



**KNOWLEDGE
ORGANISER
City & Guilds Level 2
Technical
Award in Hair and
Beauty Studies
(3038-24)**

Units 201, 202 & 203

Name: _____

Unit 1: 201 Exploring the world of hair and beauty

In this unit there are 2 Learning Outcomes:

Learning Outcome 1: Understand key features of the hair and beauty sector

Learning Outcome 2: Understand the development of the hair and beauty sector

Learning Outcome 1 - Understand key features of the hair and beauty sector

Sub-topics:

1.1 The industries within the sector

1.2 Key features of hair and beauty careers

1.3 Business and industry links

You must revise following topics and key words:

Topic 1.1: The industries within the sector

What I need to know:	Key answer/revision :
a. Industries within the Hair and Beauty sector.	Definition of “Industry”: and industry is a group of productive businesses/enterprises or organisations that produce or supply goods, services, and are sources of income. Hair – Hairdressing and Barbering Beauty – Beauty therapy, Nail technology, Spa therapy and Media make-up.

Topic 1.2 Key features of hair and beauty careers

What I need to know	Key answer/revision
Key Hair and beauty jobs/careers and services/treatments:	<ul style="list-style-type: none">• hairdresser (cutting, styling, shaving, colouring, perming, relaxing, extensions),• beauty therapist (manicure, pedicure, facials, lash and brow treatments, make-up, massage, hair removal)

	<ul style="list-style-type: none"> • spa therapist (massage, body wrap, body scrub, hot stone, facial, thermal services, holistic treatments) • media/make-up artist (Creates and applies make-up designs for fashion, bridal, retail, catwalk, fantasy, stage, and TV and film purposes: wig-making, fashion / photographic make up, special effects, prosthetics, body art, hair styling) • cosmetic consultant (give advice and sell specialist brands) • trichologist (treat a range of hair and scalp disorders) • nail technician (manicure, pedicure, nail art, extensions) • barber (male grooming services e.g. cutting and finishing, facial skin care, massage, shaving) • educator / teacher • receptionist.
<p>Key roles and responsibilities that are part of Hair and Beauty jobs and careers</p>	<ul style="list-style-type: none"> • Conducts client consultation and creates treatment objectives. • Provides client care and maintains excellent customer service. • Recommends and retails suitable products. • Maintains health, safety and hygiene procedures. • Provides aftercare advice • Recommends further services and treatments, promotes the business.
<p>Typical working patterns</p>	<p>Freelance: The hair or beauty practitioner provides services on a self-employed basis by providing services in client's own homes and/or premises. The advantages to this is that you do not pay rent on a business premises so your only overheads are your equipment. Many hair-dressers, beauty therapists and make-up artists also work on a freelance basis.</p> <p>Part-time: A part-time worker is someone who works fewer hours than a full-time worker. There's no specific number of hours that makes</p>

someone full or part-time, but a full-time worker will usually work 35-40 hours or more a week, depending on the company

Full-time: Full-time employment is when an employee/worker works the total number of hours considered by the company as full-time in a week eg 35 or 40 hours, depending on the company. As a result, an employee with full-time employment works more hours in a company than a part-time employee.

Shift work: Shift work is a way of working outside of the typical workday pattern 9-5 or 8-4 to ensure a company can remain operational and offer services 24 hours a day and seven days a week. There is no specific definition of shift work in law. It usually means a work activity that begins, or ends, outside of the standard daytime working hours of 7am to 7pm.

Shift work can involve working:

- early mornings
- late afternoons/evenings
- nights
- at the weekend
- extended work periods of 12 hours, or more
- rotating hours of work
- split shifts
- overtime
- on standby/on-call duties

The regulations around legal working hours require that there should be a break of 11 consecutive hours between each shift which, in theory, means that someone can work a 13-hour shift, provided they have sufficient rest breaks during this time.

Maximum legal working hours UK: You cannot work more than 48 hours a week on average - normally averaged over 17 weeks. This law is sometimes called the 'working time directive' or 'working time regulations'. You can choose to work more by opting out of the 48-hour week. If you're under 18, you cannot work more than 8 hours a day or 40 hours a week.

Topic 1.3: Business and industry links

What I need to know:	Key answer/revision:
<p>Linked industries: understand how some trades and businesses are linked to the hair and beauty sector by considering the reliance (bracketed) that each has upon it.</p>	<p>manufacturers (developing and manufacturing new and existing products and equipment)</p> <p>wholesalers (selling to salons and practitioners)</p> <p>trichologist (supporting the sector by dealing with a range of diseases and disorders of the hair and scalp)</p> <p>retail (selling associated products and equipment for use within the sector)</p> <p>media (supporting the sector by working with modelling agencies, TV / film, fashion, theatre, advertising etc.)</p> <p>leisure industries (reliant upon the spa, beauty and hair industries with businesses running simultaneously).</p>
<p>Understand how each are linked to the hair and beauty sector in terms of applicable, transferrable skills (bracketed) which may be used to advance or change career options through additional training.</p> 	<p>leisure industries eg entertainment, recreation, sports, and tourism (linked by communication, customer facing skills and anatomy and physiology)</p> <p>cosmetic research and development and para-medical aesthetic services eg laser treatments, cosmetic injections (linked by extensive knowledge of anatomy and physiology and diseases and disorders)</p> <p>health and well-being industries e.g. complementary therapies, dietician, health and lifestyle (linked by knowledge of disorders of the body and consultation services)</p> <p>journalism (in the subject area of specialism – hair / beauty)</p>

