



# Beauty Therapist

(Job Role)

Qualification Pack: Ref. M. BWS/Q0100  
Sector: Beauty and Wellness

Textbook for Grade 12

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Sector: Beauty and Wellness

Textbook for Grade 12



171219

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एन सी ई आर टी  
NCERT

राष्ट्रीय शैक्षिक अनुसंधान और प्रशिक्षण परिषद्  
NATIONAL COUNCIL OF EDUCATIONAL RESEARCH AND TRAINING

**171219 – BEAUTY THERAPIST**  
Vocational Textbook for Grade 12

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# FOREWORD

The National Education Policy (NEP) 2020 aims to create an education system rooted in India's cultural heritage while equipping students to handle twenty first century challenges. This vision is supported by the National Curriculum Framework for School Education (NCF-SE) 2023, which promotes holistic student development through five dimensions of the human existence, or *pañchakośha*. Central to this framework is the development of high-quality vocational textbooks that effectively integrate practical skills with theoretical knowledge. These resources are designed to balance direct instruction and hands-on experiences, enabling students to apply their learning in real-world contexts. The National Council of Educational Research and Training (NCERT) has enlisted experts to create these materials, ensuring students are well-prepared for their respective fields.

The textbook on Beauty Therapist for Grade 12 provides requisite skills to excel in this area. The role of a beauty therapist is essential in daily life. By offering personalised skincare, make-up application, and facial treatments, beauty therapists help clients feel their best, improving their appearance and self-esteem. Facials and electro-facials address various skin concerns, promoting healthy and youthful skin. Additionally, beauty therapists create a welcoming environment, communicate effectively, and maintain professionalism to build trust and strong client relationships. Their expertise in skincare, make-up, and client care contributes to improved emotional and physical health, making beauty therapy an important aspect of everyday life.

Moreover, beyond textbooks, it is crucial to encourage students to utilise additional learning resources, such as school libraries, participate in physical activities and sports. Teachers and parents are instrumental in guiding students as they apply their knowledge outside the classroom.

We thank everyone involved in developing this vocational textbook and welcome users' feedback to enhance future editions.

April 2025  
New Delhi

DINESH PRASAD SAKLANI  
*Director*  
National Council of Educational  
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## ABOUT THE TEXTBOOK

The beauty and wellness sector in India is experiencing rapid growth and becoming an increasingly significant industry. This remarkable expansion can be attributed rising consumerism, globalisation, and evolving consumer lifestyles. The influx of small and large companies has created a substantial demand for trained professionals capable of fulfilling various job roles within this dynamic field.

Beauty Therapist textbook for Grade 12 is designed as a comprehensive guide for students and aspiring professionals in beauty industry. It covers various topics, including make-up artistry, skincare techniques, client management, and professional grooming. The content is thoughtfully structured into four key units, each providing in-depth knowledge and practical skills essential for a successful career in beauty services.

Unit I on beauty and wellness industry, and beauty therapy introduces the foundational concepts of make-up artistry. Students learn to identify and work with various skin types and tones, ensuring they can customise make-up applications to individual needs. The unit delves into the range of make-up products available, their appropriate uses, and step-by-step techniques for flawless application. Cultural elements, such as basic *bindi* designs and *saree* draping add a traditional dimension to the learning experience. The session on make-up removal methods emphasises the importance of maintaining skin health while ensuring a satisfying client experience.

Unit II on facial beauty services deals with advanced skincare techniques. It begins with facial steaming and massage, offering insights into their deep cleansing and relaxation benefits. The unit progresses to modern electrical facial treatments, providing students with knowledge of contemporary tools and their safe usage. These sessions bridge the gap between traditional beauty practices, and cutting-edge technology, ensuring students are well-versed in diverse facial services.

Unit III on salon reception duties emphasises the importance of administrative and client management skills. The sessions guide students in delivering exceptional client care, maintaining a professional and welcoming reception area, and handling payment

processing efficiently. These skills are vital for creating positive client experiences, and ensuring smooth salon operations, preparing students for front-desk responsibilities in a professional setting.

Unit IV on demonstrating positive impression and personal presentation, highlights the significance of professional behaviour and grooming in the workplace. Students learn to create a positive impression through effective communication, proper etiquette, and confident body language. Personal grooming and presentation are also emphasised, encouraging students to reflect professionalism through their appearance and demeanour.

This textbook stands out for its hands-on approach to learning, with practical exercises and detailed guidance to help students master the skills required in the beauty and wellness industry. Whether focusing on technical expertise or interpersonal skills, the textbook ensures a holistic learning experience, empowering students to excel in the dynamic world of beauty services.

This textbook will serve as an enriching teaching and learning resource, empowering students with the skills and knowledge to excel in the beauty and wellness industry.

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The images used in the textbook have been sourced from the Creative Commons License and ChatGPT. The illustrations have been selected with care and diligence for a clearer understanding of the learners. Care has been taken not to violate any copyright issues. The images are meant for educational purposes, and are being provided for the personal use of students and teachers.

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# THE CONSTITUTION OF INDIA

## PREAMBLE

**WE, THE PEOPLE OF INDIA**, having solemnly resolved to constitute India into a <sup>1</sup>**[SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC]** and to secure to all its citizens :

**JUSTICE**, social, economic and political;

**LIBERTY** of thought, expression, belief, faith and worship;

**EQUALITY** of status and of opportunity; and to promote among them all

**FRATERNITY** assuring the dignity of the individual and the <sup>2</sup>[unity and integrity of the Nation];

**IN OUR CONSTITUENT ASSEMBLY** this twenty-sixth day of November, 1949 do **HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.**

1. Subs. by the Constitution (Forty-second Amendment) Act, 1976, Sec.2. for "Sovereign Democratic Republic" (w.e.f. 3.1.1977)
2. Subs. by the Constitution (Forty-second Amendment) Act, 1976, Sec.2. for "Unity of the Nation" (w.e.f. 3.1.1977)

# Unit



## Beauty and Wellness Industry, and Beauty Therapy

### INTRODUCTION

This unit introduces the fundamental concept of skin types (normal, oily, dry, combination, and sensitive) and their unique characteristics. In session 1, you will learn about different skin tones (fair, medium, and dark) and undertones (cool, warm, and neutral), which are crucial for selecting appropriate make-up products and techniques. In session 2, you will learn about various make-up products used for different purposes. This session covers foundations, concealers, primers, eyeshadows, lipsticks, and setting products. You will learn to identify quality products best suited for various skin types and tones.

Session 3 on selecting and applying the right make-up products to enhance facial features, focuses on techniques for choosing the right make-up products based on individual features. You will learn to apply foundation, contour, highlight, and accentuate facial features, like eyes, lips, and cheeks to create a balanced and flattering look. Understanding the colour wheel is crucial for mastering make-up artistry. In session 4 on the colour wheel, you will explore the relationship between colours, including complementary, analogous, and contrasting



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## NOTES

shades. You will also learn how to apply the principles to choose make-up that enhances natural beauty.

Session 5 on basic *bindi* designs will help you learn traditional *bindi* designs, ranging from simple to intricate. This session emphasises the cultural significance of *bindis*, and how they can be customised to complement different make-up looks. In session 6, you will learn the art of draping, focusing on traditional *saree* draping techniques. You will explore how draping style impacts the overall look, ensuring that make-up and attire blend harmoniously. Proper skincare is essential. Therefore, session 7 on removing make-up covers using oil-based cleansers, micellar water, make-up wipes, and moisturising and cleansing to maintain healthy skin.

### SESSION 1: BASIC SKIN TYPES AND SKIN TONES

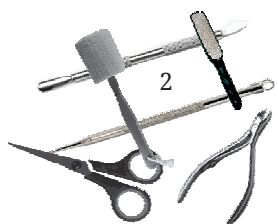
Beauty Therapist is a professional who offers a variety of treatments to enhance a client's appearance and overall well-being, including skincare, hair removal, massages, and make-up services.

A Beauty Therapist provides various skincare and make-up services to enhance facial features using a range of products. The make-up services should suit client's requirements and skin type. The skin may be broadly categorised as normal, dry, sensitive, matured, oily, and combination.

#### Basic Skin Types

Beauty Therapist should be aware of basic skin types to provide effective skincare services. The following are the general types of skin:

1. Normal skin
2. Dry skin
3. Allergic and sensitive skin
4. Matured skin
5. Oily skin
6. Combination skin



Normal skin	Dry skin
<ul style="list-style-type: none"> <li>• Generally, the pH of the skin ranges from 5.5–5.8.</li> <li>• Very rare to find this type of skin.</li> <li>• It is a balance between the dry and oily skin.</li> <li>• Normal skin is soft and supple and has a healthy sheen.</li> <li>• The skin has a translucent glow.</li> <li>• Optimal oil and water balance on the face.</li> </ul>	<ul style="list-style-type: none"> <li>• Dry skin is due to a lack of lubrication from the sebaceous glands.</li> <li>• Dry skin can be identified by the fine lines around the eyes and the mouth.</li> <li>• Skin loses elasticity slowly with age.</li> <li>• Looks pale and flakiness all over the face.</li> </ul>
Allergic and sensitive skin	Oily skin
<ul style="list-style-type: none"> <li>• Very sensitive to cold, heat and wind.</li> <li>• The skin becomes allergic and sensitive because of broken capillaries, which results in rashes or irritation through intense preparation.</li> </ul>	<ul style="list-style-type: none"> <li>• This type of skin is thicker and coarser than other skin types.</li> <li>• It tends to develop open pores, pimples, blackheads, papules and pustules.</li> <li>• Oily skin can be found around the nose and chin.</li> </ul>
Matured skin	Combination skin
<ul style="list-style-type: none"> <li>• It is very similar to dry skin in appearance.</li> <li>• Appears parched, saggy and dehydrated.</li> <li>• Skin is profoundly lined and loose.</li> </ul>	<ul style="list-style-type: none"> <li>• This type of skin is prevalent.</li> <li>• This can be identified by the oily centre panel or T-zone with pores and slight oil.</li> <li>• Pimples on T-zone and flakiness on cheeks.</li> </ul>

## Basic Skin Tones

‘Skin tone’ also called ‘Undertone’, describes the shade of the skin. It is different to the skin complexion (Figure 1.1). The shade of the skin may be light, medium or dark. The skin tone will help you select the right lipstick colour and the other colours most suited for the make-up.



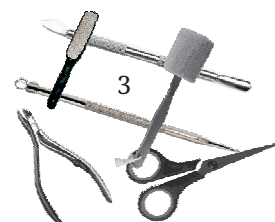
Figure 1.1: Skin tones

## Practical Exercises

### Activity 1

Identify skin types through observation.

**Materials Required:** Hand mirror, tissue paper, observation sheet, pen.



## NOTES

### Procedure

- Gently wipe the face with a tissue paper and observe the oil marks.
- Record observations—no oil (dry), oil in T-zone (combination), oil all over (oily), etc.
- Compare results with characteristics of each skin type.
- Discuss how knowing your skin type helps in choosing the right skincare products.

### Activity 2

Classifying skin types and skin tones.

**Materials Required:** Chart showing descriptions of different skin types and tones, mirror, worksheet or notebook, pencil or pen.

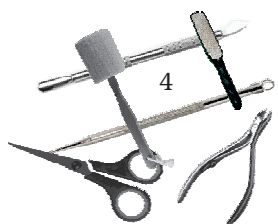
### Procedure

- Read about the six basic skin types—normal, dry, oily, combination, mature, and sensitive.
- Look at your face in a mirror carefully. Observe how your skin feels and looks — is it smooth, oily, dry, or a mix of both?
- Compare your observations with the chart and identify your skin type.
- Now, observe your overall skin shade (light, medium, or dark) and write it down as your skin tone.
- Discuss with your classmates how skin type and skin tone are different and why both are important for beauty care.

## Check Your Progress

### A. Multiple Choice Questions

1. Which skin type is characterised by oiliness around the nose and chin?  
(a) Dry skin (b) Oily skin  
(c) Sensitive skin (d) Mature skin
2. Which skin type shows fine lines around the eyes and mouth due to lack of lubrication?  
(a) Combination skin (b) Oily skin  
(c) Dry skin (d) Normal skin
3. The pH of normal skin generally ranges between:  
(a) 4.0–4.5 (b) 5.5–5.8  
(c) 6.0–6.5 (d) 7.0–7.5
4. Which of the following describes combination skin?  
(a) Even texture all over  
(b) Oily T-zone and dry cheeks  
(c) Flaky and pale face  
(d) Thick and coarse texture



5. Which factor helps in choosing the right lipstick shade for clients?
- |                 |                            |
|-----------------|----------------------------|
| (a) Hair colour | (b) Skin tone or undertone |
| (c) Eye colour  | (d) Nail colour            |

**B. Fill in the Blanks**

1. A \_\_\_\_\_ offers treatments to enhance a client's appearance and well-being.
2. The \_\_\_\_\_ of normal skin generally ranges between 5.5 and 5.8.
3. \_\_\_\_\_ tends to develop open pores, pimples, blackheads, and pustules.
4. \_\_\_\_\_ has an oily centre panel or T-zone and flakiness on the cheeks.
5. The term \_\_\_\_\_ refers to the shade beneath the skin that affects colour selection in make-up.

**C. State whether the following statements are true or false**

1. Normal skin has a healthy sheen and balanced oil and water content.
2. Dry skin has overactive sebaceous glands producing excess oil.
3. Mature skin appears firm and smooth without wrinkles.
4. Sensitive skin can easily become irritated by harsh products or extreme weather.
5. Skin tone is the same as skin complexion.

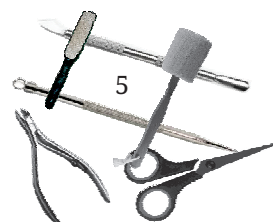
**D. Subjective Questions**

1. Explain the main characteristics of different skin types and how a beauty therapist can identify them.
2. Why is it important for a beauty therapist to understand a client's skin tone and undertone before make-up application?
3. Describe the features of oily skin and the common skincare challenges it presents.
4. How does mature skin differ from other skin types?
5. Explain the difference between normal skin and dry skin based on their characteristics.

**What have you learned?**

**After completing this session, you will be able to:**

- Describe the role of a Beauty Therapist in enhancing a client's appearance and overall well-being through skincare and make-up services.
- Identify and differentiate between various skin types — normal, dry, oily, combination, mature, and sensitive — based on their characteristics.



- Recognise the features of each skin type and understand how factors like oil balance, texture, and elasticity vary among them.
- Explain the concept of skin tone (undertone) and its importance.
- Describe the importance of personalised care in beauty therapy by understanding clients' unique skin types and tones.

## SESSION 2: MAKE-UP PRODUCTS

A beauty therapist uses various products to provide make-up services to meet clients' needs. Some of the commonly used make-up products are:

1. Foundation
2. Blusher
3. Mascara
4. Eyeshadow
5. Eyeliner

### 1. Foundation

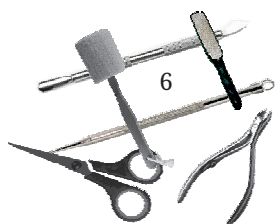


Figure 1.2: Cream foundation

Foundation is applied to achieve a smooth and even complexion. It can be applied to the eyes, cheeks or lips (Figure 1.2). The right-shaded foundation will disappear into the face.

A beauty therapist must select the right type and brand of foundation to go well with make-up.

- (i) Liquid (cream) foundation:** Cream foundation is suitable for normal or dry skin. It provides heavy coverage. Liquid foundation is available in many specialised versions, such as oil-free, oil-based, waterproof, etc.
- (ii) Tinted moisturiser:** Tinted moisturisers are used to cover up some unevenness and provide light coverage. These are best suited for women with pretty good skin. Tinted moisturisers are best to be used in warmer months where little coverage and moisturising effect are required.
- (iii) Oil-based foundation make-up:** This foundation best suits dry skin and provides a temporary 'plump up' skin effect. This also acts as the moisturiser.



Oil-based foundation make-up can be used for older women to minimise the appearance of fine lines and wrinkles.

**(iv) Sheer foundation:** The sheer foundation is used for normal or dry skin. This provides the appearance that no foundation is applied at all. This type of foundation provides light coverage. Many sheer foundations contain SPF 40, which helps provide sun protection.

**(v) Matte or oil-free foundation:** The base of matte or oil-free foundations is water and not oil. This is best suited for oily skin. Oil-free foundations dry very quickly. A moisturiser or foundation primer is required to add additional layers.

**(vi) Mousse or whipped foundation:** This is a liquid foundation with air whipped in. Such foundations provide a perfect matte finish and weightless feel. This foundation is best suited for all types of skin.

**(vii) Stick foundation:** The coverage is heavy and is perfect for covering up blemishes, scars, reddened areas and dark under-eye circles. They are best suited for normal to oily skin.

It is recommended that a stick foundation should be applied only to the problem area (Figure 1.3).

**(viii) Powder or compact foundation:** It is an excellent foundation for women who want on-the-go portability. This combines powder and foundation and is available in various formulations. This foundation is best suited for oily skin.

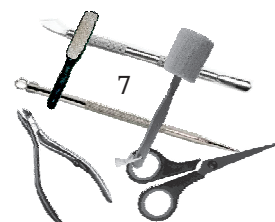
**(ix) Mineral foundation:** This foundation is best suited for people who are interested in natural or organic make-up and consists of natural minerals. This type of foundation can be used on sensitive or allergic skin.

**(x) Shimmer foundation:** A shimmer foundation is a liquid or cream foundation that adds a soft glow or shine to the skin. It contains tiny reflective particles that catch light, making the face look brighter and more radiant.

Types of Foundation	
i.	Liquid (cream) foundation
ii.	Tinted moisturiser
iii.	Oil-based foundation
iv.	Sheer foundation
v.	Matte or oil-free foundation
vi.	Mousse or whipped foundation
vii.	Stick foundation
viii.	Powder or compact foundation
ix.	Mineral foundation
x.	Shimmer foundation
xi.	Waterproof foundation
xii.	Foundation primer



Figure 1.3: Stick foundation



- (xi) **Waterproof foundation:** Waterproof foundation is suitable for humid areas and hot days. It is made to stay for a long time. A make-up remover is required to remove the foundation.
- (xii) **Foundation primer:** Foundation primer is used to fill little cracks and pores. This facilitates the application of the foundation smoothly and seamlessly.

## 2. Blusher

Blushers are used to enhance the features of the face, such as cheeks and eyes. Different blushers include powders, creams, gels, mousses, sticks and liquids.

- (i) Powder blush is very popular and commonly used.
- (ii) Cream blush is denser and consists of natural oils and moisturisers.
- (iii) Gel blush is best for oily skin.
- (iv) Tint blush stays for a long time until the person wishes to remove the make-up.
- (v) Shimmers are important to provide a light glow over your face.

Types of Blush	
i.	Powder blush
ii.	Cream blush
iii.	Gel or fluid blush

**Gel or Fluid blush**  
Gel blush adds a glow to the skin. This blush is best suited for oily to the usual skin. The gel blush has a fast-drying nature and thus, it is hard to disperse onto dry skin. The gel blush should be applied over the foundation or bare skin.

**Powder blush**  
Powder blush is good for all types of skin. A powder blusher is applied after the face powder. It can be used effortlessly compared to the liquid and cream blush (Figure 1.4).




Figure 1.4: Powder blush

**Cream blush**  
Cream blush provides a stronger shadow than powder blush. The best method to apply cream blush is by using your fingers. This consists of wealth moisturising or oil components (Figure 1.5). It is best suited for the dry skin types. This should be applied before the powder is over the base. Cream blush is attractive for evening make-up.


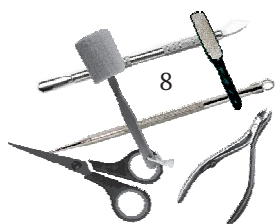


Figure 1.5: Cream blush



### 3. Mascara

Mascara cosmetic is used to enhance the eyelashes. It is used to darken, thicken, lengthen or define the eyelashes.

- (i) **Powder mascara:** Water is added to the powder mascara. A wand is required to apply this mascara. It gives a false kind of eyelash finish.
- (ii) **Cream mascara:** Mascara provides volume to thin, sparse eyelashes and adds depth to the eyes.
- (iii) **Liquid mascara:** Women most commonly use liquid mascara. It enhances and sharpens the lashes (Figure 1.6).

Types of Mascara	
i.	Powder mascara
ii.	Cream mascara
iii.	Liquid mascara

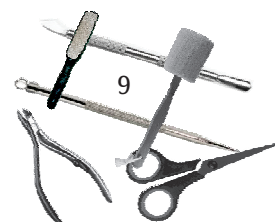


Figure 1.6: Liquid mascara




### 4. Eyeshadow

There are many forms of eyeshadows available in the market. Eyeshadows are available in various forms, such as powders, pencils, crayons, etc. These are made of wax, oils and pigments to provide colours.

