



資歷架構
Qualifications
Framework

Beauty Industry

Specification of Competency Standards

Version 1

(Revised)

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Chapter 1

Preface

Background of the Industry

Beauty industry is one of the key service industries in Hong Kong. In the early stage of industry development, beauty salons were relatively small in scale, mostly small shops either located in a shopping mall or occupying an upstairs flat. With the growing concern about one's personal appearance, the beauty industry has grown significantly in recent years. Large beauty salon chains mushroomed alongside the emergence of a wide variety of beauty products and equipment in the market. Beauty salons also expanded their range of services to include training programmes in addition to beauty care treatments and the sale of beauty products. As a result, there are numerous training providers offering a vast variety of courses for novice beauticians. As beauty is a highly skill-based industry, professional training is imperative to its development. Traditionally, novice beauticians have been trained as apprentices, and recently some companies have adopted international standards in their training programme. As a result, the standards of the education and training programmes vary to considerable extent. The industry's need for qualified manpower and enhanced on-the-job training is increasingly pressing in the face of economic restructuring where emphasis being shifted towards services industries. With the gradual emergence of a knowledge-based society, more effective flow of information and more sophisticated consumers, the industry has seen a burgeoning demand for professional beauty services. In the long run, it must work towards internationalisation and professionalisation as well as improving the skills level of beauticians and enabling them to integrate theory with practice, so as to enhance the quality of beauty services in Hong Kong.

Current Situation of the Industry

2. Since Kong Kong's economy took off in the 1980s, the beauty industry has sustained exponential growth. It has been one of the fast growing industries in the city and has achieved a pre-eminent position in Asia's beauty industry. Beauty salons in Hong Kong have been expanding in scale with diverse business types, which mainly include large chains, brand shops and franchise operations. According to the Census and Statistics Department, there are more than 5,000 registered beauty-related establishments, which engage more than 40,000 practitioners including beauticians, nail artists, make-up artists and beauty product salespersons. The existence of a large local market also contributed significantly to the development of the industry. Lately, there has been further development of beauty care services and cosmetic products, as well as growing popularity of newer beauty services such

as nail care. Furthermore, the growing male market for beauty care and slimming treatments has opened up additional market opportunities.

3. The beauty industry encompasses a wide variety of work, which can be categorised into facial care, body care and make-up. Facial care mainly includes skin care treatments and client consultation on skin care routine and products. Body care includes manicure and pedicure, hair removal, massage, aromatherapy as well as equipment-aided body treatments such as those for slimming. The category of make-up covers day and evening make-up as well as professional cosmetics, including stage, photography, film and special effects make-up services.

4. Apart from make-up and facial care, slimming services have come into vogue in recent years. The history of slimming services in Hong Kong goes back to the early 1980s when international slimming centres began to appear in the city. The 1990s saw a gradual increase in popularity of slimming services which continues to this day, resulting in the burgeoning of slimming centres large and small and a wide range of slimming products launched in the market.

5. The emergence of the spa market has gradually changed the face of the beauty industry. Spa treatments require longer service time than conventional beauty services. In those treatments, various materials such as water, light, music, colours, aromas as well as a wide range of massage techniques are used therapeutically. Since specialist knowledge and techniques are required of spa practitioners, the expansion of the spa market will boost the demand for relevant training programmes.

6. Recent years have also seen a significant development of health care services as a result of the growing awareness of the importance of health care and balanced diet. Those services include massage therapies and Chinese medicine treatments, as well as nutrition and physical exercise programmes. As in other sectors of the beauty industry, customers are increasingly expecting quality services that are capable of enhancing wellness and providing them with a safe, reliable and natural beautifying experience. Therefore, there is still ample room for development in the health care sector.

7. The Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) has created new opportunities for the beauty industry in Hong Kong. In recent years, the beauty industry on the Mainland has experienced rapid growth. It is reported that the average annual consumer expenditure for the beauty market on the Mainland runs at RMB 100 billion with around 500 million potential consumers per year. Mainland consumers have great confidence in Hong Kong's beauty services and products. The high reputation enjoyed by our beauty industry has facilitated its entry into the Mainland market. Since 2004, around 200 beauty establishments in Hong Kong have set up branches in Mainland cities such as Beijing, Shanghai, Guangzhou, Shenzhen and Hangzhou. In view of its prospective continued expansion, the beauty industry in Hong Kong anticipates a growing demand for professional practitioners working across the border.

8. Since beauty and cosmetic shops are among the most visited attractions to Mainland tourists in Hong Kong, the introduction of the Individual Visit Scheme has also benefited the beauty industry in the city, especially the beauty care and cosmetics retail sectors. In view of the great confidence and popularity among Mainland customers that the industry has won, the introduction of the Scheme as well as the rising demand for cosmetic products as a result of the increase of Mainland tourists, the cosmetics sector has high hopes for further expansion by opening up new retail outlets in Hong Kong. As more and more long-standing global beauty brands have opened their beauty shops in Hong Kong, the industry expects a significant increase in the demand for professional beauticians.

9. Since the quality of beauty services has direct bearing on consumers' health, their confidence in the services depends on a high level of specialist knowledge and skills of beauty practitioners. At present, not all practitioners are up to standard in terms of skills. While most practitioners are only provided with short-term on-the-job training enough to enable them to handle general routine duties, theoretical knowledge and technical skills of beauty treatments are mainly acquired by taking a wide range of courses provided by local beauty training schools and obtaining relevant international qualifications. However, industry-wide standards are still lacking for technical skills training. Although new technologies and equipment are introduced to enhance service quality of the industry, practitioners have, in general, been slow to take advantage of them because the training they receive is mainly based on prevailing industry standards and requirements. Consequently, practitioners only have the operational knowledge and skills requisite for day-to-day operation of certain equipment, while lacking a complete understanding of other relevant equipment and theories.

10. With rising economic prosperity and a stronger emphasis on living standards and quality of life, the development of the beauty industry in Hong Kong has become increasingly diversified. The industry is also geared towards providing professional and comprehensive services as a result of rising standards of beauty services across the world and growing consumer expectations of their quality. Rapid technological advancements and changing market demand have made it necessary for beauty practitioners to equip themselves with knowledge of newly developed techniques and equipment through continuous learning. By enhancing their professional skills and competitiveness, they will be able to offer services of the highest quality.

Specification of Competency Standards

11. In view of the industry's current situation and future development, there is an urgent need for a Specification of Competency Standards (SCS) to be formulated to provide a comprehensive training framework to enhance the technical standards, competitiveness and overall service quality of the industry.

12. The SCS covers the competency standards required at various levels in the industry. These standards are set with reference to competency such as industry-specific knowledge, professional skills and soft skills that are required for performing individual job functions. The functional areas and the competency standards in the SCS are practical-oriented and competence-based. Apart from the needs arising from the current situation, future industry development and social trends have also been taken into consideration during the formulation of standards related to specific professional knowledge and skills.

13. In the long run, the industry-recognised SCS will become the blueprint for industry training. It will assist in ensuring that programmes offered by training providers will cover a full range of knowledge and skills required for the industry at the present and in the future. In addition, it will indicate clear pathways with reference to which employees can plan their own career-related learning programmes, thus facilitating the full implementation of the Qualifications Framework.

14. In view of the industry's current situation and development trends, and with reference to relevant standards and practices both home and abroad, the Beauty Industry Training Advisory Committee (Beauty ITAC), which comprises representatives from the employers and employees in the industry and the Government, has prepared a draft SCS for the Beauty Industry. The SCS will serve as a guide by which practitioners of the industry can formulate a clear career development plan.

Chapter 2

Qualifications Framework

Hong Kong Qualifications Framework

15. The Beauty Industry Training Advisory Committee (ITAC) was set up to facilitate the implementation of the Hong Kong Qualifications Framework (QF) in the industry. The proposed QF is a voluntary system. It is a seven-level hierarchy that provides benchmarks for determining the level of complexity and difficulty of individual competency. It is also used to order and support qualifications of different natures and titles. The QF has in place an independent quality assurance (QA) system that would enhance recognition and acceptance of the qualifications in the industry, irrespective of the mode and source of learning.

16. The Beauty ITAC is responsible for the development of its industry-specific, task-based Specification of Competency Standards (SCS) for the identified core functional areas. The SCS, in the form of Units of Competency (UoCs), provides not only quantitative and qualitative specifications on the competency required for specific tasks, but also the integrated outcome standards required as well as information on the QF level and credit.

17. The SCS may be used to aid vocational curriculum design by vocational education and training providers, or in-service employee development by HR personnel, or best practice recognition and qualifications by awarding bodies within the industry. SCS is the cornerstone to enhance workforce competitiveness and industry sustainability in the long run.

18. The QF aims to provide clear learning pathways for individuals to draw up their own roadmaps to obtain quality assured qualifications. Learners can either pursue a specific learning pathway to upgrade their skills in a particular area of specialization in a gradual and orderly manner (vertical development), or progress through traversing learning pathways to become multi-skilled (horizontal development). Full implementation of Qualifications Framework will cultivate an atmosphere of life-long learning in the industry. With the active participation of employers and employees as well as the wide acceptance of the industry, the QF will also encourage the development of quality training programmes by providers to meet the needs of the community and the industry.

Qualifications Framework levels

19. The QF has seven levels, from level 1 to level 7, where level 1 is the lowest and level 7 the highest. The outcome characteristic of each level is depicted by a set of generic level descriptors (GLD) (Appendix 1). The GLD specifies for each QF level its generic complexity, demand and challenges in the four dimensions below:

- a. Knowledge and intellectual skills;
- b. Process;
- c. Application, autonomy and accountability; and
- d. Communications, IT skills and numeracy.

The UoCs (See Chapter 4) are benchmarked to the QF levels in accordance with the GLD. It is worth noting that competency elements in a UoC may fall in some or all of the GLD dimensions as what it naturally should be. The QF level assignment is essentially a holistic judgement on the unit's integrated outcome requirement.

20. QF levels are discrete. That is, there cannot be assignment of UoC in-between QF levels. Also, UoCs that may not fully match the characteristic requirement of one or more dimensions of a level would be "rounded" to the level below.

Chapter 3

Competency Standards

Major Functional Areas of the Beauty Industry

21. The Beauty ITAC has recommended that the major functional areas under the SCS for the Beauty Industry are as follows:

(i) Make-up

The knowledge and skills in this functional area enable practitioners to provide professional aesthetic cosmetic services. The knowledge they are to acquire covers cosmetic care; aesthetic analysis of the face; facial contouring; colour and lighting, contraindications and precautions for the use of cosmetic products; sanitisation of cosmetic tools, etc. The specialist skills in this area include those required for day and evening make-up, bridal make-up, photography make-up, film and television make-up, stage make-up, special effects make-up, seasonal colouring, character make-up, face and body painting, etc.

(ii) Nail, Hand and Foot Care

A set of skills standards and working procedures are formulated with reference to the specialist knowledge and skills required in nail care services, which cover hygiene and infectious diseases; the ability to assess clients' physical condition as reflected in their finger-nails and toe-nails and provide recommendations on appropriate treatments; the structure of the finger-nail and toe-nail; nail ailment cases; natural nail care (including filing and cuticle treatments, buffing and enamel application techniques, as well as basic and advanced mechanical polishing); wearing and removal of artificial nails (including French manicure, acrylic and gel nails); nail repair and enamel removal; nail art (including nail art design, hand painting, airbrushing and 3D embedding); treatment of nail conditions; sterilization and sanitisation of tools; relevant contraindications and precautions; professional conduct, etc. Equipped with knowledge and skills in these aspects, practitioners will be able to provide safe, comfortable and reliable nail care services.

Another set of skills standards and procedures are formulated with reference to the specialist knowledge and skills required in foot care services, which cover hygiene and infectious diseases; the ability to assess clients' physical condition

as reflected in their feet and provide recommendations on appropriate treatments; the bone structure and muscular system of the foot; common foot conditions (such as athlete's foot, eczema, calluses, varicose veins and flat feet); foot skin care (such as cleansing, exfoliation, massage and relevant contraindications and precautions); sterilization and sanitisation of tools, etc. Equipped with knowledge and skills in these aspects, practitioners will be able to provide safe, comfortable and reliable foot care services.

A further set of skills standards and procedures for this functional area are formulated with reference to the specialist knowledge and skills required in hand care services, which cover hygiene and infectious diseases; the ability to assess clients' physical condition as reflected in their hands and provide recommendations on appropriate treatments; the bone structure and muscular system of the hand; common hand conditions (such as irritant contact dermatitis and calluses on the hands); hand skin care (such as maintenance treatments, cleansing, exfoliation, massage and relevant contraindications and precautions); sterilization and sanitisation of tools, etc. Equipped with knowledge and skills in these aspects, practitioners will be able to provide safe, comfortable and reliable hand care services.

(iii) Beauty Health Care

The knowledge in aromatherapy, spa, reflexology, Chinese medicine beauty care, nutrition for natural beauty, hygiene management, etc. is much needed to meet the burgeoning demand for various health care services. This functional area covers natural beauty care that uses colour, light, heat, electric and music therapies; relevant massage techniques as well as their therapeutic effects and contraindications; the history of aromatherapy; the respective properties, therapeutic effects, application methods, adverse effects and contraindications of essential oils, carrier oils and floral water; knowledge of the use and contraindications of health foods, functional foods and Chinese wellness foods, etc. Equipped with knowledge and skills in these aspects as well as management, safe operation of beauty equipment and professional conduct, practitioners will be able to provide safe, reliable and natural beauty health care services.

(iv) Beauty Care

This functional area covers basic facial care treatments (including face, eye, lip, neck and shoulder treatments); the skin structure; skin diagnosis and analysis; seasonal skin care and the relevant contraindications; various face and head massage techniques; ingredients and therapeutic effects of beauty care products; cosmeceutical science; the operation, maintenance and safe use of beauty equipment, practical knowledge about intense pulse light (IPL) treatments as well as their applications, therapeutic effects and contraindications; professional conduct and the image of practitioners; hygiene management and infectious diseases; Equipped with knowledge and skills in these aspects, practitioners will be able to provide safe and reliable beauty and skin care services.

(v) Body Care

Comprehensive skills standards and practical guidelines for this functional area are formulated to meet the development needs of the body care and slimming sector as well as the growing market demand for its services. This area covers professional conduct; hygiene management and infectious diseases; the therapeutic effects, techniques and contraindications of a variety of massage treatments (such as Chinese, Swedish, Japanese, Thai, Hawaiian, hot stone, breast enhancing and abdominal massage treatments); basic practical knowledge about the operation, use and application of standard beauty equipment; practical knowledge, procedures, therapeutic effects and contraindications of IPL body care and breast care treatments; and the procedures, contraindications and precautions for waxing treatments.

The area of slimming management covers slimming and the criteria for bodily beauty; weight management, dietary control, causes and assessment of obesity; the operation and safety of slimming equipment; and relevant contraindications and precautions for slimming, etc. Equipped with knowledge and skills in these aspects, practitioners will be able to provide safe and reliable beauty services.

(vi) Beauty Education and Training

To maintain the quality standards of training programmes for beauticians so as to meet the growing development needs of the beauty industry and the rising market demand for its services, professional standards for trainers in different functional areas are formulated by bringing together contemporary corporate training methods and industry-specific knowledge. Attaching equal importance to specialist skills and knowledge as well as professional conduct for trainers, this functional area covers relevant professional competency; trainers' duties and professional conduct; presentation and communication skills for teaching; analysis and assessment of training needs; course design and planning; training venue management; safety measures; assessment of trainees' performance and learning progress; costing of training projects, etc.

(vii) Customer Services and Communication

Customer service and management strategies are formulated with reference to the relevant knowledge and communicative skills required of practitioners. This functional area covers consumer psychology; customer service strategy; customer service quality management and customer relations management; quality professional service; customer services skills; complaint handling; reception and provision of beauty care information; provision of advice on suitable beauty care treatments; and the maintenance of professional ethics and image. Equipped with knowledge and skills in these aspects, practitioners will be able to provide professional and quality customer services.

(viii) Marketing and Sales

This functional area covers knowledge of sales techniques and marketing with which practitioners can develop sales and marketing plans for beauty products and services. Practitioners should be knowledgeable in the characteristics of all kinds of beauty services, ingredients as well as therapeutic and side effects of various beauty products including newly launched ones, and the promotion of beauty services and related products. They should also have knowledge in market environment, consumer behaviour, market concept, marketing plan, promotion strategy, personal selling skills, e-commerce, market research and customer relations management. Equipped with knowledge in these aspects, practitioners will be able to promote the sale of beauty products or services.

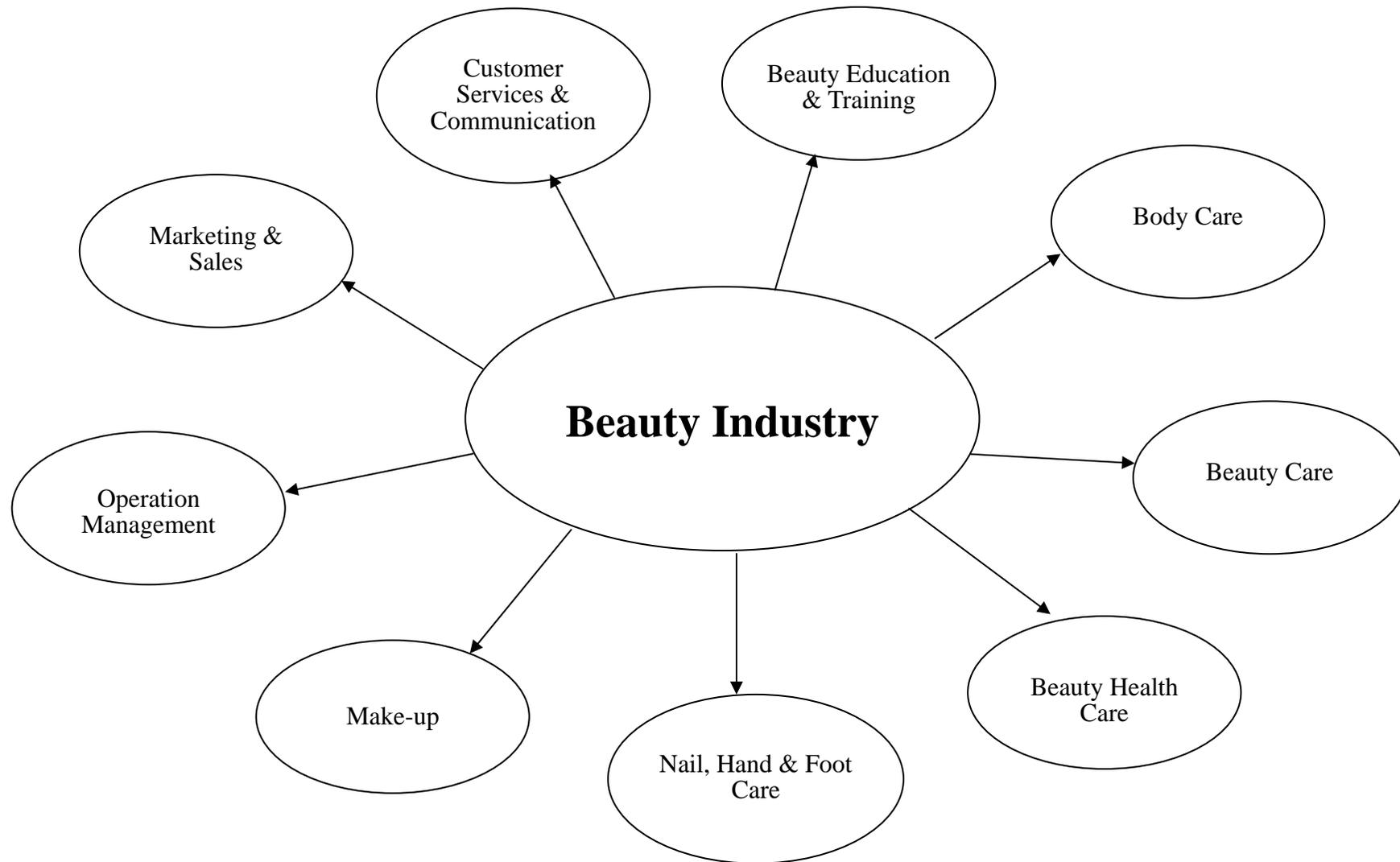
(ix) Operation Management

This functional area covers knowledge in contemporary enterprise management with which practitioners can develop business plans specifically tailored to the operational and development needs of the industry. Practitioners should be knowledgeable in staff management (which includes attendance management); training system; service and customer management standards; management of goods, inventory, materials and equipment; financial and administrative management; legal requirements in commercial, employment and other relevant matters; access to the latest information and technologies of beauty services; public health and safety management, etc. Equipped with knowledge in these aspects, practitioners will be able to contribute to greater efficiency in business management and the provision of reliable and safe beauty services.

