



Participant Handbook

**Sector
Beauty and Wellness**

**Sub-Sector
Beauty & Salons**

**Occupation
Skincare Services**

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NSQF Level 4



**Beauty
Therapist**

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Prime Minister of India

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This participant handbook is dedicated to the aspiring youth who aspire to acquire special skills which would be lifelong assets in their future endeavors and help them make a bright career in the Beauty and Wellness Sector.



Blossom Kochhar
aroma magic

About this book

The beauty and wellness industry in India is growing at a CAGR (Compound annual growth rate) of 18.6 % and is likely to reach the 100,000 crore mark soon. The sector is thriving on the increasing section of affluent and middle-class population that has started considering beauty and wellness as a necessity. Increased emphasis on a holistic wellbeing with people's desire to look good and young are other motivators for the beauty and wellness industry. Employment in the beauty sector is expected to grow at a CAGR of 20%, with 23% in the organised and 15% in the unorganised segments with a shortage of over 600,000 skilled personnel by the end of 2016. With a shift in focus towards quality of service, the industry has been looking to hire skilled workforce to sustain growth.

This Participant Handbook has been designed to enable theoretical and practical training to become an Assistant Beautician. The following National Occupational Standards, which have been covered in this Participant Handbook, are what comprise the qualification pack of a Beauty Therapist.

1. Prepare and maintain work area
2. Provide basic skin care treatment
3. Carry out basic depilation services
4. Provide manicure and pedicure services
5. Perform makeup services
6. Carry out application of simple mehendi/ henna designs
7. Salon reception duties
8. Maintain health and safety at the workplace
9. Create a positive impression at the workplace

This Participant Handbook has been designed keeping in mind the minimum education qualification of beauticians to be preferably Class X pass. The key learning objectives and corresponding skills acquired thereby are defined in each unit.

The participant will be able to perform basic depilation, manicure, pedicure and face care services and assist the Beauty Therapist in preparing and providing advanced services.

We would like to thank Ms. Vandana Luthra, Chairman of Beauty and Wellness Sector Skills Council for her constant guidance and support. We would also like to acknowledge the efforts put in by the BWSSC team, master trainer, consultants and our Industry Partners who give their valuable inputs in making this trainee manual.

We hope that this trainee manual will be able to provide a sound learning support to our young friends to aspire to build their career in the beauty and wellness industry.

Symbols Used



Key Learning
Outcomes



Steps



Notes



Unit
Objectives



Practical



Exercise

Table of Contents

S.No.	Modules and Units	Page No.
1.	Introduction to the Program	1
	Unit 1.1 - Objectives of the Program	3
	Unit 1.2 - Introduction to Beauty and Wellness Industry In India	5
2.	Prepare and Maintain Work Area (BWS/N9001)	9
	Unit 2.1 - Prepare and Maintain the Treatment Work Area	11
3.	Provide Basic Skin Care Treatment (BWS/N0105)	23
	Unit 3.1 - Skin Structure and Functions	25
	Unit 3.2 - Basic Facial Treatments	54
	Unit 3.3 - Electro-therapy in Facial Treatment	78
4.	Perform Depilation Services (BWS/N0106)	83
	Unit 4.1 - Removal of Superfluous Hair	85
	Unit 4.2 - Bikini Waxing	98
	Unit 4.3 - Threading	105
5.	Provide Manicure and Pedicure Services (BWS/N0107)	109
	Unit 5.1 - Manicure Treatment	111
	Unit 5.2 - Pedicure Treatment	127
6.	Perform Beauty Services and Makeup (BWS/N0108)	135
	Unit 6.1 - Perform Beauty Services and Makeup	137
7.	Carry Out Application of Simple Mehendi/ Henna Designs (BWS/N)	155
	Unit 7.1 - Carry Out Application of Simple Mehendi/ Henna Designs	157
8.	Workplace Health and Safety (BWS/N9002)	161
	Unit 8.1 - Workplace Health and Safety	163
9.	Salon Reception Duties (BWS/N)	173
	Unit 9.1 - Salon Reception Duties	175
10.	Creating a Positive Impression at Workplace (BWS/N9003)	183
	Unit 10.1 - Creating a Positive Impression at Workplace	185
	Unit 10.2 - Professional Skills	197
	Unit 10.3 - Language Skills	203



