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| **Unit Title:** | **Demonstrate make-up and skincare products to customers at a beauty counter in a retail environment** |
| OCR unit number: | 50 |
| Sector unit number: | C.59 |
| Level: | 2 |
| Credit value: | 4 |
| Guided learning hours: | 15 |
| Unit reference number: | T/503/5721 |

## Unit purpose and aim

This unit assesses the occupational competence of individuals who work on the beauty counter in a retail environment and who apply make-up or skincare products to customers for the purpose of demonstrating, promoting and selling them.

| Learning Outcomes | Assessment Criteria |
|---|---|
| **The Learner will:** | **The Learner can:** |
| 1 Understand the commercial value of demonstrating make-up and skincare products | 1.1 explain the purpose and value of demonstrations in promoting and selling make-up and skincare products |
| 2 Understand the elements of a demonstration of make-up and skincare products | 2.1 explain how own personal hygiene and grooming contribute to making the demonstration a pleasant experience for customers<br>2.2 explain the importance of gaining the customer's permission for a demonstration<br>2.3 explain the difference between 'features' and 'benefits' of products<br>2.4 explain the importance of communicating features and benefits to the customer when demonstrating and applying make-up and skincare products<br>2.5 explain the importance of organising demonstrations of make-up and skincare products into a series of logical steps<br>2.6 explain the importance of clearing away products and equipment after demonstrating make-up and skincare products |

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| Learning Outcomes | Assessment Criteria |
|---|---|
| 3 Be able to prepare to demonstrate make-up and skincare products to customers at a beauty counter in a retail environment | 3.1 ask customers' permission to carry out a demonstration<br>3.2 ask customers if they have enough time for a demonstration<br>3.3 tell customers which products are going to be applied and why<br>3.4 ask customers if they are allergic to any products or ingredients<br>3.5 perform checks to ensure that all the necessary products, tools and materials are to hand<br>3.6 perform checks to ensure that any products, tools or materials being used do not include anything to which the customer is allergic<br>3.7 protect customers' hair and clothing from coming into contact with the products that will be demonstrated |
| 4 Be able to apply make-up or skincare products to customers as part of a demonstration | 4.1 apply make-up or skincare products to customers:<br>• in a logical sequence<br>• using tools and materials that are suited to the task<br>• following organisational procedures for hygienic application<br>• within the time agreed with the customer<br>4.2 describe to customers the make-up or skincare products being demonstrated, focusing on the product features and benefits |
| 5 Be able to conclude a demonstration of make-up or skincare products | 5.1 ask customers questions to determine whether they are satisfied with the results of the make-up or skincare demonstration by:<br>• providing opportunities for customers to look in a mirror at the end of the demonstration, taking into consideration the lighting and angle of the mirror<br>• asking customers whether they want any adjustments to be made to the products that have been applied<br>5.2 clear away equipment and products at the end of the make-up or skincare demonstration in line with organisational procedures without keeping customers waiting unduly |


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## Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

If the assessor is unable to make judgements about the specialist skills and knowledge covered by this unit, expert witness testimony must be sought from a person with suitable current experience, to confirm the candidate's competence.

The evidence should take into account the training provided by the cosmetic house that the candidate is working for where this occurs.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

## Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

## Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

## National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C253

**NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.**

## Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

| **Functional Skills Standards** | | | | | |
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| **English** | | **Mathematics** | | **ICT** | |
| Speaking and Listening | ✔ | Representing | | Use ICT systems | ✔ |
| Reading | ✔ | Analysing | | Find and select information | ✔ |
| Writing | ✔ | Interpreting | | Develop, present and communicate information | ✔ |

## Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .


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