Learning Outcome 2 - Understand the development of the hair and beauty sector

Topics

2.1 The key features of hair and beauty in ancient eras and decades of the past hundred years

2.2 Hair and beauty in today's society

Topic 2.1: The key features of hair and beauty in ancient eras and decades of the past hundred years



The historical evolution of hair and beauty products

The concept of beauty has emerged over time and presents itself as a diverse set of ideals throughout the world. Although hair and beauty is subject to changes in fashion, cultures often have a fixed conception of beauty. This set of ideals is directly influenced by past times, and current trends often look at the past to stimulate ideas for new designs.

What I need to know:	Key answer/revision:
Ancient Egypt:	<ul style="list-style-type: none">• make-up using copper and lead ore• use of wigs for males and females• use of henna• scented oils and ointments
Ancient Greece:	<ul style="list-style-type: none">• Hair styling techniques (braiding, curling etc).• Typical male facial hair

	<ul style="list-style-type: none"> • Hair lightening (achieved by bleaching properties of the sun) • The use of face masks made from ass's milk • Natural, pale facial skin
• Ancient Japan:	<ul style="list-style-type: none"> • Use of rice powder to make facial skin white • Eyebrows were shaved off • Teeth were painted gold or black • Henna to stain hair and skin • Bright red rose-bud lips were drawn over natural lip-lines
20s and 30s:	<ul style="list-style-type: none"> • Make-up looks included smudgy, smoky eyes, cupid's bow lips in matte red, thin eye brows and natural nails. • Women's hair was short, bobbed with flat finger-waves. • Men's hair was typically short back and sides and slicked back top
40s and 50s:	<ul style="list-style-type: none"> • Men wore small, fine moustaches and slicked back hair. • Women favoured red lips and set, rolled hair. • 'Movie star glamour' was typified by Marilyn Monroe • The war had an impact on product availability • Media and celebrity played a big part in post war fashion in the 50s and hair colouring rose in popularity
60s and 70s:	<ul style="list-style-type: none"> • Wigs and hair pieces were used to give weight and volume for bee-hives • Precision cutting by Vidal Sassoon contrasted the heavily lacquered • bouffant styles • The natural curly look of the 'Afro' was mimicked by Europeans who • permed their hair • Pale eye shadows and black eye-liner was popularised by the model • Twiggy • The Beatles influenced men to have longer hair
80s and 90s:	<ul style="list-style-type: none"> • The 'Mullet' hair style was worn by males and females and bright neon • make-up was popular

	<ul style="list-style-type: none"> • 'Big hair' was achieved by perming and many people had 'white-blonde' • highlights • Flat-tops were revived • Lady Diana introduced a more subtle, feminine look • Rachel from TV's Friends had a big influence and straighter styles became iconic in the 90s. • The 'barely there' or 'nude' make up look was popular with fresh, natural brown and fawn shades.
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Topic 2.2: Hair and beauty in today's society

What I need to know:	Key answer/examples:
<p>Understand key developments and technological advancements and how they have shaped today's hair and beauty sector</p>	
<p>Technological advancements:</p>	<ul style="list-style-type: none"> • products (anti-ageing, mineral based, light reflecting hair colourants, high definition) • make up (designed for use in TV/film), organic, low sensitivity, gel nail products) • equipment (air brushing, photographic editing, computer generated imagery) • media (the use of the internet and social media for professional training, demonstrating skills and displaying looks)
<p>Changes to the economy:</p>	<ul style="list-style-type: none"> • effects of recession on hair and beauty businesses (unemployment, staffing levels and disposable income) • gross domestic product (GDP) (the importance of the hair and beauty sector in changes to economic growth of the UK) • product pricing (price wars, luxury items)

<p>GDP</p>	<ul style="list-style-type: none"> • Gross Domestic product: • It is a measure of the value of all goods produced and services provided within a country in year or other period of time. • It measures a country's wealth over a period of time. • GDP can be calculated by different methods or approaches. • GDP also measures how the economy of a country is growing.
<p>Hair and Beauty Industry's Contribution to the UK economy</p>	<ul style="list-style-type: none"> • contribution to Gross Domestic Product (GDP) • providing employment opportunities • increasing spending • greater consumer choice of products and services, • support to other sectors and industries, including linked industries like jobs and profits in leisure and tourism
<p>Social factors: Social diversity, culture and celebrity have impacted the sector by increasing demand for each of the following:</p>	<ul style="list-style-type: none"> • Products - make up ranges for different skin tones, the vast range of hair and makeup products • Services – hair (relaxing, straightening, shaving (e.g. patterns), extensions, wefts). • Beauty (semi-permanent make up, tanning, lash and brow extensions, cosmetic • enhancements, nail enhancements) • Equipment - heated styling, shaving and hair removal.



