



Level 3

Diploma in Advanced Hairdressing

(610/4671/1)

nqual.

SPECIFICATION
PACK

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ABOUT NQUAL

NQual provides high-quality vocational and occupational qualifications designed to meet the needs of learners and employers.

At NQual we are committed to certificating current and relevant qualifications that meet the demands of today's ever-changing industries. Our dedication to staying at the forefront of knowledge ensures that our qualifications reflect the latest trends in your field of interest.

QUALIFICATION SPECIFICATION

Qualification Specifications are used to inform and guide centres to deliver the qualification set out within this document. Information within this specification includes a qualification overview, unit breakdowns, assessment guidance and learning outcomes.

Alongside the specification, you will also find a qualification 'Fact Sheet'. These are used as handy tools to provide an overview of the qualifications.

QUALIFICATION INFORMATION

The NQual Level 3 Diploma in Advanced Hairdressing is regulated by Ofqual.

- Qualification Number: 610/4671/1

Overview

The NQual Level 3 Diploma in Advanced Hairdressing is an occupational qualification that equips learners with the advanced skills and knowledge needed required to work independently as a qualified hairdresser or a successful career within a salon environment. This qualification builds upon the foundation established at Level 2.

It will provide learners with the chance to develop theoretical knowledge and gain advanced technical skills in cutting, colouring and styling hair.

Upon completion of this qualification, learners will be more likely to gain employment opportunities, career progression, and advanced skill in treatment areas. This qualification will support progression within the hair industry.

This qualification has been mapped to the current National Occupational Standards: www.ukstandards.org.uk/en

Entry Requirements

- Minimum age 16
- Level 2 Diploma in Hairdressing

There are no further entry requirements for this qualification.

Unit Guidance

Learners must achieve all mandatory units and at least 10 credits of optional units. The minimum credit value for this qualification is 60.

Mandatory Units

Learners must achieve all mandatory units.

Unit Reference	Title	Level	GLH	Credit Value
A/651/2850	Health and Safety Practices in the Workplace	2	54	6
Y/651/2869	Hairdressing Consultation and Support For Colleagues	3	45	5
F/651/2870	Advanced Colouring Techniques	3	99	11
H/651/2871	Advanced Cutting Techniques	3	81	9
J/651/2872	Advanced Hair Styling and Finishing	3	63	7
K/651/2873	Advanced Hair Anatomy and Physiology	3	63	7
Y/651/2327	Professional Development and Personal Well-being	3	45	5

Optional Units

Learners must achieve at least 10 credits of optional units.

Unit Reference	Title	Level	GLH	Credit Value
L/651/2874	Braid, Twist and Thread Wrap Hair	3	45	5
M/651/2875	Bridal Hairstyling	3	45	5
D/651/2860	Provide Hair Extension Services	3	54	6
R/651/2876	Hair Colour Correction	3	108	12
T/651/2877	Style Diverse Hair Types	3	54	6
J/651/2863	Provide Basic Business Support and Services	3	63	7
L/651/2865	Provide Hair Smoothing Services	2	54	6
H/651/2862	Set, Style and Dress Hair	2	54	6
K/651/2864	Use Social Media to Promote Services and Products	3	36	4
H/651/3186	Undertake Freelance Work	2	27	3

Guided Learning Hours

These hours are made up of contact time, guidance or supervision from course tutors, trainers, or training providers. The minimum Guided Learning Hours for this qualification is 540.

Total Qualification Time

This is an estimate of the total length of time it is expected that a learner will typically take to achieve and demonstrate the level of understanding required for the award of this qualification. This includes the Guided Learning Hours and time spent completing independent study.

The minimum Total Qualification Time for this qualification is 600.

Delivery Options

NQual allows qualifications to be delivered both online and face-to-face. Please check the additional requirements with your Centre EQA if delivering qualifications online.

Grading and Assessment

Assessment is used to measure a learner's skill or knowledge against the standards set in this qualification. This qualification is internally assessed and externally quality assured.

The assessment consists of:

- An internally assessed Portfolio of Evidence and externally quality assured by NQual.

A Portfolio of Evidence can contain:

- Observation Records
- Professional Discussion and/or Q&A records
- Written answers
- PowerPoint Presentations
- Feedback forms
- Worksheets
- Audio/ video recordings
- Images
- Witness Testimony

Please note this is not an exhaustive list.

Learners should have opportunities to practice skills-based criteria and outcomes, outside of their programme delivery.

Observations are favourable to demonstrate skills-based criteria however we also accept other assessment methods to demonstrate the ability to complete services/treatments.

Approved Centre

To deliver any NQual qualification, each centre must be approved by NQual and meet the qualification approval criteria. The recognition process requires centres to implement policies and procedures to protect learners when undergoing NQual qualifications.

Approved centres must seek approval for each qualification they wish to offer.

The approval process requires centres to demonstrate that they have the resources, including staff, and processes in place to deliver and assess the qualification.

Once approved to offer this qualification, centres must register learners before any assessment takes place. Centres must follow NQual's procedures for registering learners.

Support From NQual

NQual support all new and existing approved centres. We respond to all communication within 48 hours and hold regular information webinars. If you would like to book our next webinar, please visit the 'News & Events' section on our website.

Initial Assessment

It is part of the enrolment process by the approved centre to complete an initial assessment. Approved centres must ensure everyone undertaking an NQual qualification complete some form of initial assessment. This will be used to inform the tutor/trainer of current knowledge and understanding.

Reasonable Adjustment

NQual is committed to providing fair and reasonable adjustments for learners to help reduce the effect of a disability or difficulty that places the learners at a disadvantage during an assessment. For more information on Reasonable Adjustments, please see our Reasonable Adjustments and Fair Access Policy.

Responsibilities

Assessor

It is important to note, that to assess qualification content, the assessor must be occupationally competent to assess skills-based competence and/or occupationally knowledgeable to assess knowledge-based content.

Assessors who deliver NQual qualifications must possess a qualification appropriate for the level they are delivering. Examples of these can include at least one of the following:

- D32 Assess Candidate Performance and D33 Assess Candidate Using Differing Sources of Evidence
- A1 Assess Candidate Performance Using a Range of Methods and A2 Assessing Candidates' Performance through Observation
- Level 3 Award in Assessing Competence in the Work Environment (for competence/skills learning outcomes only)
- Level 3 Award in Assessing Vocationally Related Achievement (for knowledge learning outcomes only)
- Level 3 Certificate in Assessing Vocational Achievement
- HEI Certificate in Education
- Qualified Teacher Status Certificate in Education in Post Compulsory Education (PCE)
- Post Graduate Certificate in Education
- Teaching Certificate in Teaching in the Lifelong Learning Sector (CTLLS)
- Diploma in Teaching in the Lifelong Learning Sector (DTLLS)
- L&D9DI - Assessing workplace competence using Direct and Indirect methods (Scotland)
- L&D9D - Assessing workplace competence using Direct methods (Scotland)
- Level 4 Certificate in Education and Training
- Level 5 Diploma in Education and Training
- Level 3 Learning and Skills Assessor Apprenticeship

- Level 5 Learning and Skills Teacher Apprenticeship

Examples of evidence for subject knowledge can include:

- Qualification at the same level or above, the qualification you are delivering
- Extensive experience at the same level or above, the qualification you are delivering

Internal Quality Assurer

Centre staff who complete Internal Quality Assurance for NQual qualification must possess or be working towards a relevant qualification. Examples of these can include at least one of the following:

- D34 Unit **Internally verify the assessment process**
- V1 Verifiers Award
- Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice or
- Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice

Examples of evidence for subject knowledge must include at least one of the following:

- Qualification at the same level or above, the qualification you are quality assuring
- Extensive experience at the same level or above, the qualification you are quality assuring

MANDATORY UNITS

Unit Breakdown: Level 3 Diploma in Advanced Hairdressing

Learners must complete all mandatory units for this qualification.

Unit: Health and Safety Practices in the Workplace

Unit Code: A/651/2850

Level: 2

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand health and safety practices in the workplace	1.1 Describe your responsibilities for health and safety as defined by any specific legislation covering your job role 1.2 Explain the local authority's rules and conditions, licensing and/or registration requirements for yourself and your premises 1.3 Explain why you must comply with ethical practice and work within legislative requirements 1.4 State the importance to comply with a professional code of conduct in the workplace, in accordance with organisational policies and procedures 1.5 Describe how and when to seek further advice and support outside the practitioner's remit, regarding compliance with data legislation 1.6 Describe how to carry out a risk assessment and controls to be implemented 1.7 Describe how and why you must comply with infection prevention and control procedures 1.8 State the use of hard surface disinfectants and explain the chemical compositions and associated risks with using them 1.9 Describe how the contact times of hard surface disinfectants impact the effectiveness 1.10 Explain the causes and risks of microbial contamination and methods of infection prevention 1.11 State the use of skin disinfectants, and explain: • The chemical compositions • Associated risks with using • The impact on the pH scale and barrier function • How contact times impact the effectiveness 1.12 Explain the legislative, organisational and manufacturer safety instructions for equipment, materials and products, in relation to: • Storage • Handling • Usage

	• Disposal • Record keeping
2. Understand the importance of the correct work environment	2.1 Identify the legislative requirements for waste disposal 2.2 Explain the causes, hazards of accidental exposure to clinical waste and state how to respond 2.3 Explain the legislative and organisational requirements for the individual's protection, preparation, dignity and privacy 2.4 Describe how safe positioning techniques and working practices can prevent work related injury and ill health 2.5 Explain the importance of ensuring the working environment is in line with legislative requirements, in relation to: • Lighting and illumination • Heating • Ventilation • Fixtures, fittings and equipment • Facilities and amenities • Audit and accountability 2.6 Explain the hazards and risks associated with working environment, equipment, materials, products and the controls to be implemented 2.7 Describe the range of environmental and sustainable working practices 2.8 Describe your current insurance and indemnity requirements, relevant to the procedure 2.9 Describe why you must source equipment and products compliant with legislative requirements and manufacturer instructions, to: • Ensure products sourced are for cosmetic use • Avoid the risk of toxicity 2.10 Outline the legislative requirements for tests prior to procedures, taking into account: • The purpose of tests • How and when to carry out tests 2.11 Explain the audit and accountability of working practices and procedures 2.12 Describe the reasons for adhering to the <i>*service protocol *</i> 2.13 Explain your responsibility and the reporting procedures for suspected malpractice 2.14 Explain your own physical and psychological wellbeing and how this may impact on being able to provide a procedure safely

3. Be able to Follow Health & Safety procedures	3.1 Conduct yourself in the workplace in line with health and safety pre, during and post procedure, in accordance with legislation and other relevant regulations, directives and guidelines 3.2 Carry out risk assessment(s) prior to undertaking the procedure 3.3 Record the outcome of the risk assessments 3.4 Implement control methods and take appropriate action 3.5 Apply infection prevention and control measures in accordance with legislation and other relevant regulations, directives and guidelines, including: • Universal precautions and standard precautions 3.6 Prepare the working environment in accordance with legislative requirements and organisational policies and procedures 3.7 Prepare and protect yourself and others within the working environment according to legislation, organisational policies and procedures, including: • Personal hygiene • Personal presentation • Personal protective equipment 3.8 Position the individual in accordance with the service protocol 3.9 Use working practices that: • Minimise Fatigue and the risk of injury to yourself and others • Use environmental and sustainable working practices • Minimise risk and maintain the individuals' safety 3.10 Source and select equipment, materials and products to meet the individual's needs, area to be treated and are fit for purpose 3.11 Use equipment, materials and products, in accordance with the service plan, legislative requirements and manufacturer guidance 3.12 Carry out tests to establish suitability for the procedure when required 3.13 Assess and dispose of waste to meet legislative requirements
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Unit Overview:

This unit in health and safety practices in the workplace equips individuals with the knowledge and skills to identify, assess, and control health and safety risks within an organisation.