Powder eyeshadow	Cream eyeshadow
<ul style="list-style-type: none"> <li>• This is the most commonly used eye shadow (Figure 1.7).</li> <li>• It is easy to blend.</li> <li>• Available in various kinds of finishes:                             <ul style="list-style-type: none"> <li>i. <b>Matte eyeshadow:</b> It provides a flat, non-shiny finish, perfect for creating depth and dimension.</li> <li>ii. <b>Shimmer eyeshadow:</b> It contains small glitter particles, giving a sparkling finish.</li> <li>iii. <b>Satin eyeshadow:</b> It offers a soft sheen, somewhere between matte and shimmer.</li> </ul> </li> <li>• Never rub powder eyeshadow. Apply by gently patting and pressing the colour onto the eyelid.</li> </ul>	<ul style="list-style-type: none"> <li>• Cream eyeshadow offers a soft, creamy texture that glides on easily and provides long-lasting wear.</li> <li>• It is ideal for a quick, single-shade look or as a base for other eyeshadows.</li> <li>• It is available in various forms: pans, tubes and sticks (Figure 1.8).</li> <li>• Cream eyeshadows should be avoided in hot weather as they will melt down.</li> <li>• Two or more colours can be combined to give a rich look.</li> </ul>
<p>Figure 1.7: Powder eyeshadow</p>	<p>Figure 1.8: Cream eyeshadow</p>



Types of Eyeshadow	
i.	Powder eyeshadow
ii.	Cream eyeshadow
iii.	Liquid eyeshadow
iv.	Loose powder eyeshadow
v.	Crayon eyeshadow
vi.	Baked eyeshadow

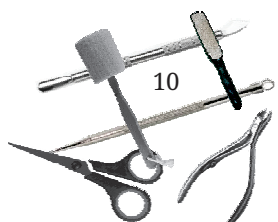
Liquid eyeshadow	Loose powder eyeshadow
<ul style="list-style-type: none"> <li>• Liquid eyeshadow offers a highly pigmented, often shimmering finish.</li> <li>• It's great for achieving a bold, vibrant eye look with minimal effort.</li> <li>• Apply directly onto the lids with the wand or a fine thin liner brush.</li> <li>• Liquid eyeshadows dry quickly. It is used for advanced make-up, and unsuitable for dry skin.</li> </ul>	<p>Loose powder eyeshadow offers intense pigmentation, and is perfect for creating both subtle and bold eye looks.</p>  <p><b>Figure 1.9:</b> Loose powder eyeshadow</p>
Crayon eyeshadow	Baked eyeshadow
<ul style="list-style-type: none"> <li>• Very easy to use since it is slid on the lids (Figure 1.10).</li> <li>• It can usually last up to 24 hours.</li> </ul>  <p><b>Figure 1.10:</b> Crayon eyeshadow</p>	<ul style="list-style-type: none"> <li>• The eyeshadow is baked in an oven (Figure 1.11).</li> <li>• It is ultra-smooth and easily bendable.</li> </ul>  <p><b>Figure 1.11:</b> Baked eyeshadow</p>


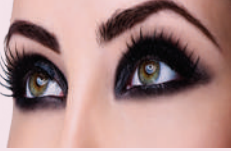
## 5. Eyeliner

Eyeliner is used to define the eye area and to help accentuate the eye and lashes.

There are various forms of eyeliners available in the market.

Liquid eyeliner	Gel or Cream eyeliner
<ul style="list-style-type: none"> <li>• There are two types of eyeliners—brush tip and felt-tip marker.</li> <li>• The liquid eyeliner stays long.</li> </ul>	<ul style="list-style-type: none"> <li>• It has a waxy consistency and can be applied with the help of a brush.</li> <li>• This can be used when a waterproof eyeliner is required.</li> </ul>



Kajal eyeliner	Kohl pencil eyeliner
<ul style="list-style-type: none"> <li>• These have an immediate benefit over pencil eyeliners.</li> <li>• This eyeliner is like a dried-out marker (Figure 1.12).</li> <li>• This eyeliner lasts much longer than any other eyeliner.</li> </ul>  <p><b>Figure 1.12:</b> Kajal eyeliner</p>	<ul style="list-style-type: none"> <li>• It is known for its creaminess.</li> <li>• It is much easier to smudge around.</li> <li>• It is used to create smokey eyes (Figure 1.13).</li> </ul>  <p><b>Figure 1.13:</b> Pencil eyeliner</p>

## Practical Exercises

### Activity 1

Identify various products used in make-up.

**Materials Required:** Foundation, blusher, mascara, eyeshadow, eyeliner.

**Procedure**

- Display various make-up products.
- Pick up a product and identify the product.
- Write about its uses.

### Activity 2

Identifying the right foundation for different skin types.

**Materials Required:** Various types of foundation (liquid, powder, stick, mousse), skin type chart, mirrors.

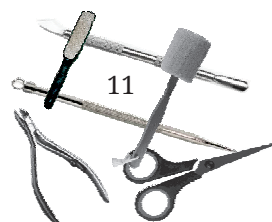
**Procedure**

- Introduce different foundation types.
- Discuss the suitability for various skin types.
- Identify the skin type using the chart.
- Demonstrate how to apply suitable foundation types.
- Practise applying foundation according to the skin type.

## Check Your Progress

**A. Multiple Choice Questions**

1. What is the primary purpose of foundation in make-up?
  - (a) To add colour to the cheeks.
  - (b) To define the eyes.
  - (c) To create an even skin tone and cover imperfections.
  - (d) To highlight facial features.



## NOTES

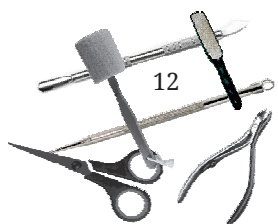
- Which type of foundation provides the most natural light coverage?
  - Full coverage foundation
  - Tinted moisturiser
  - Stick foundation
  - Powder foundation
- Which of the following skin tones would typically need a foundation with a warm or yellow undertone?
  - Fair skin
  - Olive skin
  - Deep skin
  - Cool-toned skin
- What is the primary purpose of blusher in make-up?
  - To enhance the cheekbones and add a healthy glow.
  - To contour the face.
  - To conceal imperfections.
  - To darken the skin tone.
- Which type of blusher is best for dry skin?
  - Powder blush
  - Cream blush
  - Gel blush
  - Liquid blush
- Where should blusher typically be applied on the face?
  - On the jawline
  - On the eyelids
  - On the apples of the cheeks
  - On the forehead
- Which shade of blush works best for fair skin tones?
  - Bright pink
  - Deep red
  - Soft peach
  - Bronze
- What is the primary function of mascara?
  - To darken, lengthen, and define the eyelashes
  - To fill in the eyebrows
  - To create a smoky eye look
  - To add colour to the cheeks

### B. Fill in the Blanks

- \_\_\_\_\_ is applied to achieve a smooth and even complexion.
- \_\_\_\_\_ is used to enhance the features of the face, such as cheeks and eyes.
- \_\_\_\_\_ blush provides a stronger shadow and is best suited for dry skin types.
- \_\_\_\_\_ mascara enhances and sharpens the eyelashes and is the most commonly used type.
- \_\_\_\_\_ eyeliner is known for its creaminess and is used to create smokey eyes.

### C. State whether the following statements are true or false

- Oil-based foundation is best suited for oily skin.
- Gel blush is best suited for oily to normal skin types.



3. Powder eyeshadow should always be rubbed onto the eyelid for better blending.
4. Liquid eyeliners stay longer compared to pencil eyeliners.
5. Mineral foundation is suitable for people with sensitive or allergic skin.

#### D. Subjective Questions

1. Explain the purpose of applying foundation before make-up.
2. List any five types of foundation and mention one feature of each.
3. Differentiate between powder blush and cream blush.
4. What are the different types of mascara? Describe anyone in detail.
5. Discuss the difference between matte, shimmer, and satin eyeshadows with examples.

### What have you learned?

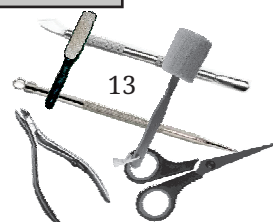
#### After completing this session, you will be able to:

- Explain the differences between various types of foundations, blushers, and eyeliners.
- Identify the appropriate make-up products for different skin types and tones.
- Evaluate the effectiveness of varying make-up products based on client preferences and skin conditions.
- Describe the various types of make-up products and their uses for different skin types and needs.
- Demonstrate effective foundation, blusher, mascara, eyeshadow, and eyeliner application.

## SESSION 3: SELECTION AND APPLICATION OF MAKE-UP

Previously, we studied various products used in make-up and their features, application, and suitability. In this section, we will study the method to apply multiple make-up products.

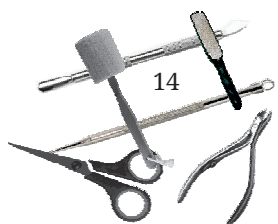
Foundation	Concealer	Face Powder/Loose Powder	Blusher/Shader/Highlighter
Eyeshadow	Eyeliner	Lip Pencil	Lipstick



## NOTES

### General Guidelines for a Beauty Therapist

1. Define a suitable service plan to meet the client's needs.
2. Ask relevant and practical questions to the client to identify contra-indications to skin and make-up products, if any.
3. Estimate the approximate time it takes to complete the procedure and inform the customer, setting the right expectations.
4. Prepare the client for make-up and provide suitable protective apparel.
5. Assemble and organise products and accessories related to the service and keep them ready.
6. Position self and client correctly to ensure privacy, comfort and well-being throughout the service.
7. Adjust the client's position to meet the service needs without causing any discomfort.
8. Check the client's comfort and well-being throughout the service and adapt procedures to ensure the same, and reassure the client with the necessary information and positive comments.
9. Sanitise your hands before service commencement as per salon standards.
10. Carry out cleaning of the skin post-procedure to ensure skin is left clean, toned and suitably moisturised.
11. Select and apply the correct make-up products to enhance facial features that suit the client's needs and achieve the desired effect for the occasion, using proper techniques as per organisational standards.
12. Record details of the therapy accurately as per organisation's policy and procedures.
13. Store information securely in line with the salon's policies.
14. Provide specific after-procedure, homecare advice and recommendations for product use, and further services to the client.



15. Minimise the wastage of products by using products economically, and following correct storage procedures as per the manufacturer's instructions.
16. Inform waiting customers of time left to service periodically.
17. Manage wait times to ensure customer satisfaction.
18. Inform customers of emergency procedures, if required.
19. Ask questions to check the client's satisfaction with the finished result.

### Application of Foundation

1. Decant foundation from the container onto a palette.
2. Match the foundation with the client's skin tone using a damp sponge or fingers.
3. Cover the eyelids and lips.
4. Apply green cover stick/concealer before the foundation if you have any pimples or red areas.
5. Squeeze out some foundation onto your spatula and apply it to your hand.
6. If you are using your hands to apply foundations, then spread a dot on the forehead, cheeks, nose, chin, and jawline .
7. Take your foundation brush and blend the foundation in downward stroking movements (Figure 1.14).
8. Ensure that no make-up is visible and all is blended well.
9. Remove extra foundation around the hairline and eyebrow using a damp cotton wool pad.
10. If needed, apply a colour wash after the foundation.
11. This will give a glaze over the skin.



**Figure 1.14:** Application of cream foundation

### Application of Concealer

Concealers are used to improve or correct skin imperfections (Figure 1.15).

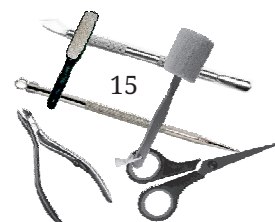
**Step 1:** Apply concealer with a cotton brush or a bud to the relevant area.

**Step 2:** Press into the skin with a dry sponge.

**Step 3:** Apply coloured concealer only to the area where it is required.



**Figure 1.15:** Application of concealer





**Figure 1.16:** Applying face powder using a brush

### Application of Face Powder/Loose Powder

Face powders help conceal and set the foundation and prevent the shine and smearing of the underlying make-up (Figure 1.16). There are unique ingredients in some powders that help to cover blemishes, such as zinc oxide, but they also tend to be heavier and a stronger compact.

**Step 1:** Tip a small amount of loose face powder into a bowl.

**Step 2:** If using block powder, scrape a small amount off with a palette knife into a bowl.

**Step 3:** Apply with dry cotton wool; work downwards, covering the eyes and face. Ensure that no make-up is visible and all is blended well.

### Benefits of Loose Translucent Powder

Following are the benefits of the loose translucent powder

- It creates a more natural look.
- It sets the basis of your make-up—foundation, cover stick.
- It creates a more matte appearance.
- It blots any oiliness.



**Figure 1.17:** Applying blusher

### Application of Blusher/Shader/Highlighter

- Rouge, also called blush or blusher, is a cosmetic typically used to redden the cheeks to provide a more youthful appearance and emphasise the cheekbones (Figure 1.17).
- There are two types of blush:
  1. Compact blush
  2. Cream blush

**Step 1:** Use a spatula to remove the blusher from the container.

**Step 2:** Apply shader or darker blusher; always start with a minimum amount, and then add to it.

**Step 3:** Apply the blusher using a clean brush along the cheekbones; never take the blusher towards the nose.

**Step 4:** Place the brush in the middle of the area that you will cover and blend back and forth.



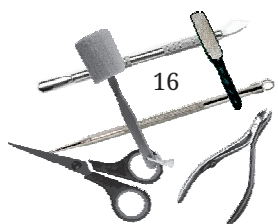
**Figure 1.18:** Applying eyeshadow

### Application of Eyeshadow

Eyeshadows are categorised into three groups, namely:

- *Highlighters:* Cream, white, beige colours (very light and neutral)
- *Medium colours:* Blue, green, brown, grey, pink, etc.
- *Eyeliner colours:* Black, dark brown, grey.
- *Matte colours:* Creates a good illusion.
- *Glittery/shiny colours:* Let the illusion disappear.

**Step 1:** Analyse the eye shape so that you know how to apply the eyeshadow correctly.



**Step 2:** Scrape the powder onto the palette.

**Step 3:** Using an eyebrow brush, brush your eyebrows upward.

**Step 4:** Then take the brush and drag down any hair that may be out of place (Figure 1.18).

**Step 5:** Apply the lightest powder first.

**Step 6:** Apply over the entire eyelid and the brow area.

**Step 7:** Apply the contrasting shade; this may be applied to the socket and blended outwards and upwards. As a practice, the darkest colour is applied in the last phase.

### Application of Eyeliner

Eyeliner defines the eye area to help accentuate the eye and lashes (Figure 1.19).

**Step 1:** Cake eyeliner should be applied with a fine wet brush.

**Step 2:** Liquid eyeliner should be used with a disposable brush.

**Step 3:** Never apply to the whole of the eyes, as this will make the eyes appear heavy and small.



Figure 1.19: Applying eyeliner

### Application of Lip Pencil

Here are the steps given below:

**Step 1:** Start at the cupid's bow in light strokes and follow the upper lip to the outer corners, then work from the centre on the lower lip (Figure 1.20).

**Step 2:** Darken if necessary.



Figure 1.20: Application of lip pencil

### Application of Lipstick

**Step 1:** Apply lip balm to smooth and reduce crevices. This will help in the application of lipstick.

**Step 2:** Select a suitable colour-matching lipstick.

**Step 3:** Mark dots and connect dots using a lip pencil.

**Step 4:** Use the selected lipstick to apply the colour. Make sure to start the application from the centre of the lip, and move outward towards one corner. Again, bring the lipstick back to the centre and run it towards the other corner (Figure 1.21).

**Step 5:** Repeat the process for the lower lip.

**Step 6:** Bolt lips to make the lipstick last longer.



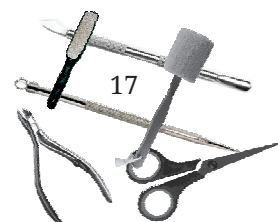
Figure 1.21: Applying lipstick

## Practical Exercises

### Activity 1

Select and apply right foundation.

**Materials Required:** Palette, suitable foundation, concealer, spatula.



## NOTES

### Procedure

- Decant the foundation from the container onto a palette.
- Match the foundation with the client's skin tone using a damp sponge or fingers.
- Cover the eyelids and lips.
- Apply green cover stick or concealer before the foundation if you have any pimples or red areas.
- Squeeze out some foundation onto your spatula and apply onto your hand.
- If you are using your hand for applying foundation then apply a dot on the forehead, cheeks, nose and chin and jaw line and spread it evenly.
- Take your foundation brush and blend the foundation downwards stroking movements. Ensure that no make-up is visible and all is blended well.
- Remove extra foundation around the hairline and eyebrow by using a damp cotton wool pad.
- If needed, apply a colour wash after the foundation. This will give glaze over the skin.

### Activity 2

Apply concealer.

**Materials Required:** Palette, suitable foundation, concealer, spatula.

### Procedure

- Apply concealer to the relevant area with a cotton brush or cotton bud.
- Press into the skin with a dry sponge.
- Apply coloured concealer only to the area where it is required.

### Activity 3

Apply face powder/loose powder.

**Materials Required:** Bowl, loose face powder, palette knife, dry cotton wool.

### Procedure

- Tip a small amount of loose face powder into a bowl.
- If using block powder, scrape a small amount off with a palette knife into a bowl.
- Apply with dry cotton wool; work downwards covering the eyes and entire face.

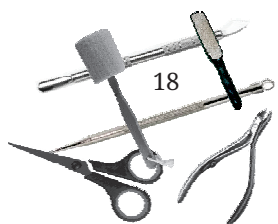
### Activity 4

Apply eyeshadow.

**Materials Required:** Eyeshadow, palette, brush.

### Procedure

- Analyse the eye shape so that you know how to correctly apply the eyeshadow.



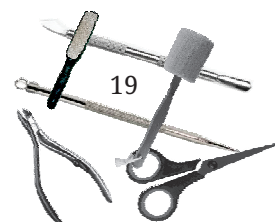
- Scrape the powder onto the palette.
- Using eyebrow brush, brush eyebrows in an upwards direction.
- Then take the brush and drag down any hair that may be out of place.
- Apply the lightest powder first.
- Apply over the entire eyelid and the brow area.
- Apply the contrasting shade, this may be applied to the socket and blended outwards and upwards.

## Check Your Progress

### A. Multiple Choice Questions

1. Which step should be taken first when applying foundation?
  - (a) Apply a green cover stick.
  - (b) Squeeze out foundation onto the hand.
  - (c) Decant foundation from the container onto a palette.
  - (d) Remove extra foundation with a damp cotton wool pad.
2. When applying loose powder, what is the main benefit it provides?
  - (a) Enhances the cheekbones.
  - (b) Prevents oiliness and sets the foundation.
  - (c) Adds shine to the skin.
  - (d) Makes the skin look glossy.
3. What should a beauty therapist do before applying any make-up to ensure the client's comfort?
  - (a) Ask about skin type.
  - (b) Prepare a service plan.
  - (c) Sanitise hands as per salon standards.
  - (d) Apply foundation.
4. When applying eyeshadow, which colour should be applied first?
 

(a) Highlighter	(b) Medium shade
(c) Darkest colour	(d) Eyeliner colour
5. What is the primary purpose of using concealer during make-up application?
  - (a) To define the eye area.
  - (b) To improve or correct imperfections.
  - (c) To add shine to the face.
  - (d) To set the foundation.
6. How should lipstick be applied to ensure even coverage?
  - (a) Apply from the corner of the lips to the centre.
  - (b) Apply lip balm and start from the centre towards the corner.
  - (c) Darken with a lip pencil before lipstick.
  - (d) Start with the lower lip first.



## NOTES

### B. Fill in the Blanks

1. A Beauty Therapist should always \_\_\_\_\_ their hands before starting any make-up service.
2. Foundation should be matched with the client's \_\_\_\_\_ for a natural look.
3. Face powder helps to set the \_\_\_\_\_ and prevent shine.
4. Blusher is applied along the \_\_\_\_\_ to enhance facial features.
5. Lipstick application should begin from the \_\_\_\_\_ and move outward towards the corners.

### C. State whether the following statements are true or false

1. A Beauty Therapist should apply foundation before cleansing the client's skin.
2. Concealer is used to correct imperfections and is applied only where required.
3. Powder should always be applied upwards to give a lifted look.
4. Liquid eyeliner should be applied using a disposable brush.
5. Lip balm helps in the smooth and even application of lipstick.

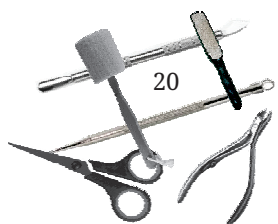
### D. Subjective Questions

1. Explain the steps involved in applying foundation and describe why each step is important to achieve the desired effect.
2. A client has oily skin and wants a natural matte look for a special occasion. Describe the products and techniques you would use to achieve this effect, including any specific steps.
3. How would you handle a situation where a client has sensitive skin and requests an eyeliner application? Describe your approach to selecting the right product and applying it safely.
4. Describe the process of applying blush and eyeshadow, including how to choose the appropriate colours based on the client's skin tone and occasion.

## What have you learned?

### After completing this session, you will be able to:

- Describe the general guidelines and professional conduct required for a Beauty Therapist during make-up services.
- Demonstrate the correct method of foundation application matching to the client's skin tone.
- Apply concealer, powder, and blusher effectively to enhance facial features.
- Identify and perform the step-by-step procedure for eyeshadow, eyeliner, and lip make-up.



- Maintain client comfort, hygiene, and safety standards throughout the make-up process.

## SESSION 4: THE COLOUR WHEEL

A make-up artist is required to suggest suitable colours to clients based on their skin tone and complexion. Some colours may look good for a particular skin complexion. Therefore, it is important to understand how colours work. The theory of colour combination is best understood by studying the colour wheel. In this session, we will take you through the colour wheel (Figure 1.22).