GDP
[ˈjɛ ˈdɛɪ pɛɪ]

The total monetary or market value of all the finished goods and services produced within a country's borders in a specific time period.

Investopedia



Unit 2: Unit 202 Science of Hair and Beauty

In this unit there are 2 Learning Outcomes:

- Learning Outcome 1: Understand chemistry of cosmetics and consider their uses within hair and beauty products
- Learning Outcome 2: Understand biology related to the hair and beauty sector

Learning Outcome 1 - Understand chemistry of cosmetics and consider their uses within hair and beauty products



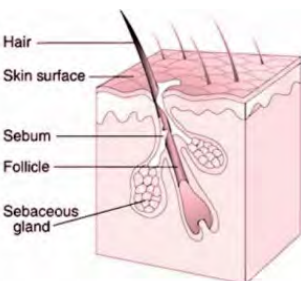
Sub-topics

1.1 The effects of acids and alkalis on hair and skin

1.2 The scientific principles of ingredients in hair and beauty products

1.3 Ingredients in hair and beauty products

1.4 Ethical consideration for testing cosmetics



EPISKIN



You must revise following topics and key words:

Topic 1.1 The effects of acids and alkalis on hair and skin

Acids and alkalis are present in the human body and are essential for continued life, however if the normal balance of these chemicals are tilted, the body may not be able to function normally. Identification of the correct balance will aid in identifying what products are best suited to individuals.

What I need to know:	Answer/Examples:
<p>☐ the following classifications:</p>	<p>Acids Alkalis Neutral pH balanced with hair/skin</p>
<p>methods of testing pH values of solutions</p>	<p>universal indicator litmus paper</p>
<p>the typical pH value of the cosmetic products:</p>	<p>Skin products – soap, shower gel, sun protection creams, skin cleansers, Astringents/toners, moisturisers, shaving products, depilatory products, exfoliants</p> <p>Nail products - cuticle remover, nail polish remover, cuticle creams</p> <p>Hair products - shampoos, lightening products, hydrogen peroxide, perm lotion, hair relaxing agents, surface and treatment conditioners</p>
<p>the effects of acids and alkalis:</p>	<p>hair – strong alkalis swell the hair and have a depilatory action. Weak acids close the cuticle scales and help protect and smooth the hair.</p> <p>skin – Strong acids cause skin burns and limit its protective function.</p> <p>Weak acids are soothing to the skin.</p> <p>Strong alkalis break down skin cells and have exfoliating properties</p>

Topic 1.2 The scientific principles of ingredients in hair and beauty products

What I need to know	Answer/Examples
shampoo/detergents	wetting, suspending, emulsifying: keep oil and water (immiscible), from separating. Hydrophilic head breaks water's surface tension, a) hydrophobic tail bonds with oil or fat molecules
hair conditioners	moisturising, closing hair cuticle scales and re-structuring bonds in the hair's cortex
skin sun protection creams	absorption or reflection of UV rays, reduce sun damage to skin and sunburn
skin cleansers	surfactants and emollients lower surface tension, remove dirt, sebum
exfoliators	Beta and Alpha hydroxides (BHA, AHA) soften and remove dead skin cells, encourage cell regeneration and brighten skin tone. Bead exfoliators remove dead skin cells, can cause irritation.
cuticle remover	reduction of keratin to remove dead skin cells to clear the nail plate



Topic 1.3 Ingredients in hair and beauty products

What I need to know	Answer/Examples
<p>The properties and functions of substances/ingredients used in hair and beauty products:</p>	<p>Parabens - Preservative (anti-fungal, bactericidal and fungicidal)</p> <p>Mineral oils - Occlusive to increase moisture levels by providing a physical barrier to skin or hair moisture loss</p> <p>Emollient – To provide some occlusivity and improve the appearance of the skin by smoothing flaky skin cells</p> <p>Oxidising agents - Used in redox reactions (to provide oxygen to aid chemical services such as neutralising perms and colouring / lightening hair)</p> <p>Stabilisers - To maintain shelf life of a product</p> <p>Antiseptics - To prevent infection of the skin by bacteria</p> <p>Humectants - A substance used to preserve moisture content</p> <p>UV filters - Absorbs or reflects UV rays</p> <p>Pigments - Addition of colour to products</p> <p>Emulsifiers - To mix a number of immiscible products</p> <p>Exfoliators - To remove dead skin</p> <p>Astringents - A drying effect on skin</p> <p>Hydrating - Adding moisture</p> <p>Hypoallergenic - Tested to reduce allergic reactions</p> <p>Non-comedogenic – Minimises the clogging of pores/anti-acne</p> <p>Soothing - Calming to reduce erythema</p> <p>Regenerating - Encourages cell renewal</p> <p>Anti-oxidant - To help prevent/reduce free radicals (skin), to reduce the effects of oxidation in redox reactions (hair)</p> <p>Stimulating - To encourage growth and skin cell repair</p> <p>Dihydroxyacetone (DHA) – Pigments used in tanning products</p> <p>Depilatory - Removal of unwanted hair</p> <p>Paraphenylenediamine - Pigment used in permanent hair colours</p>