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Service Protocol

- Working environment
- Health and safety
- Risk management plan
- Infection prevention and control
- Service plan
- Informed consent
- Test outcomes
- Manufacturer instructions
- Additional advice and support
- Data management
- Pre and post instructions and advice
- Sustainability
- Waste management
- Evidence-base practice
- Reflective practice*

Range

	Portfolio Reference
Health and Safety	
Health and safety legislation, regulations, directives and guidelines	
Local authority legislation, licensing and/or registration schemes	
Environmental protection	
Cosmetic products enforcement	
Safeguarding Policy	
Infection Prevention and Control Procedures	
Aseptic techniques	
Single use items	
Universal precautions	
Standard precautions	

Work Related Injury and Ill Health	
Physical injuries	
Disorders	
Diseases	
Mental Health	
Fatigue	
Environmental and Sustainable Working Practices	
Environmental waste management	
Energy use	
Environmental core practices	
Working to commercial times	
Use bio-degradable and compostable options or products	
Aware of your own and business carbon footprint	

Unit: Hairdressing Consultation and Support for Colleagues

Unit Code: Y/651/2869

Level 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand how to advise clients and support colleagues	1.1 Explain the importance of collaboration with competent professionals to support effective and safe working practices 1.2 Describe why you must comply with ethical practice and work within the legislative requirements 1.3 Explain the contraindications and presenting conditions and the reasons why medical conditions may contraindicate the service 1.4 Identify the legislative and insurance requirements for obtaining medical diagnosis and referral 1.5 Describe the importance of effective communication when completing a consultation 1.6 Describe the factors to consider when creating a bespoke service plan and why you must develop and agree a service plan, ensuring it includes: • Declared current medical status • Treatment history • Relative and absolute contraindications • Undertake an analysis of the treatment area • Individual's expectations • Considering the individual's physical and psychological wellbeing for the service 1.7 Explain the importance of identifying diverse needs of the individual and adapting the service accordingly 1.8 Describe how pregnancy can impact the service, and the importance of carrying out a risk assessment in accordance with legislative and insurance requirements 1.9 Identify the impact of social influences, the media and trends 1.10 Explain the importance of assessing, discussing, agreeing, reviewing and documenting the consultation outcomes 1.11 Explain the importance of explaining the service process, expected outcomes and associated risks 1.12 Describe the benefits of using visual aids during consultation 1.13 Identify how to manage the individual's expectations 1.14 Explain the legislative requirements of gaining, recording, storing, protecting and retaining the individual's data

	1.15 Describe why certain services are prohibited or restricted for minors 1.16 Explain the legislative, insurance and organisational requirements for taking and storing visual media of individual's treatment area 1.17 Explain the legislative and regulatory requirements of completing and storing the individual's service records 1.18 Describe reasons for providing instructions and advice, pre and post the service 1.19 Explain how you may offer advice to a colleague in front of an individual in a professional manner 1.20 Describe an instance where you may offer support or advice to a colleague
2. Be able to advise clients and support colleagues	2.1 Carry out a concise and comprehensive consultation, taking account of: • The individual's declared medical history and current medical status • The individual's service history • The individual's service requirements • The individuals' concerns, expectations and desired outcome's • Considering the individual's physical and psychological wellbeing for the service • Diverse needs • Declared relative and absolute contraindications and restrictions 2.2 Discuss the individual's objectives, concerns, expectations and desired outcomes to inform the service plan 2.3 Develop and agree the service plan 2.4 Inform the individual of the physical sensation that may occur during the service with the individual in accordance with the service protocol 2.5 Demonstrate supporting a colleague during a consultation making sure to: • Professionally introduce yourself to the individual • Offer relevant advice • Maintain all confidentiality when sharing information between colleagues

Unit Overview:

This unit will equip learners with the skills to carry out in depth consultations to create a service plan whilst supporting colleagues in the workplace with their own practises.

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

	Observation 1	Observation 2	Observation 3	Observation 4
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	Portfolio Reference
Service Requirements	
Hair curl classification and condition	
Offered alternative service due to contra-action/contraindication	
Used All Questioning Techniques	
Open questions	
Closed questions	
Probing questions	
Helped a Colleague with:	
Advised in a cutting consultation	
Advised in a colour consultation	
Advised in a styling consultation	
Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post service instructions and care	
Future services	

Unit: Advanced Colouring Techniques

Unit Code: F/651/2870

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand the principles of colouring hair	1.1 Outline your role and responsibilities in providing advanced colouring and/or lightening services and the importance of working within your competence 1.2 Explain why you must comply with ethical practice and work within the legislative requirements 1.3 Outline the responsibilities under local authority licensing regulations for yourself and your premises 1.4 Identify the absolute contraindications relevant to colouring hair 1.5 Identify the types and limitations of products used in colouring and lightening services and explain the adaptations required for: • Hair curl classification • Hair condition • State of hair • Scalp condition • Resistant hair • Chemically treated hair 1.6 Describe the physiological effects of colour and lightening products have on the hair structure 1.7 Outline how to recognise over processed hair and describe the associated risks and action to take 1.8 Describe the differences between depth colour and tonal shades, to include: • How they relate the colour wheel 1.9 Explain the importance of adhering to manufacturer instructions to prevent product incompatibilities and risks to health 1.10 Describe how to identify natural pigment and undertones and how it impacts the product choice, to include: • Pre-lightening the hair • Applying a neutralising colour toner • Applying a creative colour toner 1.11 Identify the legal requirements for providing hair services to minors and vulnerable adults 1.12 Explain the key instructions and advice, before and after the colouring and/or lightening service 1.13 Explain the reasons for taking consensual visual media of the individual's treatment area and storing in

	accordance with the service, legislative, insurance and organisational requirements
2. Understand how to prepare and carry out advanced colouring techniques	2.1 Explain why poor hair porosity influences the choices of product and service 2.2 State the types of peroxide strengths used in colouring and lightening services, to include: - When and why various peroxide strengths are used 2.3 Explain the importance of carrying out a hair and scalp analysis and how it effects the choice of products and equipment used 2.4 Explain the effects temperature has on the application and development of colouring and lightening products 2.5 Describe how hair growth patterns can determine the position of highlights and lowlights 2.6 Explain the importance of carrying out tests and how the test outcomes can affect the colouring and lightening service 2.7 Describe the tools and equipment used for colouring and lightening services for all hair curl classification, types and conditions 2.8 Explain the importance of adhering to the manufacturer instructions for the safe use and development times of colour and lightening products, to include: - The importance of explaining the physical sensation on the scalp 2.9 Describe how to carry out a colouring and lightening service, to include: - How to safely apply colour and lightening products to the hair to avoid exposure of chemicals to the skin and scalp 2.10 Explain the importance of protecting the individual's skin and scalp from the colour and lightening products 2.11 Explain the importance of adhering to the manufacturer instructions for the safe use and development times of colour and lightening products, to include: - The importance of explaining the physical sensation on the scalp 2.12 Explain why you should comb and section the hair prior to application of colour and lightening products 2.13 Outline the reasons why you may need to troubleshoot problems that can commonly arise when colouring and lightening hair, to include: - Ways in which they can be remedied

	2.14 Describe the products that can be added to colour/lighteners to protect the hair 2.15 Explain why it is important to discuss and establish the individual's objectives, concerns, expectations, desired outcomes and agree the colouring and lightening service plan 2.16 Explain the importance of adhering to the colouring and lightening service protocol 2.17 Describe the importance of restoring the hairs pH Following the colouring and lightening services 2.18 Explain the products you would use post colour service to restore the PH balance of the hair and stop oxidation of colour 2.19 Describe the instructions and advice, pre and post the colouring and lightening service
3. Be able to prepare for a colouring service	3.1 Carry out a comprehensive consultation with the individual, discuss objectives and desired outcomes 3.2 Maintain your responsibilities for health and safety in accordance with legislation, regulations, directives and guidelines 3.3 Discuss and establish the individual's objectives and desired outcomes to inform the advanced colouring and/or lightening service plan, to include: • Treatment history • Alternative treatment options 3.4 Carry out a hair and scalp analysis, including: • Hair curl classification • Hair characteristics • Condition of hair • Scalp condition • Percentage of white hair • Length of re-growth on partially chemically treated hair • Hair length 3.5 Carry out tests to determine suitability for the colouring and/or lightening service to include: • Recording the outcome and store in accordance with GDPR. 3.6 Evaluate the consultation outcomes, the individual's objectives and hair and scalp analysis collectively 3.7 Discuss with the individual a variety of achievable effects using relevant visual aids, to include: • Fees and duration 3.8 Confirm and agree with the individual they have understood the proposed colouring service, including: • Contra-actions • Adverse reactions

	3.9 Obtain the individuals informed consent for the colouring service
4. Be able to provide a colouring service	4.1 Comb and section the hair and protect the surrounding skin in accordance with the colouring service protocol 4.2 Select the appropriate products, tools, materials and equipment in accordance with the colouring service 4.3 Use colouring and/or lightening techniques to apply the product in an innovative way to achieve the desired look in accordance with the manufacturer instructions, to include: • Combine and place products in a way that complements the hair style 4.4 Set and monitor the process time in accordance with the manufacturer instructions 4.5 Carry out a development test to confirm the process times to include the assessment of: • Condition of the hair • Condition of the lightener • Scalp sensitivity 4.6 Remove the product from the hair and scalp in accordance with the manufacturer instructions 4.7 Apply a toner to lightened hair in accordance with manufacturer instructions 4.8 Apply products to restore the PH balance of the hair and stop oxidation 4.9 Conclude the service, confirm with the individual they are satisfied, and provide after care advice 4.10 Record the outcome of the service and store according to GDPR

Unit Overview:

This unit is about a hair professional combining, adapting and personalising colouring and lightening techniques to create a variety of creative looks.

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Advanced Colouring Techniques Service Protocol

1. Working environment
2. Health and safety
3. Infection prevention and control
4. Service plan
5. Informed consent

6. Test outcomes
7. Manufacturer instructions
8. Data management
9. Audit and accountability
10. Instructions and advice
11. Sustainability
12. Waste management
13. Evidence-based practice
14. Reflective practice

	Observation 1	Observation 2	Observation 3	Observation 4	Observation 5
Date Achieved					
Portfolio Reference					
Assessor Signature					
Learner Signature					

Range

	Portfolio Reference
Considered All Factors	
Hair density	
Hair texture	
Hair elasticity	
Hair porosity	
Non-chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	

Chemically treated hair	
Carried Out All Tests	
Elasticity	
Porosity	
Strand	
Incompatibility	
Development	
Allergy test	
Used All Products	
Pre Lightner	
Demi-permanent/quasi-permanent	
Semi-Permanent	
Permanent	
Barrier Cream	
Colour and lightener protectors	
Used All Colouring Techniques	
Woven Foils	
Slices	
Colour blocking	
Balayage	
Full head lightening	
Regrowth lightening	
Freehand	
Toner on lightened hair	
Worked on All Hair Types	
Curly	
Straight	

Wavy	
Tight curls	
Combination	
Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	
Restrictions and associated risks	
Future procedures	

Unit: Advanced Cutting Techniques

Unit Code: H/651/2871

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand the principles of advanced cutting techniques	1.1 Outline your role and responsibilities in providing cutting services and the importance of working within your competence 1.2 Explain why you must comply with ethical practice and work within the legislative requirements, to include: • The responsibilities under local authority licensing regulations for yourself and your premises 1.3 Identify the absolute contraindication relevant to cutting hair 1.4 Describe the importance of recognising suspicious skin irregularities and scalp lesions, and how to refer individuals appropriately 1.5 Identify the limitations of cutting techniques and explain the adaptations required for: • Hair curl classification • Hair condition • State of hair • Scalp condition • Individual preferences • Individual expectations • Hair service history • Hair growth pattern 1.6 Describe the importance of identifying the anatomical head and facial structure to choose the appropriate haircut and finish 1.7 Explain the adverse reactions associated with a cutting service and how to respond 1.8 Describe how to recognise over processed hair, the associated risks and action to take 1.9 Explain why hair should be washed prior to a cutting service 1.10 Explain why you should comb and section the hair prior to the cutting 1.11 Outline the health and safety responsibilities in line with legislation before, during and after the service 1.12 Explain where to source creative ideas to inspire and determine the service plan to include: • How to interpret inspiration from historical, cultural, and fashion themes into current trends

