

Revision Pack
UV21578 – Understanding the Hair and Beauty Industry

PLEASE KEEP ALL WRITTEN WORK AND ANSWERS AS EVIDENCE OF COMPLETION

GLOSSARY OF TERMS USED BY VTCT IN ASSIGNMENTS AND EXAMINATION:

'OUTLINE': This needs a shorter answer, maybe 2 sentences. Bullet points are not acceptable, answers must be written in full sentences.

e.g. **Question:** Outline the difference between hair dressing salons and barbers.

Sample answer: Hair salons tend to provide hair dressing services to anyone, barbers tend to offer hair dressing services to men.

'DESCRIBE': This needs a more extended answer, at least a paragraph. You must describe your findings in the answer.

e.g. **Question:** Describe the difference between hair dressing salons and barbers.






Sample answer: Both hair dressing salons and barbers are usually found on the high street, however, they are both different. Barbers specialise in treating and providing services for men in relation to their hair and grooming. Barbers provide standard cuts and colouring services for men. They also specialise in different forms of shaving, such as fades at the base of the skull, up the back and sides of the hair. Barbers can perform patterns within the hair, shaving and sculpting 'art' into the hair style. Barbers also perform shaving treatments on the face, which hair dressers do not. Barbers will trim and shape beards, they will trim and shape eyebrows. They can also perform men's facials. Standard hair dressers do not perform any of these treatments. Standard hair dressers provide hair cutting and styling services for men, women and children. They tend to stick to cutting, colouring, styling, perming and up-do services for special occasions.

Please use these examples when writing your answers to questions, to practice your exam answering techniques.





Here are some businesses which offer make-up services:

- Beauty salons
- Professional photographers (offering makeovers)
- Make-up counters in department stores.
- Brow shaping bars (threading)
- Free-lance make-up artists, for special occasion of bridal work advertising in a hair salon

Here are the different types of hair and beauty business:

Hair and beauty Business	Hair and beauty image	Description
Beauty salons		<ul style="list-style-type: none"> • A beauty salon is a generic term for any business offering a selection of largely cosmetic treatments for men and women. • Beauty salons premises vary in size and location but tend to be centrally located to attract passing trade. • Services range from small treatments such as manicures, pedicures, facials, and waxing and eye treatments, to advanced techniques of laser and electrotherapy corrective services. • Mainly used by women, however, the market has seen huge growth in male grooming services.
Hair salons		<ul style="list-style-type: none"> • These businesses focus on hair treatments and services from cutting, colouring and styling hair. • Unisex salons treat male and female clients; some salons focus purely on female clientele. • Generally located in the high street, although often linked to other businesses, combined with beauty salons (see above). • Large franchise hair businesses tend to be in prime central locations and are governed centrally by a head office so that all services are the same regardless of location.
Barber shops		<ul style="list-style-type: none"> • Generally small high street businesses. • The main focus is male clientele, offering hair services and beard shaving and trimming. • Traditional barbers have become very popular, as the male grooming industry continues to demonstrate huge growth.
Spas		<ul style="list-style-type: none"> • Spas are often located within hotels or separate sanctuaries with large premises and a wide variety of treatments and services. Many are situated in large complexes. • The spa environment is designed to be relaxing. Consideration is given to all the senses. Calming music, soothing aromas and tranquil colours and textures. • Spas offer services designed to improve overall health with many treatments utilising the therapeutic effects of water.
Brow bars		<ul style="list-style-type: none"> • Brow bars use threading for eyebrow shaping/removal • They can be stand-alone, small businesses. • There is very little equipment required other than a reclining chair and good lighting. • Service is quick with a high turnover.

<p>Health clubs / leisure centres</p>		<ul style="list-style-type: none"> • Many health and leisure centres offer hair, beauty and spa services within their complex • Recreation centre staff are often qualified in sports massage and fitness, as well as managerial skills. • Health club members prefer sites that offer multi services and often have a swimming pool, sauna and Jacuzzi and offer massage treatments. .
<p>Hotels /cruise ships</p>		<ul style="list-style-type: none"> • Many large hotel chains and cruise ships offer hair, beauty and spa services. • Generally a standard approach is taken with all services across the hotel chain or fleet of ships , with staff trained to deliver the same set services and procedures, wherever the treatment takes place.
<p>Product manufacturing and distribution</p>		<ul style="list-style-type: none"> • Manufacturers produce a variety of products, tools and equipment required by the hair and beauty sector. • Manufacturers respond to industry demand developing new products with desirable characteristics. • Distribution networks ensure products and equipment are delivered to businesses. • Wholesalers/manufacturers also like to employ staff with qualifications in technical abilities as they can talk to salons with a thorough knowledge of services.
<p>Retail sales</p>		<ul style="list-style-type: none"> • Many hair and beauty salons have retail facilities. This is good business sense to increase revenue for the salon and support the homecare treatment plan for the client with the right products. • Hair and beauty products are also sold in retail stores, supermarkets and some chemist chains.
<p>Fashion</p>		<ul style="list-style-type: none"> • Hair and beauty professionals work closely with fashion designers to create the latest trends in hair styles, make-up colours and nail designs. • Hair and beauty practitioners keep up to date with the latest fashion trends, offering services to replicate catwalk designs and retail products that are on trend.