<p>Ingredients which commonly cause allergic reactions/skin sensitivities in hair and beauty products:</p>	<p>para dyes: paraphenylenediamine, para-toluenediamine sulfate – commonly used in hair dyes</p> <p>detergents – used in hair and skincare to cleanse, cut oil and grease</p> <p>oils – used in both skin and haircare products to hydrate eg argan oil, tea tree oil</p> <p>methylisothiazoline (MI) widely used preservative found in liquid cosmetic and personal care products.</p>
<p>Common signs of allergic reaction/skin sensitivities:</p>	<p>dermatitis: swelling, redness, itchy skin, flaking skin, resulting from direct irritation of the skin by an external agent or an allergic reaction to it.</p> <p>Anaphylactic shock: Anaphylactic shock is a rare but severe allergic reaction to an antigen to which the body has become hypersensitive. It can be serious if you don't treat it right away. It's most often caused by an allergy to food, insect bites, or certain medications. A shot of a drug called epinephrine is needed immediately.</p>



Topic 1.4 Ethical consideration for testing cosmetics

The use of animals to test cosmetics products or their ingredients is banned in the UK and all other member states of the European Union. Since March 2013, it has also been City & Guilds Level 2 Technical Award in Hair and Beauty Studies (3038-24) 35 illegal to sell cosmetics products within the EU which have been, or which contain ingredients, newly tested on animals.

A number of countries outside the EU are also now seeking to adopt similar bans.

However, in others - including China and the United States of America - animals are still used to test cosmetics ingredients and products.

What I need to know	Answer/Examples
Ingredients derived from animal products	examples include: retinol, gelatin, lanolin, hyaluronic acid, keratin
Reasons why animals are used for testing cosmetic ingredients	<p>For safety - Cosmetics Products (Safety) Regulations: The medical field has tested on animals for a long time, practising surgical procedures and testing medicines and cosmetics for safety. Companies test compounds to determine whether the substances will cause an allergic reaction or severe adverse reaction if applied to skin, hair and nails</p> <p>To fit its description, be fit for purpose and satisfactory quality – Trades Descriptions Act, Sale of Goods Act</p>
Understand that it is illegal to test cosmetics on animals due to legislation (laws) and pressure from animal rights organisations who fought for the prevention of animal testing of cosmetic products	<p>Two organisations that fight for Animal Rights are:</p> <p>People for the Ethical Treatment of Animals (PETA)</p> <p>Royal Society for the Prevention of Cruelty to Animals (RSPCA)</p>
Alternative safety testing for cosmetic ingredients due to a complete ban on the sale of cosmetics developed through animal testing which has taken effect in the EU and UK	<p>Reliable and realistic alternative safety tests for cosmetic ingredients, non-animal test methods, include</p> <ul style="list-style-type: none"> • using human cells and tissue studies on human volunteers • growing artificial human skin eg Episkin • in Vitro Testing. • Computer Modelling. • Research With Human Volunteers. • Human-Patient Simulators.

Learning Outcome 2 - Understand biology related to the hair and beauty sector

Sub-topics

2.1 Anatomy and physiology terminology of hair, skin and nails

2.2 Hair, skin and nail conditions and how they can affect or limit treatments and services

Topic 2.1: Anatomy and physiology terminology of hair, skin and nails

What I need to know	Answer/Examples
<p>HAIR: The location and the function of the hair structure</p>	<p>hair follicle- anchors each hair into the skin</p> <p>inner and outer root sheath- surrounds and protects the growing hair</p> <p>hair shaft –visible part of the hair</p> <p>cuticle- the outer layer of hair protects the cortex</p> <p>cortex- provides the hair’s strength, determines hair colour and texture</p> <p>medulla- inner most layer, not always present</p>
<p>NAIL: The location and main function of nail structures</p>	<p>nail plate - protects the nail bed</p> <p>nail bed - provides the blood supply</p> <p>nail cuticle - protects the matrix from bacteria</p> <p>matrix - responsible for producing cells that become the nail plate</p> <p>lunula - visible part of the nail root</p> <p>hyponychium - works as a seal to protect the nail bed</p> <p>free edge - protects fingertips</p> <p>nerve endings - provides sensation</p>