	1.13 Outline the legal requirements for providing hair services to minors and vulnerable adults
2 Understand how to prepare and carry out advanced cutting techniques	2.1 Identify why you should comb and section the hair prior to cutting 2.2 Describe the associated risks from hair cuttings in close proximity of exposed skin 2.3 Describe how to adapt hair cutting techniques for each hair curl classification 2.4 Explain the importance of keeping the hair evenly damp throughout the wet cutting process 2.5 Explain how and when to use club, freehand, texturising, point cutting, razor and scissor over comb cutting techniques 2.6 Describe the types and use of tools and equipment used in cutting services 2.7 Explain how to use a styling razor safely and its disposal 2.8 Describe the effects that can be created by combining and adapting different cutting techniques 2.9 Explain the importance of considering weight distribution and working with the natural growth patterns of the hair 2.10 Outline the reasons for establishing and following guidelines 2.11 Describe how to carry out a skin fade and in accordance with the skin fading guidelines 2.12 Explain how to personalise and adapt cutting techniques, to include: • How to blend temporary or semi-permanent hair extensions • How to level and test clippers 2.13 Describe the types and size of clipper blades and attachments available, and the effects that these achieve 2.14 Explain the risks associated with continually close cutting 2.15 Describe how to create and follow a guideline for a combination of cutting styles within a creative look, to include: • The service times in accordance with your organisational policies and procedures 2.16 Describe the differences between cutting wet and dry hair and how it impacts the degree of tension used 2.17 Explain the importance of choosing the appropriate angle at which the hair is held when cutting to ensure accurate weight distribution, balance and degree of graduation is achieved

	2.18 The reasons why you may need to troubleshoot problems that can commonly arise when cutting hair, to include: • Ways in which they can be remedied 2.19 Explain how to cross check and balance the cut 2.20 Describe how to personalise and adapt cutting techniques based on: • Growth pattern • Hair texture • Hair density • Individual preferences 2.21 Describe the problems that can commonly arise when cutting hair and actions to remedy these 2.22 Explain the importance of consulting with the individual throughout the cutting process 2.23 Explain the importance of adhering to the creative cutting service protocol 2.24 Describe the types of products available for finishing hair 2.25 Describe the instructions and advice, pre and post the cutting service
3 Be able to prepare individuals for advanced hair cutting services	3.1 Carry out a comprehensive consultation with the individual, discuss objectives and desired outcomes 3.2 Maintain your responsibilities for health and safety in accordance with legislation, regulations, directives and guidelines 3.3 Carry out a hair and scalp analysis, including: • Hair curl classification • Hair characteristics • State of hair • Scalp condition 3.4 Discuss and establish the individual's objectives and desired outcomes to inform the creative cutting service plan, to include: • Individual's lifestyle 3.5 Consider the anatomical head and face structures 3.6 Explore a variety of achievable looks with the individual using relevant visual aids 3.7 Confirm and agree with the individual they have understood the proposed cutting service, including: • Contra-actions • Adverse reactions 3.8 Ensure the individual is wearing suitable PPE in line with health and safety protocols

4 Be able to complete advanced hair cutting services	4.1 Comb and section the hair in accordance with the cutting service protocol 4.2 Use cutting techniques suitable for the individual's state of hair and hair curl classification to achieve the desired look to include: • Select and use of tools and equipment to avoid damage to the hair and scalp 4.3 Create and cut the initial guideline in accordance with the cutting service plan and confirm the individual wants to proceed with the cut 4.4 Cut the hair using guidelines to ensure weight, balance and shape is achieved to include: • Rotating your position around the individual to ensure accuracy of cut • Adapt your cutting techniques in accordance with the cutting service protocol 4.5 Adapt your cutting techniques to achieve the desired look in accordance with the advanced cutting service protocol 4.6 Cross-check the cut to establish accurate distribution of weight, balance and shape 4.7 Shape and Finish the hair with appropriate tools considering: • The natural hair line • Hair growth patterns • Hair curl classification • Secure unwanted hair outside of the design 4.8 Carry out suitable remedial action to resolve any problems arising during the cutting service 4.9 Use creative finishing techniques that complement the cut and individual's facial shape 4.10 Carry out a final visual check to ensure the cut is accurate 4.11 Conclude the cutting service ensuring the individual is left free from hair cuttings 4.12 Confirm with the individual they are satisfied with the final result 4.13 Complete the individual's service records and store in accordance with GDPR 4.14 Provide instructions and advice to the individual, pre and post the service
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Unit Overview:

This unit delves deeper into cutting techniques, exploring a wider range of styles and shapes equipping learners with the skills to offer creative and advanced cutting services

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Advanced Cutting Service Protocol

1. Working environment
2. Health and safety
3. Infection prevention and control
4. Service plan
5. Informed consent
6. Data management
7. Audit and accountability
8. Instructions and advice
9. Sustainability
10. Waste management
11. Evidence-based practice
12. Reflective practice

	Observation 1	Observation 2	Observation 3	Observation 4
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	PortFolio Reference
Hair Curl Classification	
Straight	
Wavy	
Curly	
Tight curls	
Combination	
Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Considered All Characteristics	
Hair density	
Hair texture	
Hair condition	
Hair porosity	
Hair growth patterns	
Cutting Techniques	
Club cutting	
Point cutting	
Freehand	
Clipper over comb	
Scissor over comb	
Texturizing	
Thinning	

Tools and Equipment	
Texturizing scissors	
Scissors	
Razor	
Clipper	
Trimmer	
Cutting Effects	
Graduating	
Layering	
Tapering	
Disconnecting	
Fading	
Asymmetric	
Advanced Finishing Techniques	
Styling	
Use of product application	
Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	
Restrictions and associated risks	
Future procedures	

Unit: Advanced Hair Styling and Finishing

Unit Code: J/651/2872

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand how to prepare and carry out advanced hair styling and finishing services	1.1 Explain your role and responsibilities in providing hair drying, styling and finish services and the importance of working within your competence 1.2 Explain why you must comply with ethical practice and work within the legislative requirements, to include: - The responsibilities under local authority licensing regulations for yourself and your premises 1.3 Identify the absolute contraindication relevant to drying, styling and finish services 1.4 Describe the importance of recognising suspicious skin irregularities and scalp lesions, and how to refer individuals appropriately 1.5 Identify the limitations of hair drying, styling and finishing techniques and explain the adaptations required for: - Hair curl classification - Hair characteristics - State of hair - Scalp condition - Treatment history 1.6 Describe the types of products, tools and equipment used for drying, styling and finishing hair the physical effects of the blow drying and heated styling processes on the hair structure 1.7 Describe the physical effects of the blow drying and heated styling processes on the hair structure 1.8 Describe the techniques and thermal equipment used to carry out drying, styling and finishing services 1.9 Explain how excessive tension and incorrect techniques during a hair drying, styling and finish can damage the hair and scalp 1.10 Outline how to identify first signs of traction alopecia 1.11 Describe the types and causes of hair loss 1.12 Outline the types of pre-treatments, styling and finishing products available for drying, styling and finishing services 1.13 Explain how to maintain the agreed style and ensure its longevity 1.14 Explain the importance of adhering to the hair drying, styling and finish service protocol

	1.15 Outline the adverse reactions associated with hair drying, styling and Finish services and how to respond 1.16 Outline the instructions and advice, pre and post the hair drying, styling and Finish service
2. Be able to provide advanced styling and finishing techniques	2.1 Carry out a comprehensive consultation with the individual, discuss objectives and desired outcomes 2.2 Maintain your responsibilities for health and safety in accordance with legislation, regulations, directives and guidelines 2.3 Discuss and establish the individual's objectives and desired outcomes to inform the hair drying, styling and Finish service plan, to include: • Treatment history • Alternative treatment options 2.4 Carry out a hair and scalp analysis, including: • Hair curl classification • Hair characteristics • State of hair • Scalp condition 2.5 Discuss the thermal styling techniques and equipment to be used in line with service plan 2.6 Offer advice based on individual's hair analysis using visual aids to support 2.7 Confirm and agree with the individual they have understood the proposed drying, styling and Finish service, including: • Contra-actions • Adverse reactions 2.8 Obtain the individual's informed consent for the hair drying styling and Finish service 2.9 Prepare the individual and cleanse the hair and scalp in accordance with the hair drying, styling and Finish service protocol 2.10 Comb the wet hair in preparation for blow drying service and ensure even level of moisture in the hair 2.11 Select and apply styling products 2.12 Comb, section and secure hair in accordance with the blow-drying service plan 2.13 Blow dry the hair from root to tip using drying techniques, minimising the risk of damage to the hair, maintain even tension throughout the drying process 2.14 Select and prepare a thermal styling tool suitable for achieving the style agreed with the individual, including setting the tool at the recommended operating temperature for the hair curl classification and characteristics

	2.15 Section and secure hair in accordance with the hair styling service plan 2.16 Style the hair using thermal styling techniques and tools, minimising risk of damage to hair to include; • Selecting meshes of hair suitable for the size of thermal equipment used 2.17 Conclude the service in accordance with the drying, styling and finish service protocol, to include: • Select and apply Finishing products 2.18 Confirm with the individual they are satisfied with the final result 2.19 Complete the individual's service records and store in accordance with GDPR 2.20 Provide instructions and advice to the individual, pre and post the service
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Unit Overview:

This unit will equip learners with advanced techniques in styling and finishing hair. Allowing them to offer a larger range of services.

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Advanced Styling Protocol

1. Working environment
2. Health and safety
3. Infection prevention and control
4. Service plan
5. Informed consent
6. Test outcomes
7. Data management
8. Audit and accountability
9. Instructions and advice
10. Sustainability
11. Waste management
12. Evidence-based practice
13. Reflective practice

	Observation 1	Observation 2	Observation 3	Observation 4
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	Portfolio Reference
Hair Curl Classification	
Straight	
Wavy	
Curly	
Tight curls	
Combination	
Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Considered All Characteristics	
Hair density	
Hair texture	
Hair condition	
Hair porosity	
Hair growth patterns	
Created at Least 5 Looks	
Blow dry with body	
Smooth blow-dry	

Waves with thermal tool	
Braid	
Curly blow-dry	
Enhance natural movement	
Used a Range of Products	
Oil	
Mousse	
Gel	
Blow-dry cream	
Hairspray	
Wax	
Powder	
Serum	
Heat protectors	
Texture enhancing spray	
Setting lotions	
Worked on All Hair Types	
Curly	
Straight	
Wavy	
Tight curls	
Combination	
Used all Tools and Equipment	
Thermal tools	
Hair dryer	
Diffuser	
Round brush	

Tools to enhance natural movement	
Flat brush	
Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	
Restrictions and associated risks	
Future procedures	

Unit: Advanced Hair Anatomy and Physiology

Unit Code: K/651/2873

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand the structure of the hair and skin	1.1 Explain the structure and function of the hair 1.2 Describe the pathologies of the hair and which are relative or absolute contraindication to hair services 1.3 Explain the role of melanin in determining hair colour 1.4 Explain how the structure of the hair follicle influences hair growth 1.5 Explain the structure of the skin 1.6 Describe the physiological and physical effects of topical products and massage 1.7 Identify the anatomy of the scalp and its role in hair health 1.8 Describe how to recognise trichorrhexis nodosa, the associated risks and necessary action 1.9 Describe how to recognise over processed hair and the associated risks
2. Understand hair growth and hair types	2.1 Explain the stages of hair growth and their duration 2.2 Describe the characteristics of each stage of hair growth 2.3 Explain the factors that can influence the rate of hair growth 2.4 Describe how age can affect hair growth 2.5 State the average rate of hair growth per month 2.6 Identify the differences between straight, wavy and curly hair and explain their characteristics
3. Understand the parts of a hair follicle	3.1 Explain the main function of a hair follicle 3.2 Describe the structure of a hair follicle, including its key components 3.3 Explain how the dermal papilla influences hair growth and development 3.4 Describe how the hair follicle contributes to the different stages of hair growth 3.5 Explain how hair follicles vary in size and shape depending on hair type

4. Understand different hair loss conditions

- 4.1 Identify the medical term for hair loss
- 4.2 Explain the main types of hair loss
- 4.3 Summarise the factors that can contribute towards hair loss
- 4.4 Describe some common misconceptions about hair loss
- 4.5 Describe the symptoms of androgenic alopecia
- 4.6 Identify how to refer individuals who have hair loss to medical professionals
- 4.7 Explain how individuals can care for the hair if they have hair loss
- 4.8 State the limitations to services that can be provided to those suffering from hair loss

Unit Overview:

This unit will provide learners with the understanding of hair anatomy and physiology including the structure of the hair, how it grows and the parts of a hair follicle, preparing them for providing hair services to individuals. This unit also looks at hair loss conditions and how to identify these and provide advice for individuals.