Please refer to Figure 1 for further information.

22. Based on the Generic Level Descriptors and these functional areas, the Beauty ITAC has formulated a List of Competency for the practitioners of the industry (Chapter 4). The List provides details of the training requirements of the industry by different competency levels and major functional areas. It is designed to provide individual learners with a clear and unified guide for drawing up their learning programmes. With reference to this guide, they can either pursue learning in a particular professional area along a progression path (vertical development) to upgrade their specialized skills, or learn a variety of skills through various pathways (horizontal development) to diversify their skills in their own profession.

Functional Map Showing the Major Functional Areas of the Beauty Industry



Competency Standards

23. Competency standards refer to the skills and knowledge required for performing a certain job function. They represent the industry benchmarks for the skills, knowledge and attributes required to perform competently in a particular job. Thus they are the most important part of the SCS. All examples in the UoCs are only for reference.

Units of Competency

24. The Beauty ITAC has set out the competency standards for various job functions in the form of units of competency, which describe the performance and standard required for each competency concerned. The Unit of Competency and their full details are listed in Chapter 4.

Each “unit of competency” (UoC) comprises these eight items:

1. Title
2. Code
3. Range
4. Level
5. Credit
6. Competency
7. Assessment criteria
8. Remarks

Recognition of Prior Learning

25. A major concept of QF is that individuals may acquire knowledge and skills from their work experience, apart from attending formal training courses. People may, through the Recognition of Prior Learning (RPL) mechanism, obtain relevant qualifications if their experience, skills and knowledge gained in the workplace meet the competency standards set by the ITAC.

26. For a long time, while some beauty practitioners have received their training from beauty training schools or equipment suppliers, others have learned their trade according to industry-recognised training standards. It is not an easy and simple task to recognise, on the basis of the competency standards, skills and knowledge that are acquired through such training pathways. The Beauty ITAC will therefore develop an appropriate RPL mechanism, and will for that purpose solicit comments and opinions from members of the industry.

Chapter 4

Units of Competencies of the Beauty Industry

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>				
1	Know about job ethics and code of conduct BEZZCN101A 3 Credits P.4-34	Know about job ethics and code of conduct BEZZCN101A 3 Credits P.4-34	Know about job ethics and code of conduct BEZZCN101A 3 Credits P.4-34	Know about job ethics and code of conduct BEZZCN101A 3 Credits P.4-34	Know about job ethics and code of conduct BEZZCN101A 3 Credits P.4-34		Know about job ethics and code of conduct BEZZCN101A 3 Credits P.4-34		
	Know about public hygiene BEZZCN102A 3 Credits P.4-35								
	Know about codes of general safety for beauty workplaces BEZZCN103A 3 Credits P.4-36	Know about codes of general safety for beauty workplaces BEZZCN103A 3 Credits P.4-36	Know about codes of general safety for beauty workplaces BEZZCN103A 3 Credits P.4-36	Know about codes of general safety for beauty workplaces BEZZCN103A 3 Credits P.4-36	Know about codes of general safety for beauty workplaces BEZZCN103A 3 Credits P.4-36				
	Understand basic knowledge of customer services BEZZCN104A 3 Credits P.4-37		Understand basic knowledge of customer services BEZZCN104A 3 Credits P.4-37						

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
1			Know about beauty service types and their functions BEZZCN105A 6 Credits P.4-38	Know about beauty service types and their functions BEZZCN105A 6 Credits P.4-38	Know about beauty service types and their functions BEZZCN105A 6 Credits P.4-38		Know about beauty service types and their functions BEZZCN105A 6 Credits P.4-38		
	Understand basic beauty care knowledge BEZZCN106A 6 Credits P.4-39		Understand basic beauty care knowledge BEZZCN106A 6 Credits P.4-39	Understand basic beauty care knowledge BEZZCN106A 6 Credits P.4-39	Understand basic beauty care knowledge BEZZCN106A 6 Credits P.4-39		Understand basic beauty care knowledge BEZZCN106A 6 Credits P.4-39		
	Differentiate types, ingredients and uses of beauty products BEZZCN107A 6 Credits P.4-40	Differentiate types, ingredients and uses of beauty products BEZZCN107A 6 Credits P.4-40	Differentiate types, ingredients and uses of beauty products BEZZCN107A 6 Credits P.4-40	Differentiate types, ingredients and uses of beauty products BEZZCN107A 6 Credits P.4-40	Differentiate types, ingredients and uses of beauty products BEZZCN107A 6 Credits P.4-40		Differentiate types, ingredients and uses of beauty products BEZZCN107A 6 Credits P.4-40		
		Know about basic human body structure and physiological system BEZZCN109A 6 Credits P.4-41	Know about basic human body structure and physiological system BEZZCN109A 6 Credits P.4-41	Know about basic human body structure and physiological system BEZZCN109A 6 Credits P.4-41	Know about basic human body structure and physiological system BEZZCN109A 6 Credits P.4-41				

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
1		Apply codes of safety for general beauty-related electrical appliances BEZZCN110A 3 Credits P.4-42	Apply codes of safety for general beauty-related electrical appliances BEZZCN110A 3 Credits P.4-42	Apply codes of safety for general beauty-related electrical appliances BEZZCN110A 3 Credits P.4-42	Apply codes of safety for general beauty-related electrical appliances BEZZCN110A 3 Credits P.4-42				
	Apply different sterilization methods and procedures BEZZCN111A 6 Credits P.4-43	Apply different sterilization methods and procedures BEZZCN111A 6 Credits P.4-43	Apply different sterilization methods and procedures BEZZCN111A 6 Credits P.4-43	Apply different sterilization methods and procedures BEZZCN111A 6 Credits P.4-43	Apply different sterilization methods and procedures BEZZCN111A 6 Credits P.4-43				
	Know about basic skin care BEZZCN113A 6 Credits P.4-44	Know about basic skin care BEZZCN113A 6 Credits P.4-44							
			Know about the origin, properties, applications and contraindications of aromatherapy BEZZCN114A 6 Credits P.4-45	Know about the origin, properties, applications and contraindications of aromatherapy BEZZCN114A 6 Credits P.4-45	Know about the origin, properties, applications and contraindications of aromatherapy BEZZCN114A 6 Credits P.4-45				

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
1	Design and shape eyebrows BEZZMU102A 3 Credits P.4-46	Differentiate hand/foot care product labels and tools BEZZNA101A 3 Credits P.4-50	Know about beauty and health care treatments BEZZHC101A 3 Credits P.4-53	Know about basic massage for face, shoulders and neck BEZZBC101A 6 Credits P.4-55	Know about the effects of body care product ingredients BEZZBO101A 3 Credits P.4-57		Understand the general beauty market environment BEZZCS101A 3 Credits P.4-59		
	Use general cosmetic products and tools BEZZMU103A 3 Credits P.4-47	Know about basic structure of hand and foot bones and muscular system BEZZNA102A 6 Credits P.4-51	Identify common floral waters and their effects BEZZHC104A 3 Credits P.4-54	Identify mask types and ingredients BEZZBC102A 6 Credits P.4-56	Correctly measure body shapes BEZZBO102A 3 Credits P.4-58				
	Master basic day make-up techniques BEZZMU104A 6 Credits P.4-48	Know about basic techniques and common problems for nail and hand/foot care BEZZNA103A 3 Credits P.4-52							
	Know about chromatology BEZZMU105A 3 Credits P.4-49								

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>				
1	Know about skin structure and common problems 106898L1 6 Credits P.4-60	Know about skin structure and common problems 106898L1 6 Credits P.4-60	Know about skin structure and common problems 106898L1 6 Credits P.4-60	Know about skin structure and common problems 106898L1 6 Credits P.4-60	Know about skin structure and common problems 106898L1 6 Credits P.4-60				
2	Know about the transmission and prevention of common infectious diseases BEZZCN201A 6 Credits P.4-61	Know about the transmission and prevention of common infectious diseases BEZZCN201A 6 Credits P.4-61	Know about the transmission and prevention of common infectious diseases BEZZCN201A 6 Credits P.4-61	Know about the transmission and prevention of common infectious diseases BEZZCN201A 6 Credits P.4-61	Know about the transmission and prevention of common infectious diseases BEZZCN201A 6 Credits P.4-61				
	Apply industry-related occupational safety and health, environment protection and dangerous goods regulations BEZZCN202A 6 Credits P.4-62	Apply industry-related occupational safety and health, environment protection and dangerous goods regulations BEZZCN202A 6 Credits P.4-62	Apply industry-related occupational safety and health, environment protection and dangerous goods regulations BEZZCN202A 6 Credits P.4-62	Apply industry-related occupational safety and health, environment protection and dangerous goods regulations BEZZCN202A 6 Credits P.4-62	Apply industry-related occupational safety and health, environment protection and dangerous goods regulations BEZZCN202A 6 Credits P.4-62				
	Apply basic first aid knowledge BEZZCN203A 6 Credits P.4-63	Apply basic first aid knowledge BEZZCN203A 6 Credits P.4-63			Apply basic first aid knowledge BEZZCN203A 6 Credits P.4-63				

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>				
2	Use simple English to communicate with customers BEZZCN205A 6 Credits P.4-64	Use simple English to communicate with customers BEZZCN205A 6 Credits P.4-64	Use simple English to communicate with customers BEZZCN205A 6 Credits P.4-64	Use simple English to communicate with customers BEZZCN205A 6 Credits P.4-64	Use simple English to communicate with customers BEZZCN205A 6 Credits P.4-64		Use simple English to communicate with customers BEZZCN205A 6 Credits P.4-64		
	Use simple Putonghua to communicate with customers BEZZCN206A 6 Credits P.4-65	Use simple Putonghua to communicate with customers BEZZCN206A 6 Credits P.4-65	Use simple Putonghua to communicate with customers BEZZCN206A 6 Credits P.4-65	Use simple Putonghua to communicate with customers BEZZCN206A 6 Credits P.4-65	Use simple Putonghua to communicate with customers BEZZCN206A 6 Credits P.4-65		Use simple Putonghua to communicate with customers BEZZCN206A 6 Credits P.4-65		
	Customer relationship skills BEZZCN207A 3 Credits P.4-66		Customer relationship skills BEZZCN207A 3 Credits P.4-66						
			Identify various types of skin and skin care BEZZCN210A 3 Credits P.4-68	Identify various types of skin and skin care BEZZCN210A 3 Credits P.4-68	Identify various types of skin and skin care BEZZCN210A 3 Credits P.4-68				

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
2			Skin test prior to treatment BEZZCN211A 3 Credits P.4-69	Skin test prior to treatment BEZZCN211A 3 Credits P.4-69	Skin test prior to treatment BEZZCN211A 3 Credits P.4-69				
			Carry out general body massage BEZZCN212A 6 Credits P.4-70		Carry out general body massage BEZZCN212A 6 Credits P.4-70				
	Understand the structures of anatomy of the skull and facial muscles BEZZCN217A 3 Credits P.4-71			Understand the structures of anatomy of the skull and facial muscles BEZZCN217A 3 Credits P.4-71					
			Carry out aromatherapy massage BEZZCN218A 6 Credits P.4-72	Carry out aromatherapy massage BEZZCN218A 6 Credits P.4-72	Carry out aromatherapy massage BEZZCN218A 6 Credits P.4-72				

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
2				Master temporary hair removal techniques BEZZCN219A 3 Credits P.4-73	Master temporary hair removal techniques BEZZCN219A 3 Credits P.4-73				
			Use of general beauty equipment BEZZCN222A 9 Credits P.4-75	Use of general beauty equipment BEZZCN222A 9 Credits P.4-75					
			Use of general body care equipment BEZZCN223A 9 Credits P.4-77		Use of general body care equipment BEZZCN223A 9 Credits P.4-77				
			Understand how massage promotes blood and lymphatic circulation BEZZCN225A 6 Credits P.4-79	Understand how massage promotes blood and lymphatic circulation BEZZCN225A 6 Credits P.4-79	Understand how massage promotes blood and lymphatic circulation BEZZCN225A 6 Credits P.4-79				

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
2			Know about basic nutrition BEZZCN226A 6 Credits P.4-80	Know about basic nutrition BEZZCN226A 6 Credits P.4-80	Know about basic nutrition BEZZCN226A 6 Credits P.4-80				
			Know about the development and effects of different types of head massage BEZZCN227A 3 Credits P.4-81		Know about the development and effects of different types of head massage BEZZCN227A 3 Credits P.4-81				
	Identify labels and common ingredients of cosmetics BEZZMU201A 6 Credits P.4-82	Perform basic hand massage BEZZNA201A 3 Credits P.4-91	Master the effects of the chemical components of aromatherapy products on human body BEZZHC201A 3 Credits P.4-95	Tint eyebrows and eyelashes BEZZBC201A 3 Credits P.4-113	Analyze body shapes and assess body weights BEZZBO202A 6 Credits P.4-116	Master the basic training techniques in the practice of beauty care BEZZET201A 6 Credits P.4-118	Sell beauty products and services BEZZCS201A 9 Credits P.4-119		Apply general labour regulations BEZZOM203A 3 Credits P.4-121
	Apply chromatology to make-up BEZZMU202A 3 Credits P.4-83	Perform basic foot massage BEZZNA202A 6 Credits P.4-92	Understand the general development of spa therapy BEZZHC203A 3 Credits P.4-96	Carry out general facial massage treatments BEZZBC202A 3 Credits P.4-114	Carry out general body treatments BEZZBO203A 6 Credits P.4-117				Apply general commercial regulations BEZZOM206A 6 Credits P.4-122

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
2	Master evening make-up techniques BEZZMU203A 3 Credits P.4-84	Techniques of operating nail and hand/foot care instruments BEZZNA204A 3 Credits P.4-93	Understand the corresponding environmental setting for spa therapy BEZZHC204A 3 Credits P.4-97	Carry out general beauty treatments BEZZBC203A 6 Credits P.4-115					
	Apply various types of pseudo-eyelashes BEZZMU204A 3 Credits P.4-85	Use various types of nail enhancement tools BEZZNA206A 3 Credits P.4-94	Understand the matching of different beauty and body treatments with spa treatments BEZZHC205A 6 Credits P.4-98						
	Modify and enhance facial profiles and features BEZZMU205A 3 Credits P.4-86		Operate various types of spa massage equipment BEZZHC206A 3 Credits P.4-99						
	Master sketching techniques and make-up design BEZZMU206A 3 Credits P.4-87		Perform general spa therapy BEZZHC207A 6 Credits P.4-101						

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
2	Apply basic body painting techniques BEZZMU208A 3 Credits P.4-88		Handle customer enquiries on foot reflexology BEZZHC209A 6 Credits P.4-102						
	Draw simple body painting patterns BEZZMU209A 3 Credits P.4-89		Perform foot reflexology BEZZHC210A 15 Credits P.4-103						
	Know about personal colour diagnosis BEZZMU210A 6 Credits P.4-90		Understand the environmental accessory facilities for foot reflexology BEZZHC211A 3 Credits P.4-104						
			Understand diets for beauty and for different seasons BEZZHC213A 6 Credits P.4-105						

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
2			Know about the corresponding environmental setting for health massage BEZZHC214A 3 Credits P.4-106						
			Understand product information of general health foods BEZZHC215A 3 Credits P.4-107						
			Know about beauty and health care BEZZHC218A 3 Credits P.4-108						
			Know about the general development of beauty and health care market BEZZHC220A 3 Credits P.4-109						

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
2			Understand the types, effects and contraindications of spa therapies BEZZHC221A 6 Credits P.4-110						
			Carry out general spa procedures and consultation BEZZHC222A 6 Credits P.4-111						
			Understand health massage techniques and contraindications BEZZHC223A 9 Credits P.4-112						
				Understand the structure of hair and common problems 106896L2 3 Credits P.4-126	Understand the structure of hair and common problems 106896L2 3 Credits P.4-126				

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
2	Carry out customer consultation service 106899L2 3 Credits P.4-123	Carry out customer consultation service 106899L2 3 Credits P.4-123	Carry out customer consultation service 106899L2 3 Credits P.4-123	Carry out customer consultation service 106899L2 3 Credits P.4-123	Carry out customer consultation service 106899L2 3 Credits P.4-123				
		Apply knowledge of various types of finger/toe nail abnormalities and common problems 106900L2 6 Credits P.4-124							
		Perform basic manicure/ pedicure 106901L2 3 Credits P.4-125							
3	Identify types and symptoms of common infectious diseases BEZZCN301A 9 Credits P.4-127	Identify types and symptoms of common infectious diseases BEZZCN301A 9 Credits P.4-127	Identify types and symptoms of common infectious diseases BEZZCN301A 9 Credits P.4-127	Identify types and symptoms of common infectious diseases BEZZCN301A 9 Credits P.4-127	Identify types and symptoms of common infectious diseases BEZZCN301A 9 Credits P.4-127				

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>				
3	Promote beauty products and services BEZZCN302A 9 Credits P.4-128		Promote beauty products and services BEZZCN302A 9 Credits P.4-128	Promote beauty products and services BEZZCN302A 9 Credits P.4-128					
	Communicate with customers in complicated English BEZZCN303A 6 Credits P.4-129		Communicate with customers in complicated English BEZZCN303A 6 Credits P.4-129						
	Communicate with customers in complicated Putonghua BEZZCN304A 6 Credits P.4-130		Communicate with customers in complicated Putonghua BEZZCN304A 6 Credits P.4-130						
	Master quality customer service BEZZCN305A 6 Credits P.4-131		Master quality customer service BEZZCN305A 6 Credits P.4-131	Master quality customer service BEZZCN305A 6 Credits P.4-131					

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
3							Master the psychology of consumer behaviour BEZZCN307A 9 Credits P.4-132	Master the psychology of consumer behaviour BEZZCN307A 9 Credits P.4-132	
			Apply deep tissue massage BEZZCN311A 9 Credits P.4-133		Apply deep tissue massage BEZZCN311A 9 Credits P.4-133				
			Operate and maintain various types of body care equipment BEZZCN312A 15 Credits P.4-134		Operate and maintain various types of body care equipment BEZZCN312A 15 Credits P.4-134				
			Operate and maintain various types of beauty equipment BEZZCN313A 15 Credits P.4-135	Operate and maintain various types of beauty equipment BEZZCN313A 15 Credits P.4-135					

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
3			Understand the relationship between nutrition and beauty BEZZCN314A 6 Credits P.4-136	Understand the relationship between nutrition and beauty BEZZCN314A 6 Credits P.4-136	Understand the relationship between nutrition and beauty BEZZCN314A 6 Credits P.4-136				
			Perform head massage BEZZCN315A 6 Credits P.4-137		Perform head massage BEZZCN315A 6 Credits P.4-137				
	Perform basic bridal make-up BEZZMU301A 3 Credits P.4-138	Perform acrylic nail enhancement BEZZNA303A 3 Credits P.4-154	Blend aromatherapy products for beauty care BEZZHC301A 6 Credits P.4-164	Perform beauty tattooing and embroidering BEZZBC302A 9 Credits P.4-178	Understand the relationship between physical fitness and slimming BEZZBO301A 3 Credits P.4-180	Implement training venue and facility management BEZZET304A 3 Credits P.4-188		Implement marketing plan BEZZMS301A 9 Credits P.4-196	Implement occupational safety and health risk assessment for the beauty industry BEZZOM301A 9 Credits P.4-201
	Apply indoor and outdoor make-up techniques BEZZMU302A 3 Credits P.4-139	Perform UV gel nail enhancement BEZZNA304A 3 Credits P.4-155	Analyze customers' spa treatment needs and assess effects of treatments BEZZHC302A 6 Credits P.4-166	Perform eyelash curling/ eyelash extension BEZZBC303A 6 Credits P.4-179	Perform various types of slimming treatments BEZZBO303A 6 Credits P.4-181	Compile training materials BEZZET305A 6 Credits P.4-189		Master skills for designing window display for beauty products BEZZMS302A 6 Credits P.4-197	Implement recruitment procedures BEZZOM306A 3 Credits P.4-202