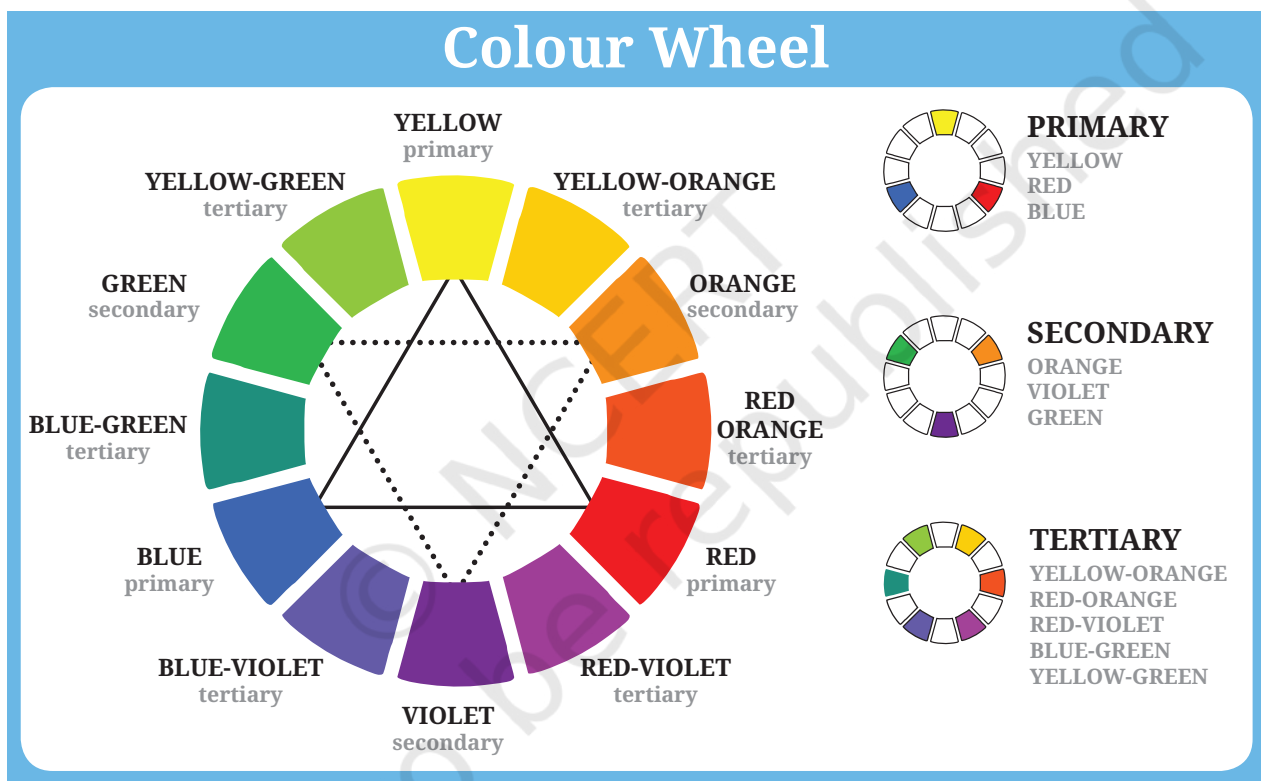
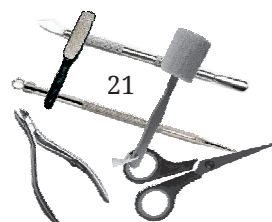


Figure 1.22: The colour wheel

- 1. Primary Colours:** The primary colours are red, yellow and blue. These colours make up all of the other colours on the spectrum.
- 2. Secondary Colours:** Secondary colours can be obtained by mixing the primary colours.
- 3. Tertiary Colours:** Colours on either side of the secondary colours are called tertiary colours.



For example, red-violet or blue-violet can be obtained by adding more of the closest primary colour.

## Terms Related to Colour Theory

1. **Hue:** Hue is defined as pure colour in terms of green, red or magenta (Figure 1.23).

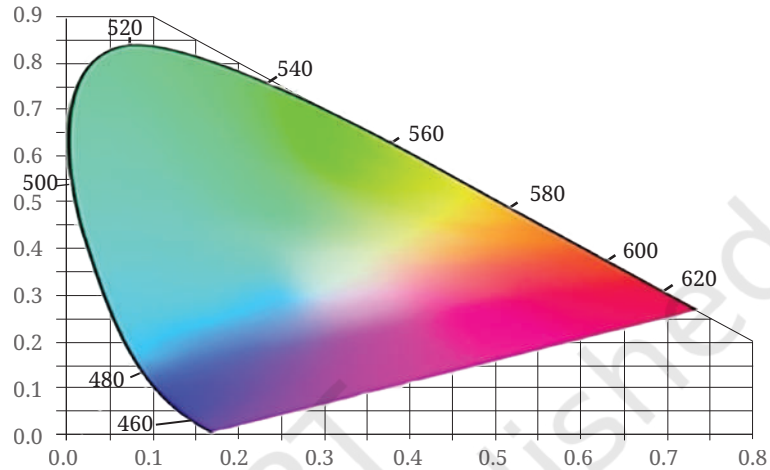


Figure 1.23: Interpretation of hue

The brightness and density of the colours can be adjusted by adding white, black, or grey colour to the primary colours. In this way, we can get pastel and muted colours.

2. **Tint:** Tint is defined as the mixture of a colour with white (Figure 1.24). This increases the lightness of a colour. Lavender can be obtained by adding white to intense purple.

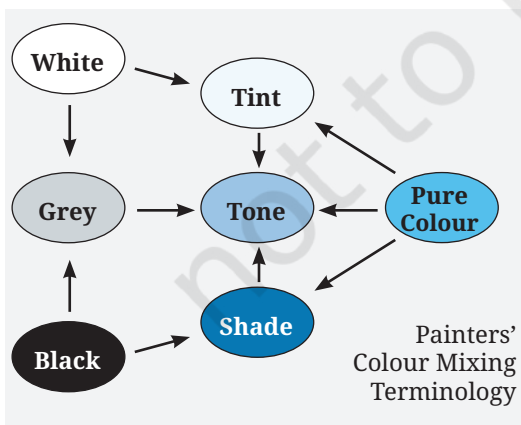


Figure 1.24: Depiction of tint, tone, and shade

3. **Shade:** Shade is the mixture of a colour which reduces lightness. Black is added to the bright red to obtain a deeper and richer red.

4. **Tone:** The 'True tone' is the combination of any hue with the addition of pure grey. Toned colours generally appeal pleasing to the eye.

5. **Complementary colours:** The colours opposite each other on the colour wheel are called complementary wheels (Figure 1.25).

6. **Analogous or similar colours:**The colours that are found right next to each other on the colour wheel are called Analogous colours (Figure 1.26).

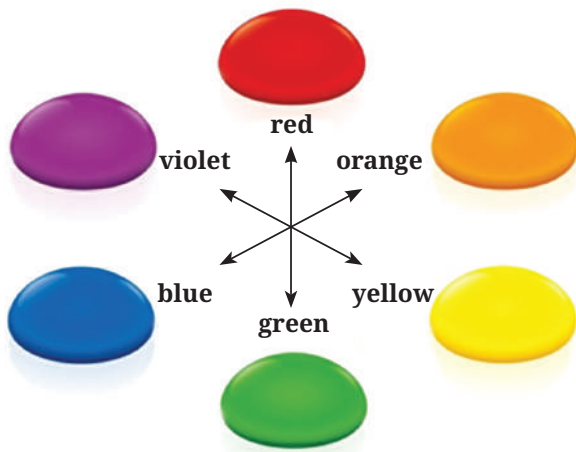


Figure 1.25: Complementary colours

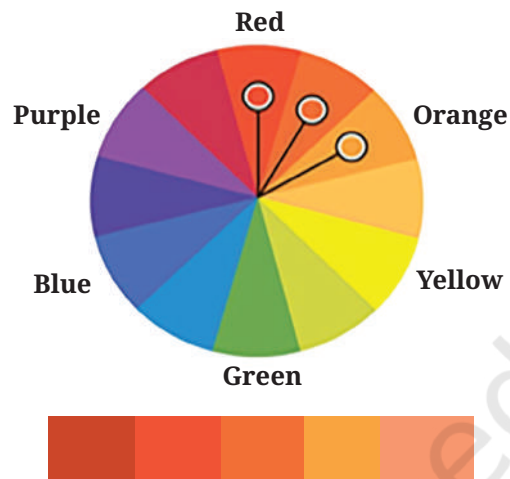


Figure 1.26: Analogous or similar colours

7. **Warm colours:** Colours with red, orange or yellow undertones (Figure 1.27). Warm colours are bright and energetic and tend to pop forward.



Figure 1.27: Warm colours

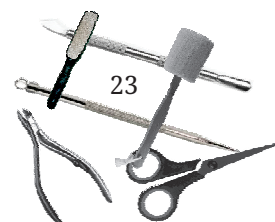
8. **Cool colours:** Colours with blue or red undertones (Figure 1.28). Cool colours are more soothing and tend to recede a bit more.



Figure 1.28: Cool colours

## Significance of Colour Wheel to Make-up

We have seen that the colours are broadly classified as ‘warm’ or ‘cool colours’. It is to be noted here that the undertone significantly impacts the make-up’s colour scheme. There are two simple ways to determine the undertone.



## NOTES

- 1. Vein test:** Observe for the vein colours under the wrist. If the vein appears blue, the undertone is categorised as a warm undertone. Warm colours should be used for make-up. If the vein appears green, it is interpreted as a cool undertone. A make-up artist should use cool colours for the make-up.
- 2. The old jewellery trick:** The undertone can also be determined whether the client looks good in gold or silver. The undertone is warm if the client looks good in gold ornaments. If silver ornaments are suitable for the client, the undertone is cool.

The colour wheel helps identify the suitable colour for the foundation, concealer, blush, eyeliner, and lipstick.

The basic rule is to stick to cool colours for a cool undertone and warm colours for a warm undertone.

### Practical Exercises

#### Activity 1

Understanding colour theory in make-up.

**Materials Required:** Colour wheel, make-up products (foundation, blush, lipstick, eyeliner), mirrors.

#### Procedure

- Introduce the colour wheel and its components (primary, secondary, and tertiary colours).
- Explain warm, cool, and analogous colours.
- Demonstrate how to choose make-up products based on the client's undertone using the colour wheel.
- Identify the best make-up shades for different undertones (cool or warm).
- Practice selecting and applying make-up according to the colour wheel.

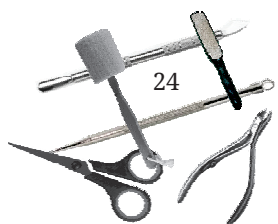
#### Activity 2

Identifying suitable make-up shades based on undertones.

**Materials Required:** Colour chart, make-up products (foundation, blush, lipstick, etc.), mirrors.

#### Procedure

- Identification of skin undertones using the vein test and jewellery trick.
- Show examples of warm and cool make-up shades.
- Try using different undertones and select appropriate make-up products.



- Apply the make-up products that match the undertones.
- Provide feedback on the selection and application of make-up.

## NOTES

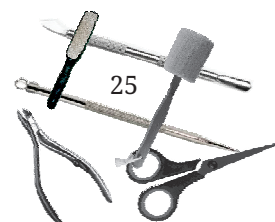
### Check Your Progress

#### A. Multiple Choice Questions

1. What is the best way to determine a client's undertone using the vein test?
  - (a) Check if veins appear green, indicating a warm undertone.
  - (b) Check if veins appear blue, indicating a warm undertone.
  - (c) If veins appear blue, the undertone is cool.
  - (d) If veins appear green, the undertone is cool.
2. Which colour is considered a tertiary colour?
  - (a) Yellow
  - (b) Orange
  - (c) Blue-violet
  - (d) Green
3. When applying make-up for a client with a cool undertone, which type of colours should you use?
  - (a) Warm colours like orange and red
  - (b) Cool colours like blue and violet
  - (c) Both warm and cool colours
  - (d) Neutral colours only
4. What is their undertone if a client looks better in gold ornaments?
  - (a) Cool
  - (b) Neutral
  - (c) Warm
  - (d) Dark
5. How can brightness and density of colours be adjusted according to the colour theory?
  - (a) By mixing primary colours
  - (b) By adding grey or white
  - (c) By applying a complementary colour
  - (d) By using a tinted blusher

#### B. Fill in the Blanks

1. The theory of colour combination is best understood by studying the \_\_\_\_\_.
2. The mixture of a colour with white is called a \_\_\_\_\_.
3. Colours that are opposite to each other on the colour wheel are known as \_\_\_\_\_ colours.
4. Colours with red, orange or yellow undertones are known as \_\_\_\_\_ colours.
5. If a client looks better in silver jewellery, their undertone is considered \_\_\_\_\_.



### C. State whether the following statements are true or false

1. Primary colours are red, yellow, and green.
2. Tertiary colours are created by adding more of a primary colour to a secondary colour.
3. Tone is obtained by adding white to a hue.
4. Cool colours tend to appear soothing and recede in appearance.
5. According to the vein test, blue veins indicate a cool undertone.

### D. Subjective Questions

1. Explain the significance of the colour wheel in make-up application, and how it helps a make-up artist to select suitable colours for a client.
2. Describe how the undertone of a client can affect the selection of foundation and blush colours, and provide an example for warm and cool undertones.
3. How would you determine which eyeshadow colours to use on a client, and why is it important to consider the undertone when making this decision?

## What have you learned?

### After completing this session, you will be able to:

- Describe the differences between the colour wheel's primary, secondary, and tertiary colours.
- Demonstrate how to determine a client's undertone using the vein test and the jewellery trick.
- Explain the significance of warm and cool colours in make-up selection.
- Identify the different types of colour relationships, such as complementary and analogous colours.
- Evaluate the suitability of specific make-up colours based on a client's skin tone and undertone.



Figure 1.29: Snake style bindi

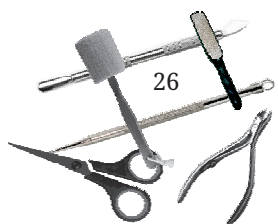


Figure 1.30: Letter style bindi

## SESSION 5: BASIC BINDI DESIGNS

*Bindi* is a symbol of tradition and style, and adds charm to the overall personality. These are available in various designs, shapes, sizes and colours.

1. **Snake style *bindi* and Letter style *bindi*:** Snake style *bindi* will help to look wild and fashionable (Figure 1.29). It is a very popular design. Letter style *bindi* adds little fun to its style (Figure 1.30).
2. **Question mark style *bindi* and Designer type *bindi*:** Question mark style *bindi* design provides a



fetish, freaky look (Figure 1.31). Designer style goes well with designer sarees (Figure 1.32).



Figure 1.31: Question mark style bindi      Figure 1.32: Designer bindi

**3. Tribal style bindi:** Tribal style bindi is best suited for long skirts and tribal print tops (Figure 1.33).



Figure 1.33: Tribal style bindi

Figure 1.34: Flower style bindi

**4. Flower style bindi:** This is a simple bindi design (Figure 1.34). It looks beautiful when worn with embroidered kurtis and salwars.

**5. Party wear bindi design:** Party wear bindi style looks best with black saree, lehenga, and sequins work salwar (Figure 1.35).



Figure 1.35: Party wear bindi design

**6. Half-moon style bindi design:** Half-moon style looks best on square, long and heart-shaped faces (Figure 1.36).



Figure 1.36: Half-moon style bindi design

**7. Sun-style bindi design:** A form of bindi style that represents the divine form of energy, the sun (Figure 1.37).

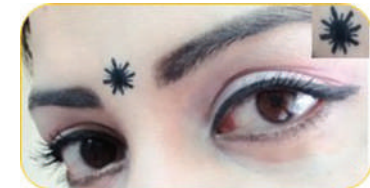


Figure 1.37: Sun-style bindi design

## Practical Exercises

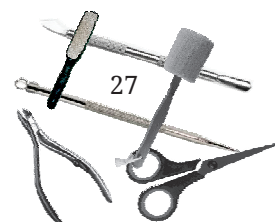
### Activity 1

Apply snake style bindis.

**Materials Required:** Snake style bindi, cotton pad, bindi adhesive, mirror, make-up remover (optional).

#### Procedure

- Ensure the forehead area is clean and free from make-up or oils. Use a cotton pad to wipe the forehead gently if needed.
- Take the snake style bindi and apply a small amount of bindi adhesive to its back.
- Place the bindi on the centre of the forehead, aligning it with the natural centre.
- Press gently for a few seconds to ensure it sticks securely.



## NOTES

### Activity 2

Apply party wear *bindi* designs.

**Materials Required:** Party wear *bindi*, *bindi* adhesive, cotton pad, mirror, make-up remover (optional).

#### Procedure

- Ensure the forehead area is clean by using a cotton pad to remove any excess make-up or oils.
- Choose the party wear *bindi* (which may have embellishments or sparkles) and add a bit of adhesive to back.
- Position the *bindi* slightly above or next to the flower-style *bindi*, depending on the preferred look.
- Press gently for a few seconds to ensure secure attachment.

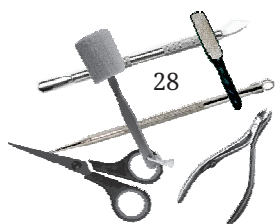
### Check Your Progress

#### A. Multiple Choice Questions

1. Which type of *bindi* is best suited for wearing designer *sarees*?  
(a) Snake style *bindi*                      (b) Tribal style *bindi*  
(c) Designer type *bindi*                  (d) Half-moon style *bindi*
2. Which *bindi* style is recommended for a wild and fashionable look?  
(a) Flower style *bindi*  
(b) Question mark style *bindi*  
(c) Snake style *bindi*  
(d) Sun style *bindi*
3. Which *bindi* style looks best when worn with embroidered *kurti* and *salwar*?  
(a) Sun style *bindi*                          (b) Flower style *bindi*  
(c) Half-moon style *bindi*                  (d) Party wear *bindi*
4. The party wear *bindi* style is most suitable when paired with:  
(a) Black *saree* and sequins work *salwar*  
(b) Tribal print tops and long skirts  
(c) Designer *saree*  
(d) Casual jeans and t-shirts
5. Which *bindi* style is described as representing the divine form of energy?  
(a) Sun style *bindi*                          (b) Half-moon style *bindi*  
(c) Flower style *bindi*                      (d) Letter style *bindi*

#### B. Fill in the Blanks

1. *Bindi* is a symbol of \_\_\_\_\_, \_\_\_\_\_, and style.
2. \_\_\_\_\_ style *bindi* and \_\_\_\_\_ style *bindi* help to create a wild and fashionable look.



3. The \_\_\_\_\_ style *bindi* design provides a fetish and freaky look.
4. \_\_\_\_\_ style *bindi* looks beautiful when worn with embroidered kurtis and salwars.
5. The \_\_\_\_\_ style *bindi* represents the divine form of energy, the Sun.

**C. State whether the following statements are true or false**

1. Snake style *bindi* adds fun to the *bindi* style.
2. Designer style *bindi* goes well with designer *sarees*.
3. Tribal style *bindi* is best suited for jeans and T-shirts.
4. Party wear *bindi* looks best with black *sarees* and sequins work salwars.
5. Half-moon style *bindi* looks best on oval-shaped faces.

**D. Subjective Questions**

1. Explain how the *bindi* adds charm to an individual's overall personality.
2. Describe the difference between snake style and letter style *bindis*.
3. Which type of *bindi* suits tribal print tops and long skirts? Why?
4. Discuss how different *bindi* styles complement different outfits.

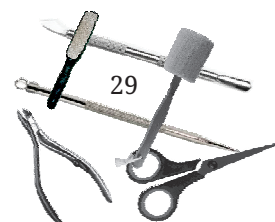
**What have you learned?**

**After completing this session, you will be able to:**

- Explain the cultural significance of different *bindi* styles.
- Evaluate the best *bindi* styles for different face shapes and outfits.
- Describe the proper technique for applying various *bindi* styles.
- Demonstrate the application of varying *bindi* styles.
- Identify suitable *bindi* designs for multiple occasions.
- Apply the appropriate *bindi* style based on client needs and preferences.