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Unit: Professional Development and Personal Well-being

Unit Code: Y/651/2327

Level: 3

Learning Outcomes <i>To achieve this unit a learner will:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand the principles of professional development within the beauty industry	1.1 Identify your current skillset and areas for improvements, including your strengths and weaknesses 1.2 Produce a professional development plan including SMART targets 1.3 Research and identify career development opportunities 1.4 Stay up to date with industry trends and technological advancements by producing a CPD log
2. Understand how to manage personal well-being when working within the beauty industry	2.1 Define the term 'personal well-being' 2.2 Identify common workplace stressors in the beauty industry 2.3 Explain the impact of stress on well-being and professional performance 2.4 Describe various stress management techniques 2.5 Explain healthy coping mechanisms for workplace stress 2.6 Explain the importance of a healthy lifestyle including, balanced diet, physical activity and healthy sleep habits 2.7 Identify the benefits of good posture 2.8 Describe the impacts of poor posture on the body
3. Understand the importance of evaluation and self-reflection	3.1 Define the term 'reflective practice.' 3.2 Explain different ways in which you can reflect on your practice. 3.3 State the purpose of reflective practice and evaluation and how it informs future services
4. Be able to use reflective practice	4.1 Use reflective practice to evaluate different treatments and services and take appropriate action to improve in the future

OPTIONAL UNITS

Learners must reflect and evaluate the outcome of at least one service provided for each unit.

Unit: Braid, Twist and Thread Wrap Hair

Unit Code: L/651/2874

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand the principle of providing braid, twists and thread wrap service	1.1 Outline your role and responsibilities in providing braid, twists and thread wrapping services and the importance of working within your competence 1.2 State the relative and absolute contraindications relevant to the hair service to include: - The responsibilities under local authority licensing regulations for yourself and your premises 1.3 Explain the importance of recognising suspicious skin irregularities and scalp lesions and referring to a relevant healthcare professional 1.4 Describe the types and limitations of braid, twists and thread wrapping techniques, to include adaptations required, in relation to: - Hair curl classification - Hair condition - State of hair - Scalp condition - Treatment history/chemical build up 1.5 Outline the importance of carrying out a hair and scalp analysis and how it effects the choice of braid, twists and thread wrapping services and techniques to be used, to include; - Adaptations required 1.6 Explain the importance of carrying out tests and how the test outcomes can affect the braid, twists and thread wrapping service 1.7 How to recognise over processed hair, the associated risks and action to take 1.8 Explain why it is important to discuss and establish the individual's objectives, concerns, expectations, desired outcomes and agree the braid, twists and thread wrapping service plan
2. Understand how to prepare for and provide braid, twists and thread wrap service	2.1 Explain how to carry out and adapt braid, twist and thread wrapping techniques for each hair curl classification 2.2 Explain how excessive tension during a braid, twists and thread wrapping can damage the hair and scalp

	2.3 Explain how to identify first signs of traction alopecia 2.4 Describe the types and causes of hair loss 2.5 Explain why it is important to select and apply products prior to a twisting service in accordance with the hair curl classification 2.6 Explain the effects of twisting on wet and dry hair 2.7 Describe how to carry out braid, twist and thread wrapping techniques that minimise damage to the hair 2.8 Describe the types of styling and finishing products and tools available for braids, twists or thread wrapping services 2.9 Explain how to maintain the agreed style and ensure its longevity 2.10 Outline the importance of consulting with the individual throughout the braid, twists and thread wrapping service 2.11 Describe the adverse reactions associated with a braid, twists and thread wrapping services and how to respond 2.12 Explain how to unravel braids, twists and thread wraps in accordance with the braid, twists or thread wrap service protocol 2.13 Outline the importance of minimising damage to the individual's hair during the unravelling process 2.14 Explain the importance of adhering to the braid, twists or thread wrap service protocol 2.15 Explain the instructions and advice, pre and post the braid, twists and thread wrapping services
3. Be able to prepare and carry out braid, twists and thread wrapping techniques	3.1 Carry out a concise and comprehensive consultation with the individual 3.2 Maintain your responsibilities for health and safety in accordance with legislation, regulations, directives and guidelines 3.3 Discuss and establish the individual's objectives and desired outcomes to inform the braid, twists or thread wrapping service plan, to include: • Treatment history • Alternative treatment options 3.4 Carry out a hair and scalp analysis, to include: • Hair curl classification • Hair condition • State of hair • Scalp condition 3.5 Carry out tests to determine suitability for service, to include:

	- Record the outcome and store in accordance with data legislation 3.6 Discuss the type of braid, twists or thread wrapping techniques to be used in accordance with the service plan 3.7 Confirm and agree with the individual, they have understood the proposed braid, twists or thread wrapping service, to include: - Contra-actions - Adverse reactions 3.8 Prepare the individual and shampoo the hair and scalp in accordance with the braid, twists or thread wrap service protocol 3.9 Comb and blow dry the hair in the hair growth direction in accordance with the braid, twists or thread wrap service protocol 3.10 Section the hair in accordance with the braid, twists or thread wrap service protocol 3.11 Secure any hair not being styled to keep each section clearly visible 3.12 Divide the section of hair equally into the number of strands required to create the braid 3.13 Braid the hair methodically, ensuring even tension is maintained 3.14 Using techniques to avoid damage to the hair and scalp 3.15 Divide the section of hair equally into the number of strands required to create the twist 3.16 Liberally apply a pre-treatment product on the hair 3.17 Twist the hair using a comb or fingers, ensuring even tension is maintained 3.18 Using techniques to avoid damage to the hair and scalp 3.19 Dry the twists in accordance with the braid, twists or thread wrap service protocol 3.20 Apply a post-treatment product on the twists for shine 3.21 Twist out the hair twists to avoid damage to the hair and scalp 3.22 Select thread to wrap hair sections 3.23 Section the hair to achieve the desired look 3.24 Wrap thread around selected sections of hair 3.25 Ensure the wrapped sections are smooth, firm, cylindrical and completely cover the hair with an even tension throughout 3.26 Conclude the service in accordance with the braid, twists or thread wrap service protocol, to include: - Application of styling and Finishing products
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	3.27 Confirm with the individual they are satisfied with the final result 3.28 Implement the correct course of action in the event of an adverse reaction 3.29 Complete the individual's service records and store in accordance with data legislation 3.30 Provide instructions and advice to the individual, pre and post the service
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Unit Overview:

To equip learners with advanced skills in braiding, twisting, and thread wrapping techniques for diverse hair types. This qualification will enable individuals to create a wide range of hairstyles for various occasions.

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Braid, Twists and Thread Wrap Service Protocol

1. Working environment
2. Health and safety
3. Infection prevention and control
4. Service plan
5. Informed consent
6. Test outcomes
7. Data management
8. Audit and accountability
9. Instructions and advice
10. Waste management
11. Evidence-based practice
12. Reflective practice

	Observation 1	Observation 2	Observation 3	Observation 4
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	PortFolio Reference
Hair Curl Classification	
Straight	
Wavy	
Curly	
Tight curls	
Combination	
Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Considered All Characteristics	
Hair density	
Hair texture	
Hair condition	
Hair porosity	
Hair growth patterns	
Carried Out Test	
Elasticity	
Used All Techniques	
Thread wrapping	
1 and 2 strand twists	
2 and 3 strand braids	
Used a Range of Products	
Oil	
Mousse	

Gel	
Blow-dry cream	
Hairspray	
Wax	
Powder	
Serum	
Heat protectors	
Texture enhancing spray	
Setting lotions	
Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	
Restrictions and associated risks	
Future procedures	

Unit: Bridal Hairstyling

Unit Code: M/651/2875

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand the principles of providing bridal hair services	1.1 Explain your role and responsibilities in providing setting, creative styling and dressing services and the importance of working within your competence 1.2 Explain why you must comply with ethical practice and work within the legislative requirements, to include: - The responsibilities under local authority licensing regulations for yourself and your premises 1.3 Outline the relative and absolute contraindications relevant to the hair service, to include: - The legislative and insurance requirements for obtaining medical diagnosis and referral 1.4 Explain the types and limitations of setting, creative styling and dressing techniques, to include adaptations required, in relation to: - Hair curl classification - Hair characteristics - State of hair - Scalp condition - Treatment history 1.5 Outline the importance of carrying out a hair and scalp analysis and how it effects the choice of setting, creative styling and dressing services and techniques used, to include: - Adaptations required 1.6 The importance of carrying out tests and how the test outcomes can affect the setting, creative styling and dressing service 1.7 Describe how to recognise over processed hair, the associated risks and necessary action 1.8 Explain the types of temporary hair extensions and associated risks 1.9 Describe how to identify first signs of traction alopecia 1.10 Explain the types and causes of hair loss 1.11 Explain why it is important to discuss and establish the individual's objectives and desired outcomes and agree the setting, creative styling and dressing service plan

2. Understand how to prepare and provide bridal hair services	2.1 Describe how heat protectors protect the hair, prior to thermal services 2.2 Describe how to remove rollers safely to avoid damage to the hair 2.3 Explain the effects of backcombing and back brushing on the hair structure 2.4 Describe the types of conventional styling techniques and nonconventional styling techniques and items that may be used when styling hair and the effects they create 2.5 Outline the preparation procedures required for the different styling and dressing techniques 2.6 Describe when, why and how to use the different types of: • Securing equipment • Accessories • Added hair 2.7 Describe how to check the intended shape, direction, balance and volume is achieved 2.8 Explain the importance of ensuring the intended shape, direction, balance and volume is achieved and the finished look is secure 2.9 Describe how to maintain the agreed style and ensure its longevity 2.10 Explain the importance of consulting with the individual throughout the setting, creative styling and dressing service 2.11 Explain the adverse reactions associated with setting, creative styling and dressing services and how to respond 2.12 Outline the health and safety responsibilities in line with legislation before, during and after the service 2.13 Explain the importance of adhering to the service protocol 2.14 Outline the instructions and advice, pre and post service
3. Be able to provide a variety of bridal looks	3.1 Use suitable consultation techniques to identify service objectives 3.2 Maintain your responsibilities for health and safety in accordance with legislation, regulations, directives and guidelines 3.3 Evaluate the client's existing hair length, texture and density 3.4 Use various media to look at options to present to the individual 3.5 Provide clear recommendations to the client based on the factors identified

	3.6 Agree a service plan with the client and obtain informed consent 3.7 Offer add ons to the service to enhance the look: • Additional hair • Hair accessories • Padding • Head band • Combs 3.8 Explain the importance of managing client expectations 3.9 Use a range of products suitable for the individual's hair type and desired look 3.10 Use a range of thermal tools to achieve the desired look 3.11 Set the thermal styling tool at the recommended operating temperature for the hair classification and characteristics 3.12 Section and secure hair in accordance with the setting, creative styling and dressing service plan 3.13 Check the balance and shape throughout the service to ensure correct proportion 3.14 Secure the hair so that any pins, grips or bands are hidden unless part of the style requirements 3.15 Consult with the individual throughout the service to confirm their satisfaction with the service 3.16 Use techniques that will minimise the risk of damage to the hair and scalp 3.17 Consult with the Individual throughout the service to confirm comfort with regards to tension 3.18 Demonstrate effective use of appropriate products to maintain the finished look 3.19 Create the finished hair up to the satisfaction of the individual 3.20 Implement the correct course of action in the event of an adverse reaction 3.21 Confirm with the individual they are satisfied with the final result 3.22 Provide suitable aftercare advice taking into consideration external factors 3.23 Complete the individual's service records and store in accordance with data legislation
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Unit Overview:

This unit will equip learners with the skills and knowledge required to create a wide range of bridal hairstyles, considering the bride's individual style, dress, and accessories.