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
3	Perform wedding costume and banquet make-up for related parties BEZZMU303A 3 Credits P.4-140	Apply fibre nail tips BEZZNA305A 3 Credits P.4-156	Master the reactions of human body to foot reflexology BEZZHC306A 6 Credits P.4-167		Apply the knowledge of human body structure to body treatments BEZZBO304A 3 Credits P.4-183	Apply teaching techniques BEZZET306A 6 Credits P.4-190		Master basic retail management BEZZMS303A 6 Credits P.4-198	Deploy staff BEZZOM307A 3 Credits P.4-204
	Perform photography make-up (black and white and colour) BEZZMU304A 3 Credits P.4-141	Master basic finger/toe nail art techniques BEZZNA306A 3 Credits P.4-157	Analyze customers' needs for beauty treatment and food therapy BEZZHC310A 6 Credits P.4-168		Understand the relationship of the structure of mammary glands and reproductive system to bust treatment BEZZBO305A 6 Credits P.4-184	Know about the duties and professional requirements and conduct of a beauty training instructor BEZZET307A 3 Credits P.4-191		Implement sales support BEZZMS304A 6 Credits P.4-199	Implement salary benchmark and commission system BEZZOM308A 3 Credits P.4-206
	Perform general special effects make-up BEZZMU305A 3 Credits P.4-142	Produce and remove artificial finger/toe nails BEZZNA307A 3 Credits P.4-159	Review health-preserving beauty treatment effects BEZZHC311A 6 Credits P.4-169		Perform bust treatment BEZZBO307A 6 Credits P.4-186	Master training preparations BEZZET308A 6 Credits P.4-192		Implement market research plans BEZZMS305A 9 Credits P.4-200	Handle staff records BEZZOM309A 3 Credits P.4-207
	Master the composition of body painting BEZZMU306A 3 Credits P.4-143	Produce 2D nail art BEZZNA308A 3 Credits P.4-160	Explain health food label information to customers BEZZHC312A 6 Credits P.4-170			Master class management BEZZET310A 6 Credits P.4-193			Implement goods handling procedures BEZZOM314A 3 Credits P.4-209

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
3	Apply sfumato to body painting BEZZMU307A 3 Credits P.4-144	Master marble nail art BEZZNA309A 3 Credits P.4-161	Know about the relationship among body constitutions, diets and beauty care BEZZHC316A 6 Credits P.4-171			Master the techniques for practical training for beauty care BEZZET311A 6 Credits P.4-195			
	Draw complicated patterns BEZZMU308A 6 Credits P.4-145	Master nail airbrushing techniques BEZZNA310A 3 Credits P.4-162	Mix dressing ingredients for beauty and health BEZZHC318A 6 Credits P.4-173						
	Sketch body image (upper body) BEZZMU309A 6 Credits P.4-146	Master electric nail filing and inlaying techniques BEZZNA311A 3 Credits P.4-163	Master various types of stress-relieving beauty treatment techniques BEZZHC319A 6 Credits P.4-175						
	Draw dynamic body painting (upper body) BEZZMU310A 3 Credits P.4-148		Perform health massage treatments BEZZHC320A 9 Credits P.4-176						

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
3	Use body painting materials and tools BEZZMU311A 3 Credits P.4-149								
	Apply shading techniques in chromatology — personal image design BEZZMU312A 3 Credits P.4-150								
	Master the relationship between different scenes and stage make-up BEZZMU313A 3 Credits P.4-151								
	Perform fashionable make-up BEZZMU316A 3 Credits P.4-152								

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
3	Perform fashion make-up BEZZMU317A 3 Credits P.4-153								
				Master the fundamental knowledge of cosmetic light therapy 106894L3 6 Credits P.4-211	Master the fundamental knowledge of cosmetic light therapy 106894L3 6 Credits P.4-211				
				Understand the common problems regarding skin ageing and pigmentation 106897L3 6 Credits P.4-212	Understand the common problems regarding skin ageing and pigmentation 106897L3 6 Credits P.4-212				
		Master manicure and pedicure techniques 106902L3 6 Credits P.4-210							

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
4	Formulate procedures and requirements for managing the environmental hygiene of the venue in operation BEZZCN401A 6 Credits P.4-214	Formulate procedures and requirements for managing the environmental hygiene of the venue in operation BEZZCN401A 6 Credits P.4-214	Formulate procedures and requirements for managing the environmental hygiene of the venue in operation BEZZCN401A 6 Credits P.4-214	Formulate procedures and requirements for managing the environmental hygiene of the venue in operation BEZZCN401A 6 Credits P.4-214	Formulate procedures and requirements for managing the environmental hygiene of the venue in operation BEZZCN401A 6 Credits P.4-214				Formulate procedures and requirements for managing the environmental hygiene of the venue in operation BEZZCN401A 6 Credits P.4-214
								Manage staff relations BEZZCN408A 9 Credits P.4-216	Manage staff relations BEZZCN408A 9 Credits P.4-216
		Formulate procedures for the maintenance and repair of beauty equipment BEZZCN409A 6 Credits P.4-218	Formulate procedures for the maintenance and repair of beauty equipment BEZZCN409A 6 Credits P.4-218	Formulate procedures for the maintenance and repair of beauty equipment BEZZCN409A 6 Credits P.4-218	Formulate procedures for the maintenance and repair of beauty equipment BEZZCN409A 6 Credits P.4-218				
	Perform complicated special effects make-up BEZZMU401A 6 Credits P.4-219	Design finger/toe nail art patterns BEZZNA401A 6 Credits P.4-228	Design Know about the corresponding environmental setting for health massage for aromatherapy beauty treatments BEZZHC401A 3 Credits P.4-230	Assess the effects of beauty care and recommend treatments BEZZBC401A 6 Credits P.4-246	Master sports massage BEZZBO401A 6 Credits P.4-248	Evaluate beauty course content BEZZET403A 6 Credits P.4-251	Formulate customer service scheme BEZZCS401A 12 Credits P.4-256	Implement supervisory management on retailing business BEZZMS401A 9 Credits P.4-258	Formulate inventory procedures BEZZOM402A 3 Credits P.4-260

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
4	Design stage make-up image BEZZMU402A 6 Credits P.4-221	Produce 3D patterns BEZZNA402A 6 Credits P.4-229	Master the relationship between aromatherapy beauty and the operation of nervous and endocrine systems BEZZHC402A 6 Credits P.4-232		Assess the body treatment effects and recommend treatments BEZZBO402A 9 Credits P.4-249	Assess the performance of trainers, trainees and training course BEZZET409A 6 Credits P.4-252	Implement customer service management BEZZCS402A 12 Credits P.4-257		Appraise staff performance BEZZOM407A 6 Credits P.4-261
	Sketch body image (whole body) BEZZMU403A 6 Credits P.4-222		Apply professional aromatherapy knowledge to mood relaxation and beauty enhancement BEZZHC404A 9 Credits P.4-234			Formulate training assessment criteria and assessment reports BEZZET410A 6 Credits P.4-254		Handle general labour disputes BEZZOM408A 6 Credits P.4-263	
	Draw dynamic body painting (whole body) BEZZMU404A 6 Credits P.4-223		Master water quality and sterilization systems for various types of spa equipment BEZZHC405A 6 Credits P.4-235					Implement financial management BEZZOM409A 9 Credits P.4-265	
	Perform make-up styling (personal image) BEZZMU406A 6 Credits P.4-224		Design environmental accessory facilities for spa treatments BEZZHC406A 6 Credits P.4-236					Apply information management BEZZOM412A 6 Credits P.4-266	

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
4	Perform film and TV make-up BEZZMU407A 6 Credits P.4-226		Assess the mood de-stressing and beauty effects of spa treatments BEZZHC407A 6 Credits P.4-238						Formulate staff training guidelines BEZZOM413A 6 Credits P.4-268
			Design environmental accessory facilities for foot reflexology BEZZHC408A 6 Credits P.4-239						Formulate staff working guidelines BEZZOM414A 6 Credits P.4-270
			Master the relationship of foot reflexology to the operation of nervous and endocrine systems BEZZHC409A 6 Credits P.4-241						Communicate with staff in different departments of the organization BEZZOM415A 6 Credits P.4-271
			Evaluate the effects of foot reflexology BEZZHC410A 9 Credits P.4-242						

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
4			Design environmental accessory facilities and furnishings for beauty treatments BEZZHC414A 6 Credits P.4-243						
			Combine health and beauty care and food therapy with health massage in beauty treatment package BEZZHC418A 6 Credits P.4-244						
			Analyze health food information and effects BEZZHC419A 6 Credits P.4-245						
				Master the theories on the principles of cosmetic light therapy and equipment effect 106887L4 3 Credits P.4-273	Master the theories on the principles of cosmetic light therapy and equipment effect 106887L4 3 Credits P.4-273				

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
4				Master basic laser and intense pulsed light theory 106888L4 3 Credits P.4-274	Master basic laser and intense pulsed light theory 106888L4 3 Credits P.4-274				
				Master the hazards and precautions of laser and intense pulsed light 106889L4 3 Credits P.4-276	Master the hazards and precautions of laser and intense pulsed light 106889L4 3 Credits P.4-276				
				Operate laser equipment for hair reduction 106890L4 6 Credits P.4-278	Operate laser equipment for hair reduction 106890L4 6 Credits P.4-278				
				Operate intense pulsed light equipment for hair reduction 106891L4 6 Credits P.4-280	Operate intense pulsed light equipment for hair reduction 106891L4 6 Credits P.4-280				

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
4				Operate intense pulsed light equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation) 106892L4 6 Credits P.4-282	Operate intense pulsed light equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation) 106892L4 6 Credits P.4-282				
				Operate laser equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation) 106893L4 6 Credits P.4-284	Operate laser equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation) 106893L4 6 Credits P.4-284				
				Carry out electrical epilation 106895L4 4 Credits P.4-286	Carry out electrical epilation 106895L4 4 Credits P.4-286				
			Analyze customers' needs of in-depth foot reflexology 106903L4 9 Credits P.4-272						

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
5							Promote brands of beauty products BEZZCN504A 9 Credits P.4-287	Promote brands of beauty products BEZZCN504A 9 Credits P.4-287	
	Design body painting images BEZZMU501A 9 Credits P.4-288						Assess customer service plan and performance indicators BEZZCS501A 12 Credits P.4-290	Develop sales forecast BEZZMS501A 9 Credits P.4-291	Review staff salary benchmark and system BEZZOM502A 6 Credits P.4-297
								Formulate marketing plans BEZZMS502A 9 Credits P.4-292	Review staff discipline and regulations BEZZOM503A 6 Credits P.4-298
								Formulate market research plans BEZZMS503A 9 Credits P.4-293	Review job descriptions and duties BEZZOM504A 6 Credits P.4-299

Specification of Competency Standards of the Beauty Industry

Functional Areas QF Levels	Make-up (MU)	Nail, Hand & Foot Care (NA)	Beauty Health Care (HC)	Beauty Care (BC)	Body Care (BO)	Beauty Education & Training (ET)	Customer Services & Communication (CS)	Marketing & Sales (MS)	Operation Management (OM)
	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>
5								Formulate training programme promotion strategies BEZZMS504A 6 Credits P.4-294	Formulate operational management plan for the organization BEZZOM505A 6 Credits P.4-300
								Formulate local marketing strategy BEZZMS505A 9 Credits P.4-296	Formulate staff recruitment, deployment and attendance procedures BEZZOM507A 9 Credits P.4-302
									Handle complicated labour disputes BEZZOM508A 9 Credits P.4-304
									Formulate risk management in occupational health and safety for the beauty industry BEZZOM509A 9 Credits P.4-306

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>					
5									Formulate risk management for beauty business operation BEZZOM510A 9 Credits P.4-307
									Formulate staff training system and policy BEZZOM511A 9 Credits P.4-308
									Formulate warehousing management BEZZOM512A 9 Credits P.4-309
									Formulate financial management plans BEZZOM513A 9 Credits P.4-310

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>					
6							Formulate customer service management strategies BEZZCN601A 12 Credits P.4-312	Formulate customer service management strategies BEZZCN601A 12 Credits P.4-312	
							Formulate customer relations management strategies BEZZCN602A 12 Credits P.4-314	Formulate customer relations management strategies BEZZCN602A 12 Credits P.4-314	
								Assess overall marketing plans and performance requirements BEZZMS601A 9 Credits P.4-316	Formulate operational management strategies BEZZOM601A 9 Credits P.4-324
								Formulate sales strategies BEZZMS602A 9 Credits P.4-317	Review overall operational strategy of the organization BEZZOM606A 9 Credits P.4-326

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>					
6								Formulate sales management plans BEZZMS603A 9 Credits P.4-318	
								Formulate sales staff management strategies BEZZMS604A 9 Credits P.4-319	
								Formulate overall strategies and related measures for exhibitions BEZZMS605A 9 Credits P.4-321	
								Formulate overall marketing strategies BEZZMS606A 9 Credits P.4-322	

Specification of Competency Standards of the Beauty Industry

Functional Areas	Make-up	Nail, Hand & Foot Care	Beauty Health Care	Beauty Care	Body Care	Beauty Education & Training	Customer Services & Communication	Marketing & Sales	Operation Management
	(MU)	(NA)	(HC)	(BC)	(BO)	(ET)	(CS)	(MS)	(OM)
QF Levels	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>	<u>Unit of Competency</u>					
6								Formulate international marketing strategy BEZZMS607A 9 Credits P.4-323	