**SESSION 6: SAREE DRAPING**

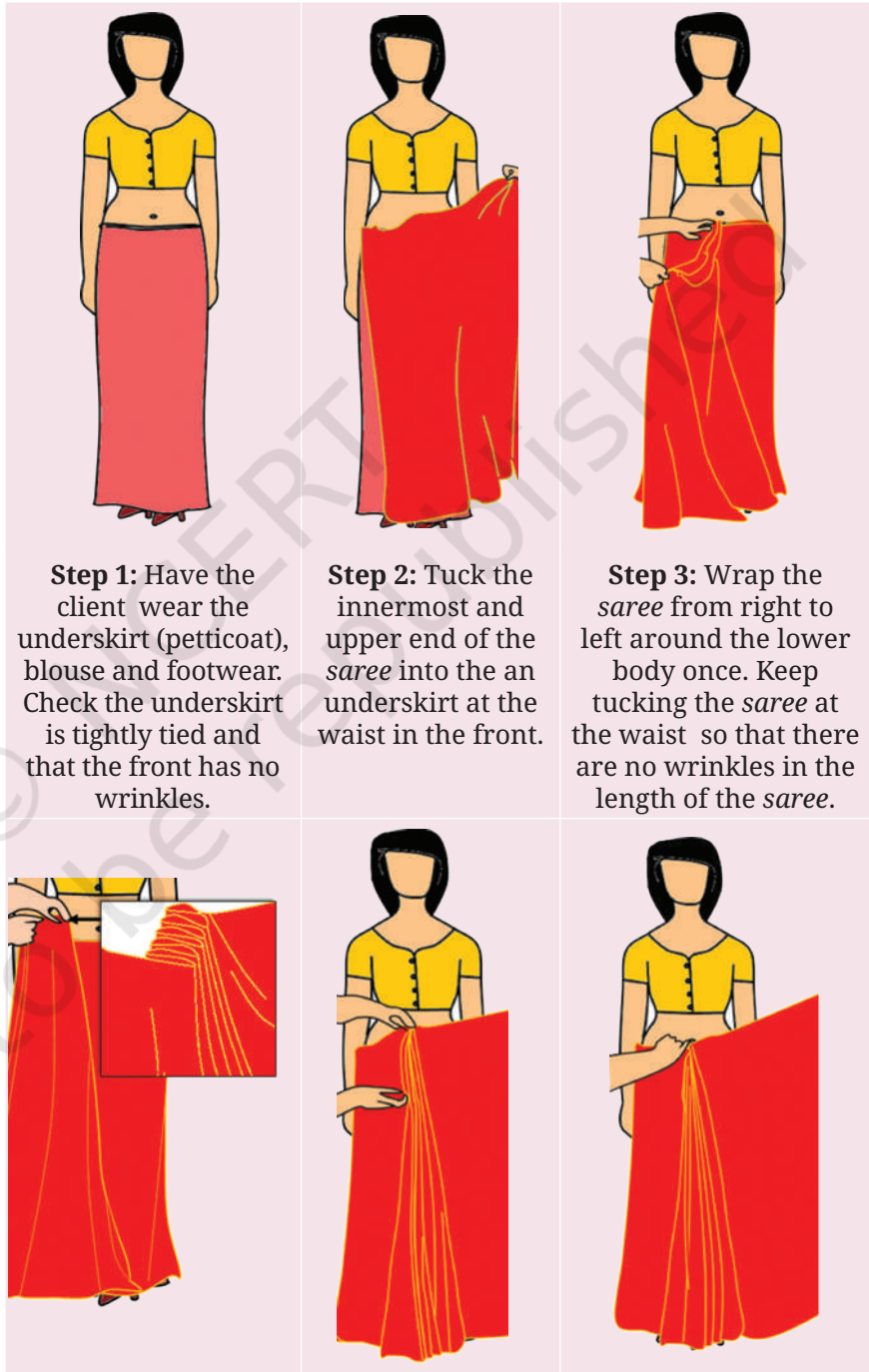
A *saree* is a traditional Indian garment draped in various styles depending on region, occasion, and personal preference. Draping a *saree* is an elegant and traditional process in many Indian cultures. Here is a step-by-step guide on how to drape a *saree*, specifically the most common style.



## NOTES

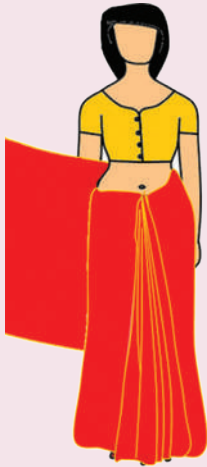
### Draping a Saree in Nivi Style or Air Hostess Style

- First, figure out the innermost and outermost parts of the saree as well as the lower and upper end of the saree.
- Ensure that the saree is crease-free.



## NOTES

**Step 4:** Now, gather the *saree* into 6–7 pleats of the same size which would be about 4–6 inches in width, depending on the fall of the *saree*.



**Step 7:** Drape the *saree* once more, left to right, around the hip without tucking and bringing it round to the front.

**Step 5:** Check that the pleats are in order along the length of the *saree*.



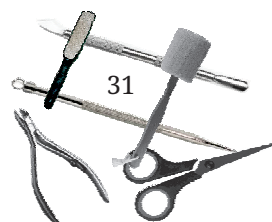
**Step 8:** Take it diagonally across the upper body and drape it over the shoulder. The rest falls freely down the back from the shoulder, called the *pallu*.

**Step 6:** Tuck the topmost 3–5 inches into the skirt, below the navel. Ensure that the *saree* reaches the floor but does not touch it.



**Step 9:** The *pallu* is 3–5 feet in length as per the height and preference of the client.

- Adjust the edge of the *saree* at the back and front to ensure that the edge is smooth, the pleat's folds are straight and symmetrical, and the midriff is adequately covered as per the client's preference.
- Most people prefer to pin up the *saree* at various points to maintain the symmetry of the folds and pleats and keep the *saree* securely in place. The *saree* can be pinned at the pleats tucked in front at the waist or shoulder, where the *pallu* begins its fall at the back. The pleats of the *pallu* can also be pinned at the shoulder; and sometimes a pin is used to gather the pleats in front from inside the *saree*.
- The *pallu* can hang down the shoulder in pleats or without pleats. It can also be wrapped around



## NOTES

and tucked into the waist or draped over the right shoulder, or the edge can gracefully cover the head.

### How to drape a *Lehenga Dupatta*?

#### 1. Tie on wrist

- First put the inner and outer parts of the *dupatta* (Figure 1.38).
- Ensure that the *dupatta* is crease-free.

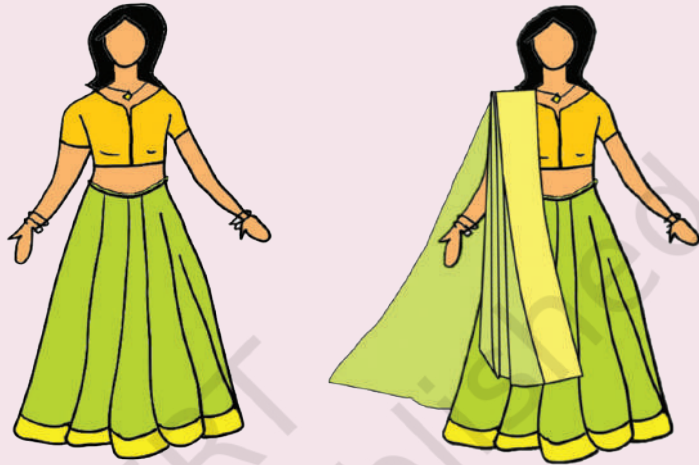


Figure 1.38: Tie on wrist

- Have the client put on the *lehenga* and *choli* first.
- Check that the *lehenga* is tightly tied.
- Make pleats on the *dupatta* and place the pleats on the right shoulder such that the outmost end of the *dupatta* falls off the shoulder and reaches a little below the knees.
- Ensure that the open end of the uppermost pleat is facing out and the folded part is facing the neck.
- Secure the pleats at the shoulder with a safety pin that is fixed from inside the shirt so that it is not visible.

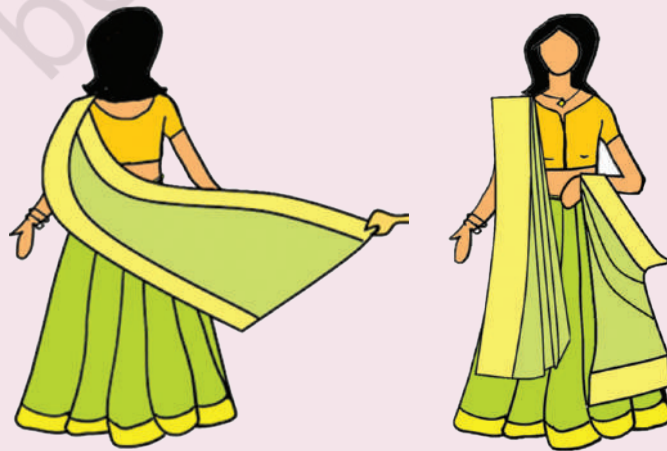
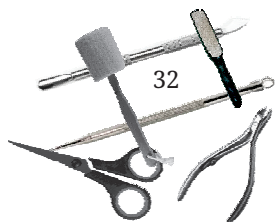


Figure 1.39: Pleats at the shoulder



- Take the upper corner of the opposite end of the *dupatta* and fold it around the left wrist in a loop such that only the border is visible.
- Secure the loop around the wrist with a safety pin.
- Allow the lower corner to fall gracefully from the wrist.

**2. The half saree**

This style is used in South India. The *dupatta* is wrapped around the waist (Figure 1.40).

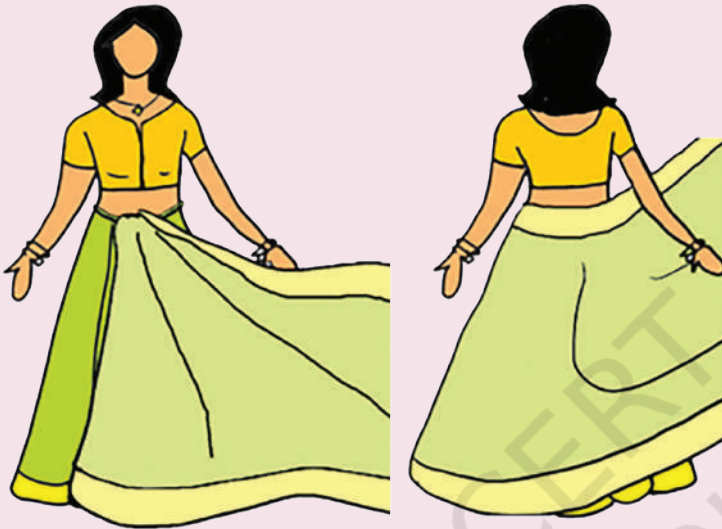
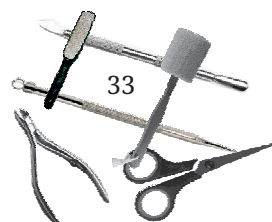


Figure 1.40: The half saree

- Tuck one corner of the *dupatta* in the waist on the right side.
- Wrap the *dupatta* around the waist.



Figure 1.41: Dupatta wrapped around the waist



## NOTES

- Pleat the other end and secure it on the left shoulder so it falls gracefully down the back and reach below the knee.
- Ensure that the *dupatta* makes a V at the back and is wrapped tightly.

### 3. The V pallu

This is a Gujarati/Rajasthani style.

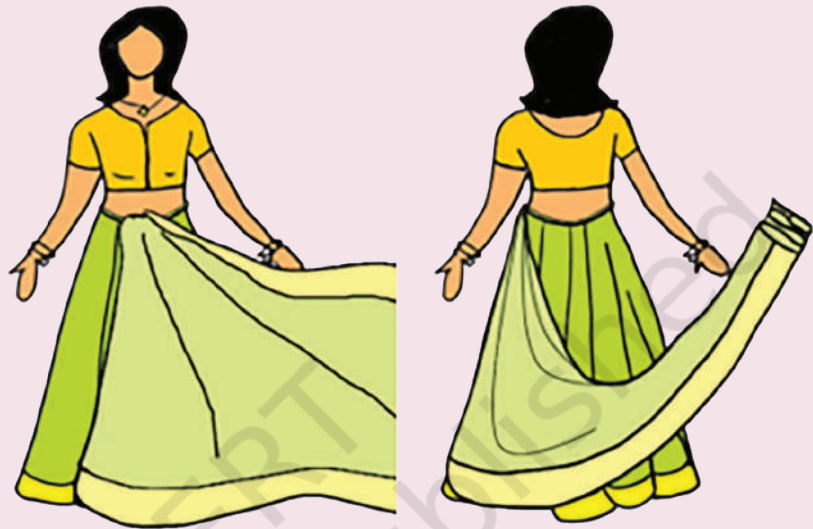


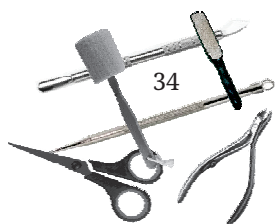
Figure 1.42: Corner of the dupatta tucked in the waist on the right side

- Tuck one corner of the *dupatta* in the waist on the right side.
- Make pleats at the other end.



Figure 1.43: Making V shape

- Take the inner corner of the *dupatta* falling in front and put it on your left shoulder.
- Make sure there is a V in front. Secure the V on the top side with a pin.



## Practical Exercises

## NOTES

### Activity 1

Drape a *saree* in *nivi* style or air hostess style.

**Materials Required:** *Saree*.

#### Procedure

- Have the client wear the underskirt (petticoat), blouse and footwear. Check that the underskirt is tightly tied and that the front has no wrinkles.
- Tuck the innermost and upper end of the *saree* into an underskirt at the waist in the front.
- Wrap the *saree* once from right to left around the lower body. Keep tucking the *saree* at the waist so that there are no wrinkles in the length of the *saree*.
- Now, gather the *saree* into 6–7 pleats of the same size, which would be about 4–6 inches in width, depending on the fall of the *saree*.
- Check that the pleats are in order along the length of the *saree*.
- Tuck the topmost 3–5 inches into the skirt, just below the navel. Ensure that the *saree* reaches the floor but does not touch it.
- Drape the *saree* again, left to right, around the hip without tucking and bring it round to the front.
- Take it diagonally across the upper body and drape it over the shoulder. The rest falls freely down the back from the shoulder, called the *pallu*.
- The *pallu* is 3–5 feet in length as per the height and preference of the client.

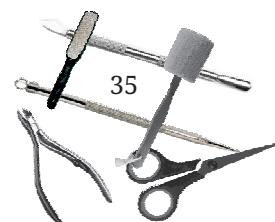
### Activity 2

Drape *lehenga dupatta* in *V pallu* style.

**Materials Required:** *Lehenga, dupatta*.

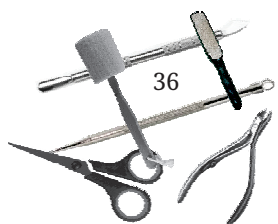
#### Procedure

- Tuck one corner of the *dupatta* in the waist at the right side.
- Make pleats at the other end.
- Let the pleats fall in front till the knee.
- Secure the pleats with a pin on the right shoulder.
- Take the inner corner of the *dupatta* falling in front and put it on your left shoulder.
- Make sure there is a V in front. Secure the V on the top side with a pin.



**Check Your Progress****A. Multiple Choice Questions**

1. What is the first step in draping a *saree*?
  - (a) Wrap the *saree* around the waist.
  - (b) Have the client put on the underskirt, blouse, and footwear.
  - (c) Tuck the *saree* into the underskirt.
  - (d) Gather the *saree* into pleats.
2. How many pleats should be gathered while draping the *saree*?
  - (a) 3–4 pleats
  - (b) 5–6 pleats
  - (c) 6–7 pleats
  - (d) 8–9 pleats
3. Where should the topmost 3–5 inches of the *saree* be tucked?
  - (a) Below the navel
  - (b) At the waist
  - (c) Over the shoulder
  - (d) At the back
4. What is the name of the part of the *saree* that falls freely down the back?
  - (a) Pleat
  - (b) *Pallu*
  - (c) End
  - (d) Drape
5. What should be checked before draping the *dupatta*?
  - (a) *Dupatta* is crease-free
  - (b) *Lehenga* is tightly tied
  - (c) Both 'a' and 'b'
  - (d) Neither 'a' nor 'b'
6. Where should the pleats of the *dupatta* be placed?
  - (a) On the left shoulder
  - (b) On the right shoulder
  - (c) Around the waist
  - (d) On the back
7. How should the upper corner of the opposite end of the *dupatta* be secured?
  - (a) Tied around the neck.
  - (b) Folded around the left wrist with a safety pin.
  - (c) Tucked into the waistband.
  - (d) Let hang freely.



8. What is the first step when draping a half *saree*?
  - (a) Secure the pleats on the left shoulder.
  - (b) Tuck one corner of the *dupatta* into the waist at the right side.
  - (c) Wrap the *dupatta* around the waist.
  - (d) Make pleats at the other end.
9. In the V *pallu* style, where should the pleats be secured?
  - (a) At the waist
  - (b) On the left shoulder
  - (c) On the right shoulder
  - (d) At the back

**B. Fill in the Blanks**

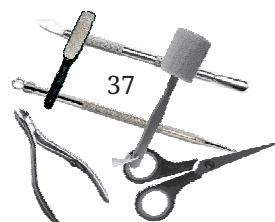
1. A *saree* is a traditional Indian garment that is \_\_\_\_\_ in various styles depending on region and occasion.
2. In *Nivi* style draping, the *saree* is first wrapped from \_\_\_\_\_ to \_\_\_\_\_ around the lower body.
3. The free-falling portion of the *saree* that drapes over the shoulder is called the \_\_\_\_\_.
4. The pleats of a *saree* are usually \_\_\_\_\_ to \_\_\_\_\_ inches wide.
5. In the half *saree* style, the *dupatta* is first tucked at the \_\_\_\_\_ side of the waist.

**C. State whether the following statements are true or false**

1. The *saree* should have visible wrinkles for a natural look.
2. In *Nivi* style, the *saree* is draped from right to left around the waist.
3. The *pallu* length usually varies between 3 to 5 feet.
4. In the “Tie on wrist” style of *dupatta*, the pleats are placed on the left shoulder.
5. The V *pallu* style is commonly seen in Gujarati and Rajasthani traditions.

**D. Subjective Questions**

1. Describe the key steps involved in draping a *saree* in *Nivi* style.
2. Explain how the “Tie on wrist” style of draping a *dupatta* is done.
3. Differentiate between the half *saree* and the V *pallu dupatta* styles.



## What have you learned?

**After completing this session, you will be able to:**

- Classify the different styles of draping *sarees* and *dupattas*.
- Demonstrate how to drape a *saree* in the *nivi* style.
- Describe the step-by-step process of draping a *lehenga dupatta*.
- Explain the significance of pleating and tucking in *saree* draping.
- Identify the proper techniques for securing the *saree* and *dupatta* with pins.
- Apply different draping methods according to regional styles (e.g., *V-pallu*, half *saree*).

## SESSION 7: MAKE-UP REMOVAL METHODS

Removing make-up is an essential part of maintaining healthy skin. Different skin types and make-up products may require specific techniques for effective removal. In this session, we will study various make-up removal techniques.

### Make-up Removal Methods

1. Using wipes or towelettes
2. Using toner
3. Using micellar water
4. Using cold cream
5. Using cleansing oil



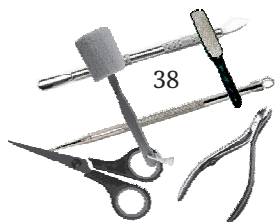
**Figure 1.44:** Make-up removal using a wipe

#### Wipes or Towelettes

- This technique is best suited for daily use and acts as a pre-step for cleansing. These wipes can remove foundation, concealer and eyeshadow (Figure 1.44).
- These wipes are easy to carry and can be used to maintain a fresh face while travelling. It is suggested to use alcohol-free wipes as they are less likely to dry the skin.

#### Using a Toner

- Toner act as a pre-step to cleansing to remove make-up. It provides clean skin and refresh skin complexion. A cotton pad is required to use a toner. Add few drops of toner to the cotton pad and gently wipe the skin.
- It is better to use non-drying, alcohol-free toners. Such toners help against moisture loss.



### Using Micellar Water

- Persians invented this method, and it is currently most popular in the United States. Micellar water removes make-up and cleanses and hydrates the skin simultaneously. It is a perfect product to achieve a fresh face on the go.
- This product is recommended for the clients with dry skin. Micellar water attracts make-up and dirt like a magnet.
- Add few drops of micellar water to the cotton swab and swipe across the skin to remove the make-up and dirt.

### Using Cleansing Oil

- The cleansing oil is required to remove heavy eye make-up and dry skin (Figure 1.45). However, it is to be noted that cleansing oil is best suited for all skin types.
- Apply a few drops to a cotton pad and dab across the skin. The cleansing oil is less harsh on dry skin, especially the delicate dry skin around the eyes. Wash the cleansed area with warm water to remove the oil, and follow with a regular cleanser.



Figure 1.45: Make-up removal using cleansing oil

## Practical Exercises

### Activity 1

Remove the make-up using a toner.

**Materials Required:** Cotton pad, toner.

#### Procedure

- Add few drops of toner to the cotton pad.
- Gently wipe the skin.
- Check for the residual; if there is one, wipe it off completely.

### Activity 2

Remove the make-up using a cold cream.

**Materials Required:** Wipes, cold cream.

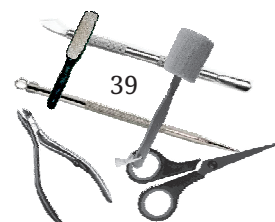
#### Procedure

- Dip a wipe in the cream.
- Swipe across areas of heavy make-up, like the face, eyes, cheeks, nose and forehead.