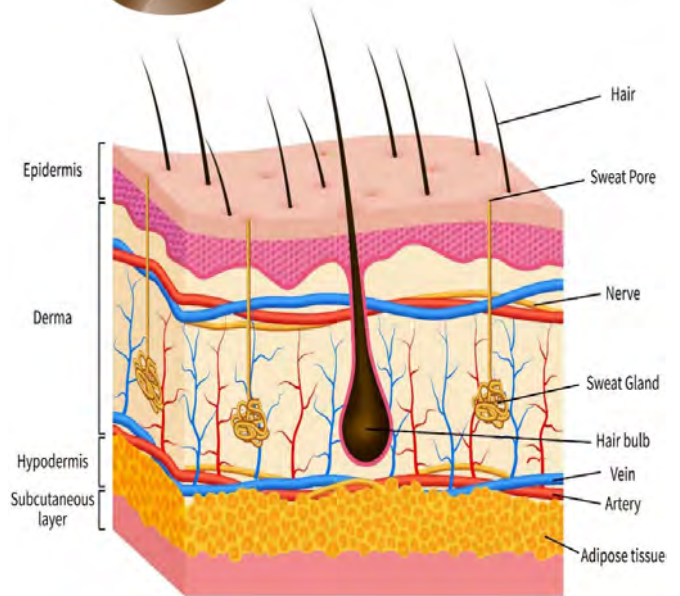
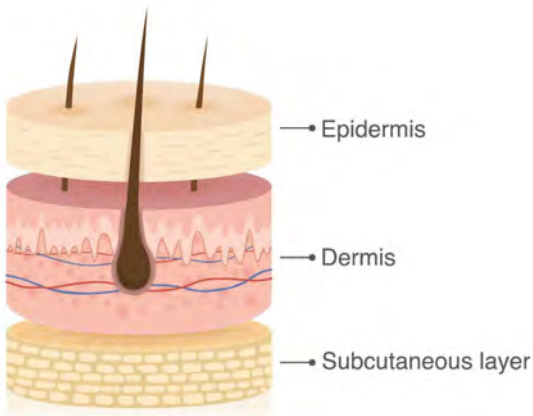
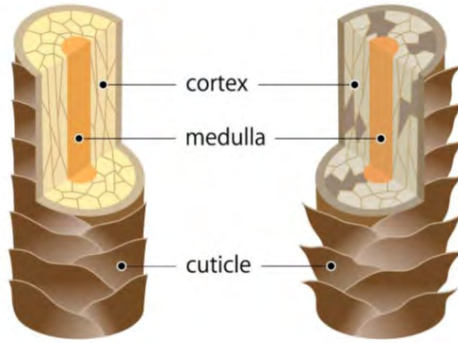
<p>SKIN: The location and main function of the epidermis structures</p>	<p>5 layers of Epidermis</p> <ul style="list-style-type: none"> • Basal layer/Stratum Germinativum (Cell growth/bottom layer) • Prickle layer/Stratum Spinosum. Irregularly shaped cells • Granular layer/Stratum Granulosum. Grain-like cells • Clear layer/Stratum Lucidum. Transparent, clear (lucid) cells; soles and palms only • Horny layer/Stratum Corneum. (The layer you can see) hardened, 'cornified' cells <p>basal cell layer - bottom layer of cells in the epidermis, attaches to dermis, where cells reproduce by mitosis (cell division)</p> <p>prickle cell layer - layer above the basal cell layer, where keratin (a hard protein) is produced and injected into cells</p> <p>granular layer- layer above the prickle cell layer, where keratinisation takes place (the process in which the outermost cells of the epidermis are replaced by cells containing keratin)</p> <p>clear layer- layer above the granular layer forming a waterproof barrier</p> <p>horny layer - outer layer of the epidermis made of dead, flat, keratinised cells which are shed and helping to prevent dehydration</p>
<p>The location and main function of the dermis structures</p>	<p>collagen- Structural protein fibres that add strength and support to the dermis</p> <p>subcutaneous layer - made up of fat cells for protection</p> <p>elastin - elastic protein fibres allow the skin to stretch and recoil, providing the skin's elasticity</p>

	<p>sweat glands - excretes watery substances onto the skin's surface</p> <p>sensory nerve endings - end organs for pain, touch, heat, cold and pressure sensations</p> <p>sebaceous gland - attached to hair follicles creating sebum</p> <p>arrector pili muscle - reacts to cold and heat, traps warm air in the body keeping in heat</p> <p>blood vessels - provide nutrients to the skin and help regulate body temperature</p> <p>dermal papilla - contains nerve endings and blood capillaries to help nourish the hair</p>
<p>The location and main function of hypodermis structures</p>	<p>fat cells - provide protection and heat to the body</p> <p>loose connective tissue- body tissue supporting internal structures</p>
<p>The functions of the hair, skin and nails:</p>	<p>SHAPES + V</p> <p>Sensation; reacts to touch etc.</p> <p>Heat Regulation</p> <p>Absorption</p> <p>Protection against harmful bacteria, UV rays etc.</p> <p>Elimination/excretion of waste products</p> <p>Secretion of oil and water</p> <p>Vitamin D is produced</p>