Competency Level 1

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Know about public hygiene
Code	BEZZCN102A
Range	Understand the importance of public hygiene at beauty-related workplaces, and be able to carry out appropriate sterilization and cleaning for general equipment and tools in the beauty salon in accordance with the code of practice for personal and working hygiene as well as established guidelines of the organization.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge on public hygiene</p> <ul style="list-style-type: none"> • Understand the definition and scope of public hygiene, such as: <ul style="list-style-type: none"> • Personal hygiene of employees • Concepts of public hygiene and environmental hygiene • Hygiene issues in the salon • Hygiene of beauty equipment and tools • Relevant hygiene regulations • Understand the importance of public hygiene in relations to beauty services <p>2. Handling general hygiene issues</p> <ul style="list-style-type: none"> • Comply with relevant hygiene regulations and practices and carry out regular sterilization and cleaning for general beauty equipment and tools correctly • Capable in assisting with the treatment by carrying out pre-treatment cleaning and sterilization
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable of maintaining a correct attitude toward beauty-related routines, and carrying out regular sterilization and cleaning for general beauty equipment and tools in accordance with the code of practice for personal and working hygiene in beauty workplaces.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Know about public hygiene
Code	BEZZCN102A
Range	Understand the importance of public hygiene at beauty-related workplaces, and be able to carry out appropriate sterilization and cleaning for general equipment and tools in the beauty salon in accordance with the code of practice for personal and working hygiene as well as established guidelines of the organization.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge on public hygiene</p> <ul style="list-style-type: none"> • Understand the definition and scope of public hygiene, such as: <ul style="list-style-type: none"> • Personal hygiene of employees • Concepts of public hygiene and environmental hygiene • Hygiene issues in the salon • Hygiene of beauty equipment and tools • Relevant hygiene regulations • Understand the importance of public hygiene in relations to beauty services <p>2. Handling general hygiene issues</p> <ul style="list-style-type: none"> • Comply with relevant hygiene regulations and practices and carry out regular sterilization and cleaning for general beauty equipment and tools correctly • Capable in assisting with the treatment by carrying out pre-treatment cleaning and sterilization
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable of maintaining a correct attitude toward beauty-related routines, and carrying out regular sterilization and cleaning for general beauty equipment and tools in accordance with the code of practice for personal and working hygiene in beauty workplaces.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Know about codes of general safety for beauty workplaces
Code	BEZZCN103A
Range	Know about codes of general safety for beauty workplaces and comply with the requirements of codes of general safety to complete jobs assigned by the supervisor.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Know about codes of general safety</p> <ul style="list-style-type: none"> • Know about the requirements of codes of general safety for the beauty industry <ul style="list-style-type: none"> • Basic precautions for use of electricity, such as: proper use of electrical beauty equipments by following the instruction manual, prevention of electric shock, arranging technical personnel to regularly check and repair electrical beauty equipments according to supervisor's instruction • Safe use of general chemicals, such as: moving and storing chemicals • Fire prevention, such as: preventing fire, the use of fire extinguishers, location of fire extinguishers and emergency exits • Safe operation of beauty equipments • Manual handling operation, such as: correct postures for moving objects, correct posture for carrying out beauty treatment services • Personal hygiene, such as: covering wounds on skin • Understanding the reasons and importance of complying with the codes of safety <p>2. Comply with codes of general safety</p> <ul style="list-style-type: none"> • Master codes of general safety on beauty services, and comply with the relevant code during beauty routines so as to complete jobs assigned by the supervisor
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to know about codes of general safety, comply with the relevant code of safety during beauty routines, complete jobs assigned by the supervisor and effectively prevent accidents from happening.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Understand basic knowledge of customer services
Code	BEZZCN104A
Range	Provide quality customer services at work at beauty-related workplaces to attract new customers, promote repeated patronage and referrals so as to improve business turnover and maintain company's professional image in the industry.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Basic knowledge of customer services</p> <ul style="list-style-type: none"> • Understand basic knowledge of customer services, such as: <ul style="list-style-type: none"> • Definition of service • Service culture of the organization • Group work and team spirit • Communication skills • Concept of image • Job duties and details in relations to customer services <p>2. Apply basic knowledge of customer services</p> <ul style="list-style-type: none"> • Identify good service attitude and apply communication skills to provide quality customer services to gain customers' trust and establish customer relationships • Show team spirit at work and seek advice from supervisor or related colleagues in order to cater needs of different customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand basic knowledge of customer services; and • Capable to apply communication skills at work to provide quality customer services to attract new and regular customers, and referrals so as to improve company's business turnover.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Know about beauty service types and their functions
Code	BEZZCN105A
Range	Gain insight regarding different types of beauty services and their uses, and handle general customer enquiries related to beauty services at beauty-related workplaces.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about beauty service types and their functions</p> <ul style="list-style-type: none"> • Know about beauty services provided and details of the products used by the organization <ul style="list-style-type: none"> • Skin care, such as: facial massage, whitening care, aromatherapy • Beauty care such as :manicure, hair removal and eyelash perm • Make-up such as: make-up design, eyebrow tattoo • Body care and shaping such as :bust care treatment, body slimming treatments and spa therapy • Understand the functions of different beauty services <p>2. Handle enquiries related to beauty services</p> <ul style="list-style-type: none"> • Introduce to customers clearly, precisely and politely different types of beauty services of the organization and their functions • Answer customers general enquiries both face to face or by telephone related to beauty services • Provide information on beauty services customers needed and products used in these services
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to introduce to customers clearly, in daily working environment, types of beauty services and their functions; and • Capable to handle general customer enquiries related to beauty services and assist to complete related beauty services and transactions.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Understand basic beauty care knowledge
Code	BEZZCN106A
Range	Understand common skin types and basic beauty care knowledge, and recommend suitable care products or basic beauty treatments to customers at beauty-related workplaces.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand basic skin types and beauty care</p> <ul style="list-style-type: none"> • Understand common skin types and characteristics, such as: <ul style="list-style-type: none"> • Oily skin • Normal skin • Dry skin • Combination skin • Sensitive / problematic skin • Understand the common types and characteristics of skin flaws such as pigments, acne marks, dehydration, wrinkles • Understand basic skin care needs and contraindications for different skin types, such as cleansing, maintenance care and moisturising <p>2. Apply basic beauty care knowledge</p> <ul style="list-style-type: none"> • Comprehend customers' skin type and recommend suitable skin care products or basic beauty treatments according to the instructions
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to recommend suitable skin care products or basic beauty treatments according to customers' skin type.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Differentiate types, ingredients and uses of beauty products
Code	BEZZCN107A
Range	Differentiate the ingredients and uses of different types of beauty products; select and recommend to customers suitable beauty products according to their skin conditions and needs at beauty-related workplaces.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Types, ingredients and uses of beauty products</p> <ul style="list-style-type: none"> • Know about the forms of different types of beauty products, such as: powder form, stick form, fluid form, cream form, ointment, paste and gel • Gain insight about the uses and properties of different beauty products, such as: <ul style="list-style-type: none"> • Skin products: serum, neck cream, eye cream, etc. • Toning products: toner, freshener, astringent, etc. • Moisturising products: lotion, cream, face mask, etc. • Cleansing products: cleansing cream, cleansing lotion, foaming cleanser, cleansing bar, etc. • Exfoliating products: exfoliating cream, scrubbing cream, etc. • Massaging products: oil, cream, gel, etc. • Suntan products: physical and chemical properties, etc. • Knowledge on the chemical ingredients of beauty products • Understand and be able to interpret the label contents of popular beauty products, such as: shelf life, ingredients and usage • Possess common knowledge of using beauty products safely <p>2. Select and recommend beauty products correctly</p> <ul style="list-style-type: none"> • Recommend suitable beauty products according to customers' skin condition • Correctly interpret the label contents of common beauty products • Correctly use beauty products according to manufacturers' manuals
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about the types, ingredients and uses of different beauty products, and recommend suitable beauty products according to customers' skin conditions; and • Capable to use beauty products correctly according to manufacturers' manuals.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Know about basic human body structure and physiological system
Code	BEZZCN109A
Range	Know about the knowledge on operational theory of basic human body structure, physiology and the functions of different systems; provide customers with suitable basic skin care services or general skin care advice according to the instructions at beauty-related workplaces.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about basic human body structure and physiological system</p> <ul style="list-style-type: none"> • Gain knowledge on the concepts of basic human body structure and physiological system, such as: <ul style="list-style-type: none"> • Cells • Bone system • Nerves • Skin tissues • Muscles • Circulatory system (blood and lymph) • Understand the mechanism and functions of human body structure and physiological system • Understand how living habits and environment affect the human body • Understand the relationship between basic human body structure and physiological system in the application of beauty care <p>2. Apply knowledge of basic human body structure and physiological system to beauty care routines</p> <ul style="list-style-type: none"> • Identify beauty care needs of customers according to their physical conditions and recommend suitable treatments or products • Apply knowledge of basic human body structure and physiological system to various beauty treatments or products accordingly according to the instructions to achieve the ultimate outcome
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Have the knowledge on the basic structure, mechanism and functions of a human body; and • Have the capability to identify beauty care needs of customers according to their physical conditions, recommend suitable treatments or products and provide basic treatments according to the instructions.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Apply codes of safety for general beauty-related electrical appliances
Code	BEZZCN110A
Range	Understand codes of safety for beauty-related electrical appliances and comply with relevant requirements when performing routines at beauty-related workplaces.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Safety knowledge on general electrical appliances <ul style="list-style-type: none"> • Have basic knowledge of using beauty-related electrical appliances safely, such as: <ul style="list-style-type: none"> • Basic knowledge of electricity • Electrical hazards and their prevention • Safety specifications in instruction manuals and labels of electrical appliances • Code of practice for safe use of electrical appliances • Understand the consequences of improper use of electrical appliances • Understand the contingency measures for failures of electrical appliances and their importance 2. Safe use of general beauty-related electrical appliances <ul style="list-style-type: none"> • Follow instruction manuals and code of safety for beauty-related electrical appliances so as to use general beauty-related electrical appliances safely in carrying out daily work • Take contingency measures on the occurrences of failures of electrical appliances according to the working guidelines of the organization and instruction manuals of the electrical appliances
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to follow instruction manuals and code of safety for beauty-related electrical appliances so as to use general beauty-related electrical appliances safely and prevent electrical hazards when carrying out daily work.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Apply different sterilization methods and procedures
Code	BEZZCN111A
Range	Know about different methods and take correct procedures of sterilization at beauty-related workplaces.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about methods and principles of sterilization <ul style="list-style-type: none"> • Know the reasons and importance of implementing correct procedures of sterilization • Have the knowledge on different sterilization methods and procedures applicable to beauty care workplaces • All kinds of chemical sterilization, such as the use of chemical solution and alcohol • All kinds of physical sterilization, such as: ultraviolet sterilization and steam sterilization • Acquire the knowledge on sterilization methods and procedures applicable to different beauty care environments, facilities, equipment and tools 2. Apply sterilization methods and procedures <ul style="list-style-type: none"> • Master correct methods of sterilization and be able to sterilize beauty care environments, facilities, equipments and tools according to salon guidelines as well as the code of practice for personal and working hygiene to ensure a clean and hygienic environment
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to apply suitable sterilization methods to sterilize different beauty workplaces, facilities and equipment correctly during daily work.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Know about basic skin care
Code	BEZZCN113A
Range	Know about basic skin care and be able to provide basic skin treatments for customers at beauty-related workplaces according to the instructions and the code of practice for personal and working hygiene.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about types and basic care of skin</p> <ul style="list-style-type: none"> • Know about basic skin types and their nature, such as: oily, normal, dry, combination and sensitive skin • Know about different skin conditions, such as: sensitive, aging, dehydrated, blackhead and whitehead comedone, broken capillaries, seborrhoea, milia, acne, acne rosacea • Know about skin care products for common skin types, such as: cleansing milk, lotion, toner, freshener, moisturising cream • Know about basic skin care techniques for the skin of different parts of the body • Have the knowledge of what should be avoided in terms of care for different skin types <p>2. Carry out basic skin care</p> <ul style="list-style-type: none"> • Apply basic knowledge on skin to identify the skin type of the customers • Carry out basic skin care for the customers according to the instructions and the code of practice for personal and working hygiene as well as basic knowledge on skin • Recommend to the customers suitable skin care products according to the needs of different parts of the body
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about skin types and skin care products commonly used; and • Capable to carry out basic skin care for the customers according to the instructions and the code of practice for personal and working hygiene as well as skin nature of the customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Know about the origin, properties, applications and contraindications of aromatherapy
Code	BEZZCN114A
Range	Know about the origin, properties applications and contraindications of common aromatherapy, correctly answer customers' general enquiries on aromatherapy treatments or products, and recommend or introduce to customers aromatherapy treatments or products provided by the organization.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge on Aromatherapy in beauty therapy <ul style="list-style-type: none"> • Know about the origins and development of aromatherapy in beauty therapy • Understand the properties, applications and effects of essential oils and carrier oils e.g. for beauty and slimming, personal hygiene and home beauty care • Have the knowledge regarding the safety practices and contraindications for the use of essential oils, such as: epilepsy, pregnancy, babies, the elderly, thrombosis, heat conditions, diabetes, severe varicose veins and allergies • Understand the mechanism of how essential oils enter the human body e.g. through skin, respiratory system, olfactory system • Know about the types and effects of aromatherapy beauty services or products provided by the organization 2. Apply aromatherapy beauty knowledge <ul style="list-style-type: none"> • Use basic aromatherapy knowledge to recommend or introduce to customers aromatherapy treatments or products provided by the organization, and answer their general enquiries on these treatments or products
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to answer customers' general enquiries on basic aromatherapy knowledge and aromatherapy beauty care as well as to introduce relevant treatments or products.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Design and shape eyebrows
Code	BEZZMU102A
Range	Know about general techniques of designing and shaping eyebrows, and shape the eyebrows to meet customer requirements as well as the code of practice for personal and working hygiene at cosmetic retail counters, beauty salons and beauty workplaces providing facial treatments.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about different shapes of eyebrows and faces <ul style="list-style-type: none"> • Know about the characteristics of different face shapes • Know about the characteristics of different eyebrow shapes and general shaping techniques, such as: <ul style="list-style-type: none"> • Eyebrow position • Hair removal methods and contraindications • Know about the considerations for designing and shaping the eyebrows • Know about the techniques of matching different shapes of eyebrows and faces 2. Design and shape the eyebrows <ul style="list-style-type: none"> • Make preparations such as: <ul style="list-style-type: none"> • Preparing materials and tools for shaping eyebrows e.g. eyebrow brush, manual tweezers, automatic tweezers, mirror, cleansing and soothing lotions • Sterilizing the tools and hands • Apply general eyebrow designing and shaping techniques to design and shape the eyebrows according to the customers' face shape as well as the code of practice for personal and working hygiene • Observe adverse effects on the customers during the process of shaping the eyebrows, and take remedial actions according to established procedures • Explain to the customers the aftercare for eyebrow shaping
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master general eyebrow design and shaping techniques, and design and shape the eyebrows to meet customer requirements as well as the code of practice for personal and working hygiene; and • Capable to explain clearly to the customers the aftercare and contraindications of eyebrow shaping.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Use general cosmetic products and tools
Code	BEZZMU103A
Range	Use suitable cosmetic products and tools to provide make-up service for customers at cosmetic retail counters, beauty salons and beauty workplaces providing facial treatments according to the code of practice for personal and working hygiene.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about general cosmetic products and tools <ul style="list-style-type: none"> • Know about general cosmetic products and tools <ul style="list-style-type: none"> • Cosmetic products: colour corrective products, concealer, foundation, eye shadows, blushers, mascara, lip liners, lipsticks • Make-up tools: brushes, eyeliners, lip brushes • Know about the classification of cosmetic products: powder, lotion, cream, paste, stick, gel • Know about the application methods and contraindications of general cosmetic products • Know about the functions of different make-up tools • Know about different methods of sterilizing make-up tools, such as: heat method , chemical sterilization 2. Use general cosmetic products and tools <ul style="list-style-type: none"> • Select suitable cosmetic products and tools to provide make-up service to meet customer requirements according to the code of practice for personal and working hygiene • Master the procedures of using, cleaning and sterilizing the make-up tools • Know the expiry dates and storage requirements marked on the labels of the products and store the products and tools correctly
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to select suitable cosmetic products to meet customer requirements; • Capable to use general cosmetic tools to provide make-up services according to the code of practice for personal and working hygiene; and • Capable to store the cosmetic products and tools correctly.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Master basic day make-up techniques
Code	BEZZMU104A
Range	Apply basic day make-up techniques to provide make-up service to meet customers' requirements according to the instructions in beauty salons and locations providing make-up service according to the code of practice for personal and working hygiene.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about basic make-up theory <ul style="list-style-type: none"> • Know about the relationship between different skin types and foundations • Know about the functions of and correct ways of applying different types of foundations • Know about how to use the cosmetic products and tools correctly • Know about techniques of enhancing face shape and profile • Know about basic day make-up techniques 2. Master basic day make-up techniques <ul style="list-style-type: none"> • Make preparations for make-up, such as: <ul style="list-style-type: none"> • Sterilizing the hands and tools • Selecting and preparing suitable cosmetic products and tools such as foundation, eye shadows, blushers, lip liners, brushes • Master basic day make-up techniques; select suitable day cosmetic products to meet customers' purpose of make-up, occasion to be attended and skin condition; and provide make-up service, according to the instructions and the code of practice for personal and working hygiene <ul style="list-style-type: none"> • Basic foundation and facial make-up • Eyebrow design and shaping • Eye make-up: apply eye shadows and mascara • Lip make-up • Ensure the colours of the overall make-up are matched and meet the customers' requirements
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master basic day make-up techniques, select cosmetic products to suit the customers' needs, and provide make-up service according to the instructions.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Know about chromatology
Code	BEZZMU105A
Range	Know about principles of chromatology and select suitable cosmetics and apply make-up on customers according to the instructions in places providing make-up service.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Know about chromatology</p> <ul style="list-style-type: none"> • Know about the origin of chromatology • Know about the relationship of colour and light • Know about the classification of colours e.g. chromatic colours, achromatic colours • Know about primitive colours, mixing the colours, such as: secondary colours, tertiary colours, and etc. • Know about the three main elements of colours • Know about the feeling of colours, e.g.warm and cool colours <p>2. Apply chromatology to make up</p> <ul style="list-style-type: none"> • Select colours of the cosmetics and provide make-up service according to the instructions to suit the customers' needs, occasion to be attended and overall colour tone so that the make-up has a right colour match as a whole
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about the basic theory of chromatology; and • Capable to select colours of the cosmetics and provide make-up service according to the instructions to suit the customers' needs, occasion to be attended and lighting of the venue.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Differentiate hand/foot care product labels and tools
Code	BEZZNA101A
Range	Differentiate nail and hand/foot care product labels and tools, and select or recommend such products to suit customers' needs when providing or recommending relevant treatments at beauty-related workplaces.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about nail and hand/foot care product labels and tools <ul style="list-style-type: none"> • Know about the provisions of the 《Consumer Goods Safety Ordinance》 relevant to nail and hand/foot care product labels and tools • Know about the basic ingredients and effects of nail and hand/foot care products e.g. vitamins, minerals, protein and collagen • Know about the contents of general nail and hand/foot care product labels e.g. usage, expiry date and precautions • Know about the contraindications restricting the use of general nail and hand/foot care products • Know about the uses and usage of manicure and pedicure tools e.g. nail file, cuticle knife and cuticle remover 2. Interpret nail and hand/foot care product labels, and select suitable care products and tools <ul style="list-style-type: none"> • Identify the basic ingredients and effects of nail and hand/foot care products e.g. cleansing, moisturising and improving cuticle • Correctly interpret nail and hand/foot care product label contents • Select hand/ foot care products and tools to suit customer needs • Properly store nail and hand/foot care products according to the expiry dates on product labels
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to interpret nail and hand/foot care product labels, and identify the ingredients, uses, effects, usage, contraindications and storage methods of such products; • Capable to select care products and tools correctly when providing nail and hand/foot treatments; and • Capable to recommend suitable nail and hand/foot care products to customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Know about basic structure of hand and foot bones and muscular system
Code	BEZZNA102A
Range	Know about the basic structure of hand and foot bones, and muscular and nervous systems; and provide suitable hand and foot treatment or advice to the customers in beauty parlors and places providing body care treatment.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about basic structure of hand and foot bones, and muscular and nervous systems <ul style="list-style-type: none"> • Know about the basic structure of hand and foot including: • Basic structure and functions of muscular system e.g. pronator, supinator, musculus extensor, flexor tendons, abductor digiti minimi • Basic structure and functions of bone system e.g. metacarpals, phalanges, carpals, tarsal, intermediate cuneiform, calcaneus • Basic structure and functions of nervous system e.g. Neuro ulnar nerve, median nerve 2. Apply knowledge of hand and foot structure to treatments <ul style="list-style-type: none"> • Apply the basic knowledge of hand and foot structure correctly to general hand and foot treatments • Recognize the health condition of the customers' hands and feet, and recommend suitable care method
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to apply the basic knowledge of hand and foot structure correctly when providing hand and foot treatments; and • Capable to provide treatments or advice to suit the health condition of the customers' hands and feet.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Know about basic techniques and common problems for nail and hand/foot care
Code	BEZZNA103A
Range	Know about basic techniques and common problems for nail and hand/foot care, handle general customer enquiries, recommend nail and hand/foot treatments to customers, and assist with the treatments according to the instructions in beauty salons and places providing hand/foot treatments.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Basic techniques and common problems for nail and hand/foot care <ul style="list-style-type: none"> • Understand the basic hand/foot care knowledge, procedures and contraindications e.g. exfoliation, hand/foot massage • Know about the basic nail care, procedures and contraindications e.g. manicure, application of protective enamel • Know about the finger/toe nail types and correct manicure/pedicure techniques • Know about the basic hand/foot massage techniques, effects and contraindications e.g. effleurage, petrissage, friction, tapotement, and vibration • Know about the common problems for nail and hand/foot care e.g. eczema, psoriasis 2. Apply basic nail and hand/foot care knowledge <ul style="list-style-type: none"> • Answer customers' general enquiries on nail and hand/foot care • Master the basic nail and hand/foot care knowledge and explain to customers different nail and hand/foot treatments, product effects, contraindications and treatment process • Assist with the nail and hand/foot treatments according to the instructions
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about basic techniques and common problems for nail and hand/foot care; • Capable to handle general customer enquiries and recommend nail and hand/foot treatments; and • Capable to assist with the nail and hand/foot treatments according to the instructions and the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Know about beauty and health care treatments
Code	BEZZHC101A
Range	Know about the types and effects of the beauty and health care treatments provided by the organization, handle customers' general enquiries on beauty and health care treatments, and recommend suitable services or products to customers in beauty and health care product shops and place providing beauty and health care treatments.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Basic knowledge of beauty and health care <ul style="list-style-type: none"> • Know about basic concepts, characteristics and effects of beauty and health care e.g. leading a regular life, so as to maintain body health and beauty • Know about the effects of common beauty and health care treatments and their contraindications, such as: <ul style="list-style-type: none"> • Oriental: cupping, scraping, Moxibustion, traditional Chinese herbal bath, manipulation and meridian beauty therapy • Western: aromatherapy, spa, ear candle, musical beauty therapy and chromatic beauty therapy • Know about the tools and products for common beauty and health care treatments 2. Answer general enquiries on beauty and health care <ul style="list-style-type: none"> • Use the basic knowledge of beauty and health care to explain to customers the treatments, products and equipment provided by the organization; explain the effects of suitable services or products to customers • Explain to the customers the procedures and effects of the beauty and health care treatment plan suggested or agreed; assist the therapist or supervisor to carry out the treatment • Clearly record the information on customers' enquiries
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about the effects of general beauty and health care treatments and products and their contraindications, answer related enquiries correctly, and introduce suitable treatments and products to customers; and • Capable to assist the therapist or supervisor to carry out the treatment, and make accurate records of customers enquiries.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Identify common floral waters and their effects
Code	BEZZHC104A
Range	Identify the effects and contraindications of the common floral waters, and, under instruction, answer relevant enquiries from customers and introduce floral water types provided by the organization and the correct ways of using them in aromatherapy product shops and places providing aromatherapy beauty treatments according to the service guidelines of the organization.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about floral waters <ul style="list-style-type: none"> • Know about the origins of floral waters • Know about the relationship between floral waters and aromatherapy • Possess basic knowledge of floral waters such as: <ul style="list-style-type: none"> • Popular floral water types e.g. Chamomile, Geranium, Lavender, Neroli, Rose, Rosemary, Tea Tree • Places of origins of floral waters • Properties, beauty effects, applications of floral waters and their contraindications • Fragrance, pH value, stability and expiry date of floral waters • Know about possible physiological effects of the use of floral waters e.g. anti-depressant, aphrodisiac, calm and relax, and mentally excited 2. Introduce common floral waters to customers <ul style="list-style-type: none"> • Master the knowledge of the effects and uses of common floral waters and their contraindications, and introduce floral water types provided by the organization and the correct ways of using them • Correctly describe the difference of natural floral waters and artificial/ synthetic aromatic products
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to correctly describe the beauty effects and contraindications of common floral waters; and • Capable to introduce floral water types provided by the organization and the correct ways of using them.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Know about basic massage for face, shoulders and neck
Code	BEZZBC101A
Range	Know about basic techniques, effects and contraindications of face, shoulder and neck massage; and assist the therapist with such treatment according to the instructions in beauty salons and locations providing relevant treatments.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Basic knowledge of face, shoulder and neck massage <ul style="list-style-type: none"> • Know about the structures and positions of face, shoulder and neck muscles • Know about the principles, techniques and range of application of face, shoulder and neck massage • Know about the effects of and contraindications for massage • Know about how massage affects the human body 2. Apply basic knowledge of face, shoulder and neck massage <ul style="list-style-type: none"> • Make preparations for the treatment, ensure the environment is comfortable for the customers • Apply face, shoulder and neck massage techniques and assist the therapist with basic massage for face, shoulders and neck according to the instructions • Introduce massage products to meet customer needs
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about basic techniques, effects and contraindications of face, shoulder and neck massage; and • Capable to assist the therapist with basic face, shoulder and neck massage according to the instructions.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Identify mask types and ingredients
Code	BEZZBC102A
Range	Identify mask types and recommend suitable masks or describe the method and process of using the products to customers at beauty-related workplaces.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Identify mask types</p> <ul style="list-style-type: none"> • Know about the main ingredients and effects of masks e.g. glycerol, magnesium, whitening clay, zinc oxide • Identify mask types and effects e.g. setting, non-setting and specialized masks • Know about the contraindications to the use of masks and possible adverse effects e.g. skin irritations, redness, itching and rashes • Know about the mask types for different skin types e.g. oily, dry, normal and combination skins <p>2. Recommend suitable masks to customers</p> <ul style="list-style-type: none"> • Recommend or select masks to suit the customers' skin nature and condition • Describe to the customers the advantages of the mask selected e.g. moisturization, skin enhancement
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to identify the types, ingredients and effects of masks; and • Capable to recommend or select masks to suit the customers' skin type and condition.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Know about the effects of body care product ingredients
Code	BEZZBO101A
Range	Know about the effects of body care product ingredients, and recommend such products in beauty salons and locations providing body treatments to suit customers' needs.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Basic knowledge of body care products</p> <ul style="list-style-type: none"> • Know about the forms of body care products e.g. ointment, gel, oil, liquid, paper, powder • Know about the types of basic body care products e.g. for slimming, moisturizing, etc. • Know about the ingredients, properties, effects and application range of popular body care products <ul style="list-style-type: none"> • Natural ingredients e.g. herbs, fruits, sea weeds, tree extracts, collagen, protein, vitamins, minerals • Chemical ingredients e.g. alcohol, petroleum derivatives • Understand the contra indications of using basic various types of body care products • Understand the labels of popular body care products • Know about tools for using different body care products e.g. cling wrap, bandage <p>2. Recommend appropriate body care products to customers</p> <ul style="list-style-type: none"> • Master the basic knowledge of popular body care products and recommend body care products to suit customers' needs • Understanding the labels of products, and explain the effects, properties of the ingredients and the methods to use • To demonstrate the use of body care products according to manufacturer manuals
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about the types and ingredient effects of popular body care products, the correct ways and constraints of using them; and • Capable to introduce body care products to suit customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Correctly measure body shapes
Code	BEZZBO102A
Range	Master the techniques of body shape measurement before and after treatments, and use measuring equipment correctly to measure body shapes of customers in beauty salons and body treatment locations.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about characteristics of human body shapes and measuring techniques <ul style="list-style-type: none"> • Know about the basic structure of human body • Know about the structures and characteristics of different body shapes • Know about common body problems possibly caused by incorrect postures e.g. humpback, lordosis, spinal curvature lordosis, kyphosis and scoliosis • Know about the techniques of measuring different parts of the body before and after treatments e.g. measurement of height, weight, arm, chest, waist, hip, thigh and lower leg 2. Correctly measure body shapes <ul style="list-style-type: none"> • Master the characteristics of different body shapes and correctly measure the positions • Use suitable instruments to measure customers' body shapes, and file the records
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the characteristics of different body shapes and their measuring techniques; and • Capable to use measuring instruments correctly to measure body shapes of customers and put the information on record cards.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Understand the general beauty market environment
Code	BEZZCS101A
Range	Understand the general beauty market environment and apply the understanding in promotional activities at beauty product sales shops (including retail shops, beauty salons and exhibitions).
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the beauty market</p> <ul style="list-style-type: none"> • Understand the condition of the beauty industry of Hong Kong, such as: <ul style="list-style-type: none"> • Its status and role in the retail industry, its import value • Number of agents and distributors of beauty products or services and their areas of distribution • Product types e.g. facial cream, foundation, eyeshadow, perfume, enamel, lipstick and eyelashes • Understand the import of beauty products in Hong Kong <ul style="list-style-type: none"> • Major countries of origin and brands of beauty products • Import tax exemptions for various kinds of beauty products • Import volume of various kinds of beauty products • Understand the local market of Hong Kong beauty products <ul style="list-style-type: none"> • Number, areas of distribution and products of major local agents, distributors and retailers • Annual sales volume of various kinds of beauty products in Hong Kong • Preferences of major and potential consumers <p>2. Understand the general operation of beauty product market</p> <ul style="list-style-type: none"> • Understand the general operation of beauty product market in order to carry out sales and promotion related to the beauty industry
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to understand the general beauty market environment in Hong Kong, and use the relevant data and information obtained for sales and promotion of beauty products.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Know about skin structure and common problems
Code	106898L1
Range	Know about the structure, functions and common common problems of skin and answer general skin care enquiries from customers according to the instructions at beauty-related workplaces.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about the skin structure, functions and common problems <ul style="list-style-type: none"> • Know about the skin structure including epidermis, dermis and subcutaneous layer • Know about the work and functions of skin appendages including glands, nerve endings, nails, hair, sweat glands and blood vessels • Know about the major functions of the skin such as protection, heat regulation, excretion, secretion and moisture control • Know about how ageing affects the skin and muscle tone • Know about how the components in blood and lymphatic fluid improve skin and muscle condition • Understand common skin common problems such as eczema 2. Apply knowledge of skin structure and common problems <ul style="list-style-type: none"> • Be able to briefly explain to customers the structure and functions of the skin • Be able to describe to customers the effects of skin care, such as: <ul style="list-style-type: none"> • Delay ageing • Improve skin condition • Answer general customer enquires on common skin common problems and related treatment • Describe to the customers how skin common problems affect skin care, and master correct treatments of skin common problems according to the instructions, such as recommending the customers to seek medical help
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Have the capability and understanding about the structure and functions of the skin and answer general skin care enquires from customers according to the instructions; and • Capable to explain to the customers how skin common problems affect skin care, and master correct treatments of skin common problems according to the instructions, such as recommending the customers to seek medical help.
Remark	