11. Employability and Entrepreneurship Skills	213
Unit 11.1 - Personal Strengths & Value Systems	217
Unit 11.2 - Digital Literacy: A Recap	236
Unit 11.3 - Money Matters	241
Unit 11.4 - Preparing for Employment & Self Employment	252
Unit 11.5 - Understanding Entrepreneurship	261
Unit 11.6 - Preparing to be an Entrepreneur	288
Annexure 1 - Sterilisation and Sanitation	307









1. Introduction to the Program

Unit 1.1 - Objectives of the Program

Unit 1.2 - Introduction to Beauty and Wellness Industry in India



Key Learning Outcomes



At the end of this module, you will be able to:

1. State the objectives of the program and the skills required for the job
2. Discuss Beauty and Wellness Industry growth and trends in India
3. Understand the industry classification of Beauty and Wellness Industry
4. Discuss the roles and responsibilities and personal attributes of a Beauty Therapist

UNIT 1.1: Objectives of the Program

Unit Objectives



At the end of this unit, you will be able to:

1. Explain the overview and objectives of this program
2. Describe the role and responsibilities of a Beauty Therapist

1.1.1 Introduction

The beauty and wellness sector is a growing sector in India. It has shown consistent growth in the last few years and has contributed significantly to the economic growth of the country. It has created huge employment opportunities across the country and can easily be termed as a leading employer. There are many factors which contribute to this phenomenal growth including rising consumerism, globalisation and the changing lifestyle of the Indian consumer as well as an increasing rate of wellness tourism.



Fig. 1.1.1 Beauty Services

The rapid growth of the beauty and wellness industry has created a large demand for trained beauty operators both nationally and globally.

Currently a talent gap exists between the growth and expansion and the existing skilled personnel.

1.1.2 Beauty Therapist

A Beauty Therapist is a professionally trained individual who specialises in beauty treatments of both the face and body. A Beauty Therapist performs various duties such as providing skin care, applying makeup, removal of unwanted hair and manicure and pedicure services. The Beauty Therapist needs to be knowledgeable on health safety and hygiene, beauty products, and a range of beauty therapies.

Roles and Responsibilities of a Beauty Therapist

A Beauty Therapist needs to be aware of the basics of beauty therapy, health and hygiene, safety and needs to be knowledgeable about various beauty products. Beauty Therapist is expected to perform basic depilation, manicure, pedicure and basic face care services and also perform bikini waxing.

The person also assists in salon ambience maintenance and does various other odd jobs in the salon including selling of salon retail products after obtaining knowledge on them.

Attributes of a Beauty Therapist

- Make the customer comfortable.
- Understand what the customer needs even when he/she is unable to express.
- Keep the workplace clean as it is the first attribute which convinces the customer to take your services.
- *Clean Personal Appearance* - Maintain a clean personal appearance. Customers may not like to take your services if you have a shabby or messy demeanour. Beware of body odour, bad breath and over all hygiene.
- *Make suitable suggestions* – If you catch your customer confused and indecisive, use the opportunity to suggest the best for him/her. Customers may like it and appreciate. You are not at a loss anyway.
- *Do not be in a hurry* – Do not rush the customer out. If you are attending to the customer, make sure you give him/her proper time.
- *Keep your knowledge updated* – You must be abreast of all the important updates in your field so that if the client has any questions, you are be able to answer appropriately.
- *Respect your customer* – Respect the decision of your customers and do not force your opinion. Ultimately, it is their decision about the services they wish to take from you and you must respect that.
- *Have knowledge about products* – A Beauty Therapist must be able to tell what products are suitable for the customer. For instance, if a customer with dry skin asks for a face cream, then the Beauty Therapist must recommend the most suitable product keeping the skin type in mind. This can happen only if she has knowledge about available products.
- *Proficiency in communication* – As much as a Beauty Therapist needs to be efficient in her skills, she needs to have good communication skills as well. A Beauty Therapist deals with the customer first with her communication skills and next with beauty skills. Therefore, she has to be warm and welcoming, open to giving details, must not fumble and be clear with what she says.
- *Good body language* – A Beauty Therapist must not be stressed over handling customers. Her body language should be easy yet active, she should seem happy to work and give her services, must smile and be quick at her work.