	Observation 1	Observation 2	Observation 3	Observation 4
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	Portfolio Reference
Hair Curl Classification	
Straight	
Wavy	
Curly	
Tight curls	
Combination	
Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Considered All Characteristics	
Hair density	
Hair texture	
Hair condition	
Hair porosity	
Hair growth patterns	
Created at Least 4 Looks	
Ponytail with volume	
Hollywood waves	

Half up	
Braided hair up	
Sleek ponytail	
Chignon	
Used a Minimum of Three Accessories	
Tiarra	
Comb attachments	
Veils	
Flowers	
Hat	
Padding	
Beads	
Ribbon	
Headbands	
Nets	
Added hair	
Used a Range of Products	
Oil	
Mousse	
Gel	
Blow-dry cream	
Hairspray	
Wax	
Powder	
Serum	
Heat protectors	
Texture enhancing spray	

Setting lotions	
Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	
Restrictions and associated risks	
Future procedures	

Unit: Provide Hair Extension Services

Unit Code: D/651/2860

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand how to prepare and apply hair extensions	1.1 Explain your role and responsibilities in providing temporary hair attachment services and the importance of working within your competence 1.2 Explain why you must comply with ethical practice and work within the legislative requirements, to include: • The responsibilities under local authority licensing regulations for yourself and your premises 1.3 Outline the relative and absolute contraindications relevant to the hair service, to include: • The legislative and insurance requirements for obtaining medical diagnosis and referral 1.4 Explain the types and limitations of temporary hair attachments, to include adaptations required, in relation to: • Hair curl classification • Hair condition • State of hair • Scalp condition • Treatment history/chemical build up • Daily hair styling /lifestyle • Pregnancy • Medical history 1.5 Explain the importance of carrying out a hair and scalp analysis and how it effects the choice of temporary hair attachments and application techniques used 1.6 Explain the importance of carrying out tests and how the test outcomes can affect the temporary hair attachment service 1.7 Explain how to recognise over processed hair, the associated risks and action to take 1.8 Explain how to adapt temporary hair attachment techniques for each hair curl classification 1.9 Outline the reasons why hair colouring services should be carried out prior to a temporary hair attachment service 1.10 Explain the importance of shampooing the hair and scalp prior to the temporary hair attachment service 1.11 Outline the reason why conditioners are avoided prior to a temporary hair attachment service 1.12 Describe the risk of damage to hair associated with temporary hair attachment services

	1.13 Describe how to safely apply temporary hair attachments to the hair in accordance with the manufacturer instructions 1.14 Explain the importance of following manufacturer instructions for the application of temporary hair attachments, to include: • Safety precautions • Maintenance 1.15 Describe how to carry out temporary hair attachment services 1.16 Explain the importance of consulting with the individual throughout the temporary hair attachment process 1.17 Outline the adverse reactions associated with a temporary hair attachment service and how to respond 1.18 Explain the health and safety responsibilities in line with legislation before, during and after the service 1.19 Explain the importance of adhering to the temporary hair attachment service protocol 1.20 Explain the instructions and advice, pre and post the temporary hair attachment service
2. Understand how to remove hair extensions	2.1 Explain your role and responsibilities in carrying out removal of temporary hair attachments 2.2 Explain the importance of carrying out a hair and scalp analysis and how it effects the way in which you may remove temporary hair attachments 2.3 Describe how to recognise over processed hair, the associated risks and action to take 2.4 Outline the types of temporary hair attachments and their effects 2.5 Explain the risk of damage to hair associated with temporary hair attachment services, to include: • Exceeding the duration of use in accordance with the manufacturer instructions • Applying excess tension on the hair 2.6 Outline how to safely remove temporary hair attachments to the hair in accordance with the manufacturer instructions, to include adaptations for: • Human hair • Synthetic hair 2.7 Explain the importance of minimising damage to the individual's natural hair during the removal process 2.8 Explain the importance of ensuring the individual's comfort and providing reassurance throughout the removal process 2.9 Describe the adverse reactions associated with a temporary hair attachment service and how to respond

	2.10 Explain why it is important to discuss and establish the individual's objectives, concerns, expectations, desired outcomes and agree the removal of temporary hair attachment service plan 2.11 Explain the legislative and regulatory requirements of updating and storing the individual's service records 2.12 Outline the instructions and advice post the temporary hair attachment service
3. Be able to prepare and apply hair extensions	3.1 Carry out a concise and comprehensive consultation with the individual 3.2 Maintain your responsibilities for health and safety in accordance with legislation, regulations, directives and guidelines 3.3 Discuss and establish the individual's objectives and desired outcomes to inform the temporary hair attachment service plan, to include: • Service history • Daily hair styling • Lifestyle • Alternative treatment options 3.4 Carry out a hair and skin analysis to determine the service plan, to include: • Hair curl classification • Hair characteristics • Hair condition • Scalp condition 3.5 Carry out tests to determine suitability for the temporary hair attachment service, to include: • Record the outcome and store in accordance with data legislation 3.6 Discuss and agree the type of temporary hair attachments suitable for the individual, to include: • Type • Texture • Colour match • Length • Width • Hair style • Placement 3.7 Confirm and agree with the individual, they have understood the proposed temporary attach hair service, to include: • Contra-actions • Adverse reactions 3.8 Prepare the individual and cleanse the hair and scalp with a shampoo in accordance with the temporary hair attachment service protocol

	3.9 Comb and blow dry the hair in accordance with the temporary hair attachment service protocol 3.10 Section the hair in accordance with the temporary hair attachment service protocol, to include: - Choose a temporary hair attachment or attachments to fit the individual's treatment area accurately. 3.11 Comb, smooth and apply the temporary hair attachment, and secure close to the hair roots 3.12 Conclude the service in accordance with the temporary hair attachment service protocol, to include: - Personalise the temporary hair attachments by cutting and styling the hair according to the temporary hair attachment service protocol 3.13 Implement the correct course of action in the event of an adverse reaction 3.14 Complete the individual's service records and store in accordance with data legislation 3.15 Confirm with the individual they are satisfied with the final result 3.16 Provide instructions and advice to the individual, pre and post the service
4. Be able to remove hair extensions	4.1 Maintain your responsibilities for health and safety in accordance with legislation, regulations, directives and guidelines 4.2 Discuss and establish the individual's objectives and desired outcomes to inform the removal of temporary hair attachment plan 4.3 Carry out a hair and skin analysis to determine the service plan, to include: - Hair characteristics - Condition of hair - Skin and scalp condition - Any visible sign of matting/deterioration to temporary hair 4.4 Obtain the individual's informed consent for the removal of the temporary hair attachments 4.5 Prepare the individual for the removal of temporary hair attachments 4.6 Detangle the hair using a suitable tool for the hair classification and condition 4.7 Remove the temporary hair attachments in accordance with manufacturer instructions 4.8 Implement the correct course of action in the event of an adverse reaction 4.9 Conclude the service in accordance with the service plan

	4.10 Implement the correct course of action in the event of an adverse reaction 4.11 Update the individual's records and store in accordance with data legislation 4.12 Confirm with the individual they are satisfied with the final result 4.13 Provide instructions and advice to the individual post the service
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Unit Overview:

This unit will equip learners with the skills to determine those suitable for hair extension services and provide a range of systems. Also, they will be equipped to safely remove hair extension systems

Hair Extension Service Protocol

1. Working environment
2. Health and safety
3. Infection prevention and control
4. Service plan
5. Informed consent
6. Data management
7. Test outcomes
8. Manufacturer instructions
9. Audit and accountability
10. Instructions and advice
11. Sustainability
12. Waste management
13. Evidence-based practice
14. Reflective practice

	Observation 1	Observation 2	Observation 3	Observation 4
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	PortFolio Reference
Hair Curl Classification	
Straight	
Wavy	
Curly	
Tight curls	
Combination	
Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Considered All Characteristics	
Hair density	
Hair texture	
Hair condition	
Hair porosity	
Hair growth patterns	
Carried Out Test	
Elasticity	
Porosity	
Used at Least Two Systems	
Tape	
Weft	
Micro ring	
Nano ring	
Pre bonded	

Carried Out All Services	
Full head fitting	
Partial head fitting	
Removal	
Tools and Equipment	
Scissors	
Razor	
Texturizing scissors	
Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	
Restrictions and associated risks	
Future procedures	

Unit: Hair Colour Correction

Unit Code: R/651/2876

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand the principles of colour correction	1.1 Explain your role and responsibilities in providing hair colour corrective services and the importance of working within your competence 1.2 Explain why you must comply with ethical practice and work within the legislative requirements, to include: • The responsibilities under local authority licensing regulations for yourself and your premises 1.3 Explain the relative and absolute contraindications relevant to hair services, to include: • The legislative and insurance requirements for obtaining medical diagnosis and referral 1.4 Explain the types and limitations of products used in colour correction services and the adaptations required, in relation to: • Hair curl classification • Hair condition • State of hair • Skin and scalp condition • Resistant hair 1.5 Outline the hair colour problems that require hair colour correction services 1.6 Describe the physiological effects colour and lightening products have on the hair structure 1.7 Explain how to recognise over processed hair and the associated risks 1.8 Explain the importance of carrying out tests and how the test outcomes can affect the colouring and lightening service 1.9 Outline the differences between depth colour and tonal shades to include: • How they relate the colour wheel 1.10 Explain how treatment history can influence the choice of products and service offered 1.11 Explain why it is important to discuss and establish the individual's objectives, concerns, expectations, desired outcomes and agree the colouring and lightening service plan