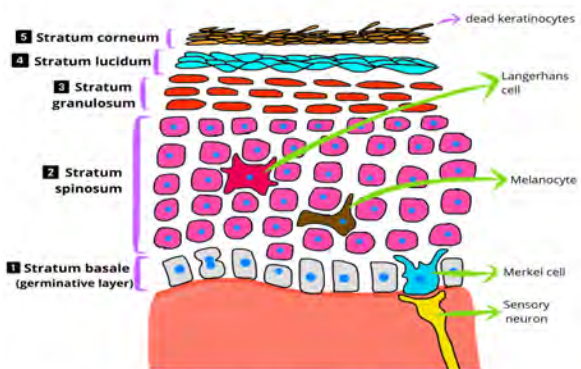
Functions of skin



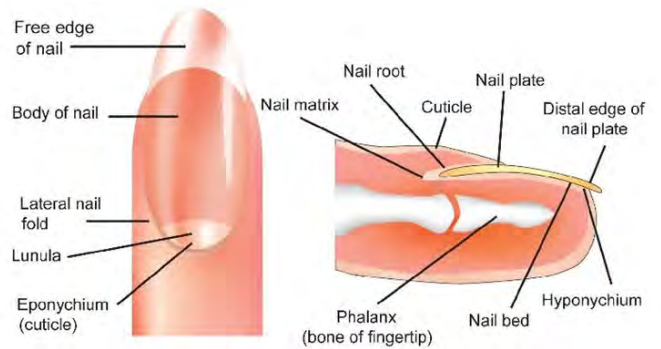
TOP TIP- First letters spell SHAPES/V



5 LAYERS OF THE EPIDERMIS



All other cells that are not labeled are keratinocytes (Keratinocytes make up ~95% of total epidermal cells)



Topic 2.2: Hair, skin and nail conditions and how they can affect or limit treatments and services

What I need to know	Answer/Examples
<p>Understand how the human body is defended against pathogens</p>	<p>Internal defence:</p> <p>Skin forms a protective barrier</p> <p>White blood cells surround the pathogen to fight against disease</p> <p>Histamine a natural immune response.</p> <p>Skin's acid mantle creates a natural barrier to bacteria</p> <p>External defence:</p> <p>Protective face masks – to prevent inhalation through mouth and nose when in contact with chemicals</p> <p>Eye protection wear– to prevent absorption through the eye</p> <p>Dressing to cover open cuts – to prevent passage through the skin</p>
<p>Understand and recognise how these non-contagious disorders may affect treatments and services provided in hair and beauty:</p>	<p>damaged nail cuticle – The nail cuticle is a layer of clear skin located along the bottom edge of your finger or toe, which is called the nail bed. The cuticle protects new nails from bacteria when they grow out from the nail root.</p> <p>The area around the cuticle is delicate. It can get dry, damaged, and infected. It's important to care for the entire nail area and keep it clean so that your nails stay healthy.</p> <p>damaged hair cuticle - The hair cuticle is the outermost layer of hair that protects the hair shaft (the inner part of the hair). If your hair cuticle is open or damaged through heat,</p>

environment or chemicals, your hair is going to look frizzy, damaged and dry. Products such as hair masks, smoothing creams and oils can smooth damaged hair cuticles.

trichorrhexis nodosa (damaged hair) a defect in the hair shaft characterized by thickening or weak points (nodes) that cause the hair to break off easily. It can contribute to the appearance of hair loss, lack of growth, and damaged-looking hair.

monilethrix (beaded hair disorder) is characterized by a regular, periodic thinning of the hair shaft leading to a characteristic beaded appearance of the hair.

fragilitas crinium (split ends) - technical term for brittle hair or hair with split ends; hairs may split at any part of their length.

Alopecia – hair loss - alopecia areata, traction alopecia, androgenic baldness, alopecia totalis, cicatricial alopecia

pityriasis capitis – dandruff – scaly white or grayish flakes of dead skin cells especially of the scalp. Can be marked by excessive shedding of such flakes and usually accompanied by itching.

eczema - a skin condition in which patches of skin become rough and inflamed with blisters which cause itching and bleeding

psoriasis - a skin condition marked by red, itchy, scaly patches

keloids - A keloid is a firm, smooth, hard growth of skin that occurs as a result of excessive scar formation following skin damage or injury.