## Check Your Progress

### A. Multiple Choice Questions

1. Which make-up removal method best suits for maintaining a fresh face while travelling?  
(a) Cleansing oil                      (b) Toner  
(c) Wipes or towelettes              (d) Micellar water



## NOTES

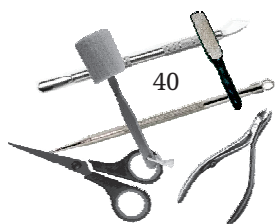
- Which make-up removal method is recommended for clients with dry skin due to its hydrating properties?
  - Toner
  - Cleansing oil
  - Micellar water
  - Wipes or towelettes
- What is the main purpose of using a toner in make-up removal?
  - To remove foundation and eyeshadow.
  - To hydrate the skin.
  - To act as a pre-step to cleansing and refreshing skin complexion.
  - To remove heavy eye make-up.
- Which technique is mentioned explicitly as suitable for removing heavy eye make-up?
  - Using wipes or towelettes
  - Using toner
  - Using micellar water
  - Using cleansing oil
- Which of the following statements is true regarding the use of alcohol-free wipes?
  - They are more effective for heavy make-up removal.
  - They are less likely to dry the skin.
  - They attract make-up like a magnet.
  - They are not suitable for travelling.

### B. Fill in the Blanks

- Removing make-up is an essential part of maintaining \_\_\_\_\_ skin.
- Wipes or towelettes are best suited for \_\_\_\_\_ use and help remove foundation and eyeshadow.
- It is better to use \_\_\_\_\_ and alcohol-free toners to prevent moisture loss.
- Micellar water removes make-up, cleanses, and \_\_\_\_\_ the skin at the same time.
- Cleansing oil is especially useful for removing \_\_\_\_\_ eye make-up and is suitable for all \_\_\_\_\_ types.

### C. State whether the following statements are true or false

- Wipes or towelettes are difficult to carry and not suitable for travel.
- Toner helps clean and refresh the skin complexion.
- Micellar water was invented by Persians and is popular in the United States.
- Cleansing oil is harsh on dry skin and should be avoided.
- Alcohol-free wipes and toners are recommended as they prevent skin dryness.

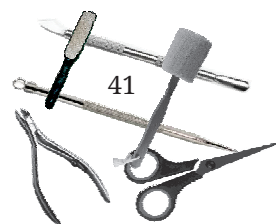


## What have you learned?

### After completing this session, you will be able to:

- Classify different make-up removal techniques for various skin types.
- Demonstrate the proper use of wipes or towelettes for make-up removal.
- Describe the benefits and methods of using toner for make-up removal.
- Explain how micellar water effectively removes make-up and hydrates the skin.
- Identify the suitable make-up removal methods for dry and sensitive skin.
- Apply the correct technique for removing heavy eye make-up with cleansing oil.

## NOTES



# Unit



## Facial Beauty Services



171219CH02

### INTRODUCTION

Facial beauty services enhance skin health, appearance, and overall well-being. Beauty therapists and aestheticians offer these services to improve the skin conditions while providing relaxation and therapeutic benefits. Facials help cleanse the skin deeper, removing dirt, oil, and toxins that daily cleansers often miss. This reduces the risk of acne, clogged pores, and other skin problems. Regular facials exfoliate dead skin cells, promoting cell turnover and revealing fresh, healthy skin. This improves texture and reduces dullness.

This unit provides foundational knowledge and hands-on skills, guiding you through two essential skincare technologies to improve skin health and appearance. The first session introduces facial steamer, which uses steam to hydrate and cleanse the skin. This session covers its benefits, usage techniques, and safety precautions while emphasising its role in skincare routines. The second session deals with electro-facial skin treatments, a more advanced skincare technique involving electrical currents to treat and rejuvenate the skin. You will learn about different types of electrotherapy devices and their applications.

## SESSION 1: FACIAL STEAMING AND MASSAGE

Warm steam softens the skin's surface by removing impurities, bacteria and dirt from pores. Steaming the face relaxes the skin, improves circulation, and opens pores for further cleansing (Figure 2.1).



Figure 2.1: Facial treatment

### Benefits of Steaming

The following are the benefits of steaming:

- Keeps pores open
- Loosens blackheads
- Pushes out dirt
- Sheds dead skin
- Prevents pimples
- Removes trapped make-up
- Kills bacteria



Figure 2.2: Glowing skin after steaming

#### How to steam face?

**Step 1:** Boil the water in a pot or use a facial steamer.

**Step 2:** Use a gentle cleanser to remove all make-up, dirt, oil or sweat. Never use harsh soap or scrub.

**Step 3:** Add some essential oil or herbs to the boiling water. Ensure that the scents will evaporate.

**Step 4:** Cover the head with the towel so it drops on either side of the face, trapping the steam entirely. Place the face close enough to let the skin feel that steam. It is to be ensured that steaming should not be done for more than 10 minutes.

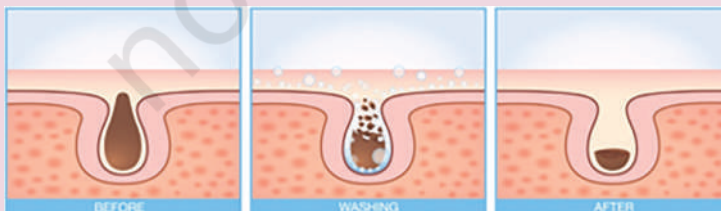
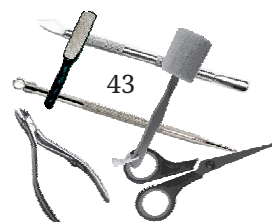


Figure 2.3: Effect of steam on the clogged pores



## NOTES

### Facial Massage

Facial massage involves gently manipulating the skin and muscles of the face using the hands or a tool. It offers various benefits, such as improving circulation, reducing puffiness, promoting lymphatic drainage, and enhancing skin firmness. It can also relieve tension in facial muscles and promote relaxation.

Some standard facial massage techniques include:

1. **Effleurage:** Light, gliding strokes to warm up the muscles and increase circulation.
2. **Petrissage:** Kneading and lifting the muscles to stimulate deeper tissue and improve elasticity.
3. **Tapotement:** Tapping motions to stimulate blood flow and tone the skin.
4. **Lymphatic Drainage:** Gentle strokes that encourage the drainage of lymph fluid to reduce swelling and improve the complexion.

#### Procedure

**Step 1:** Remove the make-up.

**Step 2:** Prepare the work area. The massage area should be clean and tidy (Figure 2.4).

**Step 3:** Organise resources, like a clean pillow, towel, milky face lotion, face mask, rinse, toner and moisturiser.

**Step 4:** Thoroughly wash your hands.

**Step 5:** Ask the client to lie on the massage bed or sit on the chair. Make the client comfortable.

**Step 6:** Apply milky face lotion and gently rub it into the skin.

**Step 7:** Massage the forehead with your fingers in a circular motion.

**Step 8:** Massage temples with fingertips at first. Apply gentle pressure on both sides.

**Step 9:** Massage cheekbones with fingertips at first. Apply gentle pressure.

**Step 10:** Massage jaw and lower cheek.

**Step 11:** Massage around the ears.

**Step 12:** Rinse the face and apply toner.



Figure 2.4: Facial massage

## Practical Exercises

## NOTES

### Activity 1

Perform facial steaming.

**Materials Required:** Facial steamer, cleanser, essential oils or herbs, towel.

#### Procedure

- Boil the water in a pot or use a facial steamer.
- Use a gentle cleanser to remove all make-up, dirt, oil or sweat. Never use harsh soap or scrub.
- Add some essential oil or herbs to the boiling water. Ensure that the scents will evaporate.
- Cover the head with the towel so it drops on either side of the face, trapping the steam entirely. Place the face close enough to let the skin feel that steam.

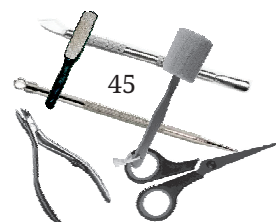
### Activity 2

Facial massage for toning.

**Materials Required:** Facial oil or moisturiser (to help glide your hands smoothly), a mirror (optional), a jade roller or gua sha stone (optional).

#### Procedure

- Begin with a clean face. Use a facial cleanser to remove make-up and impurities.
- **Apply Facial Oil or Moisturiser:** Warm a few drops of oil or a small moisturiser between your palms. Press it into the client's skin, focusing on the forehead, cheeks, and jawline.
- **Forehead Massage:** Use fingers to make gentle upward strokes starting from the centre of the forehead of the client's hairline. Repeat 5–6 times.
- **Eye Area:** Use your ring fingers to press the skin under the eyes lightly, moving from the inner corners to the outer. Gently circle around the eyes, applying minimal pressure. Do this 3–4 times.
- **Cheek Massage:** With your palms, upward sweeping motions along the cheeks from the centre of the face (near the nose) towards the ears. Use a lifting motion to avoid dragging the skin downward. Repeat 5–6 times.
- **Jawline and Chin:** Pinch the jawline between your thumb and fingers, starting from the centre of the chin and moving outward towards the ears. This can help release tension in the jaw area. Repeat 4–5 times.
- **Neck Massage:** Gently massage the neck using upward strokes from the base of the neck to the chin. Avoid pulling the skin downward. Repeat 5–6 times.



**Check Your Progress**

**A. Multiple Choice Questions**

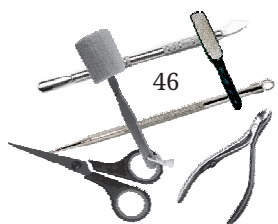
1. What is one of the primary benefits of steaming the face?
  - (a) It tightens pores.
  - (b) It sheds dead skin.
  - (c) It increases the presence of bacteria.
  - (d) It makes the skin oily.
2. How long should steaming the face typically last?
  - (a) 5 minutes
  - (b) 10 minutes
  - (c) 15 minutes
  - (d) 20 minutes
3. Which facial massage technique involves light, gliding strokes?
  - (a) Petrissage
  - (b) Effleurage
  - (c) Tapotement
  - (d) Lymphatic drainage
4. What should be done before applying the milky face lotion during a facial massage?
  - (a) Apply a face mask.
  - (b) Wash hands thoroughly.
  - (c) Apply toner.
  - (d) Prepare the essential oils.
5. What is the purpose of adding essential oils or herbs to the boiling water during facial steaming?
  - (a) To create a cooling effect.
  - (b) To enhance the scent of the steam.
  - (c) To cleanse the skin.
  - (d) To prevent blackheads.

**B. Fill in the Blanks**

1. Warm steam softens the surface of the skin by removing \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ from pores.
2. Steaming the face improves \_\_\_\_\_ and opens pores for further cleansing.
3. One of the benefits of steaming is that it helps to \_\_\_\_\_ blackheads.
4. Facial massage involves gently manipulating the \_\_\_\_\_ and \_\_\_\_\_ of the face.
5. In the effleurage technique, \_\_\_\_\_ and \_\_\_\_\_ strokes are used to warm up the muscles.

**C. State whether the following statements are true or false**

1. Steaming the face should be done for more than 15 minutes for best results.
2. Steaming helps in killing bacteria and preventing pimples.
3. Petrissage technique involves kneading and lifting the muscles to improve elasticity.
4. Lymphatic drainage technique uses strong, tapping motions to tone the skin.
5. Before starting a facial massage, make-up should be removed and hands should be thoroughly washed.



**D. Subjective Questions**

1. Discuss the role of steaming in maintaining healthy skin. What specific skin conditions can it help alleviate, and how does it contribute to overall skin health?
2. Describe the steps involved in performing a facial massage. How do different techniques like effleurage and petrissage contribute to the benefits of facial massage?
3. Evaluate the importance of preparing the work area and resources before performing a facial massage. How can this preparation affect the overall experience for the client?
4. Why is facial steaming performed?
5. Write any three benefits of facial steaming.

**What have you learned?****After completing this session, you will be able to:**

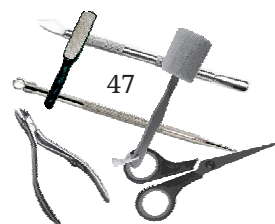
- Classify the different types of facial massage techniques used in skincare.
- Demonstrate the correct procedure for steaming the face for skincare.
- Describe the benefits of steaming and facial massage for skin health.
- Explain the steps involved in performing a facial massage effectively.
- Identify the tools and products required for facial massage and steaming.
- Classify the essential oils or herbs suitable for use during facial steaming.

**SESSION 2: ELECTRICAL FACIAL SKIN TREATMENT**

Electrical facial treatment is also called ‘Cosmetic electrotherapy’. This includes a range of beauty treatments wherein an electrical current is used through the skin for different therapeutic and cosmetic effects. Electrical current enhances the skin quality and also improves the effectiveness of various skin care products.

Some commonly used types of electrical skin care treatment are:

1. Galvanic treatment
2. Faradic treatment or neuromuscular electrical stimulation



3. High-frequency treatment
4. Micro-current electrical neuromuscular stimulation

The outcome of each treatment is different. A particular type of treatment should be selected based on the client's requirements. The process involves positive or negative poles or both to achieve the required benefits.

## Electric Brush

Facial cleansing brushes are used for more professional and deep cleansing. These brushes have become popular because they leave the skin completely free from imperfections and residue (Figure 2.5).

Electric brushes have rotating heads driven by electricity. This works similarly as an electric toothbrush. These brushes are perfect for a deep cleansing treatment.

### Benefits

1. Gently massage the skin to stimulate blood circulation.
2. Removes dead skin cells.
3. Skin can better absorb nutrients in any cream.
4. Better and deeper cleansing.

### How do you select the right brush?

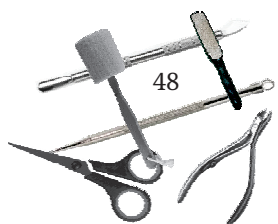
1. It is recommended that you choose a brush with soft bristles.
2. The brush should be rounded at the end to avoid damage to the skin.
3. The brush selected should be water-resistant.



Figure 2.5: Different types of electric brushes

## General Guidelines for using Any Electric Equipment

1. Check the machine for damage, faults, and risks before operating; if detected, take the necessary action as per organisation-approved procedures and ensure safety.
2. Ensure all components and parts of the machine are available, clean, and ready to use.
3. Ensure the machine is calibrated and approved for usage.



4. Ensure the environment is safe and suitable for equipment operation.
5. Ensure the dials are at zero and the mains are off.
6. Switch on the mains and operate the equipment at low intensity to test the equipment.
7. Switch off the machine if any malfunction is noticed and report it to the concerned personnel.
8. Clarify the client's understanding and expectations before the commencement of the procedure.
9. Explain the sensation, temperature and other sensory experiences the client will likely experience to prepare them for it.
10. Operate the equipment as per manufacturer's instructions in line with service procedure requirements.
11. Clean and dismantle the machine as per organisation standards after service.
12. Ensure electrodes are cleaned, handled and stored as per the manufacturer's instructions.

#### Using an Electric Brush

**Step 1:** Rinse the face with plenty of water and leave the skin wet.

**Step 2:** Apply a little facial cleanser or gel.

**Step 3:** Turn on the brush and circularly move over the face.

**Step 4:** Hold the brush on each area for at least a few seconds to cleanse that area correctly.

**Step 5:** After the treatment, rinse the face with plenty of water, and pat dry with a soft clean towel.

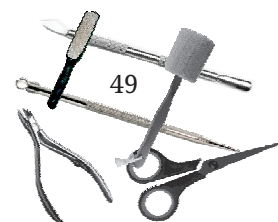
**Step 6:** Apply usual moisturiser to hydrate the skin.

#### Contra-indications

- This treatment is not suitable for people with sensitive skin.
- This includes conditions that affect the skin, such as eczema, psoriasis and rosacea.
- This is not advisable for people with varicose veins on their face.

## Galvanic Electro-facial Skin Treatment

This treatment is most commonly used as cosmetic facial electrotherapy. Galvanic electro-facial skin treatment is carried out to ensure better extraction of skin impurities. This treatment also enhances the penetration of various



## NOTES

skincare products. A sophisticated galvanic device is required to emit Direct Current (DC) which brings some chemical changes to the skin.

### Galvanic Electro-Facial Skin Treatment

**Step 1:** Apply an acidic solution to the skin. This is done to open up the skin pores, soften tissues and increase blood circulation. The acidic solution breaks down the skin oil stuck in the pores, clears the follicles and extracts any skin impurities.

**Step 2:** Apply an alkaline solution to the skin. This step closes the pores and reduces blood circulation in that area. This also soothes the nerves.



**Figure 2.6:** Galvanic facial skin

**Step 3:** Use a galvanic-positive probe to improve the penetration of skin care products (Figure 2.6). This step is also called 'iontophoresis'.

#### Effects of This Treatment

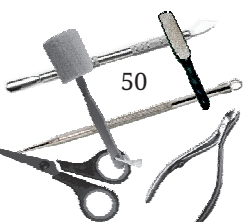
- Complete cleansing and detoxification
- Increases blood circulation
- Reduced appearance of wrinkles and fine lines
- Practical application of skincare products
- It makes the skin brighter

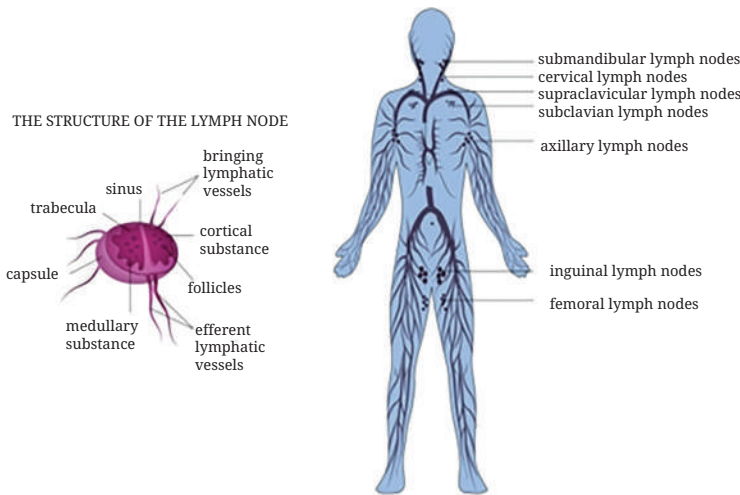
#### Contra-indications

- Skin infection or irritation
- Vascular or hypersensitive skin
- Sinusitis
- Epilepsy
- Excessive fillings

## Lymphatic Drainage Facial Machine

It is a soothing and relaxing massage that uses gentle brush motions to reduce swelling in the eye, neck area, and rest of the face. The body's lymphatic system comprises an extensive network of lymphatic vessels and nodes (Figure 2.7). The lymphatic system is linked to the immune system. This machine virtually retains the body's lymphatic system by rhythmic suction. This machine helps to improve circulation, swelling, congestion and dull skin. This treatment helps remove and filter wastes, toxins, and excess fluid from cells. This treatment is highly recommended for acne, couperose and general lymphatic system congestion. This is not an ordinary massage. Such treatment should only be provided by the trained personnel.





**Figure 2.7:** Lymphatic system

### Lymphatic Drainage Facial Machine

**Step 1:** Perform a deep skin cleansing.

**Step 2:** Slough off dead skin cells of the upper layer using the diamond microdermabrasion technique.

**Step 3:** Steam the skin using a vapour steamer. This process opens up the pores.

**Step 4:** Ready the machine for the treatment. Stimulate the flushing out using a soft gripping technique. Apply pressure and strokes at the same time (Figure 2.8).

**Step 5:** Massage using Hyaluronic acid into the skin. The serum nourishes and moisturises the skin.

**Step 6:** Lie back and relax with a special face mask.

#### Contra-indications

- Bacteria, viruses and poisons may cause acute inflammation.
- There is a fear of spreading the cancer.
- This treatment may result in free-floating blood clots in the circulatory system.



**Figure 2.8:** Lymphatic drainage facial treatment

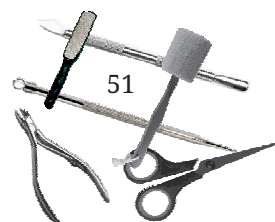
### Microdermabrasion or Ultrasonic Exfoliation

This treatment removes dead skin cells to even out the skin tone. This procedure stimulates circulation and makes the skin smooth. Understanding the client's skin type and condition is critical before proceeding with this treatment. It is recommended for thicker skin. It is advised not to perform this treatment on sensitive skin.

#### Ultrasonic Exfoliation

**Step 1:** Apply water solution to the skin to loosen surface dead skin cells.

**Step 2:** Using an ultrasonically activated spatula, lift dry skin cells off the skin. During this process, water solution gets infused deep into the skin and hydrates new cells (Figure 2.9).



## NOTES

### Contra-indications

- Skin diseases
- Neuralgia eye and trigeminal nerves
- Acute infectious diseases
- Dilated capillaries
- Tumours and postoperative period
- Recently made chemical peeling
- Pregnancy
- Tuberculosis



Figure 2.9: Ultrasonic exfoliation treatment

## Practical Exercises

### Activity 1

Perform deep cleansing with an electric brush.

**Materials Required:** Facial cleanser or gel, moisturiser, electric brush.

#### Procedure

- Rinse the face with plenty of water and leave the skin wet.
- Apply a little facial cleanser or gel.
- Turn on the brush and circularly move over the face.
- Hold the brush on each area for at least a few seconds to cleanse that area correctly.
- After the treatment, rinse the face with plenty of water and pat dry with a soft clean towel.
- Apply the usual moisturiser to hydrate the skin.

### Activity 2

Provide galvanic electro-facial skin treatment.