<p>Photographic</p>		<ul style="list-style-type: none"> • Hairdressers and make-up artists work closely with photographers preparing the models for photo shoots to create the theme of the image required. • Location work is often a requirement.
<p>Theatre and media production</p>		<ul style="list-style-type: none"> • Make-up artists, hairdressers and wigmakers provide services for TV productions, theatre and film. • Lots of research may be required for a period set drama to ensure the hair and beauty style reflects the period. • Continuity needs to be consistent with hair and make-up for every performance.
<p>Education and training</p>		<ul style="list-style-type: none"> • Private and state funded establishments offer a broad range of hair and beauty training leading to professional qualifications.
<p>Nail bars</p>		<ul style="list-style-type: none"> • The nail services industry has experienced rapid growth. • Premises are often situated on the high street. • Establishments generally have many operatives working from a number of workstations. • The services focus on nail treatments such as nail extensions and adornments for both hands and feet.

TASK SHEET

Use pages 1-4 to help you with your answer. Read the difference between ‘Outline’ and ‘Describe’ on page 1, to ensure you give the right level of answer

Question 1. Outline the difference between a beauty salon and a brow bar.

Question 2. Describe the difference between a spa and a nail bar.

Question 3. Outline business links where you may be able to work in the hair dressing or beauty industry other than hair or beauty salons.

Question 4: Describe who would work in a spa and what sort of treatments would they offer?

Question 5: Outline what job role you could perform in education and training relating to hair or beauty?

Example exam question 1:

Scenario: Sophie is interested in working in the hair and beauty sector, but she wants to know about all the different places she could work. There are numerous career opportunities within the hair and beauty industry for qualified professionals. Describe the opportunities available to qualified hair dressers or beauty therapists.

The importance of the hair and beauty sector

The hair and beauty sector continues to demonstrate consistent growth; learners will explore its contribution to the UK economy whilst examining the rich variety of employment opportunities it has created.

GDP is one measure of the functioning of the economy and stands for **Gross Domestic Product** which is the market value of all officially recognized final goods and services produced within a country in a year, or other given period of time. GDP per capita is often considered an indicator of a country's standard of living

(Wikipedia definition)

GDP

GDP questions

1. **Identify** what the letters GDP stand for.
2. **Describe** what GDP measures.
3. **State** if hairdressing is classified as a service industry or a manufacturing industry.
4. **Explain** what domestic means.
5. **Explain** what happens if GDP goes down.
6. **Learners question:**

Answer guide

1. Gross domestic product.
2. It is a measure of the market value of all goods and services produced within a country in year or other period of time.
3. Hairdressing is a service industry, as it provides treatments and services to the general public.
4. Domestic means within the borders of the country
5. If GDP goes down then the economy shrinks, it means that people generally have less money to spend, unemployment rises and house prices fall.

Gross Domestic Product explanation in pictorial, basic form:

- Whenever we buy things in this country, be it products (any product like hair spray, petrol, sweets, clothes, etc.), or services (e.g. tyre fitting, hair colouring, brow waxing, accountant working out your taxes, solicitors providing legal services when you buy a house, etc.), we pay tax.
- The tax is usually 20% - this is paid by the businesses through their business accounts to the government.
- The government then use this money to pay for things for all of us and the country like: Fire service, hospitals, doctors, schools, library's, dentists, to maintain roads, parks, free school meals, etc.



TASK SHEET

Use pages 6-7 to help you with your answer. Read the difference between ‘Outline’ and ‘Describe’ on page 1, to ensure you give the right level of answer

Question 6 – Outline what GDP stands for.

Question 7 – Outline where does the money used to buy things for our country come from?

Question 8 – Outline what sort of things the government use the GDP money for.

Question 9 – If we are all spending lots and buying lots of things, the GDP for the country goes up and we are said to be in ‘boom’ time – the country has lots of money to spend on things. Outline what happens when the country’s GDP goes down?

Businesses with links to the hair and beauty sector – but that you would not work in as a hair dresser or beautician.

