

SOCIAL AND PERSONAL SERVICES

# Beauty Therapy



## WorldSkills Occupational Standards

# WorldSkills Occupational Standards (WSOS)

## The name of the occupation is

Beauty Therapy

## Description of the associated work role(s) or occupation(s)

A hairdresser generally works in the commercial sector, offering a range of services and treatments to the hair for individual clients. There is a direct relationship between the nature and quality of the service required, and the payment made by the client. Therefore, the hairdresser has a continuing responsibility to work professionally and interactively with the client in order to give satisfaction and thus maintain and grow the business. Hairdressing is closely associated with other parts of the service sector, and with the many products that support it, normally for commercial purposes.

Hairdressing also has an important therapeutic role in supporting individuals' self-esteem and confidence. It also helps to relieve the effects of illness and can aid recovery.

The hairdresser works in diverse environments including large, medium, small, or mobile salons, client homes and in product companies and training institutions, film and television productions, theatre, wig work, hair replacement, technicians, session stylists and product research and design. They may offer a wide range of services, including cutting, colouring, styling, chemical reformation, and special hair treatments. Alternatively, the hairdresser may specialize, for example by becoming either a men's or ladies' hairdresser, or a colourist. Irrespective of this, work organization and management, communication and client care, the ability to analyse hair types and conditions, and to work safely and to manufacturers' instructions, are the universal attributes of the outstanding hairdresser. In a mobile labour market, the hairdresser may work in teams, or alone, or in both from time to time. Whatever the structure of the work, the trained and experienced hairdresser takes on a high level of personal responsibility and autonomy. From safeguarding the health and wellbeing of the client through scrupulous attention to safe working, to achieving exceptional effects for special occasions, every treatment matters and mistakes are largely irreversible.

With the globalization of visual imagery, the worldwide market in hair and beauty products, and the international mobility of people, the hairdresser faces rapidly expanding opportunities and challenges. For the talented hairdresser there are many commercial and international opportunities; however, these carry with them the need to understand and work with diverse cultures, trends, and hair types. The diversity of skills associated with hairdressing is therefore likely to expand, with the WorldSkills Competition reflecting the skills and attributes of the most outward looking and talented entrants to the sector.

## General notes on the WSOS

The WSOS specifies the knowledge, understanding, and specific skills that underpin international best practice in technical and vocational performance. It should reflect a shared global understanding of what the associated work role(s) or occupation(s) represent for industry and business ([www.worldskills.org/WSOS](http://www.worldskills.org/WSOS)).

The skill competition is intended to reflect international best practice as described by the WSOS, and to the extent that it is able to. The Standard is therefore a guide to the required training and preparation for the skill competition.

In the skill competition the assessment of knowledge and understanding will take place through the assessment of performance. There will only be separate tests of knowledge and understanding where there is an overwhelming reason for these.

The Standard is divided into distinct sections with headings and reference numbers added.

Each section is assigned a percentage of the total marks to indicate its relative importance within the Standards. This is often referred to as the “weighting”. The sum of all the percentage marks is 100. The weightings determine the distribution of marks within the Marking Scheme.

Through the Test Project, the Marking Scheme will assess only those skills that are set out in the Standards Specification. They will reflect the Standards as comprehensively as possible within the constraints of the skill competition.

The Marking Scheme will follow the allocation of marks within the Standards to the extent practically possible. A variation of up to five percent is allowed, provided that this does not distort the weightings assigned by the Standards.

# WorldSkills Occupational Standards

Section	Relative importance (%)
<b>1 Work organization and management</b>	<b>8</b>

The individual needs to know and understand:

- Health, safety and hygiene legislation, rules, and regulations as they apply to the Beauty Therapy industry
- The range and purposes of tools, equipment and electrical instruments used for each of the various beauty treatments and how to use, maintain and store them safely and securely
- The purposes, uses, care and potential risks associated with products, cosmetics, and their ingredients
- The importance of always following manufacturers' instructions
- Professional ethics when dealing with referrals from medical specialists
- Principles of ergonomics
- The time required for each beauty therapy treatment
- How a business works, including the role of targets
- The role of the individual in maintaining a successful business
- The value of managing own continuing professional development
- Awareness of the need to adapt to the rules and regulations of different countries, for health, safety, and hygiene, including the use of high technology, invasive equipment, and advanced product formulations
- The importance of maintaining environmentally sustainable practices

The individual shall be able to:

- Prepare treatment areas according to health, safety and hygiene requirements
- Set up equipment and prepare tools and materials
- Provide smooth and effective services and in compliance with manufacturers' instructions
- Prepare treatment areas to promote maximum efficiency
- Create inviting and relaxing ambiances to provide client safety and comfort
- Complete treatments within commercially acceptable timeframes
- Clean and tidy workstations after completing treatments
- Recommend and advise on products
- Provide after-care and retail advice
- Keep up-to-date with industry trends, technologies, advanced product formulations, and fashions, and maintain professional development in these areas
- Carry out treatments by adopting environmentally sustainable practices

Section	Relative importance (%)
<b>2 Professional demeanour</b>	<b>6</b>

The individual needs to know and understand:

- How professional demeanour and presentation is essential for building positive client and colleague relationships
- The significance of self-management and presentation for the comfort and reassurance of the client
- The importance of posture in creating a professional image

The individual shall be able to:

- Create and sustain excellent client and colleague relationships
- Practise a professional image and manner with regard to uniforms, personal grooming and interpersonal skills
- Show respect for colleagues and clients
- Manage own stress effectively
- Maintain a balanced lifestyle with regular exercise

<b>3 Client care and relationships</b>	<b>6</b>
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The individual needs to know and understand:

- The requirement to keep records relating to clients, products and other relevant matters
- Data protection requirements
- The importance of client comfort, modesty, and discretion
- The relationship between client expectations and meeting their actual needs, taking into consideration clients' age, gender, culture, and ethnicity
- Professional procedures when working with referrals from medical services
- The significance of listening carefully to clients and questioning closely to aid analysis and accurate interpretation of client wishes
- Contra-indications and the reasons why a beauty therapist would not undertake a treatment
- The circumstances and reasons for referral onto medical advice
- Contra-actions which can occur during a treatment and how they should be managed
- Appropriate forms and styles for communicating with clients of different cultures, ages, expectations, and preferences
- The need to review clients holistically to ensure correct treatment plans are designed
- The importance of attention to detail in all areas
- The basis of effective and sustained client relationships
- Nutritional science, the importance of exercise, skin conditions and hygiene
- The common types of problem which can occur and how to resolve independently

Section	Relative importance (%)
<p>The individual shall be able to:</p> <ul style="list-style-type: none"> <li>• Provide client services in a professional, safe, and hygienic manner</li> <li>• Meet, greet and settle clients in a professional and welcoming manner</li> <li>• Provide clients with relaxing and memorable services which meet their managed expectations</li> <li>• Accurately read and interpret body language</li> <li>• Respect cultural differences, age, and gender, and adapt to client needs</li> <li>• Protect and maintain client dignity</li> <li>• Undertake visual and manual examinations</li> <li>• Recognize contra indications during the consultation and respond to them</li> <li>• Refer for medical advice as required</li> <li>• Identify precautionary conditions and formulate treatment adaptations accordingly</li> <li>• Clarify clients' expectations and requirements during 'consultations</li> <li>• Provide advice on colours, style, products and how to care for skin and body</li> <li>• Provide advice on all treatments</li> <li>• Maintain positive contact with clients throughout their treatments</li> <li>• Identify any contra actions during treatments and respond to them appropriately</li> <li>• Seek feedback from clients before concluding treatments</li> <li>• Recognize and understand problems swiftly and follow a self-managed process for resolving</li> <li>• Ensure positive departures for clients</li> <li>• Carry out post-treatment follow-up consultations to determine client satisfaction or to provide information to mitigate any reactions</li> </ul>	

<b>4</b>	<b>Temporary hair removal</b>	<b>10</b>
<p>The individual needs to know and understand:</p> <ul style="list-style-type: none"> <li>• Hair and skin types and structures</li> <li>• Skin and hair condition</li> <li>• Products and equipment required to undertake waxing/sugaring procedures</li> <li>• The importance of practising correct hygienic procedures when dealing with blood and bodily fluid</li> </ul>		

Section	Relative importance (%)
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The individual shall be able to:

- Prepare and test wax/sugar to hygiene specifications
- Accurately assess clients' hair/skin type and tolerance levels
- Understand and follow manufacturers' instructions
- Test wax/sugar temperatures before wax services
- apply and remove wax/sugar, using soothing products, according to clients' needs and following health and safety guidelines
- Minimize waste throughout the entire process
- Carry out hot wax, warm strip waxing, or sugaring techniques on a variety of areas
- Apply and remove wax, sugar, with minimum trauma to skin
- Deal with any blood and bodily fluids safely and hygienically to eliminate infection to others
- Apply tweezers to shape and define eyebrows
- Offer after-care and retail advice

<b>5</b>	<b>Face</b>	<b>30</b>
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The individual needs to know and understand:

- The methods of client and station preparation for all facial treatments
- The anatomy and physiology of the face and head
- Contra indications and actions, plus how to modify treatments
- The importance of following safety procedures in using and maintaining electrical instruments
- Different skin types and conditions and how they should be treated
- The problems relating to the use of chemicals near the eyes
- The different face, eye, and lip shapes
- The different types and colours of make-up products needed to achieve desired outcomes
- Current trends and fashions in make-up
- The importance of being able to solve problems independently

