



Who this course is for

This course is ideal for:

- Hair and beauty professionals
- Salon owners and managers
- Freelance beauty therapists
- Educators and trainers
- Anyone interested in using AI safely within a beauty business

No technical or AI experience is required.

📘 What you will learn

By the end of this course, you will understand:

- What artificial intelligence (AI) is and how it is used in the hair and beauty industry
- How AI can support marketing, content creation, client communication and administration
- The benefits and limitations of AI tools in salon environments
- How to use AI ethically and responsibly
- The importance of data protection, confidentiality and client consent
- How to avoid bias, misinformation and over-reliance on AI
- The role of professional judgement when using AI-generated content
- How AI can improve efficiency without replacing professional skill or experience

🎓 What you'll gain

- Confidence using AI tools in a professional setting
- Understanding of ethical and responsible AI use
- Improved business efficiency and digital awareness
- Knowledge to support CPD or professional development
- The ability to use AI safely while maintaining client trust

🧠 How you'll learn

- Clear, jargon-free explanations
- Real-world salon and beauty industry examples
- Practical guidance on safe AI use
- Self-paced learning suitable for CPD
- No technical knowledge required

✨ Why this course matters

AI is increasingly used in marketing, booking systems, content creation and client communication. This course ensures you understand how to use AI correctly, safely and ethically, protecting both your business and your clients while embracing modern digital tools.