Acne vulgaris - A common skin condition that occurs when the hair follicles get clogged with oil, skin cells, and bacteria. •Symptoms include

	<p>blackheads, whiteheads, pimples, and painful nodules under the skin</p> <p>Acne rosacea - a common skin condition that causes flushing or long-term redness on your face. It also may cause enlarged blood vessels and small, pus-filled bumps. Some symptoms may flare for weeks to months and then go away for a while.</p> <p>dermatitis – allergic / irritant – a red, itchy rash, inflammation of the skin. Many allergens can cause it, including poison ivy and preservatives in personal care products. Sometimes called Contact dermatitis as an itchy rash is caused by direct contact with a substance or an allergic reaction to it. The rash isn't contagious, but it can be very uncomfortable. Many substances can cause this reaction, such as cosmetics, fragrances, jewelry and plants. The rash often shows up within days of exposure.</p> <p>in-growing hair - occurs when a hair that's been removed starts to grow back and curves into the skin. Shaving, tweezing or waxing can cause this to happen.</p>
<p>Understand how contagious disorders may affect treatments and services provided in hair and beauty:</p>	<p>bacterial infections: impetigo, carbuncles, folliculitis</p> <p>fungal infections: (Ringworm) tinea capitis /pedis/unguium (ringworm of the scalp/feet/nails)</p> <p>viral infections: herpes simplex and warts</p> <p>infestations: pediculosis capitis (head lice) humanus (body lice), sarcoptes, scabei (scabies -itch mite)</p>
<p>Understand hair tests to understand hair strength and condition in the context of limiting treatments / services</p>	<p>Elasticity- hair in good condition can stretch up to a third of its length and recoil to its original length</p> <p>Porosity- Hair with low porosity is harder to process, and is resistant to chemicals, hair</p>

with high porosity readily absorbs and releases moisture easily

Density- The main consideration of hair density in styling. It's easy to tell how dense hair is with a simple test. Take a large handful of hair and pull it to the side. Client has thin hair density if you can easily see the scalp, medium density if you can partially see the scalp under the hair, and thick density if you can hardly see it

Hair pull test – to determine if there is excessive hair loss



HAIR POROSITY TEST

Hair porosity test checks the ability of the hair to absorb and retain moisture

LOW	1 water droplet	hair floats
MEDIUM	2 water droplets	hair sinks slowly
HIGH	3 water droplets	hair sinks fast

HAIR DENSITY TESTS: HOW TO MEASURE AND IMPROVE THICKNESS

Low Density Hair

Medium Density Hair

High Density Hair

Unit 3: Unit 203: Design in the hair and beauty sector

Design in the hair and beauty sector


In this unit there are 3 Learning Outcomes:

Learning Outcome 1: Understand the use of design in business

Learning Outcome 2: Develop technical skills required to create a hair and beauty image

Learning Outcome 3: Plan, create and evaluate an image for business use

Learning Outcome 1 - Understand the use of design in business



DESIGN BRIEFS

What planning and preparation would have been required by the hair and beauty professionals to create the look?

What other professionals may have been involved?

How long would it have taken to create the image / advert ?

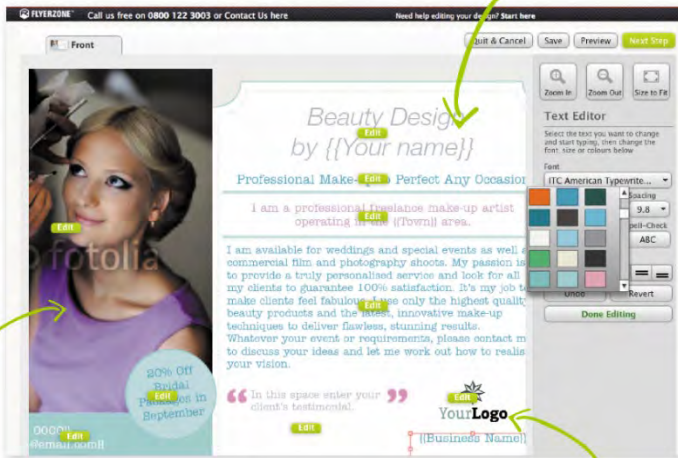
#Challenge

What information would have been included on the design brief to ensure a suitable image was created?

Sub-topics

1.1 The importance of using design

1.2 The factors to consider when creating design images You must revise following topics and key words:



BEAUTY DESIGN

by {{Your name}}

Professional Make-up Perfect Any Occasion

I am a professional freelance make-up artist operating in the (Town) area.

I am available for weddings and special events as well as commercial film and photography shoots. My passion is to provide a truly personalised service and look for all my clients to guarantee 100% satisfaction. It's my job to make clients feel fabulous and use only the highest quality beauty products and the latest, innovative make-up techniques to deliver flawless, stunning results. Whatever your event or requirements, please contact me to discuss your ideas and let me work out how to realise your vision.

“ In this space enter your client's testimonial. ”

Your Logo

[[Business Name]]

Topic 1.1: The importance of using design

An increasing number of businesses are using design to deliberately differentiate themselves from competition. Design imagery acts as a mechanism for business growth and innovation. Customer trust is placed on familiar brands through advertising, so achieving the right image is key to business progression.