Product manufacturers	<i>Make hair and beauty products that are sold to the hair and beauty sector</i>
Equipment manufacturers	<i>Provide the furniture and equipment that hair and beauty businesses use</i>
Haulage and delivery businesses	<i>Move stock and/or fixtures and fittings from production sites to the retailer</i>
Shop fitters/building contractors	<i>Hair and beauty business premises require a purpose built environment. This will also require updating and ongoing maintenance</i>
Advertising and marketing companies /Website designers	<i>Hair and beauty businesses often advertise their businesses, so may use a combination of these services</i>
Accountants/lawyers/ solicitors/insurers	<p><i>These professions support in various ways:</i></p> <p><i>An accountant will keep financial records, submitting tax returns to Her Majesty’s government and sorting the profit and loss on a weekly or monthly basis</i></p> <p><i>Lawyers/solicitors will be required for legal advice, purchasing of premises and contracts for partners or subsidiary workers</i></p> <p><i>Insurers are required for both public liability and public indemnity insurance to protect the business, in case a client sues for malpractice , some firms also take out premises’ insurance against fire, stock insurance against loss and personal insurance for medical expenses</i></p>
Landlords/rental industry	<i>Many hair and beauty businesses operate out of rented properties</i>
Catering industry	<i>Hair and beauty businesses may offer food and beverages to their clientele. This service may often be outsourced to catering companies</i>
Colleges and training facilities/	<i>Teach new students their skills and bring in new generations of stylists, therapists and potential employers.</i>
Awarding organisations/sector skills bodies	<i>Awarding organisations set the qualifications and sector skills bodies set the standards.</i>
Magazines and journals with beauty or hairdressing writers	<i>Journalists may specialise in writing, reviewing and recommending hair and beauty service products, (often referred to as beauty editors), and write for both newspapers and magazines.</i>
Fragrance houses	<i>Companies who once only retailed perfume have diversified into skincare and make-up production.</i>

TASK SHEET

Use page 9 to help you with your answer. Read the difference between ‘Outline’ and ‘Describe’ on page 1, to ensure you give the right level of answer

Question 10. Outline what product manufacturers do? Can you name 3 things relating to hair or beauty that a product manufacturer might produce?

Question 11. Describe how Advertising and marketing companies /Website designers might help hair or beauty entrepreneurs (inventor) when they have designed a new product ? What might an advertising company be able to do for the beauty entrepreneur? How could a web designer help a hair or beauty entrepreneur (inventor)?

Question 12. Outline if you were a hair dresser, how could you further your career and change your job relating to colleges or training facilities? What job could you do for them?

Links with other industries

Magazine cover

Take a look at the magazine cover.

- Which hair and beauty professionals would be needed to produce this front cover and what would they do?
- List all the different occasions when Taylor Swift would require the services of hair and beauty professionals.
- List all the different industries linked to hair and beauty sector that would be involved in the production of this magazine cover.

Glossary

- Taylor Swift has a public persona to maintain that involves a very specific look that is created by make-up artists and hair stylists; she would look very different without hair styling and make-up.
- Hair stylists to style and prepare the hair; colour technicians to colour the hair; beauty therapists to provide skincare; nail technicians to provide nail care services; a spray tan technician. There will have been a general stylist involved in selecting clothing to match the hair and make-up, to keep the image theme; a lighting technician; the photographer and a photographic editor.
- **Identify** the different types of event for which Taylor Swift would require the services of a make-up artist. Suggested answer could include: for a film or television set, stage make-up for theatre or live performance, promotional

events or interviews. All these various scenarios require professional hair stylists and make-up artists

- **Identify** the other industries that are linked to hair and beauty that would be involved in producing this front cover. Suggested answer: designers, editors, photographer, journalist, location scout, stylist.

The following are industries that Hair & Beauty are linked too – There is some way that people who are qualified as a hair dresser or a beauty therapist could work in this industry

<p>Linked Industries: Leisure and tourism industry</p>	<p>Leisure refers to time spent away from work and all manner of business as relaxation time. Tourism refers to travel for recreational, leisure and business purposes. When combined, leisure and tourism refer to a business sector entrusted with the provision of recreational services to clients whether domestic or international for the sole purpose of producing revenue. E.g. you could work as a hair dresser or a beautician in a salon within a hotel or on a cruise ship</p>
<p>Retail industry</p>	<p>The sale of goods to a consumer, e.g. makeup</p>
<p>Media industry</p>	<p>The means of communication, as radio and television, newspapers, and magazines, that reach or influence people widely More recently the Internet and social media sites have become a common media used by the masses.</p>
<p>Fashion industry</p>	<p>The fashion industry consists of four levels: the production of raw materials, principally <u>fibres</u> and textiles but also leather and fur; the production of fashion goods by designers, manufacturers, contractors, and others; <u>retail</u> sales; and various forms of advertising and promotion.</p> <p>These levels consist of many separate but interdependent sectors, all of which are devoted to the goal of satisfying consumer demand for clothing under conditions that enable participants in the industry to operate at a profit.</p> <p>This industry also encompasses the design manufacturing, distribution marketing, and retailing, of all different types of clothes for men, women and children.</p> <p>This has the strongest link to promotion trends within hair and make-up.</p>
<p>Photographic industry</p>	<p>The industry is predominantly made up of freelance photographers who are commissioned by clients to do specific jobs. For example a photo-shoot for a magazine editorial, whilst others take photographs of people in the public eye, and then sell them to media publications.</p>