2. Understand how to prepare and carry out a colour corrective service

- 2.1 Explain the importance of explaining estimated fees, duration and likelihood of achieving the desired colour
- 2.2 Outline how the type and distribution of melanin creates natural hair colour
- 2.3 Explain how and why pre and post treatments should be used when carrying out colour correction services, to include:
 - Pre-softening the hair
 - Pre-lightening the hair
 - Applying a pre-pigmentation
 - Applying a counteracting toner
- 2.4 Outline the pH values of differing colouring products and lighteners
- 2.5 Explain the types of hydrogen peroxide strengths used in colour correction services, to include:
 - When and why various peroxide strengths are used
- 2.6 Explain how oxidation agents affect the natural and artificial colour pigments
- 2.7 Describe the effects temperature has on the application and development of colouring and lightening products
- 2.8 Outline the tools and equipment used for colour correction services for all hair curl classification, types and conditions
- 2.9 Describe the different types of colour correction products available and when to use them
- 2.10 Explain the importance of following manufacturer instructions when measuring and mixing colour correction products
- 2.11 Outline the risks associated with colouring and lightening chemically treated hair
- 2.12 Explain how to carry out hair colour correction services and use colour correction techniques to remedy hair colour problems, to include:
 - Methods of pre-softening and pre-pigmenting hair
 - How to remove artificial colour
 - How to remove bands of colour
- 2.13 Describe how oxidation agents affect the natural and artificial colour pigments
- 2.14 Outline the reasons why you may need to troubleshoot problems that can commonly arise when colouring and lightening hair, to include:
 - Ways in which they can be remedied
- 2.15 Explain the adverse reactions associated with a colouring and lightening service and how to respond
- 2.16 Explain the importance of adhering to the hair colour corrective service protocol

	2.17 Explain the health and safety responsibilities in line with legislation before, during and after the service 2.18 Outline the instructions and advice, pre and post the colouring and lightening service
3. Be able to prepare and carry out colour correction	3.1 Carry out a concise and comprehensive consultation with the individual 3.2 Maintain your responsibilities for health and safety in accordance with legislation, regulations, directives and guidelines 3.3 Discuss and establish the individual's objectives and desired outcomes to inform the hair colour corrective service plan, to include: • Treatment history that will affect the hair colour correction service • Nature and extent of the colour or lightening problem • Alternative treatment option 3.4 Carry out a hair and scalp analysis, to include: • Hair curl classification • Hair characteristics • State of hair • Scalp condition • Percentage of white hair • Length of re-growth on partially chemically treated hair • Hair length 3.5 Carry out tests to determine suitability for the hair colour corrective service and record the outcome and store in accordance with data legislation 3.6 Evaluate the consultation outcomes, the individual's objectives and hair and scalp analysis collectively, to determine service options and products to resolve the colour or lightening problem 3.7 Discuss with the individual, the achievable effects using relevant visual aids to inform the selection of products to be used, to include: • Fees, duration and maintenance 3.8 Confirm and agree with the individual, they have understood the proposed hair colour corrective service, to include: • Contra-actions • Adverse reactions 3.9 Obtain the individual's informed consent for the hair colour corrective service 3.10 Comb and section the hair and protect the surrounding skin in accordance with the service protocol

	3.11 Select and prepare the products, tools and equipment in accordance with the hair colour corrective service protocol 3.12 Apply the products and use colour correction techniques in accordance with the hair colour corrective service protocol 3.13 Set and monitor the process time in accordance with the manufacturer instructions 3.14 Carry out a development test to confirm the process times, to include the assessment of: • Condition of the hair • Condition of the lightener • Scalp sensitivity 3.15 Remove the product from the hair and scalp in accordance with the manufacturer instructions 3.16 Conclude the service in accordance with the hair colour corrective service 3.17 Confirm with the individual they are satisfied with the final result 3.18 Implement the correct course of action in the event of an adverse reaction 3.19 Complete the individual's service records and store in accordance with data legislation 3.20 Provide instructions and advice to the individual, including: • Maintenance plan • Products recommendations • Future fees
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Unit Overview:

To equip learners with the skills and knowledge to effectively correct hair colour issues and achieve desired results. This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Hair Colour Corrective Service Protocol

1. Working environment
2. Health and safety
3. Infection prevention and control
4. Service plan
5. Informed consent
6. Test outcomes
7. Manufacturer instructions

8. Data management
9. Audit and accountability
10. Instructions and advice
11. Sustainability
12. Waste management
13. Evidence-based practice
14. Reflective practice

	Observation 1	Observation 2	Observation 3	Observation 4
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	Portfolio Reference
Hair Curl Classification	
Straight	
Wavy	
Curly	
Tight curls	
Combination	
Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Considered All Characteristics	
Hair density	
Hair texture	

Hair condition	
Hair porosity	
Hair growth patterns	
Used All Products	
Barrier cream	
Pre-pigmentation treatment	
Semi-permanent	
Demi-permanent/ quasi-permanent	
Lightner's	
Permanent	
Colour and Lightner products	
Used All Techniques	
Toning to restore depth and tone	
Toning to neutralise colour tone	
Remove artificial colour	
Remove bands of colour	
Correct highlights and lowlights	
Re-colour hair	
Carried Out All Tests	
Allergy test	
Strand test	
Porosity test	
Incompatibility test	
Development test	
Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	

Restrictions and associated risks	
Future procedures	

Unit: Style Diverse Hair Types

Unit Code: T/651/2877

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand diverse hair types and how to style them	1.1 Explain your role and responsibilities in providing hair drying, styling and finish services and the importance of working within your competence 1.2 Identify different hair types and explain how the structure would enhance or limit services 1.3 Explain the relative and absolute contraindications relevant to hair services, to include: the legislative and insurance requirements for obtaining medical diagnosis and referral 1.4 Describe the variations in hair types (straight, wavy, curly, coily) and their unique characteristics: • Elasticity • Density • Cuticle layer 1.5 Explain the importance of carrying out tests and how the test outcomes can affect the hair drying, styling and finish service 1.6 Describe the language that you would use with regards to diversity to maintain sensitivity with clients to avoid discrimination 1.7 Explain the why you would use sulphate free products when cleansing different curl classifications 1.8 Explain the importance of shampooing the hair and scalp prior to the hair drying, styling and finish service, to include: • Why hair should be evenly wet prior to a hair drying service 1.9 Explain the types of products, tools and equipment used for drying, styling and finishing hair the physical effects of the blow drying and heated styling processes on the hair structure 1.10 Describe how excessive tension and incorrect techniques during a hair drying, styling and finish can damage the hair and scalp 1.11 Explain the adverse reactions associated with hair drying, styling and finish services and how to respond 1.12 Explain the importance of adhering to the service protocol 1.13 Explain the instructions and advice, pre and post the hair drying, styling and finish service

2. Be able to style diverse hair types	2.1 Carry out a concise and comprehensive consultation with the individual 2.2 Maintain your responsibilities for health and safety in accordance with legislation, regulations, directives and guidelines 2.3 Discuss and establish the individual's objectives and desired outcomes to inform the service plan, to include: • Treatment history • Alternative treatment options • Limitations of hair type 2.4 Carry out a hair and scalp analysis, to include: • Hair curl classification • Hair characteristics • Condition of the hair • Scalp condition 2.5 Confirm and agree with the individual, they have understood the proposed hair drying, styling and finish service, to include: • Contra-actions • Adverse reactions 2.6 Obtain the individual's informed consent for the service 2.7 Demonstrate the use of products used to cleanse and condition the individual's hair type and classification 2.8 Comb the wet hair in preparation for the service in accordance with the service protocol, to include: • Ensure even level of moisture in the hair • Select and apply styling products 2.9 Comb, section and secure hair in accordance with the styling service plan 2.10 Demonstrate the use of thermal tool as set out and agreed in the service plan 2.11 Demonstrate the use of equipment and tools to enhance natural texture as set out in the service plan 2.12 Conclude the service in accordance with the drying, styling and finish service protocol, to include: • Select and apply finishing products where applicable 2.13 Confirm with the individual they are satisfied with the result 2.14 Implement the correct course of action in the event of an adverse reaction 2.15 Provide instructions and advice to the individual 2.16 Complete the individual's service records and store in accordance with data legislation
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Unit Overview:

This unit will equip learners with the skills and knowledge to style a wide range of hair types effectively, considering factors such as texture, density, and desired style.

	Observation 1	Observation 2	Observation 3	Observation 4
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	Portfolio Reference
Worked on All Hair Types	
Wavy	
Straight	
Coily	
Curly	
Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Considered All Characteristics	
Hair density	
Hair texture	
Hair condition	
Hair porosity	
Hair growth patterns	

Used at Least 3 of These Tools and Equipment	
Hairdryer	
Diffuser	
Thermal tools	
Climazone / hood dryer	
Used All Techniques	
Silk press	
Air dry to enhance texture	
Styled with volume	
Styled with thermal tool	
Styled with texture	
Used a Range of Products	
Oil	
Mousse	
Gel	
Blow-dry cream	
Hairspray	
Wax	
Powder	
Pomade	
Serum	
Heat protectors	
Texture enhancing spray	
Setting lotions	

Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	
Restrictions and associated risks	
Future procedures	

Unit: Provide Basic Business Support and Services

Unit Code: J/651/2863

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand and be able to assist in promoting products and services	1.1 Explain the importance of providing clear information when dealing with customer enquiries 1.2 Describe how to plan a promotional event/display/social media post 1.3 Describe how to promote and inform customers of promotions 1.4 Carry out stock take, re-stocking, stock rotation and maintenance 1.5 Record orders following the organisation's policies and procedures 1.6 Identify and resolve, where possible, any discrepancies which you cannot resolve to the relevant person for action 1.7 Research and assist with purchasing products, tools and equipment in accordance with legislation and regulatory guidelines 1.8 Check off a delivery ensuring all items have been received and are of good condition
2. Understand and be able to maintain the reception and attend to customers	2.1 Identify your organisation's procedures for: • Maintaining the reception/virtual reception • Customer care 2.2 Explain the limits of your authority when maintaining the reception/virtual reception 2.3 Describe how to maintain and rotate stock to meet the organisational requirements 2.4 Explain manual and digital booking services and technologies and who to refer software issues too 2.5 Explain the importance of maintaining customer confidentiality and data protection in accordance with legislative requirements 2.6 Explain the cyber security required in accordance with data legislation 2.7 Describe how to follow requirements set out within risk assessments 2.8 Describe how to update social media accounts and create promotional posts 2.9 Attend to customers and make appointments for services

	2.10 Explain the importance of effective communication has on the business reputation and success 2.11 Describe how and when to ask questions 2.12 Explain the importance of speaking clearly in a way that promotes understanding 2.13 Describe how to show you are listening closely to what people are saying to you 2.14 Describe how to adapt what you say to suit different situations 2.15 Describe how to show positive body language 2.16 Identify the organisation's procedures and limits of authority For: • Maintaining confidentiality • Taking messages • Making and recording appointments • Carrying out tests • Authorising non-cash payments when these are 'over limit' • Personal safety • Dealing with suspected fraud • Dealing with payments and discrepancies • Reconcile credit notes and purchase ledger 2.17 Explain the importance of confirming and making appointments correctly 2.18 Identify the types of information required to make an appointment 2.19 Explain the importance of taking messages and passing them on to the right person in a timely manner 2.20 Describe who to refer to with different types of enquiries 2.21 State the person in your organisation to whom you should refer problems or issues that arise 2.22 Explain the importance of checking that customers have had tests for specific services 2.23 State the services available and their duration and cost 2.24 State the products available for sale and their cost 2.25 Explain the importance of maintaining customer interest through promotional activities and new technologies 2.26 Describe how to balance giving the correct amount of attention to individual customers whilst maintaining a responsibility towards other customers in busy trading periods 2.27 Update social media accounts under the direction of a senior member of staff 2.28 Follow/carry out risk assessments in accordance with legislative requirements and organisational policies and procedures
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- 2.29 Explain the digital payment portals, associated risks in accordance with legislative requirements and organisational policies and procedures
- 2.30 Explain the common methods of calculating payments including point of sale technology and physical calculations
- 2.31 Describe how to keep cash and other payments safe and secure
- 2.32 Identify the types of payment that you are authorised to accept
- 2.33 Describe how to gain electronic authorisation for payment cards
- 2.34 Explain how to identify and deal with discrepancies
- 2.35 Describe how to deal with customers offering suspect tender or suspect non-cash payments
- 2.36 Explain the consequences of failure to handle payments correctly
- Be Able to:**
- 2.37 Attend to people in a polite manner
- 2.38 Identify the purpose of enquiries
- 2.39 Confirm appointments informing the relevant person
- 2.40 Refer enquiries which cannot be dealt with to the relevant person for action
- 2.41 Record messages and pass them to the relevant person in a timely manner
- 2.42 Provide clear information
- 2.43 Give confidential information only to authorised people
- 2.44 Balance the need to give attention to individuals whilst ensuring others are not left without attention
- 2.45 Update social media accounts under the direction of a senior member of staff
- 2.46 In accordance with cyber security and organisational policies and procedures
- 2.47 Follow/carry out risk assessments in accordance with legislative requirements and organisational policies and procedures
- Make Appointments For Services**
- 2.48 Deal with all requests for appointments
- 2.49 Identify customer requirements for the service requested
- 2.50 Confirm the customer has had relevant tests when scheduling appointments
- 2.51 Arrange for the customer to have relevant tests, when necessary, within the limits of your own authority