Competency Level 2

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Know about the transmission and prevention of common infectious diseases
Code	BEZZCN201A
Range	Know about the transmission channels of general infectious diseases; understand the importance of hygiene and follow the regulations and guidelines on hygiene; take effective measures and procedures according to the instructions to prevent transmission of general infectious diseases at beauty-related workplaces.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Know about basic concept of epidemiology <ul style="list-style-type: none"> Know about the structure, classification, growth and breeding condition of all kinds of micro-organisms e.g. virus, bacteria, fungus and bacterial parasite Understand the basic concept of epidemiology <ul style="list-style-type: none"> Definitions of infectious disease and relevant terms e.g. carrier, latency Types of pathogen Source of infection Transmission mode e.g. direct or indirect contact, transmission through air, saliva, animals, insects, cuts and blood Groups vulnerable to infection Understand and have the knowledge of the basic steps to prevent infectious diseases <ul style="list-style-type: none"> Isolation and quarantine Extinguish the source of infection and improve environmental hygiene Strengthen personal immunity Establish good personal hygienic behaviour and habits Know about regulations related to the prevention and control of infectious disease Follow regulations and guidelines on hygiene to prevent the occurrence and transmission of general infectious diseases according to the instructions <ul style="list-style-type: none"> Follow regulations and guidelines on hygiene to prevent the occurrence and transmission of general infectious diseases according to the instructions during beauty-related routines Maintain good personal and environmental hygiene to prevent the transmission of general infectious diseases <p>Correctly sterilize tools and materials before and after the beauty treatment and dispose contaminants properly according to the code of practice for personal and working hygiene</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> Capable to know about the conditions for the occurrence of general infectious diseases and their transmission channels; and Capable in following the regulations and guidelines on hygiene, and take effective measures and procedures according to the instructions to prevent the occurrence and transmission of general infectious diseases at beauty-related workplaces.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Apply industry-related occupational safety and health, environment protection and dangerous goods regulations
Code	BEZZCN202A
Range	Apply occupational safety and health, environment protection and dangerous goods regulations and knowledge at beauty-related workplaces for performing beauty routines.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about Dangerous Goods Ordinance in relevance to occupational safety and health, environment protection and beauty care</p> <ul style="list-style-type: none"> • Know about the requirements of the existing occupational safety and health and environment protection regulations, such as: <ul style="list-style-type: none"> • 《Occupational Safety and Health Ordinance》 • 《Employees' Compensation Ordinance》 • 《Waste Disposal Ordinance》 -- knowledge on the guidelines regarding clinical waste, pointed objects and the use of syringe disposal collectors e.g. disposal treatment of sharp instruments • 《Water Pollution Control Ordinance》 e.g. drainage of waste water • Know about occupational safety and health risks in the workplace and for the job position • Understanding of requirements regarding Dangerous Goods Ordinance relevant to beauty care <ul style="list-style-type: none"> • 《Dangerous Goods Ordinance》 • 《Gas Safety Ordinance》 <p>2. Apply industry-related occupational safety and health, environment protection and dangerous goods regulations</p> <ul style="list-style-type: none"> • Apply industry-related occupational safety and health and environment protection regulations in routine working environments • Comply with industry-related occupational safety and health and environment protection regulations when providing beauty services or related duties • Apply dangerous goods knowledge relevant to the beauty industry or refer to the 《Dangerous Goods Ordinance》 to take correct safety measures to ensure the safety of self and others
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to apply and refer to relevant occupational safety and health, environment protection and dangerous goods regulations in beauty routines; and • Capable to perform beauty services, store and move dangerous goods and carry out related duties in compliance with the legal requirements.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Apply basic first aid knowledge
Code	BEZZCN203A
Range	Apply basic first aid knowledge in normal beauty working environments and follow established procedures for emergency and the handling of general accidents of the beauty industry.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. General first aid knowledge</p> <ul style="list-style-type: none"> • Understand the definition, aim and principles of first aid • Know about gears and pharmaceutical products within the first aid kit and their uses e.g. sterilizing agent, bandage, triangular bandage, waterproof strips, eye cleaning liquid, dressing, safety pin • Know about common types of accidents that may occur in beauty workplaces e.g. cuts, bleeding and trauma, shock, burns, electrical shock and foreign matters in the eye <p>2. Apply basic first aid knowledge and follow established procedures for emergency and the handling of general accidents of the beauty industry</p> <ul style="list-style-type: none"> • Apply first aid knowledge and follow established procedures for emergency and the handling of general accidents e.g. treatment for bleeding; treatment for cuts, burns, shock, electrical shock and eye injuries • Master the uses of harmaceutical products and gears within the first aid kit • Follow correct procedures to examine and identify the medical condition of the patient, and carry out suitable emergency and measures according to on-site situation • Use suitable personal protection equipment when performing first aid treatment
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to apply basic first aid knowledge and follow established procedures for emergency and the handling of general accidents in routine working environments; and • Capable to use suitable personal protection equipment when performing first aid treatment.
Remark	<p>This unit of competency is applicable to general practitioners in the beauty industry.</p> <ul style="list-style-type: none"> • Training advice: This unit of competency should be taught by qualified personnel. The learner can also study a first aid course organized by an authorized institution.

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Use simple English to communicate with customers
Code	BEZZCN205A
Range	Master the basic English vocabularies and general marketing terminology of the beauty industry and use simple English to communicate with customers in routine working environments at beauty-related workplaces.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Basic English vocabularies and general marketing terminology of the beauty industry <ul style="list-style-type: none"> • Know about the English names of beauty products and services <ul style="list-style-type: none"> • Beauty products <ul style="list-style-type: none"> • Cleansing products: milk, oil, soap, toner, etc. • Nourishing and moisturizing products: serum, neck cream, eye cream, lotion, cream, facial mask, etc. • Medicated products: acne treatment series, etc. • Exfoliating products: scrubs, exfoliating cream, etc. • Beautifying products: foundation, eyeshadows, lipstick, etc. • Fragrances: perfume, cologne, etc. • Beauty services <ul style="list-style-type: none"> • Skin care: problematic skin care, facial massage, hand care, whitening care • Beauty care: manicure, hair removal, eyelash curling, eyelash extension, mole removal, eyebrow tattoo, etc. • Make-up: make-up modification of partial or whole face, make-up design, etc. • Body and mind: aromatherapy, spa, ear candling, etc. • Slimming and body care: bust care, slimming, etc. • General beauty equipments • Know about the general marketing terminology for beauty products / services 2. Use simple English for business communication with customers <ul style="list-style-type: none"> • Use simple English to communicate with customers in routine working environments <ul style="list-style-type: none"> • Greet customers • Explain prices to customers • Explain discounts, promotions and gifts to customers • Introduce the availability of delivery service, return of goods, replacement of goods, warranty and maintenance services to customers • Recommend beauty products to suit customers' needs • Describe the main ingredients and usage of beauty products to customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to recall basic English vocabularies and general marketing terminology of the beauty industry; and • Capable to use simple English to communicate with customers in routine working environments.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Use simple Putonghua to communicate with customers
Code	BEZZCN206A
Range	Master the basic Putonghua vocabularies and general marketing terminology of the beauty industry and use simple Putonghua to communicate with customers in routine working environments in beauty-related workplaces.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Basic Putonghua vocabularies and general marketing terminology of the beauty industry <ul style="list-style-type: none"> • Know about the Putonghua names of beauty products / services <ul style="list-style-type: none"> • Beauty products <ul style="list-style-type: none"> • Cleansing products: milk, oil, soap, toner, etc. • Nourishing and moisturizing products: serum, neck cream, eye cream, lotion, cream, facial mask, etc. • Medicated products: acne treatment series, etc. • Exfoliating products: scrubs, exfoliating cream, etc. • Beautifying products: foundation, eyeshadows, lipstick, etc. • Fragrances: perfume, cologne, etc. • Beauty services <ul style="list-style-type: none"> • Skin care: problematic skin care, facial etc.massage, hand care, whitening care, etc. • Beauty care: manicure, hair removal, eyelash curling, eyelash extension, mole removal, eyebrow tattoo, etc. • Make-up: Modification of partial of whole face, make-up design, etc. • Body and mind: aromatherapy, spa, ear candling, etc. • Slimming and body care: bust care, slimming, etc. • General beauty equipments • Know about the general marketing terminology for beauty products / services 2. Use simple Putonghua for business communication with customers <ul style="list-style-type: none"> • Use simple Putonghua to communicate with customers in routine working environments <ul style="list-style-type: none"> • Greet customers • Explain prices to customers • Explain discounts, promotions and gifts to customers • Introduce the availability of delivery service, return of goods, replacement of goods, warranty and maintenance services to customers • Recommend beauty products to suit customers' needs • Describe the main ingredients and usage of beauty products to customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the basic Putonghua vocabularies and general marketing terminology of the beauty industry; and • Capable to use simple Putonghua to communicate with customers in routine working environments.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Customer relationship skills
Code	BEZZCN207A
Range	Use customer relationship skills to communicate with customers in normal working environment, advise them on suitable beauty/body care products or services, and handle general complaints from customers effectively.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Customer relationship skills</p> <ul style="list-style-type: none"> • Understand the basic knowledge of communication e.g. verbal and non-verbal (written, body language) • Understand the basic knowledge when welcoming and receiving customers and the established procedures and standards of the organization, including: <ul style="list-style-type: none"> • Requirements on personal appearance and attire of employees • Procedures and standards for welcoming and receiving customers • Interpersonal relationship skills • Understand the characteristics of different types of customers • Understand different feelings of customers • Understand the guidelines of the organization on handling customer complaints <ul style="list-style-type: none"> • Understand authorised personnel for handling customer complaints and their authority • Procedures for conciliating complaints • Procedures for referring complaints <p>2. Apply customer relationship skills</p> <ul style="list-style-type: none"> • Master customer relationship skills to communicate effectively with the customers, identifying their needs and introduce or advise them on suitable beauty/body care products or services <ul style="list-style-type: none"> • Answer politely and positively enquiries from customers who come in person, phone in and through email • Handle customers' appointment effectively • Understand the requirements of customers for beauty services or products through communicating with them and through observation • Release correct information on beauty products and services, have knowledge on the names and effects of popular beauty products and hot items • Seek advice from the supervisor or relevant colleagues at suitable time e.g. individual preferential requests • Obtain customer information and maintain customer relationships according to established procedures of the organization • Handle general complaints from customers effectively according to established procedures of the organization <ul style="list-style-type: none"> • Understand the details of the complaint • Pacify the customers • Take appropriate measures to deal with the complaint according to the guidelines of the organization on handling complaints e.g. compensation, apology • Refer the case to suitable personnel to follow up if necessary • Record the conciliation procedures clearly

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the customers relationship skills;• Capable to use the customers relationship skills in routine working environments to introduce or advise on beauty/body care products or services to suit customers' needs; and• Capable to handle general complaints from customers effectively according to established procedures of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Identify various types of skin and skin care
Code	BEZZCN210A
Range	Identify various types and conditions of skin, recommend suitable skin care or products to customers, and answer relevant enquiries from customers at beauty-related workplaces.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand various types and conditions of skin <ul style="list-style-type: none"> • Understand the skin structure and its physiological functions • Understand basic skin types and characteristics, their care needs and contraindications • Understand common skin diseases and contraindications for treating them 2. Identify types and conditions of skin and their needs <ul style="list-style-type: none"> • Master basic knowledge of skin and be able to understand and have concepts of the skin condition of the customers • Master the operation of skin analyzers • Recommend suitable skin care or products according to customers' skin conditions and needs
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to identify different skin types and conditions; • Capable to master the methods and procedures of operation of different skin analyzers; and • Capable to recommend suitable skin care or products according to the needs of customers' skin.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Skin test prior to treatment
Code	BEZZCN211A
Range	Understand skin testing techniques and methods, and carry out skin tests for customers at beauty-related workplaces according to the code of practice for personal and working hygiene.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about the purpose and requirements for skin test prior to treatment <ul style="list-style-type: none"> • Understand the reasons and importance of skin testing prior to treatment • Know about the purpose and any necessary information for completing the “skin analysis form”, including name, contact phone number, habits, physical condition, medical history, known contraindications, food or product allergy, record of treatment service, product types and treatment period used • understand the methods and precautions for skin testing • be able to recognise the signs and causes of general skin abnormalities • have the knowledge of popular skin testing equipments and products 2. Carry out skin test prior to treatment <ul style="list-style-type: none"> • Make preparations for the skin test, such as: <ul style="list-style-type: none"> • Selecting and preparing products for skin testing • Sterilizing equipments and tools • be able to explain to the customers the procedures and purpose of the test • Consult with the customers prior to treatment, and record the information clearly • Master the skin testing method and carry out the skin test for the customers prior to treatment according to the code of practice for personal and working hygiene, and record the test result accordingly • Be aware for any adverse effects during testing e.g. redness, swelling, itching and take immediate actions according to established procedures
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master skin testing methods and techniques and carry out skin tests for customers prior to treatments according to the code of practice for personal and working hygiene; and • Capable to consult with the customers prior to treatments, and record the information and test results clearly.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Carry out general body massage
Code	BEZZCN212A
Range	Understand the effects of body massage, master basic body massage techniques, and provide general body massage treatments to customers at beauty-related workplaces.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Basic knowledge of body massage <ul style="list-style-type: none"> • Know about basic anatomy and physiology of the human body • Understand the impact of massage on skin tissue, muscle tissue and fatty tissue etc. • Understand the techniques, effects and contraindications of common types of body massage • Understand the techniques, effects and contraindications of different massage movements • Understand the pre-requisite for holistic massage 2. Carry out general body massage <ul style="list-style-type: none"> • Make preparations for massage, such as: <ul style="list-style-type: none"> • Sterilizing the tools and hands • Preparing the massage room • Carrying out skin analysis for the customers • Master basic massage knowledge, and be able to apply different massage techniques correctly to carry out general body massage for the customers • Observe adverse effects during testing e.g. redness, swelling, itching, take remedial actions according to established procedures should any of these occur, and inform the supervisor or relevant parties
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand basic knowledge of body massage; and • Capable to master different massage techniques and carry out general body massage for customers.
Remark	<p>The credit value of this unit of competency is set on the presumption that the learner already possesses the competency of (1) BEZZCN109A "Know about basic human body structure and physiological system" (2) BEZZCN225A "Understand how massage stimulates the blood and lymph circulations".</p>