**Materials Required:** Acidic solution, alkaline solution, galvanic probes, electric brush.

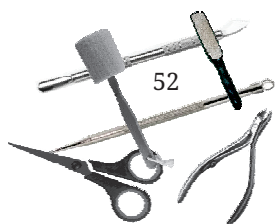
#### Procedure

- Apply an acidic solution to the skin. This opens up the skin pores, softens tissues, and increase blood circulation. The acidic solution breaks down the skin oil stuck in the pores, clears the follicles and extracts any skin impurities.
- Apply an alkaline solution to the skin. This step closes the pores and reduces blood circulation in that area. This also soothes the nerves.
- Use a galvanic-positive probe to improve the penetration of skin care products. This step is also called 'iontophoresis'.

### Activity 3

Use of lymphatic facial machine.

**Materials Required:** Skin cleanser, vapour steamer, hyaluronic acid, face mask, lymphatic facial machine.



**Procedure**

- Perform a deep skin cleansing.
- Slough off dead skin cells of the upper layer using the diamond microdermabrasion technique.
- Steam the skin using a vapour steamer. This process opens up the pores.
- Ready the machine for the treatment. Stimulate the flushing out using a soft gripping technique. Apply pressure and strokes at the same time.
- Massage using Hyaluronic acid into the skin. The serum nourishes and moisturises the skin.
- Lie back and relax with a special face mask.

**Check Your Progress**

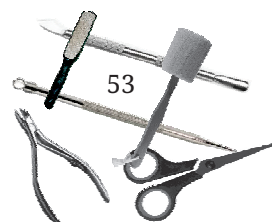
**A. Multiple Choice Questions**

1. What is the primary purpose of galvanic electro-facial skin treatment?
  - (a) To relax facial muscles.
  - (b) To enhance the penetration of skincare products.
  - (c) To promote hair growth.
  - (d) To exfoliate dead skin cells.
2. Which condition is a contraindication for using an electric facial brush?
 

(a) Normal skin	(b) Oily skin
(c) Eczema	(d) Combination skin
3. What type of machine is used for lymphatic drainage facial treatment?
  - (a) Galvanic machine
  - (b) High-frequency machine
  - (c) Ultrasonic exfoliation machine
  - (d) Lymphatic drainage facial machine
4. What is applied to the skin in ultrasonic exfoliation before using the ultrasonically activated spatula?
  - (a) Acidic solution
  - (b) Moisturiser
  - (c) Water solution
  - (d) Alkaline solution
5. What is the key benefit of using an electric brush for facial cleansing?
  - (a) It eliminates the need for moisturisers.
  - (b) It removes dead skin cells and allows better absorption of nutrients.
  - (c) It can be used on sensitive skin without any risks.
  - (d) It is less effective than manual cleansing.

**B. Fill in the Blanks**

1. Electrical facial treatment is also called as \_\_\_\_\_



## NOTES

2. In a galvanic electro-facial treatment, the device emits \_\_\_\_\_ current to bring chemical changes in the skin.
3. The \_\_\_\_\_ brush works similarly to an electric toothbrush and helps in deep cleansing of the skin.
4. The process of using a galvanic positive probe to improve product penetration is called \_\_\_\_\_
5. Lymphatic drainage facial machine helps in the removal of \_\_\_\_\_, \_\_\_\_\_ and excess fluid from cells.

### C. State whether the following statements are true or false

1. Electrical facial treatments use water pressure to enhance skin texture.
2. The electric brush should have soft and rounded bristles to avoid damage to the skin.
3. Lymphatic drainage facial treatment is an ordinary massage suitable for untrained individuals to perform.
4. Micro-dermabrasion or ultrasonic exfoliation helps remove dead skin cells and smoothen the skin.
5. Galvanic treatment should be performed on clients with vascular or hypersensitive skin.

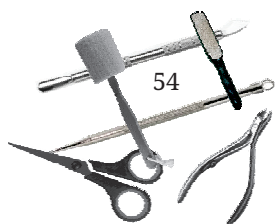
### D. Subjective Questions

1. Explain the steps involved in galvanic electro-facial skin treatment. How does each step contribute to the overall effectiveness of the treatment?
2. Discuss the contraindications for using electric facial treatments. Why is it important to consider these contraindications before proceeding with a treatment?
3. Evaluate the benefits and limitations of microdermabrasion or ultrasonic exfoliation as a skin treatment option. In what cases would you recommend one over the other?

## What have you learned?

### After completing this session, you will be able to:

- Classify the different types of electrical facial treatments used in cosmetic therapy.
- Demonstrate the proper steps for using an electric facial brush in skin care.
- Describe the benefits and contra-indications of galvanic electro-facial skin treatment.
- Explain the process of lymphatic drainage facial treatment and its effects on the skin.
- Identify the appropriate equipment required for microdermabrasion and ultrasonic exfoliation treatments.
- Classify the contra-indications for ultrasonic exfoliation and lymphatic drainage treatments.



Unit

III



# Salon Reception Duties

## INTRODUCTION

A salon receptionist has to work in a busy environment with many people coming and going. A smiling face and a friendly nature will make the clients feel welcomed and at home. To answer customer queries, a receptionist must be acquainted with all the salon's services. Good administrative skills are a plus in this position.

The first session focuses on client care within the beauty therapy field. It covers how beauty therapists can create a welcoming and professional environment, providing personalised treatments that cater to each client's specific needs. You will learn how to communicate effectively, ensure client's comfort, and maintain a high level of service throughout the treatment process.

The second session covers maintaining an organised, clean, and welcoming reception area in a beauty therapy setting. Since the reception area is often client's first point of contact, the session emphasises the impact of first impressions and the role the space plays in client satisfaction and retention.

The last session provides an overview of payment processing in a beauty therapy environment. It covers various payment method, how to handle transactions efficiently, and the importance of accuracy in financial dealings. You will learn the best practices for managing payments in person and online, ensuring a smooth client experience.



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### SESSION 1: CLIENT CARE

Client care in beauty therapy is essential for creating a professional and welcoming experience while ensuring client's health, safety and satisfaction. Excellent client care goes beyond just providing treatments, it includes effective communication, hygiene, personalisation, and aftercare advice.

A receptionist at a beauty salon plays a vital role in ensuring smooth operations and excellent customer service. Various responsibilities of the receptionist are as follows:

#### 1. Greeting clients

- Welcoming clients as they arrive, making them feel comfortable and addressing their needs.

#### 2. Appointment scheduling

- Managing bookings for beauty treatments, keeping an organised schedule to avoid overlap, and coordinating with stylists and beauticians.
- Using salon management software or booking systems.

#### 3. Handling inquiries

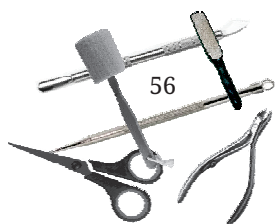
- Answering phone calls, emails, and in-person queries about services, pricing, and availability.
- Provide detailed information about various treatments and recommend services based on client needs.

#### 4. Managing payments

- Handling cash, credit card transactions, and any other payment methods.
- Preparing invoices and ensuring accurate billing for services rendered.

#### 5. Client records management

- Maintaining a database of regular clients, tracking appointments, preferences, and any special requests.



- Updating client's profiles with contact information and treatment history.

## 6. Inventory management

- Assisting with the ordering and stocking of beauty products and supplies.
- Ensuring retail products are displayed attractively and are available for clients.

## 7. Coordination with staff

- Communicating client preferences or special requests to beauty therapists, hairstylists, or make-up artists.
- Ensuring the salon runs on time and smoothly, adjusting schedules as needed.

## 8. Maintaining a clean and organised workspace

- Ensuring that the reception area is tidy and presentable.
- Keeping brochures and product displays organised.

## 9. Customer service

- Handling complaints or issues professionally, and resolving them promptly to ensure customer satisfaction.
- Offering refreshments or additional comforts while clients wait.

## 10. Promotions and upselling

- Informing clients about current promotions, discounts, or new services.
- Suggesting add-on treatments or beauty products to enhance client's experience.

## Personal Grooming

Grooming is essential for a positive self-image to maintain a pleasing and attractive appearance. It is fundamental to project a positive first impression on the guests. A fresh and groomed person makes the guest feel happy about the place. The following steps are essential:

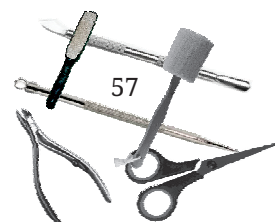




Figure 3.1: A salon receptionist

1. Hair should be clean and styled appropriately
2. Nails, skin, and teeth should be kept clean
3. Wear natural make-up
4. Use soft perfume or body spray to avoid body odour
5. Avoid too much jewellery
6. Wear clean clothes
7. Wear clean footwear

### Booking Appointments

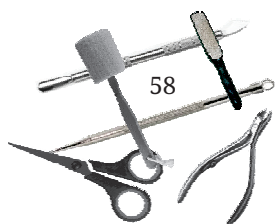
A salon receptionist's main task is to take the phone calls and book the appointments. The salon's services are mostly booked beforehand and over the phone. This calls for prompt action, organising skills, and positive behaviour (Figure 3.1).

### Recording Medium

1. Most salons use hard copies, such as registers to record the appointments.
2. Some might use technical methods like a computer database.
3. Computers are a faster method of scheduling an Appointment, but in case of a technical breakdown, this might pose a problem.
4. Salons prefer to keep a hard-copy too which can be accessed without any problem of failure or deletion of data.
5. Previous records are also needed to know the history of a client.

### Dealing with Calls

1. A salon receptionist has to talk politely and in a friendly manner.
2. The first thing to be done is a happy greeting.
3. They have to be patient and courteous with all customers under all circumstances.
4. They have to listen carefully and understand the requirements of the customer.
5. They should develop a positive relationship with a customer.



## Scheduling an Appointment

**Step 1:** The first thing to be noted is the customer name and contact details followed by the service or treatment required, time and date of appointment, and name of the person providing the service.

**Step 2:** Note the details accurately and promptly in a suitable medium.

**Step 3:** Schedule the bookings after estimating the timings of the services.

**Step 4:** Politely decline the timings if the asked slots are unavailable, and offer the closest solution possible while keeping in mind the needs and preferences of the client.

## Handle the Clients

As a receptionist, you need to communicate well with all clients. This includes speaking, listening, using body language, knowing what to say and how to say it, and understanding all the services and products.

### Guidelines

1. Greet the clients and ask them politely to take a seat.
2. Assign the stylist or service provider to the client or assist them to the designated area.
3. If there's a delay, offer them water/tea/coffee.
4. Ensure the lounge or waiting area is organised and has magazines to help the waiting clients pass their time.
5. Try to accommodate special or non-booked guests in consultation with the personnel.
6. Inform clients of organisational facilities, services, prices and layout as required.
7. Reply to the emails according to the organisational protocol.
8. Never disclose any information about a client to any unauthorised personnel or other clients.
9. Apologise to a client in case of a wrong booking, delay in service or any other mistake on which they are angry. Try to calm them down, offer and arrange a rectification if possible.
10. Pass on messages to a client.
11. Maintain the display and assist a client if asked.

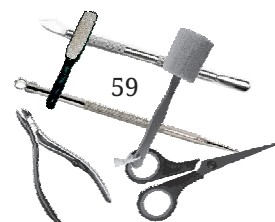
## Practical Exercises

### Activity 1

Scheduling an appointment.

**Materials Required:** Appointment book, telephone.

## NOTES



## NOTES

### Procedure

- The first thing to be noted is the customer's name and contact details followed by the service or treatment required, time and date of appointment, and name of the person providing the service.
- Note the details accurately and promptly in a suitable medium.
- Schedule the bookings after estimating the timeframe for the services.
- Politely decline the timings if the asked slots are unavailable and offer the closest solution possible, keeping in mind the needs and preferences of the client.

### Activity 2

Client care and communication in a beauty parlour.

**Materials Required:** Mock client inquiry script, role-play cards (client scenarios), appointment book or scheduling software, notepad and pen, tea or coffee setup (optional), salon service menu, chair and desk setup.

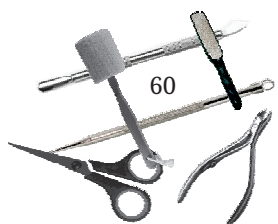
### Procedure

- The receptionist greets the client warmly and listens to their needs.
- Use active listening techniques to understand the client's request (service, inquiry, complaint).
- Role-play different scenarios, resolving complaints and explaining services.
- Record details, and suggest alternative times if needed.
- Inform about promotions or recommend related services.
- Confirm appointment details, thank the client, and remind them of the preparations.

## Check Your Progress

### A. Multiple Choice Questions

1. Which of the following is not a receptionist's responsibility in a beauty parlour?
  - (a) Greeting clients
  - (b) Performing beauty treatments
  - (c) Appointment scheduling
  - (d) Managing payments
2. When booking appointments, what information is essential for the receptionist to collect from the client?
  - (a) Client's social media accounts
  - (b) Client's personal preferences in music
  - (c) Client's name, contact details, and service required
  - (d) Client's favourite beauty products



3. What is the primary purpose of maintaining a clean and organised reception area in a beauty parlour?
  - (a) To impress the staff.
  - (b) To ensure the business looks busy.
  - (c) To create a welcoming atmosphere for clients.
  - (d) To store beauty products.
4. If a client has a complaint about a service delay, what should the receptionist do?
  - (a) Ignore the complaint.
  - (b) Apologise and arrange for rectification.
  - (c) Blame the service provider.
  - (d) Tell the client to wait longer.
5. Which of the following is a key guideline for handling clients as a receptionist?
  - (a) Only speak when spoken to.
  - (b) Disclose client information to others.
  - (c) Greet clients and ask them to take a seat politely.
  - (d) Ignore special requests from clients.

**B. Fill in the Blanks**

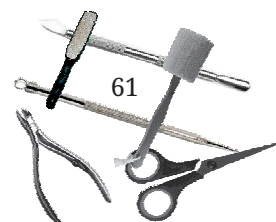
1. Client care in beauty therapy ensures the health, safety and \_\_\_\_\_ of clients.
2. The main task of a salon receptionist is to take phone calls and \_\_\_\_\_.
3. A receptionist should always speak \_\_\_\_\_ and in a friendly manner while dealing with clients.
4. Grooming helps in projecting a \_\_\_\_\_ first impression on the guests.
5. In case of a technical breakdown, salons prefer to keep a \_\_\_\_\_ of appointments.

**C. State whether the following statements are true or false**

1. Client care in beauty therapy only focuses on providing treatments, not on communication or hygiene.
2. A receptionist must coordinate with staff and ensure the salon runs smoothly.
3. Using strong perfumes and heavy jewellery is recommended for a professional salon appearance.
4. Receptionists should maintain confidentiality and not disclose client information to unauthorised people.
5. It is acceptable for a receptionist to ignore a client's complaint if the salon is busy.

**D. Subjective Questions**

1. Describe the importance of effective communication in client care within a beauty therapy setting. How does it impact client satisfaction and retention?
2. What are the essential personal grooming practices a receptionist should follow to create a positive first



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impression in a beauty parlour? Discuss how each practice contributes to the overall client experience.

3. Explain the steps a receptionist should take when handling an appointment booking. Why is each step crucial for maintaining a professional and efficient environment?
4. How will you schedule an appointment?
5. Name the areas of responsibility of a salon receptionist.

### What have you learned?

**After completing this session, you will be able to:**

- Demonstrate the process of scheduling an appointment and handling client information.
- Describe the importance of personal grooming for a beauty salon receptionist.
- Explain the steps involved in managing client appointments effectively.
- Identify the appropriate customer service strategies for handling client inquiries and complaints.
- Classify different methods for recording client appointment details (for example, hard copy vs. digital).

## SESSION 2: MAINTAINING THE RECEPTION AREA

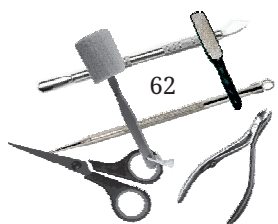
Maintaining the reception area in a beauty therapy setting is crucial for creating a positive first impression and ensuring a welcoming, professional atmosphere.

### Maintaining the Reception

Maintaining the reception area in beauty therapy or any other service-based business is crucial because it serves as the first point of interaction between the client and the business. A well-maintained reception area impacts the overall experience, client perception, and operational efficiency.

The reception area is the first place clients see when they enter your establishment.

A clean, organised, and welcoming space helps create a positive and lasting first impression. It reflects the professionalism, standards, and quality of the services offered, building trust and confidence in the client.



### Front Desk

The front desk is the first area where a client gets the first impression of the salon. The facilities of the reception area include the seating area, cloakroom, hot and cold drinks, newspapers and magazines and retail displays. It should be clean and tidy and well-organised. It should have enough space for keeping the appointment registers, telephone, necessary stationary, etc. (Figure 3.2).



**Figure 3.2:** A well-organised front desk

### Retail Area

Keeping a dedicated space for presenting beauty products to the customers is a great idea (Figure 3.3). It is best if they can pick it up, read the label and learn the price. The fancy or locked displays might scare off a customer, so having a clean and straight forward display of products is better.



**Figure 3.3:** Salon retail area

### Storage Area

The records should be neatly and chronologically kept in the files and stored appropriately (Figure 3.4). They should be labelled and kept in a way that makes it easy to retrieve them easily at the time of need.



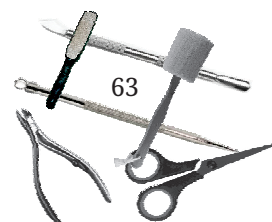
**Figure 3.4:** Document storage racks

### Longue Area/Waiting Area

It should be clean and without any unpleasant odours (Figure 3.5). Magazines and newspapers should be kept neatly. Make sure the coffee machines are operational and clean. Offer water to the client and make them feel comfortable. Remember to switch off all the electronic equipment, fans and lights at the end of the day.



**Figure 3.5:** Waiting area of a beauty salon



## Practical Exercises

### Activity 1

Maintain the reception area.

**Materials Required:** Service menu, telephone, various beauty products, newspaper, magazine, etc.

#### Procedure

- Organise the reception desk as per salon standards.
- Verify that the reception area is clean and tidy.
- Ensure that the telephone is working properly.
- Check that the products are displayed at a prominent location.
- Ensure that the customer lounge is clean.

### Activity 2

Retail display setup.

**Materials Required:** Beauty products, display shelves, price tags.

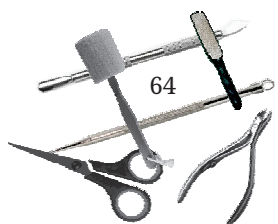
#### Procedure

- Students will design a simple and attractive beauty product display.
- They will ensure products are accessible to clients without feeling overwhelmed.
- Demonstrate how to arrange products and label them properly for easy browsing.

## Check Your Progress

### A. Multiple Choice Questions

1. Why is maintaining the reception area crucial in a beauty therapy setting?
  - (a) It serves as a storage space for products.
  - (b) It impacts the overall experience and client perception.
  - (c) It is where beauty treatments are conducted.
  - (d) It is primarily for staff meetings.
2. Which of the following should not be included in the reception area?
  - (a) Clean seating area
  - (b) Well-organised appointment registers
  - (c) Unkempt furniture
  - (d) Retail displays
3. What is the purpose of the retail area in the reception?
  - (a) To store salon's all the equipment.
  - (b) To present products in a way that clients can easily access and understand them.
  - (c) To display outdated products.
  - (d) To serve as a waiting area.



4. How should client records be stored in the reception area?
  - (a) Randomly in any available drawer
  - (b) Neatly and chronologically labelled for easy retrieval
  - (c) In a digital format only
  - (d) In a pile on the front desk
5. What should be done regarding the reception area at the end of the day?
  - (a) Leave everything on for the next day.
  - (b) Switch off all electronic equipment, fans, and lights.
  - (c) Clean only the waiting area.
  - (d) Ignore the cleanliness and organisation.

### B. Fill in the Blanks

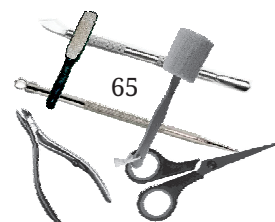
1. Maintaining the \_\_\_\_\_ area is essential for creating a positive first impression in a beauty therapy setting.
2. A clean, organised, and welcoming reception space reflects the \_\_\_\_\_ and quality of the services offered.
3. The front desk should have enough space for keeping appointment registers, telephone, and necessary \_\_\_\_\_.
4. Records in the storage area should be neatly kept, labelled, and arranged \_\_\_\_\_ for easy retrieval.
5. The lounge or waiting area should be clean, free from unpleasant \_\_\_\_\_, and equipped with neatly arranged magazines and newspapers.

### C. State whether the following statements are true or false

1. Fancy or locked product displays may discourage customers from purchasing beauty products.
2. The front desk should be cluttered with magazines and personal items for easy access.
3. Offering water or refreshments in the waiting area helps make clients feel comfortable.
4. The reception area has no impact on client perception or business efficiency.
5. It is not necessary to switch off electrical equipment and lights at the end of the day.

### D. Subjective Questions

1. State the significance of the retail area.
2. How do you organise the records of a salon?
3. Discuss the impact of a well-maintained reception area on client trust and confidence in a beauty therapy business. How does this influence their overall experience?
4. Describe the key elements that should be included in the reception area of a beauty therapy setting, and explain how each contributes to a positive client experience.



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5. Explain the importance of having an organised storage area for client records in a beauty therapy business. How does this practice enhance operational efficiency and client service?