What I need to know:	Key answer/examples:
<p>Understand the range of purposes for using design in business:</p>	<p>as a marketing tool, to launch or strengthen a new or existing business brand</p> <p>to aid sales and illustrate examples of services or products provided within the business</p> <p>to use during the design and development phase of bringing new products to market.'</p>
<p>Understand how design is commonly used in hair and beauty businesses</p>	<p>Product or equipment packaging</p> <p>Brand logos</p> <p>Salon interiors (retail stands, décor, window displays)</p> <p>Web pages</p> <p>Promotional materials (information leaflets, business cards, signage, window displays, product displays, newspaper / magazines, email, social media, and television).</p>

1.2 The factors to consider when creating design images You must revise following topics and key words:

What I need to know	Key answer/examples
<p>The planning process:</p>	<p>the purpose of the design (see range of purposes in topic 1.1 above)</p> <p>target audiences/customer requirements/expectations (gender appeal, age, pricing)</p> <p>relevant legal requirements (The Equality Act 2010, Health and Safety at Work Act, Trades Descriptions Act)</p> <p>resources required to create the design (people, specialist products/equipment,</p> <p>budget, location, timescales, ICT).</p>

Learning Outcome 2 - Develop technical skills required to create a hair and beauty image

Sub-topics

2.1 Develop technical hair styling skills

2.2 Develop technical make up skills

2.3 Develop technical manicure skills

Topic 2.1 Develop technical hair styling skills:

What I need to know	Key answer/examples
Learners will apply hairdressing products, to include	<input type="checkbox"/> mousse/lotion <input type="checkbox"/> serum/oil/wax/gel <input type="checkbox"/> hair spray <input type="checkbox"/> heat protectors.
Learners will use hairdressing equipment, to include	<input type="checkbox"/> brushes <input type="checkbox"/> combs <input type="checkbox"/> electrical equipment.
Learners will understand the effects of hair techniques, to include	<input type="checkbox"/> blow-drying <input type="checkbox"/> thermal styling <input type="checkbox"/> hair up.



2.2 Develop technical make up skills

What I need to know	Key answer/examples
Learners will apply beauty products, to include	<input type="checkbox"/> skin care products: cleanser/toner/moisturiser <input type="checkbox"/> makeup products: eye shadow/lip liner/mascara/lipstick/concealer/foundation/ <input type="checkbox"/> highlighter/blusher/powder/eye liner
Learners will use beauty equipment, to include	<input type="checkbox"/> variety of make-up brushes <input type="checkbox"/> spatula <input type="checkbox"/> make-up palette.
Learners will understand the effects of beauty techniques, to include	<input type="checkbox"/> contouring <input type="checkbox"/> concealing.

2.3 Develop technical manicure skills

What I need to know	Key answer/examples
Learners will apply nail products, to include	<input type="checkbox"/> nail enamel remover <input type="checkbox"/> base/top coat /coloured nail enamel <input type="checkbox"/> gems/glitter
Learners will use nail equipment, to include	<input type="checkbox"/> nail file <input type="checkbox"/> nail art equipment
Learners will understand the effects of nail techniques, to include	<input type="checkbox"/> nail polishing <input type="checkbox"/> nail art

Learning Outcome 3: Plan, create and evaluate an image for business use.



Sub-topics

3.1 Plan design images

3.2 Create design images

3.3 Review design images

Sub-topic 3.1 Plan Design Images

What I need to know	Key answer/examples
<p>Present planning of design image in any of the following ways</p>	<ul style="list-style-type: none"> <input type="checkbox"/> notes from market research conducted by interview, questionnaire or visits, or from secondary research <input type="checkbox"/> mood boards containing 2D/3D displays, photographs, plans, sketches, diagrams, accessories, nail art, hair pieces, makeup, clothing <input type="checkbox"/> story board/timeline showing the chronological process of the design image idea, through to its completion <input type="checkbox"/> presentation slides including images of the design process and any other relevant data <input type="checkbox"/> action plans.

Sub-Topic 3.2 Create Design Image

What I need to know	Key answer/examples
Understand how to follow a design plan when creating images for different design briefs	<ul style="list-style-type: none"> • Product or equipment packaging • Brand logos • Salon interiors • Web pages • Promotional materials

Sub-Topic 3.3 Review design images

What I need to know	Key answer/examples
To know how to review a design and gain feedback to critically analyse its success and explain how to make improvements on their design.	<ul style="list-style-type: none"> <input type="checkbox"/> Self-evaluation - making realistic comparisons <input type="checkbox"/> Peer-to peer assessment <input type="checkbox"/> Teacher's review of performance - steps for future improvements
Definition of feedback	Structured, clear and constructive guidance that one person offers to another on what has been achieved and areas requiring development; can be verbal and/or written
Importance of feedback	<p>To review and update action plan</p> <p>To influence people to do something differently, or to change their approach, recognise and reward effort, improve the quality of the work they do, influence motivation</p>
Responding to feedback	<p>Listen, reflect, ask for support in improving, ask for direction if not meeting the design brief, plan next steps</p> <p>Use feedback to inform next steps or a future design</p>

