environmental and sustainable working practices; ensure personal hygiene and protection meets industry, organisational and local authority requirements; correctly use PPE</p>	<p>Legal and organisational requirements; use of tools, equipment, materials and products; adherence to workplace cleaning, disinfection, sterilisation, supplier or manufacturer's instructions; waste disposal; client preparation and protection; direct and indirect cross-infection; methods that promote environmental and sustainable working practices; reducing risk of injury to self and others; posture, personal hygiene, protection; health and safety legislation and practice</p>
<p>Core Behaviours</p>	<p>The following behaviours underpin the delivery of services in the beauty sector.</p> <p>These behaviours ensure that clients/customers receive a positive impression of both the organisation and the individual and meet Industry standards of behaviour as a Beauty Professional :</p> <ol style="list-style-type: none"> 1. Personal and professional ethics: demonstrates a commitment to quality, maintains honesty, integrity and confidentiality that meets industry standards, 2. Willingness to learn: enquiring and curious mind, enthusiastic to learn about their chosen career, good work ethic applied to learning, drive and commitment to learn and maintain continual professional development 3. Flexible and positive attitude: Adapts positively to changing work priorities and patterns when new tasks need to be completed or requirements change. 4. Maintain client/ customer care principles and practices: show clients/customers respect at all times and in all circumstances, demonstrate client empathy, sensitivity and awareness. 5. Team Work: builds good relationships with others, Integrity and respect for all colleagues, engender team spirit, considerate towards others, flexible and adaptable 	

For full details of the contents of the Level 2 Diploma for Beauty Professionals qualification: Beauty & Make-up Consultant/Beauty Therapy/Nail Technician, see the Employer's Occupational Brief documents which are available, free of charge, on the Habia website www.habia.org or the National Hairdressers Federation website www.nhf.info

Options - choose one

Option 1: Beauty and Make-up Consultant or Beauty Consultant	A Beauty and Make-up Consultant is able to competently:	A Beauty and Make-up Consultant knows and understands:
Instruct the use and application of skin care products and make-up	Consult, prepare, plan and deliver skin care and make-up instruction, and evaluate the success of skin care and make-up instruction with customers	Methods of demonstrating skin care and make-up application techniques and use of tools and equipment, how to tailor your skin care and make-up instruction to meet individual customer needs and occasions
Advise and demonstrate eyelash and eyebrow products to customers	Advise and demonstrate the methods, retail products, tools and equipment that can be used to enhance the appearance of the eyes and brows	The range and uses of retail products, tools and equipment for the eye and brow including: hair removal, eyebrow artistry and their effects, colour eyelashes. The advice customers require to select, attach, maintain and remove semi-permanent and temporary eyelash products
Advise and demonstrate facial products to customers	Advise and demonstrate the methods, retail products, tools and equipment that can be used to improve and maintain the condition of the neck and face	The range and uses of retail products, tools and equipment for the face and skin including specialist skin products. The basic anatomy and physiology of the face and the structure and function of the skin
Advise and demonstrate nail products to customers	Advise and demonstrate the methods, retail products, tools and equipment that can be used enhancing the appearance of the nails and hand.	The range and uses of retail products, tools and equipment for the nails and skin including specialist nail products. The basic anatomy and physiology of hands and feet and the structure and function of the skin
Advise and demonstrate promotional activities to customers	Plan, prepare, implement and evaluate promotional activities	Venue and legal requirements, promotion planning, selling skills, and budgeting
Advise and demonstrate beauty recommendations to customers	Identify the targets for sales and creation of prospective sales, inform and gain the customers' commitment to using additional services or products. Carry out stock rotation and maintenance	Service and product promotion techniques, how to make a sale, buying signals. The principles of brand awareness, pricing structures, and product ranges. Principles of stock rotation and maintenance
Advise and demonstrate perfumery recommendations to customers	Evaluate and establish customers' fragrance preferences and recommend an appropriate fragrance choice	History, origins, types brands, skin reaction, the principles of blending fragrances, the psychological effects of fragrances and relationship to olfactory and limbic systems
Option 2: Beauty Therapist	A Beauty Therapist is able to competently:	A Beauty Therapist knows and understands:
Provide waxing treatments	Consult, plan, prepare and perform waxing services to remove unwanted hair on clients	Types of equipment and products, waxing services and how these are carried out, the anatomy and physiology of the face and body. The hair growth cycle and factors that affect hair growth

Beauty Professional Apprenticeship Standard

ST0212/02

Provide hand and nail treatments	Consult, plan, prepare and perform hand and nail treatments on clients	The techniques, tools and equipment used within hand and nail treatments, the anatomy and physiology of hands, lower arms, nails and skin
Provide foot treatments	Consult, plan, prepare and perform foot and nail treatments on clients	The techniques, tools and equipment used within foot treatments, the anatomy and physiology of the lower leg, foot, nails and skin
Provide facial treatments	Consult, plan, prepare and perform facial skin care treatments, use facial products and equipment, and improve and maintain skin condition on clients	The techniques, tools and equipment used for facial treatments, the anatomy and physiology of the face, the structure and function of the skin, including of skin conditions
Provide eyelash and eyebrow treatments	Consult, plan, prepare and perform enhancements to the appearance of the eyebrows and lashes on clients	The techniques, tools and equipment used for eyebrow artistry and their effects, colour eyelashes, attach, maintain and remove semi-permanent and temporary eyelashes
Provide make-up application	Consult, plan, prepare and perform make-up services on clients	The techniques, tools and equipment used to create different make-up effects for different occasions
Provide a massage treatment	Consult, plan, prepare and perform manual massage treatments on clients	Correct use and application of massage techniques and the anatomy and physiology of the body
Option 3: Nail Technician	A Nail Technician is able to competently:	A Nail Technician knows and understands:
Provide manicure services	Assess clients' requirements and provide manicure services using nail products and equipment	Methods of assessing client requirements, techniques, products, tools and equipment used within a manicure and the anatomy and physiology of the lower arm, hand and nail
Provide pedicure services	Assess clients' requirements and provide pedicure services using nail products and equipment	Methods of assessing client requirements, techniques, products, tools and equipment used within a pedicure and the anatomy and physiology of the foot and nail
Provide advice to customers on nail products and services	Advise, demonstrate and recommend methods and products for enhancing the appearance of the nails and hands with customers; make and advise on bookings	The range of nail services, the advances and disadvantages of nail enhancements systems and maintenance. Retail products, tools and equipment for the nails and skin. Specialist nail products and services, booking systems
Provide gel polish services for nails	Consult, plan, prepare and provide gel polish services on clients. Maintain and remove gel polish services on clients	The techniques, tools and equipment used to apply, maintain and remove gel polishes
Provide basic nail art services	Consult, plan, prepare and provide nail art services on clients	The techniques, tools and equipment used within nail art
Provide nail enhancement systems	Consult, plan, prepare and provide nail enhancement services including natural nail overlays, tips and overlays, and maintenance and removal of nail enhancements on clients	The different types of nail enhancements and how to carry out each technique, the different types of tools and equipment and how to use them; to include acrylic, fiberglass/ silk and gel systems