1.1.3 Program Overview

This program will facilitate an overview of:

- Beauty and wellness industry
- Preparing and maintaining work area
- Basic skin care treatment
- Basic depilation services
- Manicure and pedicure services
- Performing beauty services
- Health and safety at the workplace
- Create a positive impression at the workplace

UNIT 1.2: Introduction to Beauty and Wellness Industry in India

Unit Objectives



At the end of this unit, you will be able to:

1. Discuss Beauty and Wellness Industry growth in India
2. Understand the industry classification of Beauty and Wellness Industry
3. Discuss the emerging industry trends in the Industry

1.2.1 The Beauty Industry in India

Though the beauty and wellness industry is new in India, there is increasing awareness about health and well-being. The beauty and grooming industry in the country is booming, thanks to the growing desire among both, men and women to look stylish and feel good.

The urban beauty parlour market in India is growing rapidly. A KPMG Wellness sector report projects that the size of India's beauty and wellness market will nearly double by 2018.

The beauty business is blooming so much that many private equity firms are now investing in it. Specialised hair care is one segment that is doing particularly well.

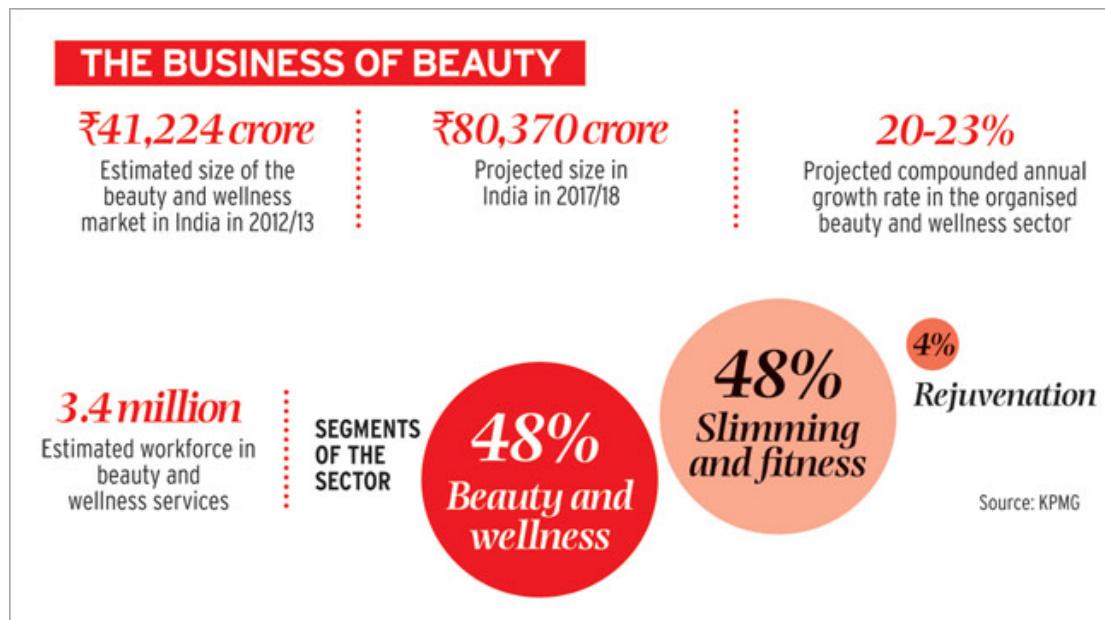


Fig. 1.2.1 The business of Beauty and Wellness in India

One segment of the beauty business that is doing particularly well is specialised haircare. An AC Nielsen report estimates the haircare market in India at Rs 3,630 crore, with average annual growth of 20 per cent.