### What have you learned?

#### After completing this session, you will be able to:

- Describe the importance of maintaining the reception area in a beauty therapy setting.
- Identify key elements of a well-maintained reception area.
- Explain the impact of a clean, organised reception on client perception.
- Demonstrate how to organise and maintain the front desk area efficiently.
- Classify different types of reception areas based on layout and function.
- Explain the role of the retail, storage, and lounge areas in the reception environment.

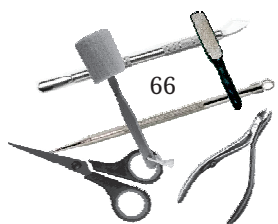
### SESSION 3: PAYMENT PROCESSING

Payment processing is critical to any beauty therapy business as it ensures smooth, secure, and efficient financial transactions between the business and its clients. Offering multiple payment options and providing a seamless experience can significantly enhance client's satisfaction and streamline business operations.

#### Common Methods of Payment

These are standard methods used in various retail and service industries.

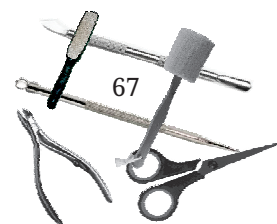
1. **Cash Transaction:** Payment is made using physical currency (notes and coins).
2. **Debit Card:** Payment using funds directly from the payer's bank account.
3. **Credit Card:** Payment is made using borrowed funds from a credit card issuer, which will be repaid later.
4. **Part Cash/Part Debit Card:** Payment split between cash and debit card funds.
5. **Loyalty Card:** Payment made using rewards or points accumulated through a loyalty programme.
6. **Gift Voucher:** Payment made using a pre-paid voucher or card issued by a retailer or service provider.



## Best Practices for Payment Processing

1. **Cash Handling:** Maintain an adequate amount of change in the cash box to facilitate cash transactions smoothly.
2. **Invoice Generation:** Ensure invoices are carefully generated, using manual or computerised billing systems, that align with salon procedures.
3. **Discount Application:** Accurately calculate and apply discounts or special offers to the client's invoice.
4. **Loyalty Programme Management:** Loyalty cards are great for fostering client loyalty. Points are awarded for services or products purchased and can be redeemed on future visits.
5. **Redeeming skills:** Receptionists should be well-trained in redeeming points when requested by the client.
6. **Gift Voucher Transactions:** The receptionist should be familiar with selling and redeeming gift vouchers and be prepared to assist clients with related queries.
7. **Customer Queries:** Receptionists should handle customer billing inquiries politely and efficiently, providing clear explanations when needed.
8. **Escalation Protocol:** Escalate any severe issues, such as counterfeit currency, declined cards, damaged equipment, or demanding customers, to higher management promptly.
9. **Confidentiality:** Always protect passwords and sensitive financial information, never disclosing it to unauthorised personnel.
10. **Swipe Machine Operation:** Receptionists must be proficient in operating card machines to process debit and credit card payments.
11. **Shift-End Procedures:** At the end of each shift, the receptionist should calculate and hand over cash and receipts to the designated person responsibly.

## NOTES



## Practical Exercises

### Activity 1

Carrying out online transaction.

**Materials Required:** Service menu, dummy invoice, Point of Sale (POS) machine.

#### Procedure

- Show the invoice to the client and explain the details.
- Check with the client about what method of payment they prefer.
- If the client is willing to pay by the card, then request the client to provide the card.
- Check the card type and swipe or insert the card into the machine.
- Enter the amount correctly.
- Ask the client to enter the password when prompted.
- Once the transaction is complete, handover the card and the receipt to the client.

### Activity 2

Cash handling and invoice generation.

**Materials Required:** Cash, receipt book, calculator, sample invoice forms.

#### Procedure

- Students will simulate cash transactions, handle payments and generate invoices.
- They will practice calculating change and issuing accurate invoices.
- Demonstrate proper cash handling and invoicing procedures.

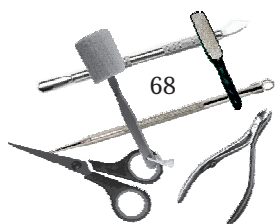
## Check Your Progress

### A. Multiple Choice Questions

1. Which is not a standard payment method in beauty therapy businesses?
 

(a) Cash transaction	(b) Debit card
(c) Crypto currency	(d) Gift voucher
2. What is the best practice for cash handling in a beauty therapy setting?
 

(a) Keep only large bills in the cash box.
(b) Maintain an adequate amount of change for smooth cash transactions.
(c) Only accept cash payments during peak hours.
(d) Rely solely on card payments.



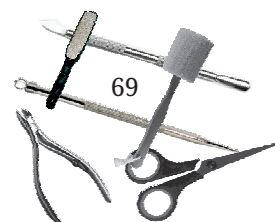
3. When processing payments, what should a receptionist do if a customer has a loyalty card?
  - (a) Ignore the loyalty card.
  - (b) Ask the customer to pay in cash instead.
  - (c) Redeem points and apply any discount accurately.
  - (d) Offer a cash discount instead of using the loyalty points.
4. What should a receptionist do regarding cash handling at the end of their shift?
  - (a) Leave the cash drawer open for the next shift.
  - (b) Calculate and responsibly hand over cash and receipts to the designated person.
  - (c) Deposit all money in the nearest bank ATM.
  - (d) Discard all cash and start fresh the next day.
5. What should a receptionist do if a customer attempts to pay with counterfeit currency?
  - (a) Accept the currency and move on.
  - (b) Politely inform the customer and escalate the issue to higher management or administration.
  - (c) Ignore the situation and serve the next customer.
  - (d) Report the customer to the authorities immediately.

**B. Fill in the Blanks**

1. Payment processing ensures smooth, secure, and efficient \_\_\_\_\_ between the business and its clients.
2. A \_\_\_\_\_ is a pre-paid card or voucher issued by a retailer or service provider.
3. Loyalty cards help in fostering \_\_\_\_\_ by allowing clients to earn and redeem reward points.
4. Receptionists must protect passwords and sensitive \_\_\_\_\_ information.
5. At the end of each shift, the receptionist should calculate and hand over \_\_\_\_\_ and receipts to the designated person.

**C. State whether the following statements are true or false**

1. Payment using a debit card means using borrowed funds from a credit card issuer.
2. A loyalty program allows clients to collect points that can be redeemed on future visits.
3. Receptionists should be familiar with selling and redeeming gift vouchers.
4. It is acceptable to share passwords with colleagues for faster payment processing.
5. Maintaining an adequate amount of change in the cash box helps in smooth cash transactions.



## NOTES

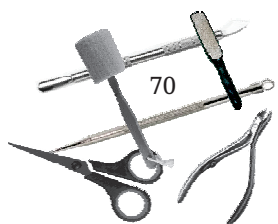
### D. Subjective Questions

1. Discuss the importance of offering multiple payment options in a beauty therapy business and how it can enhance client satisfaction.
2. Explain the best practices for payment processing in a beauty therapy setting, highlighting how these practices can improve operational efficiency and client trust.
3. Describe the role of a receptionist in managing loyalty programmes and gift vouchers. How can effective management of these tools contribute to customer retention and satisfaction?
4. What are the different methods of payment?

### What have you learned?

#### After completing this session, you will be able to:

- Describe different methods of payment used in a beauty therapy business.
- Identify best practices for handling various payment transactions.
- Explain the process of loyalty card and gift voucher transactions.
- Demonstrate how to apply discounts accurately during payment processing.
- Classify different payment processing methods based on their features and benefits.
- Explain the importance of confidentiality and secure handling of financial information.



# Unit

# IV



## Demonstrating Positive Impression and Personal Presentation

### INTRODUCTION

This unit deals with creating a positive impression in a salon workplace, essential for fostering client's trust, building lasting relationships, and maintaining a professional and welcoming environment.

In the first session, you will learn the importance of creating a positive and lasting impression in the workplace. The session highlights how professionalism, behaviour, and communication skills can contribute to a welcoming and efficient environment. You will be equipped with strategies to present yourself effectively, fostering trust and respect from both clients and colleagues. The second session focuses on personal grooming, essential for creating a professional image and enhancing self-confidence in the workplace. You will learn how to maintain good hygiene, dress appropriately for your job role, and present yourself in a manner that reflects professionalism and aligns with workplace expectations.



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## SESSION 1: CREATING POSITIVE IMPRESSION AT THE WORKPLACE

A client walking into the salon will expect the salon to be clean and tidy. The reception area is the first point of contact. The well-organised reception will make the client feel happy and assured of the best services.

A client also expects a caring and comfortable environment. All efforts should be made to make the client comfortable during the service, from scheduling an appointment to making the payment.

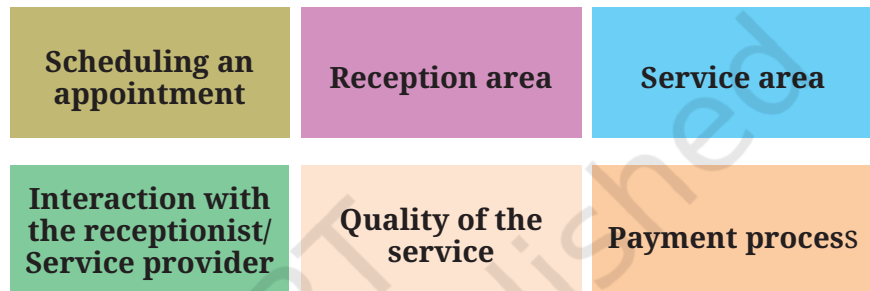
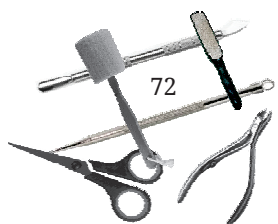


Figure 4.1: Essential steps

Reception Area
<p>To create a positive impression, you must ensure that:</p> <ul style="list-style-type: none"> <li>• The reception desk is always tidy.</li> <li>• Flowers are changed at least once a week.</li> <li>• Current magazines are available for the customer.</li> <li>• Empty cups are removed as soon as possible.</li> </ul>
Salon Staff Room
<p>After using the staff room, please ensure:</p> <ul style="list-style-type: none"> <li>• All books, manuals, and magazines have been placed correctly.</li> <li>• The dishes have been washed and put away.</li> <li>• The client's dishes have been washed and put away.</li> </ul>

### Providing a Caring Environment

Clients like to feel comfortable and relaxed while their treatments are done. They want to think you are relating to them and their needs. For your client to feel comfortable with you, your behaviour must be genuine and sincere. How well you communicate your care, courtesy, and competence will encourage them to become a regular client.



## Caring Environment

To provide a caring environment, you must:

- Demonstrate a positive attitude towards work and other people.
- Have a clean and neat appearance (Figure 4.2).
- Show a friendly and courteous attitude to each other and the clients. Always acknowledge the client, even on the phone or with someone else.
- Have high personal standards of behaviour and conduct.



Figure 4.2: Neat service area

- Be punctual, reliable and efficient. If you are running late for work, call the salon immediately. If you are running behind schedule, explain the delay to your client; most will understand.
- Apologise for the inconvenience and do not blame anyone.
- Be reassuring to your clients and put them at ease with your behaviour. This includes devoting your full attention to the client. It is rude to chat with other staff while attending to your client; however, professional discussion with co-workers is permissible.

## Making the Client Comfortable

The client's physical comfort is also an essential part of customer service. As a professional, you must:

- Provide current beauty and wellness, and other general magazines for the clients to read.
- Offer a choice of refreshments including tea or coffee.
- Ensure the heating/air conditioning is turned on each morning, if required.

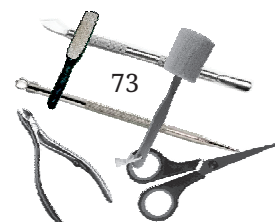
## Communication

All living beings communicate with each other. Humans are the only living beings who communicate in a variety of ways. Communication is the process or activity of sharing or conveying information with the help of messages using methods, like speech, writing, visuals, signals, or behaviour. This process of conveying a message is considered complete only when the person receiving the message has understood the message.

## Answering the Telephone

The operator's telephone technique can form opinions of a salon, and customers can be lost through poor

## NOTES



## NOTES

telephone service. Therefore, you must use good telephone techniques to provide a high standard of customer service.

### Communicating by Telephone

Speaking on the telephone slightly differs from communicating with a person face-to-face. You can hear (tone of voice, intonation, volume) on the phone, but you cannot see (facial expressions, gestures, body language). Telephone communication is approximately 25 per cent words and 75 per cent tone or how the words are said. Therefore, when you communicate on the phone, you must compensate for what you cannot see.

#### Communication using a Telephone

##### Voice

When you are speaking on the telephone:

- Speak clearly
- Speak directly into the mouthpiece
- If you are sitting, do not slump; your posture can affect your voice
- Be efficient but friendly and smile

##### Words

Choose your words carefully because the listener cannot see you. Repeat and check names, times, dates, and phone numbers.

##### Body Language

Even when the phone is answered with “Hello?” You can tell if that person is happy, bored or hassled. Smiling when you announce yourself can help make you feel pleased to receive the call.

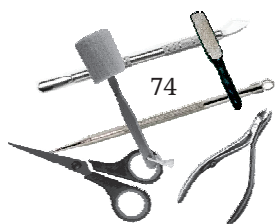
#### Telephone Communication Difficulties

Some of the telephone communication difficulties are:

- Not seeing the other person.
- **Noise:** in the background or on the line.
- **Distractions:** someone trying to attract your attention while you’re on the phone.
- **Language:** poor enunciation or an unfamiliar accent.

### Ways to reduce these difficulties

- Listen actively.
- Turn your back on any distractions.
- Keep noise around you to a minimum.
- Focus solely on the phone call.



- Speak clearly.
- Check for understanding.

### Answering the Phone

A good practice is to answer the phone within three rings whenever possible. Three rings will give you time to:

- Stop what you are doing.
- Prepare to answer the phone.
- A good greeting is, “Good morning/afternoon, this is XYZ salon, (your name) speaking. How may I help you?”

Answer the phone efficiently, when answering the phone:

- Say “Good morning” or “Good afternoon” or “Namaste”.
- Announce the salon name clearly.
- Have a pen and paper ready to take notes.
- Listen carefully to the caller.
- Ask questions to clarify the caller’s needs.

### Responding to the Customer’s Needs by using Questions on the Telephone

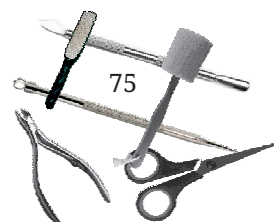
Good telephone techniques include using questions to structure and control your conversation.

Types of questions	When receiving a call	Examples
<b>Open</b>	Establishing the nature of the call	“How may I help you?”
<b>Closed</b>	To establish or confirm information	“Did you want an appointment today?”
<b>Probing</b>	Gathering specific details of requirements	“What exactly do you want done to your hair today?”
<b>Reflective</b>	Checking for and showing understanding	“So I am writing that Mrs Sharma, you would like to take the 2.30 appointment today for a facial and hair.”
<b>Closed</b>	Ending the conversion	“Is there anything else I can help you with, Mrs. Sharma?” “Thank you for calling.”

### Taking Messages

Sometimes, people will call the salon to speak to an operator who is unavailable or will want to leave a message. In these situations, it will be necessary to write down a message. Do not rely on your memory.

All messages must be written neatly and accurately. Accurate message-taking is very simple and should include:



## NOTES

- Name of the person the message is for
- The caller's name
- A return phone number
- Message details
- Time of call
- Date of call
- Name of the person who took the call

### Personal Telephone Call Ethics for the Staff

1. Messages will be taken and left at the reception desk. It is your responsibility to check for them on your break.
2. Emergency calls are accepted; however, please tell your friends and family not to call unless it is an emergency.
3. Keep your calls to a minimum, so that you do not hold up the salon or cause inconvenience to customers who may find the phone line engaged if someone is taking a personal call.
4. Mobile phones should be used for other personal calls during your lunch break. Keep it switched off for the rest of the time, and keep it in the staff room.

#### Code of Conduct

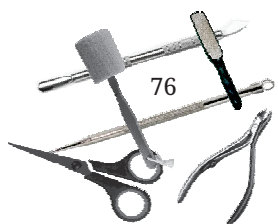
All employees in a salon are expected to conform to standards of reasonable conduct which reflect professionalism, such as :

- Show respect and be fair and courteous to others.
- Do not criticise other staff or salons.
- Be honest and always keep your word.
- Behave professionally.
- Unlawful discrimination or harassment should not be tolerated and should be reported immediately.
- It is inappropriate to speak about religion, politics, someone's personal life, gossip or swear.

#### How to handle contra-indications?

Once a contraindication to any treatment is diagnosed, handling the situation with tact and sensitivity is important. Your client may be shy and embarrassed about their condition and will appreciate it if you are discrete and helpful. You should do the following:

- Avoid speaking loudly about the condition.
- Reassure the client and inform them of the available treatments.
- Maintain professional and caring behaviour, tolerance and respect.



As a beauty therapist, you will come into contact with many different people and will not always agree with and understand many of their values. However, you must learn to recognise different values and respect the rights of anyone who thinks differently. It is important not to show prejudice, e.g., racial or religious intolerance.

We have laws, which make it illegal to discriminate against another person on the grounds of their sex, race, disability, religion, sexual orientation or political beliefs.

**Confidentiality:** Clients will often discuss their personal life with you. You should always be polite and listen. However, when a client confides in you, it is important to be discrete and not to repeat what the client has said.

Always remember the professional nature of your relationship with the client. If possible, discourage your client from divulging extremely personal and intimate information. Likewise, you should not burden your client with your problems.

Remember, they are in your salon to get their massage done and walk out feeling good.

### Things to Avoid

Certain habits have severe ill-effects on one's health. Such habits should be avoided for a healthy life. These include the following:

#### Alcoholism

It's the tendency of one to consume alcohol to cope with difficulties or to avoid feelings of sadness. The ill effects of alcoholism are the following:

- Increases risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis), etc.
- Reduced work focus and drop in performance.
- Degradation in social and economic status.
- Induces withdrawal symptoms, like anxiety, trembling, fatigue, headache, depression, etc.



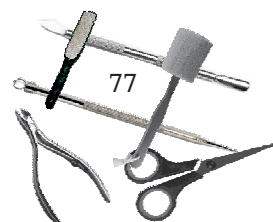
**NO ALCOHOL!**

Figure 4.3: No alcohol sign

#### Tobacco

Tobacco is the second largest cause of death in the world. It claims one death every six seconds. Its effects are:

- It is a major reason for oral cancer, which affects the mouth, tongue, cheek, gums, and lips.
- Chewing tobacco lessens a person's sense of taste and ability to smell.
- Smokers face a greater risk of suffering from lung cancer.



## NOTES

### **Ghutka**

*Ghutka* is a smokeless tobacco product commonly used in parts of India and South Asia. It is a mixture of crushed areca nut, tobacco, slaked lime, and various flavourings packaged in small pouches. Despite its widespread use, *Ghutka* poses serious health risks.



**Figure 4.4:** No smoking sign

### *Impacts of Ghutka on Health*

- Loss of sensation in the tongue
- Disfigured mouth
- Increased sensitivity to heat, cold and spices
- Inability to open the mouth
- Swelling, lumps, rough spots on gums or in other places inside the mouth (Figure 4.5)
- Unexplained bleeding in the mouth
- Difficulty in swallowing, and finally mouth cancer



**Figure 4.5:** Effect of tobacco

## **Work Effectively as Part of a Team**

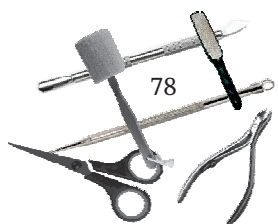
The goal of any beauty salon is to anticipate and fulfil client's needs within a healthy and happy salon environment, thereby promoting a thriving business. To achieve your salon's objectives, you and your colleagues need to agree on ways of working together in the salon towards a common goal.

A salon team will always consist of people with different strengths and weaknesses; it is important to use everyone's strengths and try to improve on their weaknesses.

A team will also have different personalities, and everyone needs to get on when working together as part of a team. The team will only be effective if everyone feels they are working equally, and resentment will build up if some team members are not working as hard as others. Ensure that you are an effective team member by working as hard as possible. Regular team meetings (ideally weekly) will help to maintain a good working relationship, as any problems can be sorted out in a business-like forum.

### **How to be an effective team member?**

When joining a salon, you will become part of a team and will be expected to work with other team members, and colleagues to ensure the smooth running of the salon (Figure 4.6). A good team has the correct number of people who possess the following qualities:



- Clear objectives and a sense of direction
- Good balance of planning and action
- Good communication skills
- Flexibility and tolerance
- Clarity about the job roles
- A sense of humour
- The right mix of different types of skills required for the tasks
- Good listening skills
- A fair but decisive leader

### Team spirit can be lost:

- If one member of the group works on their own, that is not as part of the team.
- If there is a breakdown in communications.
- If team member(s) are unwilling to be flexible and tolerant of others' mistakes.
- When there is too much work for a few people.
- When job roles become blurred, people encroach upon areas they should not.



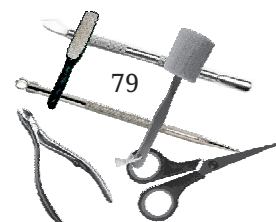
Figure 4.6: Working in a team

### As a team member, it is one's responsibility to know:

- Who all the staff are in the salon?
- Who is responsible for what?
- Who to go to for information and support?