	2.52 Schedule appointments in a way that satisfies the customer, the practitioner and ensure the most productive use of commercial time 2.53 Confirm that the appointment details are acceptable to the customer 2.54 Record appointment details to meet your organisation's requirements 2.55 Calculate total charges for the customer 2.56 Inform customers of charges 2.57 Visually inspect purchases for condition and quality as they are processed for payment 2.58 Establish the customer's method of payment and acknowledge receipt of payments 2.59 Ensure accepted payments are correct 2.60 Record information about the sale to meet the organisation's requirements 2.61 Gain authorisation for accepting non-cash payments when the value exceeds the limit you are able to accept 2.62 Inform customers when authorisation cannot be obtained for non-cash payments 2.63 Identify and resolve, where possible, any discrepancies **in payments within the limits of your own authority 2.64 Refer payment discrepancies which you cannot resolve to the relevant person for action 2.65 Give the correct change and issue receipts when required by customers 2.66 Follow cash point security procedures at all times 2.67 Identify and report low levels of change in time to avoid shortages
3. Understand and be able to assist with restocking, stock take, ordering and deliveries	3.1 Explain the principles on restocking, maintaining appropriate stock levels, rotating and managing stock, including shelf life and/or expiry dates 3.2 Describe how to record orders following the organisation's policies and procedures 3.3 Describe how to identify and resolve, where possible, any discrepancies which you cannot resolve to the relevant person for action 3.4 Explain the importance of researching and purchasing products, tools and equipment in accordance with legislation and regulatory guidelines 3.5 Describe how to check off a delivery ensuring all items have been received and are of good condition 3.6 Describe how to carry out stationery stock take and order including consultations and customer record cards

	3.7 Carry out stock take, re-stocking, stock rotation and maintenance 3.8 Record orders following the organisation's policies and procedures 3.9 Identify and resolve, where possible, any discrepancies which you cannot resolve to the relevant person for action 3.10 Research and assist with purchasing products, tools and equipment in accordance with legislation and regulatory guidelines 3.11 Check off a delivery ensuring all items have been received and are of good condition 3.12 Carry out stationery stock take and order including consultations and customer record cards
4. Understand and be able to liaise with the team	4.1 Explain the importance of adhering to scheduled activities, rooming and equipment 4.2 Explain how to deal with problems and who to refer too 4.3 Explain the importance of taking part in meetings 4.4 Describe how to take the minutes for a meeting 4.5 Describe how and when to inform staff members of customer arrival and assist in greeting and completing necessary paperwork 4.6 Explain the importance of being proactive and undertaking duties to help the smooth running of the business. including housekeeping duties. 4.7 Take part in meetings 4.8 Take minutes of meetings 4.9 Inform staff members of customer arrival and assist in greeting and completing necessary paperwork 4.10 Undertake duties to help the smooth running of the business including housekeeping duties

Unit Overview:

This unit will provide the learner with the knowledge and skills to be able to provide basic business support and services. The main outcomes for this unit are:

- Assisting with promoting products and services
- Attending and responding to customer enquiries
- Making appointments for services
- Handling payments from customers
- Assisting with stock takes, ordering and deliveries
- Liaising with the team
- Handling paperwork and administrative tasks

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

	Observation 1	Observation 2	Observation 3	Optional
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	Portfolio Reference
Enquiries	
In person	
By telephone	
Digitally	
Appointments	
In person	
By telephone	
Digitally	
Mobile apps	
Social media	
Method of Payment	
Cash	
Card	
Banking portal	
Mobile apps	
Social media	
Non-cash payments	
Credit notes	

Unit: Provide Hair Smoothing Services

Unit Code: L/651/2865

Level: 2

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand the principles of hair smoothing services	1.1 Identify your role and responsibilities in providing hair smoothing treatments and the importance of working within your competence 1.2 Explain the relative and absolute contraindications relevant to hair smoothing services 1.3 Explain the types and limitations of hair smoothing products used and the adaptations required, in relation to: • Hair curl classification • Hair condition • Condition of hair • Scalp condition • Length of re-growth on transition hair • Percentage of white hair • Treatment history/chemical build up 1.4 Identify the types and associated risks of smoothing products linked with toxicity 1.5 Explain the importance of following manufacturer's instructions to prevent product incompatibilities and risks to health 1.6 Explain the importance of carrying out a hair and scalp analysis and how it effects the choice of products used 1.7 Explain the importance of carrying out tests and how the tests outcomes can affect the hair smoothing treatment 1.8 Describe how to recognise over processed hair and the associated risks 1.9 Identify the tools used for hair smoothing treatments 1.10 Describe how to adapt hair smoothing techniques for each hair curl classification and characteristics 1.11 Explain the physiological effects of hair smoothing products on the hair structure, including the adaptations required for white hair 1.12 Explain the importance of using a prep
2. Understand how to provide a smoothing service	2.1 Explain the importance of using a preparation shampoo on the hair and scalp prior to the hair smoothing treatment 2.2 Identify the risks associated with smoothing chemically treated hair

	2.3 Explain the reasons why the individual should avoid washing their hair for a period of time in accordance with the manufacturer instructions and identify why sulphate-free shampoo should be used 2.4 Describe how to safely apply smoothing products to the hair 2.5 Explain the importance of following manufacturer instructions 2.6 Describe how equipment is used to apply heat to infuse the hair smoothing products into the hair 2.7 State why you should comb and section the hair prior to the hair smoothing treatment 2.8 Explain how to carry out a hair smoothing treatment 2.9 Identify the treatment times in accordance with your organisational policies and procedures 2.10 Explain the reasons why you may need to troubleshoot problems that can commonly arise when smoothing hair, and explain ways in which they can be remedied 2.11 Explain the adverse reactions associated with hair smoothing treatments and explain how to respond 2.12 Identify the feed structures and treatment options 2.13 State the expected outcomes of hair smoothing treatments 2.14 Identify the instructions and advice, pre and post the hair smoothing treatment
3. Be able to prepare for a smoothing service	3.1 Carry out a concise and comprehensive consultation with the individual 3.2 Discuss and establish the individual's objectives and desired outcomes to inform the hair smoothing treatment plan, to include: • Treatment history • Alternative treatment options 3.3 Carry out a hair and scalp analysis, to include: • Hair curl classification • Hair characteristics • Condition of hair • Scalp condition • Length of re-growth on partially chemically treated hair • Degree of smoothing achievable • Percentage of white hair 3.4 Carry out tests to determine suitability for the hair smoothing service 3.5 Confirm the service plan prior to starting service, including understanding: • Contra-actions

	Adverse reactions 3.6 Prepare the individual and shampoo the hair and scalp with a sulphate-free shampoo in accordance with the hair smoothing treatment protocol
4. Be able to provide a smoothing service	4.1 Comb and section the hair in accordance with the hair smoothing treatment protocol 4.2 Use the appropriate heat setting to dry the hair in accordance with smoothing protocol 4.3 Demonstrate the use of appropriate tools to aid in the drying process 4.4 Comb the hair in sections 4.5 Apply the hair smoothing product evenly 4.6 Blow dry the hair in the hair growth direction 4.7 Thermally infuse the product into the hair 4.8 Conclude the treatment 4.9 Confirm with individual that they are satisfied with the service 4.10 Implement the correct course of action in the event of an adverse reaction 4.11 Provide the individual all aftercare advice 4.12 Record results of service on the individuals records in line with all relevant legislation

Unit Overview:

Learners who complete this unit will be able to offer and provide hair smoothing services to a range of individuals. This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Hair smoothing treatment protocol

- Working environment
- Health and safety
- Infection prevention and control
- Service plan
- Informed consent
- Manufacturer instructions
- Test outcomes
- Data management
- Audit and accountability
- Instructions and advice

11. Sustainability
12. Waste management
13. Evidence-based practice
14. Reflective practice

	Observation 1	Observation 2	Observation 3	Optional
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	Portfolio Reference
Hair Curl Classification	
Straight	
Wavy	
Curly	
Tight curls	
Combination	
Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Considered All Characteristics	
Hair density	
Hair texture	
Hair condition	
Hair porosity	

Hair growth patterns	
Carried Out Test	
Elasticity	
Porosity	
Strand	
Allergy	
Products	
Preparation shampoo	
Smoothing product	
Sulphate-free shampoo	
Detangling product	
Tools	
Tail combs	
Wide tooth combs	
Hands (with personal protective equipment)	
Paddle/Flat brush	
Application tool	
Equipment	
Hair dryer	
Temperature regulated straighteners	
Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	
Restrictions and associated risks	
Future procedures	

Unit: Set, Style and Dress Hair

Unit Code: H/651/2862

Level: 2

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand the principles of setting, styling and dressing hair	1.1 Identify your role and responsibilities in providing setting, styling and dressing services and the importance of working within your competence 1.2 Explain the types and limitations of setting, styling and dressing techniques, to include adaptations required, in relation to: • Hair curl classification • Hair characteristics • Condition of hair • Scalp condition • Treatment history 1.3 Explain the importance of carrying out a hair and scalp analysis and how it effects the choice of setting, styling and dressing services and techniques used 1.4 Explain the importance of carrying out tests and how the test outcomes can affect the setting, styling and dressing service 1.5 Explain when and why shampooing the hair and scalp prior to the setting, styling and dressing service is required 1.6 Explain why hair should be evenly wet prior to a hair drying service 1.7 Explain how and why wet and dry setting techniques are carried out 1.8 Describe how to wrap-set hair to ensure it lays smooth and flat against the scalp and in the direction to achieve the desired style 1.9 Describe how and when setting and dressing techniques are used within setting, styling and dressing services 1.10 Identify the service time in accordance with your organisational policies and procedures 1.11 Describe how to use and customise dressing techniques and hair up effects for a special occasion 1.12 Describe how excessive tension and incorrect angles when winding can damage the hair and scalp 1.13 Explain how to identify first signs of traction alopecia 1.14 Identify the types and causes of hair loss 1.15 Explain why set hair sections need to be brushed out thoroughly

2. Understand how to set, style and dress hair	2.1 Identify methods of handling, controlling and securing hair to achieve curls and rolls 2.2 Explain the types of pre-treatment, styling and Finishing products available for setting, styling and dressing services 2.3 Describe the effects of humidity on the hair 2.4 Explain the physiological changes to the hair structure during the setting process 2.5 Describe how thermal treatments can accelerate the process time 2.6 Describe how heat protectors protect the hair prior to thermal services 2.7 Describe how to maintain the agreed style and ensure its longevity 2.8 Describe how to remove rollers safely to avoid damage to the hair 2.9 Explain the importance of consulting with the individual throughout the setting, styling and dressing service 2.10 Summarise the adverse reactions associated with setting, styling and dressing services and how to respond 2.11 Identify the fee structures and treatment options 2.12 State the expected outcomes of setting, styling and dressing services 2.13 Identify the instructions and advice, pre and post the setting, styling and dressing services
3. Be able to prepare individuals for setting, styling and dressing services	3.1 Carry out a concise and comprehensive consultation with the individual 3.2 Discuss and establish the individual's objectives and desired outcomes to inform the set, style and dress service plan, to include: • Treatment history • Alternative treatment options 3.3 Carry out a hair and scalp analysis, to include: • Hair curl classification • Hair characteristics • Condition of hair • Scalp condition 3.4 Carry out tests to determine suitability for service, to include: • Record the outcome and store in accordance with data legislation 3.5 Discuss the dressing techniques and hair up effects to be used in accordance with the set, style and dress service plan, to include:

	• Products, tools and equipment required • Anticipated time and cost 3.6 Confirm and agree with the individual, they have understood the proposed setting, styling and dressing service, to include: • Contra-actions • Adverse reactions 3.7 Obtain the individual's informed consent for the setting, styling and dressing service 3.8 Prepare the individual and shampoo the hair and scalp in accordance with the set, style and dress service protocol 3.9 Comb the hair in preparation for the service
4. Be able to set, style and dress hair	Set Dry / Wet Hair 4.1 Blow dry the hair, minimising the risk of damage to the hair if carrying out a dry set, maintaining even tension throughout the drying process when using tools 4.2 Prepare the rollers for the setting service 4.3 Select the rollers and/or pin curl sizes in accordance with the setting service protocol 4.4 Use the agreed setting techniques to section and wind the hair, minimising the risk of damage to the scalp and hair 4.5 Selecting meshes of hair suitable for the size of rollers used 4.6 Maintaining even tension throughout the winding process 4.7 All wound rollers, are secure and sit on or off base to meet the style requirements 4.8 Set the duration in accordance with the set, style and dress service protocol 4.9 Allow to manually dry or use of a hood dryer for a wet set service in accordance with the set, style and dress service protocol 4.10 Remove the rollers, minimising the risk of damage to the hair Wrap Set the Hair 4.11 Wrap set the hair around the circumference of the head and secure 4.12 Ensure the wrapped sections are smooth, firm, cylindrical and completely cover the hair with an even tension throughout 4.13 Apply a setting net to secure the finished wrap in position

	Styling 4.14 Prepare and select products, thermal styling tools and equipment suitable for achieving the style agreed with the individual 4.15 Set the thermal styling tool at the recommended operating temperature for the hair curl classification and characteristics 4.16 Section and secure hair in accordance with the hair styling service plan 4.17 Carry out thermal styling techniques using your thermal styling tools methodically on the hair, minimising the risk of damage to the hair 4.18 Selecting meshes of hair suitable for the size of thermal equipment to be used Dress 4.19 Carry out dressing techniques and hair up effects in accordance with the set, style and dress service protocol 4.20 Minimising the risk of damage to the hair Finishing 4.21 Conclude the service in accordance with the setting, styling and dressing service protocol 4.22 Application of Finishing products 4.23 Confirm with the individual they are satisfied with the final result 4.24 Implement the correct course of action in the event of an adverse reaction 4.25 Complete the individual's service records and store in accordance with data legislation 4.26 Provide instructions and advice to the individual, pre and post the service
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Unit Overview:

Learners who complete this unit will gain understanding and skills in carrying out a wet or dry set, styling and dressing the hair, this incorporates hair up designs.

The main outcomes of this unit include:

- Setting wet hair
- Setting dry hair
- Wrap setting the hair
- Style and dress hair
- Finishing the hair

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Set, Style and Dress Service Protocol

1. Working environment
2. Health and safety
3. Infection prevention and control
4. Service plan
5. Manufacturer instructions
6. Informed consent
7. Test outcomes
8. Data management
9. Audit and accountability
10. Instructions and advice
11. Sustainability
12. Waste management
13. Evidence-based practice
14. Reflective practice

	Observation 1	Observation 2	Observation 3	Optional
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	Portfolio Reference
Hair Curl Classification	
Straight	
Wavy	
Curly	
Tight curls	
Combination	

Condition of Hair	
Non - chemically treated hair	
Partially chemically treated hair	
Chemically treated hair	
Considered All Characteristics	
Hair density	
Hair texture	
Hair condition	
Hair porosity	
Hair growth patterns	
Carried Out Test	
Elasticity	
Porosity	
Dressing Techniques and Hair Up Effects	
Curls	
Rolls	
Smoothing	
Back-coming	
Back-brushing	
Braiding	
Setting Techniques	
Roller placement	
Spiral curling	
Wrap set the hair	
Pin curling to give volume	
Pin curling to give flat movement and reduce volume	

Equipment	
Rollers	
Pin curl clips	
Thermal equipment	
Section and Wind	
Point to root	
Root to point	
On base	
Off base	
Directional	
Brick	
Thermal Styling Techniques	
Curling	
Waving	
Straightening	
Styling and Finishing Products	
Heat protectors	
Mousse	
Creams	
Serums	
Gel	
Hair spray	
Oil	
Pomades	
Texturising enhancing spray	
Setting lotion	

Instructions	
The individual and practitioner's legal rights and responsibilities	
Pre and post procedure instructions and care	
Restrictions and associated risks	
Future procedures	

Unit: Use Social Media to Promote Services and Products

Unit Code: K/651/2864

Level: 3

Learning Outcomes <i>To achieve this unit a learner must be able to:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand your target audience and how to engage	1.1 Explain who your target audience is 1.2 Explain the products and services that you offer 1.3 Outline the different social media platforms available 1.4 Explain which social media platforms would be the most suitable to promote your products and services 1.5 Outline the legislations and regulations which must be considered when advertising products and services 1.6 Explain how being present on social media may enhance your number of clients 1.7 Describe the difference between a personal and business social media profile
2. Understand how to promote services and products	2.1 Describe the different kinds of content that can make up a social media post 2.2 Explain why you may use client testimonials to promote services 2.3 Describe the potential issues with having a business social media account 2.4 Explain the importance of remaining professional whilst replying to messages or comments on social media 2.5 Explain how to use hashtags to increase post visibility 2.6 Explain the importance of responding promptly and professionally to messages/ comments on social media 2.7 Describe the benefits of paid advertising on social media 2.8 Explain how you may use social media analytics to measure performance and identify trends
3. Be able to promote services using social media	3.1 Create a business social media profile 3.2 Ensure you follow all business regulation and legislation in creation of this profile 3.3 Identify the aim of your social media post 3.4 Create an image to use to promote products or services 3.5 Use the appropriate social media platform for the content of the post 3.6 Demonstrate the use of hashtags to enhance the audience of the post 3.7 Follow all legislation and regulation in the creation of the post

	3.8 Demonstrate the ability to check the analytics of the social media post 3.9 Reply to a comment or message on social media professionally 3.10 Evaluate how you could improve the engagement of your posts in the future
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Unit Overview:

This unit will equip learners with the skills to create and implement effective social media strategies to build a strong online presence, attract new clients, and enhance brand reputation.

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

Range

	Portfolio Reference
Created Posts on at Least Two Platforms	
Instagram	
Facebook	
TikTok	
Pinterest	
Promoted at Least Two of the Following	
Products	
Colour service	
Cutting service	
Availability	
Client testimonial/review	
Used All Types of Content	
Text	
Video	
Image	

Unit: Undertake Freelance Work

Unit Code: H/651/3186

Level: 2

Learning Outcomes <i>To achieve this unit a learner will:</i>	Assessment Criteria <i>Assessment of these outcomes demonstrates a learner can:</i>
1. Understand where to find advice and information for freelance work	1.1 State where to find the relevant sources of advice and information on: - Self-employment or employment legislative requirements and rights - The insurance relevant to your business - Value Added Tax regulations - Business legislation - Local authority licensing regulations for yourself and working environments
2. Understand how to market and network for freelance work	2.1 Outline the strategies and tools used to promote your services and business and their effects 2.2 Explain how to identify and choose suitable strategies and tools to achieve your business objectives 2.3 Explain the importance of maintaining a positive reputation for yourself and how it impacts the success of your business 2.4 Explain the importance to engage in, and document continuous professional development to include, up-to-date information policies, procedures and best practice guidance. to include: How this impacts the reputation and success of your business 2.5 Describe how networking effectively can increase your customer contacts and promote work opportunities
3. Understand how to plan for freelance work	3.1 Explain the importance to maintain a work and life balance 3.2 Explain the reasons for forecasting and planning business income objectives, to include: - The time duration to complete the work - Resources required 3.3 Explain how to implement time management strategies and how this will benefit your wellbeing and business 3.4 Describe the common environmental working conditions and how to adapt your ways of working in accordance with legislative requirements 3.5 Outline the importance of maintaining customer satisfaction and how it impacts the success of your business

	3.6 Explain how to carry out contingency planning, scheduling and future planning to maintain a viable and stable business
4. Understand Financing with regards to Freelance work	4.1 Explain how to keep accounts manually and digitally 4.2 Explain how to budget for resources and overheads if required 4.3 Explain how to forecast and calculate business income objectives, to include: • Business development costs • Business promotion • Resources • Expenses
5. Understand how to negotiate contracts for Freelance work	5.1 Explain how to negotiate and agree contracts in accordance with relevant employer legislation, income forecasts, time available and expected outcomes 5.2 Explain how to communicate, agree and construct contractual requirements, to include: • Expected outcomes • Expected completion date • Agreed fees and payment terms 5.3 Explain the relevance and understanding of using an agent to find work and promote your 'brand'
6. Understand how to work with customers in a Freelance capacity	6.1 Describe how to maintain professional standards of behaviour, to include: • Quality standards of yourself and work • Effective time management • Sustainability • Customer relations 6.2 Explain how to adapt ways of working to meet environmental working conditions in accordance with legislative requirements and organisational policies and procedures 6.3 Explain the importance of carrying out services in accordance with contractual obligations, to include: • Providing further estimate of fees should an unforeseeable problem occur
7. Be able to work in a Freelance capacity	7.1 Maintain your responsibilities for health and safety in accordance with legislative requirements, to include: • Carry out risk assessment(s) to generate a lone working policy 7.2 Identify and use appropriate strategies and tools to enhance your professional reputation and promote yourself to potential customers 7.3 Create a personal 'brand'

	7.4 Make, Follow up and maintain contacts with potential customers 7.5 Make, Follow up and maintain appropriate networks to support you and your work, to include: • Digital networking platforms 7.6 Assess the value of your services and estimate fees to consider: • Competition • Market • Economy 7.7 Negotiate and agree fees, timescales, outcomes and completion criteria that meet your own and the customers' requirements 7.8 Calculate realistic schedules of work allowing time for contingencies and minor changes 7.9 Plan, organise and maintain your work schedules to promote a work and life balance, to include: • Provide services to meet legislative requirements and regulatory guidelines • Adapting ways of working to meet environmental working conditions in accordance with legislative requirements • Maintain customer satisfaction • Implementing time management strategies • Calculating and achieving income objectives 7.10 Prepare and update your financial records and accounts for audit and accountability, to include: • Legislative and regulatory requirements 7.11 Maintain professional standards of behaviour and work within your specialism in accordance with the service objectives and environmental conditions 7.12 Use the variety of social media platforms to promote your 'brand'
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Unit Overview:

This unit is designed to equip learners with the skills and knowledge necessary to establish and manage a successful Freelance beauty business, covering a range of business management, and marketing strategies.

This unit was developed by Subject Knowledge Experts and is mapped to the current National Occupational Standard.

	Observation 1	Observation 2	Optional	Optional
Date Achieved				
Portfolio Reference				
Assessor Signature				
Learner Signature				

Range

	Portfolio Reference
Strategies and Tools	
Social media platforms (Instagram, LinkedIn, Facebook, Twitter)	
Media advertising (tv, radio, news, podcasts)	
Literature (business cards, price lists, posters)	
Curriculum vitae	
Biography	
Blogs and websites	



www.nqual.co.uk



admin@nqual.co.uk



01925-964-903