<p>Health, beauty and holistic therapies</p>	<p>Therapists in this industry provide services that have an approach intended to improve or maintain health which may not be part of conventional western medicine, although it may work alongside it. Holistic therapies by definition treat the whole body rather than just the symptoms. Examples include: aromatherapy, acupuncture, herbal medicine and all forms of massage therapy, nutrition, Reiki and chakra balancing.</p>
<p>Manufacturing</p>	<p>In response to demand from hairdressing and beauty therapy businesses, manufacturers produce a variety of products, tools and equipment required by the hair and beauty sector. Distribution companies ensure products and equipment are delivered to salons and mobile service providers. Distributors also ensure that salon staff and mobile providers are trained in the use of specific products and equipment and they provide support to professional customers should they require any technical assistance or advice relating to equipment or products purchased.</p>

TASK SHEET

Q13 How is the manufacturing industry linked to the hair and beauty industry? Describe what they do for the hair and beauty industry?

Q14 What is an holistic therapist? What services or treatments might they offer?

Q15 Outline 3 examples of places you could work in the retail industry that are linked to the hair and beauty industry.

Industry links

Industry	Link to hair and beauty sector
Leisure and tourism	<i>Many hotels and holiday parks have hair and beauty facilities.</i>
Retail	<i>Many hair and beauty business have retail sections at front of house. Most department stores have a dedicated department for hair and beauty products and many of the retail staff are qualified hair and beauty practitioners</i>
The Media	<p><i>Make-up artists, hairstylists and beauty therapists all support the preparation of models/actors/actresses /music artists for TV, photo shoots for magazines and online material.</i></p> <p><i>The film industry is not strictly classed as media but has a definite link to the hair and beauty and should be included here.</i></p>
Fashion	<p><i>The top fashion designers usually commission make-up artists and hairstylists to create and design very specific styles and looks for their catwalk new season release. These are then adapted and tailored for the high street, where the fashion media will replicate the catwalk look for the public, in more affordable ways. The copying of the overall look creates demand in the High Street for hair, beauty, fashion and retail outlets.</i></p> <p><i>(this has been dubbed the “Duchess of Cambridge effect” by the media, as within moments of HRH being photographed wearing a dress, jewellery or new hairstyle, suppliers are sourced and revealed, with public demand causing suppliers to sell out of items; websites have crashed through volume of interest)</i></p>
Photography	<i>Photographers often require the services of hair and make-up professionals to prepare their subjects for a photo shoot.</i>
Health and complementary therapies	<i>Many complementary and holistic therapists work from shared premises alongside hair and beauty businesses. There is a mutual benefit as clients are often referred on from one professional to another. There is also a close professional and business relationship between therapists, doctors and other health practitioners.</i>

Linked industry	Example of link
Leisure and Tourism	<i>Leisure and tourism refers to a business sector entrusted with the provision of recreational services to produce revenue. So a shopping centre with a wide range of branded goods and shops will draw people in to spend money. A large venue will also have several well-known restaurants and may have a cinema complex.</i>
Retail	<i>The shopping complex offers many opportunities for retail outlets. These include: hair and beauty salons with their own retail section, stores which focus on hair and beauty products and large department stores with a host of concessions selling hair and beauty products.</i>
Media	<i>The advertising, information leaflets, and website that promote the shopping centre all have images of models that would have required hair and make-up to produce a finished professional look.</i>
Fashion	<i>Many of the fashion shops sell make-up and nail products that are currently on trend and displayed in their shop windows and stands.</i>
Photography	<i>See if this particular shopping centre has a photographer's business where clients can go and have their hair and make-up done to create a total look. They then have their photograph taken in a studio with expert lighting, and the finished photographs are of a professional standard.</i>
Health, Complementary and Holistic Therapies	<i>See if this particular shopping centre has its own spa and if it offers complementary and holistic therapies.</i>

Types of business ownership to include:

- Sole Trader
- Partnership
- Limited Liability Partnership (LLP)
- Private Limited Company (ltd)
- Public Limited Company (plc)

There is also another common type of business model popular within hairdressing and beauty therapy called:

- Franchise and Concessions.

This is a good video to watch on the internet from the BBC relating to business types at the Reading festival:

<https://www.bbc.co.uk/teach/class-clips-video/business-ks4-gcse-music-mud-and-making-money-different-types-companies-ltds-plcs/zrk8qp3>

This link covers all the different types of business in the UK and explains them all:

<https://www.bbc.co.uk/bitesize/guides/zdc6mfr/revision/1>