Section	Relative importance (%)
<p>The individual shall be able to:</p> <ul style="list-style-type: none"> <li>• Provide client services in a professional, safe, and hygienic manner</li> <li>• Understand and follow manufacturers' instructions</li> <li>• Identify correct methods of client preparation for facial treatments, taking into consideration client comfort and modesty</li> <li>• Complete pre-treatment consultations to determine clients' needs, indications, contra-indications, precautionary conditions, and current skincare routines</li> <li>• Identify the correct methods of client and area preparation for electrical Facial Treatments</li> <li>• Carry out full facial skin analyses</li> <li>• Utilise the information provided during consultations and skin analyses to formulate suitable treatment procedures</li> <li>• select products for each skin type, age, gender, and client's needs</li> <li>• Complete full facial treatments including the use of specialist skin care products and electrical equipment to meet clients' needs</li> <li>• Carry out a range of eyebrow and eyelash tinting and eyebrow shaping treatments to meet clients' requirements</li> <li>• Apply make-up for a range of occasions including fantasy styles</li> <li>• Apply a range of false eyelashes (strip, cluster, and individual)</li> <li>• Offer after-care and retail advice</li> <li>• Recommend follow-up salon treatments</li> <li>• Avoid product wastage to maintain environmentally sustainable work practices</li> </ul>	
<b>6 Body</b>	<b>25</b>

The individual needs to know and understand:

- The methods of client and station preparation for body treatments
- The anatomy and physiology of body systems
- Body types, muscle tone, skin structure, and related medical conditions
- The importance of following safety procedures in using and maintaining electrical instruments
- The range of body massage treatments
- The range of mechanical massage techniques and electrical equipment
- Cultural differences and requirements
- The nature, purposes, and use of essential oils

Section	Relative importance (%)
<p>The individual shall be able to:</p> <ul style="list-style-type: none"> <li>• Carry out consultations and body analyses to develop body treatment plans to meet the identified needs of clients</li> <li>• Identify precautionary conditions and contra-indications for the various treatments and determine adaptations accordingly.</li> <li>• Identify correct methods of client preparation for body treatment, taking into consideration clients' comfort and modesty</li> <li>• Understand and follow manufacturers' instructions</li> <li>• Select the correct products for clients' needs</li> <li>• Select, apply, and remove body scrub products based on clients' needs</li> <li>• Select, apply, and remove body wrap products based on clients' needs</li> <li>• Perform massages with appropriate rhythm, speed, pressure, and range of movements</li> <li>• Use a range of mechanical treatments</li> <li>• Use a range of electrical body therapy treatments to suit clients' specific needs</li> <li>• Apply electrotherapy treatment precautions and safety measures throughout</li> <li>• Use a range of aromatherapy oils and make synergistic blends for individual client's requirements</li> <li>• Avoid product wastage to maintain environmentally sustainable work practices</li> <li>• Recommend homecare advice and retail advice</li> <li>• Offer follow-up salon treatments</li> </ul>	
<b>7 Feet, hands, and nails</b>	<b>15</b>

The individual needs to know and understand:

- Nail and skin infections and problems, including the hands and feet overall
- The anatomy of the hand, feet, and nails
- Healthy and safe use of chemical products.
- Manicure and pedicure procedures and treatments
- The maintenance and repair of natural and artificial nails
- Artificial nail applications
- A range of nail art designs and fashions.
- Current trends and fashions in all nail services

Section	Relative importance (%)
<p>The individual shall be able to:</p> <ul style="list-style-type: none"> <li>• Prepare areas for nail treatments with appropriate products and ergonomic design</li> <li>• Carry out spa manicures and pedicure treatments using a full range of treatments and products to meet client needs</li> <li>• Carry out treatments to include exfoliation, cuticle, massage, mask, and varnish applications</li> <li>• Apply a range of nail art designs</li> <li>• Apply Gel Polish cured by the Blue UV curing light</li> <li>• Apply artificial nail tips</li> <li>• Apply a range of nail systems</li> <li>• Offer after-care and retail advice</li> <li>• Avoid product wastage to maintain environmentally sustainable work practices</li> </ul>	
<b>Total</b>	<b>100</b>

## References for industry consultation

WorldSkills is committed to ensuring that the WorldSkills Occupational Standards fully reflect the dynamism of internationally recognized best practice in industry and business. To do this WorldSkills approaches a number of organizations across the world that can offer feedback on the draft Description of the Associated Role and WorldSkills Occupational Standards on a two-yearly cycle.

In parallel to this, WSI consults three international occupational classifications and databases:

- ISCO-08: (<http://www.ilo.org/public/english/bureau/stat/isco/isco08/>) ILO 5142
- ESCO: (<https://ec.europa.eu/esco/portal/home>)
- O\*NET OnLine ([www.onetonline.org/](http://www.onetonline.org/))

This WSOS appears to relate to *Beauticians and Related Services*:

<http://data.europa.eu/esco/isco/C5142>

and *Hairdressers, Hairstylists, and Cosmetologists*:

<https://www.onetonline.org/link/summary/39-5012.00>

This and adjacent occupations can be explored through these links.

The following table indicates which organizations were approached and provided valuable feedback for the Description of the Associated Role and WorldSkills Occupational Standards in place for WorldSkills Shanghai 2022.

Organization	Contact name
CIDESCO International (Global)	Pamela Adkins, Education Development Director
Dermalogica (Australia)	Dennille Ludenau, Corporate Training Manager
Epiderma Pte Ltd (Singapore)	Jeannie Sim, Training consultant
iTEC/VTCT (awarding body) (Global)	Elaine Willemse and Runa McNamara, International Business Development Manager and International Commercial Director
South African Association for Skincare Professionals (SAASP) (Global)	Elna Hagen, President/Director