### Remember

- If you need help or information, you should ask for it politely. Stating why you require assistance will explain to other staff members how they are helping you. Being polite and professional at all times will promote team spirit.
- When a colleague asks for your help, you should respond willingly and politely to the request.
- Anticipating the needs of others and offering prompt assistance.
- Being capable and competent means doing a job as well as you have been trained to do. Do not attempt to bluff your way through a job. This could put a client or colleague at risk.
- Being responsible for your actions involves taking responsibility for any mistake you may make and taking the appropriate action to minimise any further damage.



## NOTES

- Treat others as you wish to be treated.
- Never attempt a job you have not been trained to do.
- Never try to cover up mistakes. This will only make things worse.
- Never carry out a task if you are unsure.
- Always make sure you understand what is being asked of you. The ability to listen carefully is an important skill.

## Practical Exercises

### Activity 1

Reception area setup.

**Materials Required:** Magazines, flowers, cleaning supplies, reception, desk items.

#### Procedure

- Students will organise a mock reception area.
- Ensure it is tidy, the flowers are fresh, and the magazines are current.
- Present the setup and explain how it helps to create a positive first impression.

### Activity 2

Telephone etiquette role-play.

**Materials Required:** Phone, script for customer inquiry, pen and paper.

#### Procedure

- Students will role-play answering a call with proper phone etiquette.
- Use reasonable voice control, choose words carefully, and practise asking the right questions.
- Evaluate the interaction and provide feedback on improving communication.

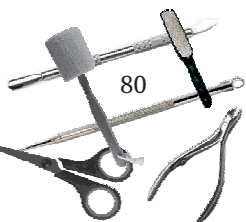
### Activity 3

Teamwork in action.

**Materials Required:** List of salon tasks, team roles.

#### Procedure

- Students will simulate a salon team environment by assigning roles for different tasks.
- Complete tasks as a team, ensuring clear communication and assistance when needed.
- Discuss how effective teamwork contributes to a smooth salon operation.



## Check Your Progress

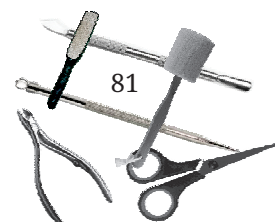
## NOTES

### A. Multiple Choice Questions

1. What is the primary purpose of maintaining a tidy reception area in a salon?
  - (a) To make the salon staff feel better about their work environment.
  - (b) To create a positive first impression for clients.
  - (c) To keep magazines organised for the clients.
  - (d) To ensure the salon remains clutter-free.
2. Which of the following actions is not part of providing a caring environment for clients in a salon?
  - (a) Acknowledging clients even when busy.
  - (b) Chit-chatting with other staff while attending to a client.
  - (c) Maintaining a neat and clean appearance.
  - (d) Being punctual and reliable.
3. When answering a phone call in the salon, what should be included in your greeting?
  - (a) Your name only
  - (b) The salon name and your name
  - (c) A detailed list of services
  - (d) An apology for the inconvenience of the call
4. Which of the following is considered an important aspect of communication over the phone?
  - (a) Using complex vocabulary to impress the caller.
  - (b) Relying on body language to convey messages.
  - (c) Speaking clearly and directly into the mouthpiece.
  - (d) Keeping the conversation brief at all times.
5. In maintaining team spirit in a salon, which of the following is a detrimental behaviour?
  - (a) Offering help to colleagues
  - (b) Maintaining open communication
  - (c) Working independently without team collaboration
  - (d) Participating in regular team meetings

### B. Fill in the Blanks

1. The reception area is the first point of \_\_\_\_\_ between the client and the salon.
2. A positive and caring environment in a salon helps clients feel \_\_\_\_\_ and relaxed during their treatment.
3. Telephone communication is approximately 25 per cent words and 75 per cent \_\_\_\_\_.
4. Confidentiality means not repeating what a client has said and being \_\_\_\_\_ about their personal information.
5. Team spirit can be lost if there is a breakdown in \_\_\_\_\_ among team members.



## NOTES

### C. State whether the following statements are true or false

1. It is appropriate to discuss personal religious or political opinions with clients in the salon.
2. A good telephone greeting includes stating the salon's name and introducing yourself clearly.
3. Alcoholism and tobacco use have no effect on a person's professional performance.
4. Every team member in a salon should know who is responsible for what tasks.
5. A beauty therapist can discuss a client's private life with other clients if done politely.

### D. Subjective Questions

1. How should a salon reception area be organised?
2. How will you provide a caring environment for a client?
3. State the importance of communication in delivering a positive impression at a workplace.
4. What are some of the difficulties of telephone communication?
5. List the code of conduct for a salon staff.

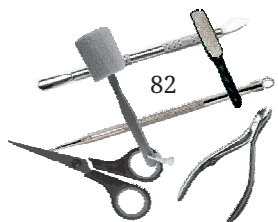
## What have you learned?

### After completing this session, you will be able to:

- Describe the importance of a well-maintained reception and salon environment.
- Identify key elements that contribute to creating a caring and comfortable client environment.
- Explain the importance of effective communication skills in a salon setting.
- Demonstrate good telephone etiquette and communication when answering calls.
- Explain the role of teamwork in maintaining a positive and efficient salon atmosphere.

## SESSION 2: PERSONAL GROOMING AND PRESENTATION

A Beauty Therapist provides beauty treatment to clients to enhance their appearance. A client also expects their service provider to be well-groomed. This will have a positive impression on the client. A pleasing appearance reflects professionalism. In this session, we will study important aspects of personal grooming.



## What do we mean by grooming?

In simple terms, grooming is defined as how we care for our body and present ourselves.

**Personal grooming:** Personal grooming shapes an individual's personality, confidence, and social interactions. It involves maintaining cleanliness, hygiene, and a neat appearance, which reflects self-respect and creates a positive impression on others. Good grooming enhances credibility and conveys attention to detail, which can significantly impact career growth in professional settings. It also promotes mental well-being by fostering self-esteem and readiness to face challenges.

### Personal Grooming

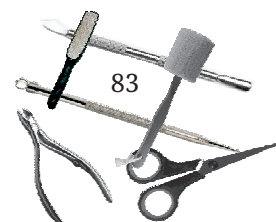
- |                  |                |
|------------------|----------------|
| 1. Basic hygiene | 2. Hair        |
| 3. Nails         | 4. Accessories |
| 5. Teeth         | 6. Clothing    |
| 7. Make-up       |                |

### Taking Care of Skin

- Skincare techniques such as cleansing and application of toners and moisturisers keep the skin fresh and glowing.
- Every individual must take a bath at least once a day. Daily showers prevent offensive body odour (Figure 4.7).
- Use deodorant or antiperspirant.
- Avoid sharing towels and soaps.



Figure 4.7: Personal hygiene



## NOTES

### Hands and Feet Care

- Wash and sanitise your hands before and after the treatment using disinfectants.
- Adhere to the following process to soap and rinse your hands.
- Nails should be well clipped.
- Scrub your feet with a sponge, pumice stone, or foot scrubber after a bath.
- Always wear sterile gloves while providing treatment.

### Make-up

- Use a suitable foundation which suits your skin tone.
- Highlight good features.
- Make-up should be natural.
- Use light shades to cover up dark circles and lines on the forehead.
- Before applying lipstick, outline the lip first.
- Use lip balms to moisturise your lips.
- Make sure that eyebrows are neatly shaped.

### Hair Care

- Wash hair and scalp thoroughly at regular intervals.
- Properly groom hair and avoid long hair.
- Hair longer than the jawline should be tied neatly in a bun.
- Brush your hair three to four times with a soft-bristled brush or a wide-toothed comb.
- Oil the scalp at least once a week, preferably an hour before the hair wash.
- Hair sprays/clips are to be used to hold hair in place.

### Dental Care

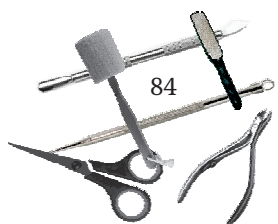
- Brush teeth twice a day.
- Rinse your mouth after every meal.
- Avoid chewing gums and tobacco.

### Uniform and Work Accessories

- Always wear a clean and pressed uniform.
- Display your identity card as per salon standards.
- Avoid using bracelets, rings, necklaces, long earrings, etc., while providing the service.

### Maintaining Good Health and Posture

- Use height-adjustable couches and stools to prevent a backache.
- Exercise regularly to keep your hands flexible.
- Always maintain good body posture.
- Eat healthy food.
- Wear protective clothing as mandated by the salon.



- Wear comfortable and covered shoes.
- Use a mild perfume if required.

## NOTES

### Professional Etiquettes

To achieve excellence, every service provider has to adhere to the following guidelines:

- Be courteous.
- Communicate politely.
- Treat all the clients fairly.
- Suggest the best service to the client to meet their requirement.
- Show respect to colleagues, supervisors and clients.
- Develop a good rapport with the clients.
- Demonstrate good and ethical behaviour.
- Never disclose confidential information.
- Keep the workplace clean and tidy.
- Practice sanitation and sterilisation at all times.
- Follow health and safety norms.
- Identify potential risks and hazards at the workplace and take necessary actions.

### Practical Exercises

#### Activity 1

Personal grooming checklist.

**Materials Required:** Grooming supplies (deodorant, nail clippers, make-up kit, hair brush, uniform).

#### Procedure

- Students will go through a personal grooming checklist.
- Groom themselves as per the standards outlined (hair, skin, nails, make-up, etc.).
- Discuss how each step impacts the professional appearance and client impression.

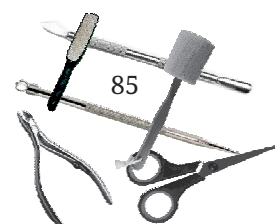
#### Activity 2

Proper hygiene techniques.

**Materials Required:** Soap, hand sanitiser, disinfectants, gloves.

#### Procedure

- Students will practise proper hand washing and sanitising before and after treatment.



## NOTES

- Discuss the importance of hygiene in preventing infections and ensuring client safety.

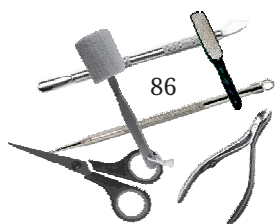
### Check Your Progress

#### A. Multiple Choice Questions

1. Which practices are not recommended for maintaining proper hand hygiene before beauty treatments?
  - (a) Washing hands with soap and water
  - (b) Using disinfectants
  - (c) Sharing towels with clients
  - (d) Sanitising hands after treatment
2. When applying make-up, which of the following is essential for ensuring a neat appearance?
  - (a) Using dark shades for under-eye circles.
  - (b) Not outlining the lips before applying lipstick.
  - (c) Choosing a foundation that matches the skin tone.
  - (d) Avoiding the use of lip balms.
3. What is the most important reason for a beauty therapist to maintain good dental care?
  - (a) To enhance their appearance.
  - (b) To avoid bad breath and maintain professionalism.
  - (c) To ensure they can taste products effectively.
  - (d) To prevent gum disease.
4. A beauty therapist notices their posture has been poor during treatments, leading to discomfort. Which of the following actions should they take to improve their situation?
  - (a) Continue using the same height couch and stool.
  - (b) Exercise regularly to keep hands flexible.
  - (c) Avoid stretching and stay in one position.
  - (d) Don't.
5. In terms of professional etiquette, how should a beauty therapist interact with clients to build a strong rapport?
  - (a) Ignore their questions and focus on the treatment.
  - (b) Suggest services that meet their requirements while being courteous and respectful.
  - (c) Disclose confidential information about other clients.
  - (d) Communicate rudely if under stress.

#### B. Fill in the Blanks

1. Grooming is defined as the way we take care of our \_\_\_\_\_ and how we present ourselves.
2. Daily \_\_\_\_\_ prevent offensive body odour.
3. Nails should be well \_\_\_\_\_ and clean.
4. Hair longer than jaw line should be tied neatly in a \_\_\_\_\_.
5. A Beauty Therapist should always wear clean and \_\_\_\_\_ uniform.



**C. State whether the following statements are true or false**

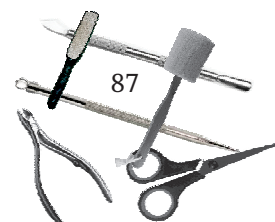
1. Sharing towels and soaps helps in maintaining good hygiene.
2. Make-up should be natural and highlight good features.
3. Wearing long earrings and bracelets is recommended while providing the service.
4. Brushing teeth twice a day is part of good dental care.
5. Courteous communication and ethical behaviour are part of professional etiquettes.

**D. Subjective Questions**

1. Discuss the significance of personal grooming for beauty therapists and how it impacts their professional image and client perception. Provide examples.
2. Explain the key steps involved in maintaining proper skincare and how these contribute to the overall appearance of a beauty therapist. Why is this important in a client-service industry?
3. Analyse the role of professional etiquette in the beauty industry. How can adhering to professional etiquette guidelines benefit the therapist and the client?
4. State the importance of personal grooming.
5. List methods to maintain the skin in healthy condition.
6. Why are lip balms applied over the lipstick?
7. How will you maintain a good health?
8. List some important aspects of professional etiquette.

**What have you learned?****After completing this session, you will be able to:**

- Describe the key aspects of personal grooming for beauty therapists.
- Identify the importance of maintaining proper hygiene in a professional setting.
- Explain the role of skincare and haircare in personal grooming.
- Demonstrate effective techniques for maintaining hands, feet, and nails.
- Classify appropriate make-up techniques for a natural look.
- Explain the importance of professional etiquette and hygiene in client service.



## GLOSSARY

**Allergic and sensitive skin:** *Skin sensitive to cold, heat, and wind.*

**Analogous colours:** *The colours found right next to each other on the colour wheel.*

**Blusher:** *Used to enhance the features of the face, such as cheeks and eyes.*

**Combination skin:** *This can be identified by the oily centre panel or T-zone with pores and slight oil.*

**Complementary colours:** *The colours opposite on the colour wheel.*

**Cool colours:** *Colours with blue or red undertones.*

**Dry skin:** *Dry skin is due to a lack of lubrication from the sebaceous glands.*

**Eyeliner:** *Used to define the eye area and to help accentuate the eye and lashes.*

**Foundation primer:** *Fill little cracks and pores in the skin.*

**Foundation:** *Applied to achieve a smooth and even complexion.*

**Hue:** *The degree to which a stimulus can be described as similar to or different from stimuli described as red, green, blue, and yellow.*

**Cream (Liquid) foundation:** *The cream foundation is suitable for normal or dry skin.*

**Mascara:** *Used to enhance the eyelashes.*

**Normal skin:** *It is a balance between dry and oily skin.*

**Oil-based foundation Make-up:** *The foundation best suited for dry skin and provides a temporary 'plump up' skin effect.*

**Oily skin:** *The skin type thicker and coarser than other skins.*

**Primary colours:** *Primary colours are red, yellow, and blue.*

**Secondary colours:** *Colours obtained by mixing the primary colours.*

**Shade:** *The mixture of a colour which reduces lightness.*

**Tertiary colours:** *Created by mixing a primary colour (red, blue, or yellow) with a secondary colour (orange, green, or purple) adjacent to it on the colour wheel.*

**Tint:** *The mixture of a colour with white.*

**Tone:** *The lightness or darkness of a colour. It is created by adding grey to a colour or by adjusting the brightness of the colour itself.*

**Undertone:** *The subtle, underlying colour that influences the overall appearance of a primary colour or shade.*

## ANSWER KEY

### UNIT I: BEAUTY AND WELLNESS INDUSTRY, AND BEAUTY THERAPY

#### Session 1: Basic Skin Types and Skin Tones

##### A. Multiple Choice Questions

1. (b)      2. (c)      3. (b)      4. (b)      5. (b)

##### B. Fill in the Blanks

1. Beauty Therapist      2. pH  
3. Oily skin      4. Combination skin  
5. Skin tone

##### C. State whether the following statements are true or false

1. True      2. False      3. False      4. True      5. False

#### Session 2: Make-up Products

##### A. Multiple Choice Questions

1. (c)      2. (b)      3. (b)      4. (a)  
5. (b)      6. (c)      7. (c)      8. (a)

##### B. Fill in the Blanks

1. Foundation      2. Blusher  
3. Cream      4. Liquid  
5. Kohl pencil

##### C. State whether the following statements are true or false :

1. False      2. True      3. False      4. True      5. True

#### Session 3: Selection and Application of Make-up

##### A. Multiple Choice Questions

1. (c)      2. (b)      3. (c)      4. (a)  
5. (b)      6. (b)

##### B. Fill in the Blanks

1. sanitise      2. skin tone  
3. foundation      4. cheekbones  
5. centre of the lips

##### C. State whether the following statements are true or false

1. False      2. True      3. False      4. True      5. True

#### Session 4: The Colour Wheel

##### A. Multiple Choice Questions

1. (c)      2. (c)      3. (b)      4. (c)      5. (b)

**B. Fill in the Blanks**

1. colour wheel
2. tint
3. complementary
4. warm
5. cool

**C. State whether the following statements are true or false**

1. False
2. True
3. False
4. True
5. False

Session 5: Basic *Bindi* Designs

**A. Multiple Choice Questions**

1. (c)
2. (c)
3. (b)
4. (c)
5. (a)

**B. Fill in the Blanks**

1. tradition, charm
2. Snake, Letter
3. Question mark
4. Flower
5. Sun

**C. State whether the following statements are true or false**

1. False
2. True
3. False
4. True
5. False

Session 6: *Saree* Draping

**A. Multiple Choice Questions**

1. (b)
2. (c)
3. (a)
4. (b)
5. (c)
6. (a)
7. (b)
8. (b)
9. (c)

**B. Fill in the Blanks**

1. draped
2. right, left
3. *pallu*
4. 4, 6
5. right

**C. State whether the following statements are true or false**

1. False
2. True
3. True
4. False
5. True

Session 7: Make-up Removal Methods

**A. Multiple Choice Questions**

1. (c)
2. (b)
3. (c)
4. (d)
5. (b)

**B. Fill in the Blanks**

1. healthy
2. daily
3. non-drying
4. hydrates
5. heavy, skin

**C. State whether the following statements are true or false**

1. False
2. True
3. True
4. False
5. True

**UNIT II: FACIAL BEAUTY SERVICES**

Session 1: Facial Steaming and Massage

**A. Multiple Choice Questions**

1. (b)
2. (b)
3. (b)
4. (b)
5. (b)

**B. Fill in the Blanks**

1. impurities, bacteria, dirt
2. circulation
3. loosen
4. skin, muscles
5. light, gliding

**C. State whether the following statements are true or false**

1. False
2. True
3. True
4. False
5. True

Session 2: Electrical Facial Skin Treatment

**A. Multiple Choice Questions**

1. (b)
2. (c)
3. (d)
4. (c)
5. (b)

**B. Fill in the Blanks**

1. Cosmetic electrotherapy
2. Direct
3. Electric facial
4. Iontophoresis
5. Wastes, toxins

**C. State whether the following statements are true or false**

1. False
2. True
3. False
4. True
5. False

**UNIT III: SALON RECEPTION DUTIES**

Session 1: Client Care

**A. Multiple Choice Questions**

1. (b)
2. (c)
3. (c)
4. (b)
5. (c)

**B. Fill in the Blanks**

1. satisfaction
2. book appointments
3. politely
4. positive
5. hard copy

**C. State whether the following statements are true or false**

1. False
2. True
3. False
4. True
5. False

Session 2: Maintaining the Reception Area

**A. Multiple Choice Questions**

1. (b)
2. (c)
3. (b)
4. (b)
5. (b)

**B. Fill in the Blanks**

1. reception
2. professionalism
3. stationery
4. chronologically
5. odours

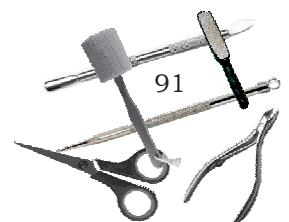
**C. State whether the following statements are true or false**

1. True
2. False
3. True
4. False
5. False

Session 3: Payment Processing

**A. Multiple Choice Questions**

1. (c)
2. (b)
3. (c)
4. (b)
5. (b)



**B. Fill in the Blanks**

1. financial transactions
2. gift voucher
3. client loyalty
4. financial
5. cash

**C. State whether the following statements are true or false**

1. False
2. True
3. True
4. False
5. True

**UNIT IV: DEMONSTRATING POSITIVE IMPRESSION AND PERSONAL PRESENTATION**

Session 1: Creating Positive Impression at the Workplace

**A. Multiple Choice Questions**

1. (b)
2. (b)
3. (b)
4. (c)
5. (c)

**B. Fill in the Blanks**

1. contact
2. comfortable
3. tone
4. discreet
5. communication

**C. State whether the following statements are true or false**

1. False
2. True
3. False
4. True
5. False

Session 2: Personal Grooming and Presentation

**A. Multiple Choice Questions**

1. (c)
2. (c)
3. (b)
4. (b)
5. (b)

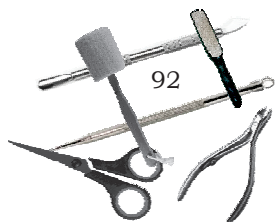
**B. Fill in the Blanks**

1. body
2. showers
3. clipped
4. bun
5. pressed

**C. State whether the following statements are true or false**

1. False
2. True
3. False
4. True
5. True

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