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Understand the structures of anatomy of the skull and facial muscles
Code	BEZZCN217A
Range	Master the knowledge of the structures of anatomy of the skull and facial muscles and apply it to beauty treatments or general make-up styling at beauty-related workplaces.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Understand the structures of anatomy of the skull and facial muscles</p> <ul style="list-style-type: none"> • Understand the names and positions of skull and facial bone structures, such as frontal bone, parietal bone, temporal bone, occipital bone, rear of jaw bone, nasal bone, upper jawbone, lower jawbone and cheek bone etc. • Understand the functions of bones <ul style="list-style-type: none"> • Build up body form and provide strength • Protect the inner organs of the body • Provide a framework for muscles • Provide leverage • Understand the types, functions and positions of muscles, including: <ul style="list-style-type: none"> • Striated muscle: controlled by limb nerves; contracted swiftly and powerfully but easily fatigued • Smooth muscle: controlled by nervus visceralis; contracted and relaxed consistently and rhythmically • Understand the point of origin and point of insertion of head muscles and their functions, such as the movement of bones and skin for various movements and positions • Understand the names, positions and functions of head and facial muscles, such as occipito frontalis, corrugator muscle, temporalis, orbicularis oculi, nasalis, depressor labii inferioris, orbicularis oris, buccinator, musculus risorius, mentalis muscle, zygomaticus and masseter etc. <p>2. Apply the knowledge of the structures of head bones and face muscles</p> <ul style="list-style-type: none"> • Master the relationship of the structures of anatomy of the skull and facial muscles to their care or general make-up styling • Master the positions of anatomy of the skull and muscles and treat customers with facial care or general make-up styling according to proper procedures
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master the positions and functions of anatomy of the skull and facial muscles; and • Capable to treat customers with facial care or general make-up styling according to the positions of bones and muscles.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Carry out aromatherapy massage
Code	BEZZCN218A
Range	Master aromatherapy massage techniques and treat customers with aromatherapy massage at beauty-related workplaces according to the instructions and the code of practice for personal and working hygiene.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Aromatherapy massage knowledge <ul style="list-style-type: none"> • Have basic knowledge of aromatherapy massage <ul style="list-style-type: none"> • Different aromatherapy massage techniques such as Swedish, lymphatic drainage, Indian, etc. • Effects of different massage techniques: improving blood circulation and lymphatic flow, relaxing/stimulating nerves, etc. • Have basic knowledge of aromatherapy essential oils, such as: <ul style="list-style-type: none"> • Types and properties of essential oils e.g. effects and applications of popular essential oils that have different volatility speeds when applying to different types of skin • Techniques and precautions for massage oil blending • Safety practices and contraindications when using essential oils 2. Carry out aromatherapy massage <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Preparing the treatment room, equipments and necessary tools • Selecting and blending suitable aromatherapy products • Carrying out pre-treatment sanitization procedures • Explaining to the customers the treatment procedures and points to note • Master aromatherapy massage techniques and treat the customers with aromatherapy massage according to the instructions and the agreed treatment plan and the code of practice for personal and working hygiene in order to achieve the purposes of relaxation, stress relief and uplift, etc. <ul style="list-style-type: none"> • Adapt and apply massage techniques and pressure to meet the customers' body nature • Adapt the massage rhythm to suit the parts of the body being treated • Apply sufficient quantity of essential oils and carrier oils to suit the customers' age and parts of the body being treated • Observe adverse effects on the customers in the process of treatment, such as: nausea, headache, dizziness, skin irritation, sensitisation, etc. and take remedial actions according to established procedures • Protect the customers' privacy during the treatment • Know correct posture throughout the treatment to prevent injury
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand clearly the aromatherapy massage techniques and the properties and functions of essential oils; and • Capable to apply aromatherapy massage techniques to treat the customers with aromatherapy massage according to the instructions and the code of practice for personal and working hygiene and the agreed treatment plan.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Master temporary hair removal techniques
Code	BEZZCN219A
Range	Master temporary hair removal techniques and methods, and provide hair removal services correctly to customers at beauty-related workplaces according to the code of practice for personal and working hygiene.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of hair structure</p> <ul style="list-style-type: none"> • Understand the basic theory of hair growth, including: <ul style="list-style-type: none"> • Structure and functions of hair e.g. cuticle, cortex, medulla • Hair growth cycle and changes e.g. mature, anagen, catagen, telogen • Hair type and features e.g. fine, terminal • Direction of hair growth • Understand different temporary methods of removing hair e.g. waxing, tweezing, shaving, etc. • Understand the effects and ingredients of different hair removal products e.g. wax sheet, depilatory cream, soft hot wax, hard wax, etc. • Understand the correct procedures and techniques of applying and removing soft wax and hard wax • Understand the contraindications of applying soft wax and hard wax e.g. areas with sarcomas or moles, abrasions, swelling, inflammable positions, etc • Understand the contraindications for temporary hair removal <p>2. Perform temporary hair removal</p> <ul style="list-style-type: none"> • Make preparations for the treatment, such as: <ul style="list-style-type: none"> • Sanitisation of tools and hands • Prepare suitable temporary hair removal products • Accurately test the temperature of soft wax and hard wax • Cleanse and dry the area to be treated • Explain the treatment procedures to the customers • Carry out the temporary hair removal service <ul style="list-style-type: none"> • Master the types and use of tools and materials necessary for temporary hair removal e.g. wax heater, shaver, short wave hair removing machine, razors, tweezers etc. • Correctly apply hair removal products to the area to be treated according to the requirements of different hair removal methods e.g. eyebrows, face, leg, underarm, forearm, bikini line etc. • Perform temporary hair removal by following correct procedures for treating different areas • Use the techniques of applying and removing soft wax and hard wax such as keeping skin taut, direction and angle of application/removal, speed of wax removal, checking wax temperature etc. • Observe adverse effects on the customers during treatment and take remedial actions promptly according to established procedures • Explain the points to note and methods for aftercare to the customers

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the basic theory of hair growth and different techniques of temporary hair removal; and• Capable to select suitable hair removal products according to customers' requirements and provide temporary hair removal service according to the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Use of general beauty equipment
Code	BEZZCN222A
Range	Understand the operation methods and functions of general beauty equipment at beauty-related workplaces according to the code of practice for safe use of electricity and for personal and working hygiene, and operate general beauty equipment for performing beauty treatments on customers according to the instructions.
Level	2
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of general beauty equipment and safe use of electricity <ul style="list-style-type: none"> • Understand basic electricity, such as current, voltage and resistance • Understand the relationship between electric current and light and skin care • Understand the sources and prevention of electrical hazards • Understand the basic principles and functions of general beauty equipment, such as skin testing unit, magnifier lamps, vapour steamer, high frequency current unit, ultrasonic ion beauty unit, faradic equipment, infra-red equipment etc. • Understand the impact of various types of beauty equipment on different parts of the human body and their relationships, such as skin/scalp, muscles, bones, the circulation system, lymphatic system and nervous system etc. • Understand the basic methods and procedures for using general beauty equipment, and the code of practice for using them safely • Understand routine cleaning and maintenance methods and procedures of general beauty equipment • Master the constraints for the use of different beauty equipment • Understand the types and functions of beauty products used together with general beauty equipment 2. Use general beauty equipment <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Cleaning the tools and hands • Performing skin test before treatment • Consulting with customers • Master the operation methods and procedures of various types of beauty equipment according to manufacturer guidelines and perform beauty treatments on customers according to the instructions • Master the knowledge of safe use of electricity and the way of handling accidents • Observe adverse effects on customers in the process of treatment, such as skin irritation, dizziness, nausea, bruises, chemical burns and muscle cramps etc and take remedial actions according to established procedures • Perform routine cleaning and maintenance according to manufacturer guidelines

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none">• Capable to understand the basic principles, functions, operation methods and constraints for the use of general beauty equipment; and• Capable to operate beauty equipment properly to perform treatments on customers according to the instructions and the code of practice for safe use of electricity and for personal and working hygiene and manufacturer guidelines.
Remark	<p>The credit value of this unit of competency is set on the presumption that the person already possesses the competency of BEZZCN110A “Apply codes of safety for general beauty-related electrical appliances”.</p>

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Use of general body care equipment
Code	BEZZCN223A
Range	Understand the operation methods and functions of general body care equipment at beauty-related workplaces according to the code of practice for safe use of electricity and for personal and working hygiene, and properly operate general body care equipment for performing body treatments on customers according to the instructions.
Level	2
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of general body care equipment and safe use of electricity <ul style="list-style-type: none"> • Understand basic electricity, such as current, voltage and resistance etc. • Understand the sources of electrical hazards, such as defective sockets, cords and plugs; electrical appliances with incorrect wiring; water etc. • Understand the methods and importance of preventing electrical hazards, such as knowledge of transformers, fuses, circuit breakers, double insulation, sockets and safe operation etc. • Understand the code of practice for safe use of electrical appliances • Understand the functions of general body care equipment, such as galvanic, vacuum suction cups, faradic equipment, high frequency unit, ultrasound, micro-current unit, gyratory vibratory unit, spa capsule , infra-red equipment, magnifier lamps, Ozoner steamer engine. etc. • Understand the application principles, basic structures and functions of various types of body care equipment • Understand the impact of various types of equipment on different parts of the human body, such as skin, muscles, bones, the circulation system, lymphatic system and nervous system etc. • Master the constraints for the use of various types of body care equipment 2. Use general body care equipment <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Cleaning equipment, tools and hands • Explaining the treatment process to customers • Performing skin test before treatment • Master the operation methods and procedures of various types of body care equipment according to manufacturer guidelines and perform body treatment on the customers according to the instructions • Master the knowledge of safe use of electricity and the way of handling accidents • Observe adverse effects on the customers in the process of treatment, such as skin irritation, dizziness, nausea, bruises, chemical burns and muscle cramps and take remedial actions according to established procedures • Perform routine cleaning and maintenance according to manufacturer guidelines

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to understand the functions, operation methods and constraints for the use of general body care equipment; and• Capable to operate body care equipment properly to perform body treatments on customers according to the instructions and manufacturer guidelines and the code of practice for hygiene and safe use of electricity.
Remark	The credit value of this unit of competency is set on the presumption that the person already possesses the competency of BEZZCN110A "Apply codes of safety for general beauty-related electrical appliances".

