

Beauty Professional Apprenticeship Standard

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 and Spa Therapist*, a *Nail Technician* and a *Beauty and Make-up 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 Spa Therapist will give one to one treatments on clients in a private environment providing facials, hair removal and waxing services, and body, hand and foot treatments. They will be working in a Beauty Salon or Spa. A Nail Technician will perform 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. They will work in a Nail Bar/Salon. A Beauty and Make-up Consultant will provide detailed make-up application and can progress on to aesthetic services such as camouflage make-up. They will demonstrate techniques and apply specifically chosen products onto clients. They will work in a make-up studio, department store, salon or spa and on-location and could also apply make-up and prosthetics onto film, TV and stage actors, and on catwalk models, celebrities and brides.

Professional body alignment and registration statement	Achievement of the standard makes you eligible for registration on one of the three central registers held by SkillsActive: <ul style="list-style-type: none"> • Beauty Professional Register • Spa Professional Register • Nails Professional Register 	Entry requirements:	Entry will be determined by Initial Assessment, Aptitude Test or Skills Test
Duration of the apprenticeship	Minimum 12 months	Progression to:	Senior Beauty or Spa Therapist, Senior Nail Technician, Senior Beauty and Make-up Consultant
Review Date:	3 years	Level:	2

All apprentices will complete the core skills and knowledge (Part 1) and will choose the optional route from the occupational optional routes skills and knowledge (Part 2)

Part 1 – Mandatory core skills and knowledge for a beauty professional

Core Skills	The apprentice will be able to:	The apprentice will know and understand
Professionalism and values	Demonstrate professionalism and a passion for the industry; have a commitment to quality; a positive attitude and team working; work under pressure; observe time management and self-management; show a willingness to learn; complete services in a commercially viable time and to a high standard; meet organisational and industry standards of appearance; observe professional ethics	Industry 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
Behaviours and communication	Greet clients in a friendly manner; choose the most appropriate way of communicating with clients; be helpful and courteous at all times; adapt behaviour in response to each client; respond promptly to clients seeking assistance; establish client expectations and needs; explain clearly any reasons why the client's needs or expectations cannot be met; willingly undertake wider selection salon duties, including sales and reception duties where appropriate	Industry standards of behaviour; how to meet and greet clients; verbal and non-verbal communication techniques; client care principles and practices; how to maintain rapport with clients; the role of the reception area; making appointments; taking payments; who to refer to with different types of enquiries; Sale of Goods and Services Act and the Data Protection Act; how to provide advice and recommendations on the products and services provided in the salon
Safe working Practices	Maintain effective, hygienic and safe working methods; 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; and correctly use PPE	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

The apprentice will gain vocational skills and knowledge in one of the following occupations: Route 1 - Beauty and Make-up Consultant, Route 2 - Beauty and Spa Therapist, and Route 3 - Nail Technician

Part 2 – Mandatory occupational routes for Beauty Professional (choose one route)

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Route 1 - Beauty and Make-up consultancy	The apprentice will be able to competently :	The apprentice will know and understand:
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 needs and occasions.
Advise customers on eye and brow products	Advise and recommend methods and products to enhance the appearance of the eyebrows and lashes with customers.	Eyebrow hair removal, different types of products used for eyebrow artistry and their effects, colour eyelashes, and how to attach, maintain and remove semi-permanent and temporary eyelashes.
Advise customers on facial products	Advise and recommend the use of facial products and equipment to improve and maintain skin condition with customers.	The anatomy and physiology of the face, the range and uses of products and equipment, specialist skin products, and the structure and function of the skin
Advise customers on nail products	Advise and recommend methods and products for enhancing the appearance of the nails and hands with customers.	The types of techniques, products, tools and equipment, and the anatomy and physiology of the hands and feet
Promotional activities	Plan, prepare, implement and evaluate promotional activities	Venue and legal requirements, promotion planning, selling skills, and budgeting
Stock control	Effectively implement stock control methods	Stock reviews, batch control, stock rotation, purchase systems, trigger points, and vendor-managed inventory (VMI).
Making beauty recommendations to clients	Identify the targets for sales and creation of prospective sales, inform and gain the customers' commitment to using additional services or products.	Service and product promotion techniques, how to make a sale, buying signals. The principles of brand awareness, pricing structures, and product ranges
Options		
Perfumery	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

Route 2 - Beauty and Spa Therapy	The apprentice will be able to competently :	The apprentice will know and understand:
Remove hair using wax	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
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 spa foot treatments	Consult, plan, prepare and perform spa foot treatments on clients	The techniques, tools and equipment used within spa 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 a range of eye and brow 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.
Options		
Provide self-tanning	Consult, plan, prepare and apply self-tan products on clients	The techniques, tools and equipment used for spray tanning, and how and when to use them.
Provide a massage	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

Route 3 - Nail Services	The apprentice will be able to competently :	The apprentice will know and understand:
Provide a manicure treatment	Consult, plan, prepare and provide manicure services on clients	The techniques, tools and equipment used within manicure treatments, and the anatomy and physiology of the lower arm, hand and nail.
Provide a pedicure treatment	Consult, plan, prepare and provide pedicure services on clients	The techniques, tools and equipment used within pedicure treatments, and the anatomy and physiology of the foot and nail.
Advise customers on nail products and services	Advise and recommend methods and products for enhancing the appearance of the nails and hands with customers.	The types of techniques, products, tools and equipment, and the anatomy and physiology of the hands and feet
Provide gel polish 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.
Creating basic nail art	Consult, plan, prepare and provide nail art services on clients.	The techniques, tools and equipment used within nail art.
Provide a nail enhancement system	Consult, plan, prepare and provide nail enhancement services including natural nail overlays, tip 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