Bridal make up is another expanding segment. With the wedding market in India growing by leaps and bounds not only does the bride but also friends and relatives visit a beauty parlour to get ready for a wedding. Most beauty parlours offer special packages for the bride and her family.

Specialised knowledge is needed for quality beauty treatment. Thus, many beauty training schools have come up across the country. Many leading salon brands have their own academies. For example, VLCC, Shahnaz Hussein and Javed Habib run specialised courses.

The government's Beauty and Wellness Sector Skill Council also runs various training schemes. Naturally, employment opportunities in the sector are booming too. The KPMG Wellness Report estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022. Salaries of make-up and beauty professionals vary between Rs 15,000 and Rs 65,000 per month.

Reasons for growth

1. Growing consumerism, rapid urbanisation and rising disposable income
2. Young consumer population is characterised by increased exposure to media, resulting in increased aspiration for beauty
3. Obsession with looking young has put the sector on a high growth trajectory as more and more consumers ask for cosmetic treatments and anti-ageing products
4. Product innovation and an increased demand for looking good

1.2.2 Industry Classification

Beauty Centers and Hair Salons - The beauty and salon segment includes skin, hair and nail care services. Services are given in order to meet customers requirement of mending or fixing personal physical image or look.

Product and Counter Sales - This comprises counter sales of beauty and salon products, including cosmetics and toiletries that address age-related health and appearance issues. The products are bought for different beauty requirements.

Fitness and Slimming - Includes service providers involved in the fields of physical exercises, yoga, other mind-body practices and weight-loss and slimming.

Rejuvenation Centers - This includes the core spa industry services, including spa operations, spa education, products and events. The sector primarily offers proactive services aimed at relaxing the body and the mind.

Alternate Therapy Centers - Alternative therapy centers provide clinical diagnosis and treatments under alternative therapy.



Fig. 1.2.2 Beauty and Wellness Industry Classification

1.2.3 Industry Trends

Changed Consumer Psyche – Expenditure on beauty and wellness does not count as a luxury anymore. People consider this as a necessity and do not mind spending on it.

Emerging Unisex Services – Many organised segments offer such services and many Unisex beauty and wellness centers are emerging and gaining acceptance.

Expansion in different areas/regions – Apart from urban areas and metro cities, rising awareness is causing the expansion of industry in other areas as well. Low rental and manpower costs also play an important role.

International beauty brands – Growing number of customers is causing international brands to penetrate the Indian market.

1.2.4 List of Beauty Services

1. Pedicure
2. Manicure
3. Threading
4. Waxing
5. Basic Facial
6. Basic Makeup
7. Bleach

Exercise



1. Which of the following are not the characteristics of a Beauty Therapist?
 - a. Have knowledge about products
 - b. Good body language
 - c. Clean personal appearance
 - d. Being in a hurry
2. What are the current Beauty and Wellness Industry trends?
 - c. Changed consumer psyche
 - d. Emerging unisex salons
 - e. International beauty brands
 - f. All of these
3. Beauty industry in India is growing at what CAGR per annum?
 - d. 18.6%
 - e. 18%

- c. 16.8%
 - d. 18.2%

4. centers offer pro-active services aimed at relaxing the body and the mind.

 - e. Fitness and Slimming
 - f. Alternate Therapy
 - g. Rejuvenation Centers
 - h. None of the above

-Notes





2. Prepare and Maintain Work Area

Unit 2.1 - Prepare and Maintain the Treatment Work Area



BWS/N9001

Key Learning Outcomes



At the end of this module, you will be able to:

1. Prepare and maintain the treatment area
2. Know how to prepare client record cards
3. Know how to prepare a client for treatment
4. Know about sterilisation and disinfection methods
5. Understand about personal presentation and ideal behaviour
6. Identify ways to dispose of waste correctly