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Understand how massage promotes blood and lymphatic circulation
Code	BEZZCN225A
Range	Understand how massage stimulates the blood and lymph circulation, and provide suitable massage services or explain the effects of introduced products to customers at beauty-related workplaces.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Understand how massage stimulates the blood and lymph circulation <ul style="list-style-type: none"> Understand the structure and functions of blood, including: red blood cells, white blood cells, platelets, plasma, etc. Understand the structure, functions and locations of blood vessels, such as: arteries, veins, capillaries, etc. Understand the principles of blood circulation, blood pressure and pulse Understand the structure, functions and locations of lymphatic system, including: lymphatic vessels, nodes and lymph fluid Understand the interaction of blood and lymph within the circulatory system Understand illnesses related to the lymphatic system, and causes and effects of its disorder e.g. lymphangieities, oedema, etc. Understand illnesses related to the blood circulatory system, and causes and effects of its disorder Understand the effects of different massage techniques such as Swedish, lymphatic drainage, aromatherapy massage, etc. Understand how massage affects the blood circulatory system Understand how massage affects the lymphatic system <ul style="list-style-type: none"> Increase lymphatic circulation Improve elimination of waste products Apply the knowledge of how massage stimulates the blood and lymph circulation <ul style="list-style-type: none"> Explain to the customers the effects and uses of massage on the blood and lymph circulation, and the effects of related massage products or treatment plans Master popular body massage movements and techniques, and use massage techniques according to the instructions to suit the physical conditions and needs of the customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> Capable to understand how massage stimulates the blood and lymph circulation; and Capable to introduce massage products or select massage techniques according to the instructions and the code of practice for personal and working hygiene to suit customers' care needs and physical conditions.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Know about basic nutrition
Code	BEZZCN226A
Range	Understand basic knowledge of nutrition, be able to answer simple questions on food nutrition and recommend correct diet when communicating with customers at beauty-related workplaces.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about basic nutrition</p> <ul style="list-style-type: none"> • Knowledge on basic definition of nutrition • Understanding the structure and basic operational functions of digestive system • Understanding the whole digestion process of nutrients, including the intake, digestion, absorption, metabolism and excretion • Know about the origin and uses of body energy, and master basic calculation • Have concepts on the types of food and their suggested dietary level, including: <ul style="list-style-type: none"> • Cereals • Vegetables • Fruits • Meats, poultries, eggs and beans • Milk and dairy products • Know about the properties and functions of main nutrients and daily intake level for human body, including: <ul style="list-style-type: none"> • Carbohydrate • Fat • Protein • Vitamins • Minerals • Water • Dietary fibre <p>2. Apply basic knowledge of nutrition</p> <ul style="list-style-type: none"> • Master basic knowledge of nutrition including food types and properties and basic functions of main nutrients, answer simple questions from customers on food nutrition and help recommending correct diet • Advise customers to consult nutritionists/ registered dietitians for advanced questionings related to nutrition
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master basic knowledge of nutrition to recommend correct diet; and • Capable to correctly answer simple questions from customers on food nutrition and refer them to nutritionists/registered dieticians for complicated questions.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Know about the development and effects of different types of head massage
Code	BEZZCN227A
Range	Know about the history of development, characteristics and effects of various types of head massage; answer customers' enquiries and provide head massage treatments at places providing such services.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Know about all types of head massage</p> <ul style="list-style-type: none"> • Know about the history of development and characteristics of all types of head massage, including: <ul style="list-style-type: none"> • Eastern countries • Western countries • Know about the effects of popular types of head massage, including: <ul style="list-style-type: none"> • Reducing fatigue • Relieving pain • Relaxing muscle tissues • Improving blood circulation • Know about various types of head massage techniques and their applications • Know about the contraindications of various types of head massage <p>2. Apply head massage knowledge</p> <ul style="list-style-type: none"> • Briefly explain to the customers the history of development, characteristics and effects of various types of head massage according to the organization's code of practice • Answer customers' enquiries and advise on suitable head massage treatment • Apply the knowledge of head massage in providing the customers with such service
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about the history of development, characteristics and effects of head massage; and • Capable to apply the knowledge of head massage in providing the customers with such service according to the organization's code of practice.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Identify labels and common ingredients of cosmetics
Code	BEZZMU201A
Range	Identify labels and common ingredients of cosmetics at beauty-related workplaces, and select such products that are suitable to the customers.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of cosmetic labels</p> <ul style="list-style-type: none"> • Understand the label contents and requirements for the cosmetics, including product name, ingredients, uses, instruction for use, weight/ volume, shelf life, manufacturer's name and address • Understand the common ingredients and effects of the cosmetics • Understand the effects and contraindications of the cosmetics • Understand the ingredients in general cosmetics that are forbidden or restricted to use • Understand the safety and probable adverse effects of the cosmetics • Understand the hygienic standards of cosmetics <p>2. Interpret cosmetic labels</p> <ul style="list-style-type: none"> • Correctly interpret the contents of cosmetic labels • Select cosmetics that are suitable to customers' skin nature and needs, and use the products correctly according to the contents of cosmetic labels • Properly store the cosmetics according to the expiry dates and storing methods given in the labels
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to interpret cosmetic labels and identify the ingredients, uses, instruction for use and contraindications of such products; and • Capable to select cosmetics that are suitable to customers according to the product labels.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Apply chromatology to make-up
Code	BEZZMU202A
Range	Use colour matching techniques correctly when applying make-up to customers in make-up workplaces.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand principles of chromatology <ul style="list-style-type: none"> • Understand the formation and classification of colours, including primitive colours, primary colours, secondary colours and tertiary colours • Understand the major elements of colour, including hue, saturation, lightness, opacity, purity • Understand the series of warm colours and cool colours and their properties • Understand the matching of complexion with colour • Understand the elements affecting colour matching • Understand the effects of lighting on colours 2. Apply chromatology to make-up <ul style="list-style-type: none"> • Make preparations for make-up, such as: <ul style="list-style-type: none"> • Cleansing the customers' face • Sterilizing the tools and hands • Prepare suitable cosmetic colours to meet the customers' requirements • Examine and fine-tune the make-up result, to ensure that the choice and application of colours are harmonious and consistent and suit the customers' requirements
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master the theories of chromatology, and correctly use the colour matching techniques to provide make-up service to the customers, ensuring that the make-up result meets the customers' requirements.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Master evening make-up techniques
Code	BEZZMU203A
Range	Apply colour matching techniques correctly to provide evening make-up services at make-up-related workplaces to suit customers' make-up purposes.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the characteristics of evening make-up <ul style="list-style-type: none"> • Understand the techniques of matching evening make-up with the costume • Understand the techniques of using colours, including contrast of light and shadow, colour contrast, colour matching • Understand the effect of lighting on evening make-up • Understand facial profile touch-up techniques • Understand the characteristics of evening make-up • Understand the techniques and requirements for fashionable make-up 2. Apply evening make-up techniques <ul style="list-style-type: none"> • Make preparations for make-up, such as: <ul style="list-style-type: none"> • Cleansing customers' face • Sterilizing the tools and hands • Master evening make-up techniques, select suitable evening make-up materials according to customers' make-up purpose, occasion to be attended and skin condition; and provide evening make-up service according to the code of practice for personal and working hygiene <ul style="list-style-type: none"> • Eye make-up • Face make-up • Lip make-up • Examine and touch up the make-up
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master the characteristics and techniques of evening make-up, and apply colour matching techniques to provide evening make-up services according to customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Apply various types of pseudo-eyelashes
Code	BEZZMU204A
Range	Select and apply pseudo-eyelashes to customers at make-up-related workplaces to meet customers' needs according to the code of practice for personal and working hygiene.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge relevant to pseudo-eyelash application <ul style="list-style-type: none"> • Understand popular types of pseudo-eyelashes and their characteristics • Know about the procedures and techniques of applying and removing various types of pseudo-eyelashes • Understand the difference between individual lashes and strip lashes and how to use them to achieve the best effect • Understand the maintenance of pseudo-eyelashes 2. Apply and remove pseudo-eyelashes <ul style="list-style-type: none"> • Make preparations for pseudo-eyelash application, such as: <ul style="list-style-type: none"> • Sterilize the instruments, materials and hands • Trim the pseudo-eyelashes to the right length • Master the techniques of applying pseudo-eyelashes; select and apply pseudo-eyelashes that suit the customers' natural eye shape and brow shape and the occasion to be attended • Observe adverse effects on the customers such as eye irritation, watery eyes, etc. in the process of applying pseudo-eyelashes, and take remedial actions according to established procedures • Master the techniques of removing pseudo-eyelashes • Explain the maintenance of pseudo-eyelashes to the customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques of applying and removing various types of pseudo-eyelashes; and • Capable to select and apply pseudo-eyelashes to customers to meet customers' needs according to the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Modify and enhance facial profiles and features
Code	BEZZMU205A
Range	Choose suitable cosmetics to enhance customers' face shapes, facial profiles and features at make-up-related workplaces according to general standards for face shapes, facial profiles and features.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Concept of enhancing face shapes, facial profiles and features <ul style="list-style-type: none"> • Understand the structures of head bones and muscles • Understand the differentiation and characteristics of different face shapes such as square, triangular, rectangular, round, oval, pear and diamond shapes • Understand the techniques of enhancing facial features such as the shape of: <ul style="list-style-type: none"> • Eyebrows • Eyes • Nose • Lips • Master the proportion of facial features • Understand the colour matching and contrast techniques and 3D principles • Understand the techniques of contouring 2. Enhance face shapes, facial profiles and features <ul style="list-style-type: none"> • Make preparations for the treatment, such as: cleansing face and sterilizing the tools and hands • Master the techniques of enhancing face shapes, facial profiles and features and choose suitable cosmetics to enhance the face shape and facial features according to the customers' needs • Apply various types of concealing products to cover blemishes such as dark circles, under-eye pouches, acnes, scars and spots
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques of enhancing face shapes, facial profiles and features; and • Capable to choose suitable cosmetics to enhance the face shape and facial features according to the customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Master sketching techniques and make-up design
Code	BEZZMU206A
Range	Use suitable sketching tools to design the overall make-up according to the instructions at make-up-related workplaces according to customers' make-up purposes and requirements.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the relationship between sketching techniques and make-up design <ul style="list-style-type: none"> • Understand sketching tools, such as: charcoal pencil, colour pen, drawing paper, rubber • Understand different types of charcoal pencils and colour pens and their using techniques • Understand lines, light and dark, dimensions (e.g. facial features—eyes, nose, lips), colour expression techniques • Understand the principles of visual perspectives, such as: dots, lines, faces, geometric objects, perspective • Understand the uses of sketching in make-up design 2. Apply sketching techniques to make-up design <ul style="list-style-type: none"> • Name and file the basic sketches for reference according to make-up purpose, and occasion, such as: body painting, film and TV make-up • Select suitable sketch tools to sketch the overall make-up design, including the hairstyle, make-up, costume and accessories, according to the title of the make-up • Master the principles of visual perspectives and apply the techniques of lines, space and contour to sketching • Master the colour principles and apply the colour contrast, matching and layering techniques to make-up design according to the instructions • Check and modify the overall make-up design to achieve a consistent and harmonious effect
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master the sketching techniques and create a satisfactory make-up design according to the instructions and the make-up purpose and requirements, and file it for record.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Apply basic body painting techniques
Code	BEZZMU208A
Range	Understand basic knowledge of body painting and, according to the instructions, apply basic body painting techniques to perform body painting image make-up for the customers at make-up-related workplaces.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand basic body painting techniques <ul style="list-style-type: none"> • Understand basic make-up techniques, including: <ul style="list-style-type: none"> • Make-up base • Eyes • Nasal shadows • Eyebrows • Blushers • Lipstick • Hair style • Understand basic techniques of image sketching • Understand the principles of colours and application techniques • Understand the characteristics and way of expression of the body painting image • Understand the techniques of using general products, tools and accessories for body painting 2. Apply basic body painting techniques <ul style="list-style-type: none"> • Master basic body painting techniques, apply the principles of colours as well as make-up and image sketching techniques to perform body painting image make-up according to the instructions • Use suitable products, tools and accessories according to the characteristics of the body painting image and theme requirements to strengthen the effect
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand basic knowledge of body painting; and • Capable to apply basic body painting techniques to perform body painting image make-up, according to the instructions and the theme and characteristics of the body painting image.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Draw simple body painting patterns
Code	BEZZMU209A
Range	Master basic knowledge of body painting and, according to the instructions, draw simple body painting patterns at make-up-related workplaces.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Basic body painting knowledge</p> <ul style="list-style-type: none"> • Understand basic image sketching techniques • Understand chromatology • Understand requirements and procedures for drawing simple body painting patterns, including: <ul style="list-style-type: none"> • Composition • Colours • Overall effect • Understand the noting points for drawing simple body painting patterns, such as: <ul style="list-style-type: none"> • Thematic needs • Objective conditions of the model <p>2. Draw simple body painting patterns</p> <ul style="list-style-type: none"> • Master the drawing techniques, and, according to the thematic needs and objective factors, draw simple body painting patterns according to the instructions, including: <ul style="list-style-type: none"> • Size of pattern • Spacing of pattern • Dotted or full line • Master chromatic principles and colour matching techniques to bring out the theme of the patterns while achieving an aesthetic and harmonious effect as a whole
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the basic knowledge of body painting; and • Capable to apply the drawing techniques and chromatic principles, and, according to the instructions, draw simple body painting patterns according to the thematic needs and objective conditions, so as to bring out the theme of the patterns and achieve an aesthetic and harmonious effect as a whole.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Know about personal colour diagnosis
Code	BEZZMU210A
Range	Know about the principles of personal colour diagnosis, and provide personal colour make-up service for customers, according to the instructions in places.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about personal colour diagnosis <ul style="list-style-type: none"> • Know about the concept of personal colour diagnosis, such as Colour Me Beautiful and Colortime System • Know about the characteristics of personal colour diagnosis in relation to psychology • Know about the classification of personal colour diagnosis • Know about the techniques of colour judgement • Know about the considerations for applying the principles of chromatology of personal colour diagnosis to make-up e.g. complexion, style for make-up • Know about the techniques, concerns and contraindications of colour matching 2. Apply personal colour diagnosis to make up <ul style="list-style-type: none"> • Master the principles of chromatology of personal colour diagnosis and colour matching techniques, and recommend suitable cosmetic colours to customers according to their complexion, style, requirements, etc. • Apply colour matching techniques of personal colour diagnosis in performing make-up service and examining the overall make-up, according to the instructions and the code of practice for personal and working hygiene
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about the principles of personal colour diagnosis and colour matching techniques; and • Capable to apply personal colour diagnosis to perform make-up service, according to the instructions and the complexion, personal style, requirements of customers, etc.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Perform basic hand massage
Code	BEZZNA201A
Range	Master basic massage techniques and perform basic hand massage for customers at beauty salons or workplaces engaged in nail and hand/foot treatments.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of hand structure and hand massage <ul style="list-style-type: none"> • Understand the positions of major hand bones and muscles • Know about the basic methods and effects of hand massage, such as joint massage and pressure points massage • Understand the procedures and techniques of hand massage, such as pressure, speed and duration • Understand the contraindications of hand massage • Know about hand exercises and their effects, such as the hand shake, toss the ball, palm press and massage the fingers • Understand the importance of keeping correct posture and position to the beautician when performing massage • Understand relevant code of safety and precautions against occupational diseases 2. Perform basic hand massage <ul style="list-style-type: none"> • Make preparations for massage, such as: <ul style="list-style-type: none"> • Cleaning the hands • Performing hand exercises • Preparing the required products and materials • Use appropriate techniques to perform basic hand massage according to the treatment needs of customers and the agreed treatment plans • Observe adverse effects on customers in the process of massage and take remedial actions according to established procedures
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master basic hand massage techniques and perform basic hand massage for customers according to the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Perform basic foot massage
Code	BEZZNA202A
Range	Master basic massage techniques and perform basic foot massage for customers at beauty salons or workplaces engaged in nail and hand/foot treatments.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of foot structure and foot massage <ul style="list-style-type: none"> • Understand the positions of major foot bones and muscles • Know about the basic methods and effects of foot massage, such as reflexology and pressure points massage • Understand the procedures and techniques of foot massage, such as pressure, speed and duration • Understand the contraindications of foot massage • Know about hand exercises and their effects, such as the hand shake, toss the ball, palm press and massage the fingers • Understand the importance of keeping correct posture and position to the beautician when performing massage • Understand relevant code of safety and precautions against occupational diseases 2. Perform basic foot massage <ul style="list-style-type: none"> • Make preparations for massage, such as: <ul style="list-style-type: none"> • Cleaning the feet • Performing hand exercises • Preparing the required products and materials • Use appropriate techniques to perform basic foot massage according to the treatment needs of customers and the agreed treatment plans • Observe adverse effects on customers in the process of massage and take remedial actions according to established procedures
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master basic foot massage techniques and perform basic foot massage for customers according to the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Techniques of operating nail and hand/foot care instruments
Code	BEZZNA204A
Range	Correctly operate nail and hand/foot care instruments according to manufacturers' instructions to perform nail and hand/foot treatments on customers at beauty salons and locations providing nail and hand/foot treatments according to the code of practice for personal and working hygiene.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about techniques of operating nail and hand/foot care instruments <ul style="list-style-type: none"> • Know about the types and usage of nail and hand/foot care instruments such as foot spa unit, vibrator, paraffin wax unit, vacuum suction unit and warm oil unit • Know about the definition and contents of nail and hand/foot care instrument labels • Know about codes of safety on operating nail and hand/foot care instruments • Know about the basic techniques and applications of using nail and hand/foot care instruments, and their effects on human body, such as: muscles, skin, circulation system, lymphatic system, nervous system and bone system 2. Operate nail and hand/foot care instruments <ul style="list-style-type: none"> • Conduct skin allergy test before the treatment, such as: coldness, hotness, sharpness and sensitivity • Master the correct ways and techniques of using nail and hand/foot care instruments according to manufacturers' instructions; use nail and hand/foot care instruments properly to perform treatments according to the code of practice for personal and working hygiene and customer needs • Observe adverse effects on the customers in the treatment process, and take remedial actions immediately according to established procedures
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to operate nail and hand/foot care instruments correctly to perform nail and hand/foot treatments according to manufacturers' instructions, code of practice for personal and working hygiene and customer needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Use various types of nail enhancement tools
Code	BEZZNA206A
Range	Use various types of nail enhancement tools correctly to perform nail art services on customers at beauty salons and hand/ foot care locations according to in-house practice guidelines, code of practice for personal and working hygiene and customers' needs.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about various types of nail enhancement tools <ul style="list-style-type: none"> • Know about the uses of various types of nail enhancement tools such as basic manicure/pedicure tools, all kinds of nail files, abrasive, buffer, nail paper forms, electric drill/file,etc. • Know about the types and uses of artificial nail tips such as half-well nail tips, full-well nail tips,etc. • Know about the characteristics and the gluing steps and methods of various types of artificial nail additives • Know about the shapes of different artificial nail tips • Know about different sterilizing methods and procedures such as: alcohol, UV light, boiling, vaporization,etc. 2. Use various types of nail enhancement tools <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Preparing nail enhancement products • Sterilizing the tools and hands • Master the techniques of using various types of nail enhancement tools • Select suitable nail enhancement materials according to the customers' nail condition • Explain the maintenance and fixing of artificial nail tips and relevant concerns
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques of using various types of nail enhancement tools; and • Capable to select suitable nail enhancement tools to perform nail enhancement according to the code of practice for personal and working hygiene and the customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Master the effects of the chemical components of aromatherapy products on human body
Code	BEZZHC201A
Range	Briefly state the chemical components, beauty effects and contraindications of aromatherapy products according to the instructions and manufacturers' guidelines; and introduce suitable essential oils and carrier oils to customers at aromatherapy product retail shops and places providing aromatherapy beauty treatments.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Basic aromatherapy knowledge</p> <ul style="list-style-type: none"> • Understand the properties, beauty effects and Latin names of popular essential oils (see note 1) • Understand the properties and beauty effects of popular carrier oils (see note 2) • Understand the chemical components of popular aromatherapy products e.g. terpenes, alcohols, ketones, phenols, esters, aldehydes, acids, trace elements, etc. • Understand the effects of the chemical components of these aromatherapy products e.g. anti-bacteria, anti-inflammatory, strengthening immunity, lowering blood pressure, invigorating, relieving stress, anxiety and pain, removing wrinkles, and improving skin condition • Understand the adverse effects of the chemical components of popular aromatherapy products e.g. skin irritation, toxic, affecting nervous system and normal operation of liver, etc. <p>2. Master the effects of the chemical components of aromatherapy products on human body</p> <ul style="list-style-type: none"> • Master the information on the chemical components of various types of aromatherapy products and briefly explain their effects and contraindications on human body according to the manufacturers' guidelines • Introduce essential oils and carrier oils to suit the customers' needs
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the chemical components of aromatherapy products and their effects on human body, and briefly explain to customers their effects and contraindications on human body according to the manufacturers' guidelines; and • Capable to introduce essential oils and carrier oils to suit the customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Understand the general development of spa therapy
Code	BEZZHC203A
Range	Understand the general development and mode of operation of spa therapy, and correctly answer customers' general enquiries at places providing spa therapy.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the general development and mode of operation of spa therapy <ul style="list-style-type: none"> • Understand the origin and definition of the term "SPA" • Understand the general development and characteristics of spa therapy in <ul style="list-style-type: none"> • Ancient Rome • Europe • America • Asia • Current development • Future development • Understand the characteristics of general spa therapy business and its mode of operation such as: <ul style="list-style-type: none"> • Day Spa • Hotel Spa • Resort Spa • Wellness Spa 2. Apply the knowledge of the development of spa therapy industry <ul style="list-style-type: none"> • Master the general development of spa therapy, explain to customers the characteristics and general development of spa, and answer general enquiries from customers • Refer advanced questions to the supervisors or relevant staff
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the general development of spa therapy industry; and • Capable to explain to customers the characteristics and general development of spa therapy and answer customers' general enquiries on spa therapy.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Understand the corresponding environmental setting for spa therapy
Code	BEZZHC204A
Range	Understand the environment support facilities for spa and their relationship, and use appropriate facilities to provide spa treatments according to the instructions and the in-house code of practice.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the environmental accessory facilities for spa <ul style="list-style-type: none"> • Understand the types and functions of spa • Understand various types of environmental accessory facilities for spa and their functions in producing the effect of the five senses, such as: <ul style="list-style-type: none"> • Bath room and relaxing room • Lightings and their effect • Background music • Aroma inside the room • Room temperature • Room decorations • Placing of towels and pillows • Anti-skid mat • First aid kit • Understand the relationship between various types of environmental accessory facilities and effects of spa treatment 2. Apply the concept of environmental accessory facilities for spa to various types of spa treatments <ul style="list-style-type: none"> • Match and use properly the environmental accessory facilities for spa according to the characteristics of various types of spa treatments, the in-house code of practice and according to the instructions <ul style="list-style-type: none"> • Adjust the lighting • Play music • Adjust the temperature • Select appropriate aromatherapy treatment or designated products
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand various types of environmental accessory facilities for spa and their functions; and • Capable to use the environmental accessory facilities for spa according to the characteristics of various types of spa treatments, the in-house code of practice and the instructions.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Understand the matching of different beauty and body treatments with spa treatments
Code	BEZZHC205A
Range	Have knowledge of beauty and body treatments generally applied together with spa treatments and their effects, and provide assistance on such treatments and spa treatment according to the instructions at places providing spa treatments according to the in-house code of practice.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the effects of spa treatments and beauty and body treatments <ul style="list-style-type: none"> • Understand the characteristics, effects and applicability of different spa treatments • Understand the contraindications of spa treatments • Understand the effects and scope of application of popular beauty and body treatments generally applied together with spa treatments, such as: <ul style="list-style-type: none"> • Beauty treatment • Body treatment • Foot reflexology • Aromatherapy massage • Hot stone massage • Body wrap • Understand the contraindications for different beauty and body treatments 2. Matching different beauty and body treatments with spa treatments <ul style="list-style-type: none"> • Master knowledge of combining spa treatments and popular beauty and body treatments; provide assistance on such treatments and spa treatments according to the instructions and the in-house code of practice • Select and prepare necessary equipment according to the agreed treatment plan • Clearly complete and keep customers' treatment record
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the effects and applicability of spa treatments and different beauty and body treatments; and • Capable to match different beauty and body treatments with spa treatments, and provide assistance on such treatments and spa treatments according to the instructions and the in-house code of practice to suit customers' requirements and needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Operate various types of spa massage equipment
Code	BEZZHC206A
Range	Operate and sterilize various types of spa massage equipment correctly at spa massage locations according to the instructions and manufacturers' guidelines on safe operation and the code of practice for personal and working hygiene.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the operation and sterilization procedures for various types of spa massage equipment <ul style="list-style-type: none"> • Understand the functions, scope of application and constraints for the use of various types of spa massage equipment • Understand the general operation and code of practice for various types of spa massage equipment <ul style="list-style-type: none"> • Operating procedures • Environmental requirements • Temperature limit • Duration set for the treatment • Other accessories • Understand the routine cleaning and sterilizing procedures for spa massage equipment, such as: <ul style="list-style-type: none"> • Water quality standard • Concentration standard of chemicals used • Filter units 2. Operate and perform sterilizing procedures on various types of spa massage equipment <ul style="list-style-type: none"> • Operate various types of spa massage equipment in correct procedures, according to the instructions and manufacturers' guidelines and the code of practice for safe operation to perform spa therapy <ul style="list-style-type: none"> • Set appropriate duration for particular treatment • Measure water level • Test water, room temperatures and relative humidity • Correctly label and store relevant chemicals • Conduct routine checks on equipment; arrange repairs immediately if malfunctions are found, and report to relevant personnel • Sterilize spa massage equipment regularly according to manufacturers' guidelines and the code of practice for personal and working hygiene • Take appropriate and effective measures for personal protection when performing sterilization • Implement first aid and basic contingency procedures according to established in-house guidelines when an accident happens

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master correct operation methods and sterilization procedures for various types of spa massage equipment; and• Capable to operate relevant spa massage equipment correctly, according to the instructions and manufacturers' guidelines and the code of practice for personal and working hygiene, and sterilize the equipment regularly to prevent the spread of infectious diseases.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Perform general spa therapy
Code	BEZZHC207A
Range	Master basic knowledge of spa treatment and provide assistance on general spa therapy according to the instructions at places providing spa therapy according to the in-house code of practice.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Basic knowledge of spa treatment</p> <ul style="list-style-type: none"> • Understand the types, applicability and effects of spa treatment • Understand different types of spa equipment and their safe use; know about the types of spa therapy; and the applications, suitability and contraindications of related products • Know about the characteristics and effects of "five senses" • Understand the duration and interval for different spa therapy treatments • Understand the contraindications for different spa therapy treatments • Understand the environmental accessory facilities for different spa therapy treatments • Understand the service flow and relevant details of spa treatment <p>2. Perform general spa therapy</p> <ul style="list-style-type: none"> • Assist with the preparations for the treatment according to the instructions and the in-house code of practice, customer needs and the agreed treatment plan, in order to provide customers the feeling of comfortable and relaxation, including: <ul style="list-style-type: none"> • Preparing necessary equipment and appliances • Cleaning and sterilizing appliances, equipment and treatment room • Preparing the environmental accessories, e.g. music, lighting, etc. • Checking the temperature, water quality, etc. • Entertain the customers and offer general consultation according to the in-house code of practice, including: <ul style="list-style-type: none"> • Identifying any contraindications • Explaining to the customers the procedures and effects of the spa treatment • Correctly operate the spa appliances and equipment, according to the instructions and manufacturers' guidelines • Take remedial actions and report to the supervisors immediately if there is any adverse effect exerted on the customers during treatment • Properly record the details of the treatment and customers' condition after treatment for future reference
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master basic knowledge of spa treatment, entertain and offer consultation to the customers; • Capable to assist with general spa therapy, according to the instructions and the in-house code of practice and the agreed treatment plan; and • Capable to perform pre- and post-treatment procedures, and complete relevant records.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Handle customer enquiries on foot reflexology
Code	BEZZHC209A
Range	Know about the beauty effects and contraindications of foot reflexology and answer relevant enquiries from customers in beauty workplaces providing foot reflexology.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about foot reflexology</p> <ul style="list-style-type: none"> • Know about the origin and development of foot reflexology • Know about human skeleton and physiological system in relation to foot reflexology • Know about the possible physiological responses during the initial stage of having foot reflexology • Know about the discomfort and strains of limbs commonly seen • Know about the beauty effects and contraindications of foot reflexology • Know how to ask the customers about their history of health for future reference <p>2. Handle customers' enquiries on foot reflexology</p> <ul style="list-style-type: none"> • Master basic knowledge of foot reflexology, correctly explain to the customers the beauty effects and contraindications of foot reflexology and the possible physiological responses during the initial stage of having the treatment • Refer advanced enquiries to the supervisors or relevant experts
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to correctly explain to customers the beauty effects and contraindications of foot reflexology and answer relevant enquiries from customers; and • Capable to refer advanced enquiries to the superiors or relevant experts.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Perform foot reflexology
Code	BEZZHC210A
Range	Master foot reflexology techniques and perform foot reflexology to customers in beauty workplaces providing foot reflexology according to the code of practice for personal and working hygiene.
Level	2
Credit	15
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of foot reflexology <ul style="list-style-type: none"> • Know about the positions of reflex points of the entire feet from vola to below the knees • Know about the human organs corresponding to different reflex points • Know about the deviations of the distribution of the reflex points • Know about foot reflexology techniques such as: <ul style="list-style-type: none"> • Massage methods • Sequence of massaging the reflex points • Duration of massage • Strength of massage • Understand the concerns and contraindications prior to massage • Know about the relevant safety practices and precautions against occupational diseases 2. Perform foot reflexology <ul style="list-style-type: none"> • Appropriately enquire about the customers' history of health • Make preparations for massage such as: <ul style="list-style-type: none"> • Sterilizing the hands of the massager and the feet of the customers • Understanding the physiological condition of the customers • Master foot reflexology techniques and correctly perform foot reflexology steps according to the customers' needs and the agreed treatment plan <ul style="list-style-type: none"> • Master the warm-up techniques before massage • Correctly identify the positions of the reflex points • Use different methods and degrees of strength to massage different reflex points • Use massage products and auxiliary tools properly • Master the relaxing techniques after massage • Observe the reactions of the customers during the massage and refer to experts for follow-up when necessary
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master foot reflexology techniques; and • Capable to perform foot reflexology according to the code of practice for personal and working hygiene and occupational safety code to meet customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Understand the environmental accessory facilities for foot reflexology
Code	BEZZHC211A
Range	Know about the environmental accessory facilities for foot reflexology and their relationship at relevant locations and use appropriate facilities to provide foot reflexology treatments for customers according to the instructions and the in-house code of practice and work.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about the environmental accessory facilities for foot reflexology <ul style="list-style-type: none"> • Understand the types and effects of foot reflexology • Understand the types, functions and features of environmental accessory facilities for foot reflexology • Understand the relationship between various types of environmental accessory facilities and foot reflexology • Understand the scope of application for various types of environmental accessory facilities and the code of practice for safe use • Understand the cleaning methods and basic maintenance for various types of environmental accessory facilities 2. Use the environmental accessory facilities for foot reflexology <ul style="list-style-type: none"> • Select and use the environmental accessory facilities for foot reflexology properly to provide services for customers according to the instructions and the in-house code of practice and work <ul style="list-style-type: none"> • Operate facilities properly • Clean facilities and equipment • Make arrangements for maintenance and report to relevant personnel immediately if facilities are found defective or malfunctioning
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the types and functions of environmental accessory facilities for foot reflexology; and • Capable to select and use the environmental accessory facilities for foot reflexology to provide services for customers according to the instructions and the in-house code of practice and work.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Understand diets for beauty and for different seasons
Code	BEZZHC213A
Range	Understand the relationship between food therapy and beauty, and have basic knowledge of seasonal diet and answer customers' enquiries on relevant issues at beauty-related workplaces.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand diets for beauty and for different seasons <ul style="list-style-type: none"> • Understand the history and general development of diet for health promotion in Chinese culture • Understand the characteristics of Chinese diet for health promotion <ul style="list-style-type: none"> • Properties of five food flavours e.g. sour flavour affects the liver • Reasonable matching of the diet <ul style="list-style-type: none"> • Reasonable match of meat and vegetables • Including all kinds of nutrients • Understand the relationship between health-promoting diet and beauty • Understand the basic theory of seasonal diet e.g. according to health-promoting diet in spring, delicate food that can replenish 'yang qi' (energy) is suitable 2. Apply basic knowledge of diets for beauty and for different seasons <ul style="list-style-type: none"> • Master the fundamental concept of Chinese diet for health promotion and its relationship to beauty and the basic theory of diet for different seasons, and answer relevant enquiries from the customers • Refer advanced questions about diet and food matching to the supervisors or advise the customers to consult relevant experts
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the fundamental concepts of Chinese diet for health promotion and for different seasons; and their relationships to beauty, and answer relevant enquiries from the customers; and • Capable to refer advanced questions about diet and food matching to the supervisors or advise the customers to consult relevant experts.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Know about the corresponding environmental setting for health massage
Code	BEZZHC214A
Range	Know about the corresponding environmental setting for health massage and their relationship at relevant locations and use appropriate facilities to provide treatments for customers according to the in-house code of practice and the instructions.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about the corresponding environmental setting for health massage <ul style="list-style-type: none"> • Know about the types and effects of health massage • Know about the types and functions of corresponding environmental setting for health massage • Know about the relationship between various types of corresponding environmental setting and health massage • Understand the scope of application for various types of corresponding environmental setting and the code of practice for safe use • Understand the cleaning methods for various types of corresponding environmental setting and their basic maintenance 2. Use the corresponding environmental setting for health massage <ul style="list-style-type: none"> • Use the corresponding environmental setting for health massage properly to provide treatments for customers according to the in-house code of practice and the instructions <ul style="list-style-type: none"> • Operate the facilities properly • Clean the facilities and equipment appropriately • Make arrangements for maintenance and report to relevant personnel immediately if the facilities are found defective or malfunctioning
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about the types and functions of corresponding environmental setting for health massage; and • Capable to use the corresponding environmental setting for health massage to provide treatments for customers according to the in-house code of practice and the instructions .
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Understand product information of general health foods
Code	BEZZHC215A
Range	Understand the types and benefits of health food and provide correct information to customers at beauty-related workplaces according to product instructions or fact sheet provided by the manufacturers or agents.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand health foods <ul style="list-style-type: none"> • Understand basic nutrition • Understand the information on the labels or instructions of health food, including: <ul style="list-style-type: none"> • Product name • Food ingredients, contents and substances e.g. vitamins, zinc, iron • Benefits such as nutrient supplementation, slimming, anti-aging, reducing visible spots, preserving health • Range of application, servings for users at different age and sex • Storing method and expiry date • Name and address of the manufacturer or packing company • Contents that may cause allergies • Understand the form of health foods e.g. tablet, capsule, powder, liquid 2. Interpret health food product labels and distinguish from general health foods <ul style="list-style-type: none"> • Explain to the customers the benefits, range of application, method and servings, storing method and expiry date of a health food product according to the information given • Conduct basic product check according to the information provided by the manufacturer or agent, and immediately report to the supervisors if any undesirable product is found
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to explain to the customers the benefits, range of application, method and servings, storing method and expiry date of a health food product according to the information of the product; and • Capable to state the correct product information to the customers or user according to the information provided by the manufacturer or agent, conduct basic product check and immediately report to the supervisors if any undesirable product is found.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Know about beauty and health care
Code	BEZZHC218A
Range	Know about the preservation of health and nourishing life in Chinese culture of health care, including basic knowledge of beauty and health care in different seasons, and correctly answer general enquiries from customers at beauty-related workplaces.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Know about the fundamental Chinese theory of preserving beauty and health <ul style="list-style-type: none"> Know about the concept and history of the preservation of health and nourishing of life in Chinese culture of health care Know about the basic theory of health preservation <ul style="list-style-type: none"> According to different body constitutions e.g. deficiency and excess in qi, blood, yin, yang According to different seasons e.g. warm in spring, hot in summer, dry in autumn, cold in winter According to different geographical conditions <ul style="list-style-type: none"> Deviation in climatic conditions Geological and climatic changes Difference in living habits Know the basic concept of preserving health in different seasons, including: <ul style="list-style-type: none"> Common sense for personal care Sleep for good health Bath for good health Dietary advice and taboos Exercise to preserve beauty Health practices to prevent diseases Apply the knowledge of beauty and health care <ul style="list-style-type: none"> Master the fundamental Chinese theory of preserving health, especially the concept of adapting to different seasons; and answer customers' general enquiries on beauty and health care Refer advanced questions about beauty and health preservation to the supervisors or relevant experts
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> Capable to know about the Chinese concepts of health preservation, nourishing life and adapting to different seasons; answer customers' general enquiries on beauty and health care; and Capable to refer advanced questions to the supervisors or relevant experts.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Know about the general development of beauty and health care market
Code	BEZZHC220A
Range	Know about the general development of the beauty and health care market, and provide correct information and promote beauty and health products or services to customers at beauty-related workplaces according to the in-house code of practice.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about the general development of beauty and health care market <ul style="list-style-type: none"> • Know about the basic concept and scope of beauty and health care • Know about the types and benefits of popular beauty and health products in the market such as: <ul style="list-style-type: none"> • Beauty products • Health foods • Functional foods • Medicinal foods • Know about the types and benefits of popular beauty and health treatments in the market such as: <ul style="list-style-type: none"> • Beauty treatment • Massage treatment • Aromatherapy treatment • Spa treatment • Reflexology • Know about the general development and trend of the beauty and health care market, such as: <ul style="list-style-type: none"> • Consumer factor • Market and peripheral environment • Emerge and development of new products and technologies 2. Apply the knowledge of development of beauty and health care market <ul style="list-style-type: none"> • Provide correct, timely and relevant information and promote suitable beauty and health services or products to customers according to the in-house code of practice and the development of the beauty and health care market • Refer complicated questions to a supervisor or relevant person
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about the general development of the beauty and health care market; and • Capable to provide correct, timely and relevant information to customers according to the in-house code of practice and the development of the beauty and health care market, and promote suitable beauty and health services or products to meet customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Understand the types, effects and contraindications of spa therapies
Code	BEZZHC221A
Range	Understand the types, effects and contraindications of spa therapies, and correctly answer relevant enquiries from customers at places providing spa therapies.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the types, effects and contraindications of spa therapies</p> <ul style="list-style-type: none"> • Understand the types of spa therapies, the applications of relevant products, and their suitability and contraindications, such as: <ul style="list-style-type: none"> • Removing dead cells • Bath • Applying compresses • Understand the effects of different spa therapies, such as: <ul style="list-style-type: none"> • Improving skin condition • Relieving fatigue and stress • Stimulating lymphatic system and blood circulation • Relaxing muscles • Understand the contraindications of different spa therapies, including: <ul style="list-style-type: none"> • Skin diseases • Heart diseases • Infectious diseases • Know about the types and effects of spa massage facilities, such as: <ul style="list-style-type: none"> • Sauna room • Steam bathroom • Bathtub • Massage bathtub • Vichy spa equipment • Multi-functional cabin <p>2. Apply knowledge of spa therapies</p> <ul style="list-style-type: none"> • Master the effects and contraindications of general spa therapies, answer general enquiries from customers on spa therapies, and recommend suitable spa treatments to them according to the instructions • Refer complicated questions to the superiors or relevant people
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the types and characteristics of spa therapies; and • Capable to briefly state the characteristics, effects and contraindications of different spa therapies, and recommend suitable spa therapies to customers according to the instructions .
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Carry out general spa procedures and consultation
Code	BEZZHC222A
Range	Master customer reception and communication skills, know about the types and effects of spa therapies/products provided by the organization, and attend to customers and answer relevant enquiries correctly at places providing spa therapies according to established guidelines of the organization.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Customer reception and communication skills for spa treatment <ul style="list-style-type: none"> • Know about basic customer reception and communication skills • Understand the purpose and importance of good customer reception service and communication skills • Be familiar with the types, effects and contraindications of spa therapies/products provided by the organization • Understand the purpose, techniques and important points for customer consultation prior to spa treatment • Know about the service procedures and important points for spa treatment <ul style="list-style-type: none"> • Pre-treatment <ul style="list-style-type: none"> • Consult with customers • Identify contraindications • Make recommendations for treatments • Help customers relax their mind and body • Make preparations for the treatment <ul style="list-style-type: none"> • Settings of the room including the place for putting the towels • Adjust the room temperature, lighting and water temperature, etc. • Sequence of covering customers' body • Post-treatment <ul style="list-style-type: none"> • Remind the customers of replenishing water • Consult with customers on how they are satisfied with the service • Understand the purpose and important points for filling out and maintaining customers' record card 2. Carry out spa service consultation and reception duties <ul style="list-style-type: none"> • Master good customer reception service and communication skills and provide quality service • Master the types, effects and contraindications of spa therapies/products provided by the organization, and correctly answer relevant enquiries from the customers • Correctly perform reception procedures before and after the, making sure that the customers is in relaxation, and complete and maintain the customers record card • Refer complicated questions about spa treatment to a supervisor or the relevant person
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master good customer reception service and communication skills and basic knowledge of spa treatment; and • Capable to fulfill customer reception duties before and after the treatment according to the established guidelines of the organization, and answer general enquires on spa treatment from the customers, ensuring that a comfortable spa treatment is provided.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Understand health massage techniques and contraindications
Code	BEZZHC223A
Range	Understand all kinds of health massage techniques and contraindications, and carry out health massages at beauty-related workplaces to suit customers' physical conditions and needs.
Level	2
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Understand health massage techniques and contraindications</p> <ul style="list-style-type: none"> • Possess the basic knowledge of meridians and acupoints such as: <ul style="list-style-type: none"> • Name and distribution of meridians • Where the meridians start and end • Therapeutic effects of common acupoints • How to locate the acupoints • Understand the knowledge of health massage <ul style="list-style-type: none"> • Types of health massage • Functions of health massage • Operating requirements and concerns for massage techniques • Procedure and steps of massage • Contraindications • Understand the basic knowledge of manipulation <ul style="list-style-type: none"> • Functions of manipulation • Types of manipulation • Operating requirements for manipulation • Procedure and steps of manipulation • Contraindications <p>2. Apply knowledge of health massage</p> <ul style="list-style-type: none"> • Master the knowledge of health massage, and judge by means of observation and questioning whether the customers is suitable for the massage treatment • Master and apply the health massage techniques to carry out health massage according to the physical condition and needs of the customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand health massage techniques and contraindications; and • Capable to apply the health massage techniques to carry out health massage according to the physical condition and treatment needs of the customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Tint eyebrows and eyelashes
Code	BEZZBC201A
Range	Master eyebrow and eyelash tinting techniques and contraindications; select suitable tinting products and provide eyebrow and eyelash tinting services in beauty salons and places providing facial treatments according to the code of practice for personal and working hygiene and customers' requirement.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about eyebrow and eyelash tinting techniques <ul style="list-style-type: none"> • Know about the ingredients and usage of different tinting products • Know about the contraindications to the use of different tinting products • Know about the concerns for tinting eyebrows and eyelashes • Know about the procedures in tinting eyebrows and eyelashes • Know about the relationship of customers' hair colour to the duration of tinting e.g. blonde, dark, grey, red, etc. 2. Tint eyebrows and eyelashes <ul style="list-style-type: none"> • Make preparations for tinting eyebrows and eyelashes: <ul style="list-style-type: none"> • Perform skin testing for the customers • Sterilize the materials and tools • Prepare suitable eye care and tinting products • Follow the manufacturers' manual guidelines when mixing tint to meet customers' requirements • Master eyebrow and eyelash tinting techniques and carry out the tinting treatment according to the code of practice for personal and working hygiene; be aware of any adverse effects occurred such as eye/skin irritation, watery eyes, erythema, minor swelling, etc. during the treatment process and take remedial actions • Explain to the customers the concerns after tinting
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master eyebrow and eyelash tinting techniques and carry out the tinting treatment according to the code of practice for personal and working hygiene; and • Capable to explain to the customers the aftercare procedures at home and relevant concerns.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Carry out general facial massage treatments
Code	BEZZBC202A
Range	Master general facial massage techniques and provide such treatments in beauty salons and places providing facial treatments to meet customers' needs.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand general facial massage <ul style="list-style-type: none"> • Understand the structures and positions of face muscles and bones • Know about the structure and functions of skin • Understand the benefits, procedures and techniques of different massage methods e.g. petrissage, effleurage, tapotement, vibration and friction • Understand the benefits of and contraindications for massage treatment 2. Carry out general facial massage treatments <ul style="list-style-type: none"> • Make preparations for the massage such as: <ul style="list-style-type: none"> • Preparing the treatment room and materials • Sterilizing the tools and hands • Covering the customers • Explaining the treatment procedures to the customers • Asking about the physical condition of the customers • Master the steps and techniques for different massage methods; adjust massage strength and speed to suit customers' physical features, age and muscle condition • Employ facial massage techniques to carry out the treatment according to the positions of customers' face bones and muscles, ensuring that the massage movements are gentle, steady and rhythmic • Observe adverse effects on the customers during the process of massage such as feeling faint or nauseous, etc., and take remedial actions according to the established procedures
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master general facial massage effects, techniques and contraindications; and • Capable to employ massage techniques and select suitable massage products to carry out general facial massage treatments according to the skin type and condition of the customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Carry out general beauty treatments
Code	BEZZBC203A
Range	Select suitable products and carry out general beauty treatments in beauty salons and places providing beauty treatments to meet customers' skin types and needs.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand general beauty treatment techniques <ul style="list-style-type: none"> • Understand the procedures, techniques of and contraindications for general beauty treatments • Understand different skin types and conditions e.g. normal, dry, oily, combination, mature, sensitive, milia, comedone, acne, broken capillaries, dehydrated, seborrhoea 2. Carry out general beauty treatments <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Sterilizing the tools and hands • Preparing suitable skin care products • Explaining the treatment procedures to the customers • Covering the customers properly • Check and accurately analyze the • customers' skin type and treatment needs • Master general beauty treatment techniques and follow correct procedures to carry out beauty treatment e.g. removing make-up, cleansing, exfoliating, basic massage, applying mask, skin care, toning, moisturizing, and etc. • Observe adverse effects during the process of treatment e.g. eye/skin irritation, erytherma and take remedial actions according to the established procedures • Advise the customers on skin care procedures at home and recommend relevant beauty care products
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master general beauty treatment techniques and physiological knowledge of skin; and • Capable to accurately analyze customers' skin types and treatment needs, carry out general beauty treatments and select suitable skin care products according to the code of practice for personal and working hygiene.
Remark	The credit value of this unit of competency is set on the presumption that the person already possesses the competency of (1) BEZZCN106A "Understand basic beauty care knowledge" and (2) BEZZCN107A "Identify types, ingredients and uses of beauty products".

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Analyze body shapes and assess body weights
Code	BEZZBO202A
Range	Perform body shape analysis and body weight assessment for customers accurately at beauty salons or workplaces engaged in body treatments, and recommend appropriate body treatments to them.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of body shapes and body weight</p> <ul style="list-style-type: none"> • Know about the characteristics of basic body types and common, undesirable body types, such as: <ul style="list-style-type: none"> • Endomorphic • Mesomorphic • Ectomorphic • Know about the composition of the body weight, i.e. water, muscles, fats and bones • Know about the calculations and the international standards of the Body Mass Index • Know about the standards of body fat ratio • Know about the methods of testing muscle power and relevant standards • Know about the problems and imperfections resulting from incorrect posture, and their symptoms • Know about the factors leading to different body shapes, such as heredity, diets, living habits, medication and diseases <p>2. Analyze body shapes and assess body weight</p> <ul style="list-style-type: none"> • Master the parameters of body types and perform analysis for customers accurately • Master the techniques of assessing body weight and perform BMI analysis and fat ratio assessment for customers • Master the techniques of testing muscle power and perform assessment of muscle power for customers • Recommend appropriate body treatments to customers according to the assessment data of their body shapes and weight
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques of analyzing body shapes and assessing body weight; and • Capable to recommend appropriate body treatments to customers according to the analysis and assessment reports of their body shapes and weight.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Carry out general body treatments
Code	BEZZBO203A
Range	Master general body treatment knowledge and provide body treatments to customers in routine working environment of beauty salons and places providing body treatments.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand general body treatments <ul style="list-style-type: none"> • Understand general body treatment methods such as: <ul style="list-style-type: none"> • Deep cleansing and exfoliating methods, effects and contraindications • Various mask applying methods, their effects and contraindications • Various hot treatment methods, their effects and physical impact and contraindications • Various body wrap methods, their effects and contraindications • Various massage methods, their effects, contraindications and applications • Understand body treatment procedures • Understand the important points for carrying out body treatments 2. Carry out general body treatments <ul style="list-style-type: none"> • Master various body treatment techniques and provide suitable body treatments to meet the customers' physical condition and treatment needs such as: <ul style="list-style-type: none"> • Cleansing of the body • Body mask • Body wrap treatment • Massage • Adapt correct massage methods to suit different parts of the body and physical features of the customers e.g. neck, chest, shoulders, abdomen, back, hips, legs • Observe adverse effects in the process of treatment and take remedial actions according to established procedures • Explain the post-treatment concerns and give aftercare advice to the customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master various body treatment techniques, their effects and contraindications; and • Capable to select correct and effective treatment methods to provide body treatments according to the code of practice for personal and working hygiene to suit customers' physical conditions and needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Master the basic training techniques in the practice of beauty care
Code	BEZZET201A
Range	Understand the basic training techniques in the practice of beauty care at beauty salons or relevant workplaces and assist less experienced colleagues in acquiring beauty care skills in daily practice so that they could enhance their practical competency.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the concept of skills training <ul style="list-style-type: none"> • Understand the focus and techniques of skills training demonstrations • Understand the importance of giving proper demonstrations and explanations in a systematic way • Understand effective communication skills and acquire necessary presentation skills • Understand the workflow of the beauty industry and the common errors in practice • Understand the application range of various types of techniques, such as: <ul style="list-style-type: none"> • Beauty care practice • Techniques and methods of selling at counters 2. Master the techniques for skills training and perform practical training at workplaces <ul style="list-style-type: none"> • Perform proper training procedures according to the daily workflow of beauty salons or relevant workplaces • Illustrate various types of practical work with proper demonstrations and explanations according to the guidelines of the organization and assist trainees in performing different types of technical skills with accuracy and competency. • Point out the common errors in practical and operation, propose improvements and assist trainees in solving issues related to techniques, such as: <ul style="list-style-type: none"> • Mastering massage techniques • Sales methods • Observe the performance of trainees, give proper demonstrations and encourage them to learn continuously
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master the basic techniques for practical training for beauty care and assist less experienced colleagues in receiving skills training so that they could enhance their practical competency.
Remark	The credit value of this unit of competency is set on the presumption that the person already possesses at least one year beauty-related working experience.

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Sell beauty products and services
Code	BEZZCS201A
Range	Understand the types and effects of the beauty products and services provided by the organization, and apply good marketing techniques to facilitate transaction at beauty-related workplaces.
Level	2
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Understand the beauty products and services provided by the organization, good marketing techniques</p> <ul style="list-style-type: none"> • Understand the beauty products and services provided by the organization <ul style="list-style-type: none"> • Beauty products, such as: <ul style="list-style-type: none"> • Beauty product types • Various beauty product brands and their history • Ingredients/effects/uses • Price • Beauty services, such as: <ul style="list-style-type: none"> • Facial skin and body care • Eyebrow and eyelash care • Temporary hair removal and tinting • Manicure and nail art • Make-up service • Naprapathy and hot stone care • Aromatherapy • Understand the characteristics and requirements of beauty counter services • Understand customers' psychology in buying beauty products, including: <ul style="list-style-type: none"> • Types of customers • Buying psychology of customers • Understand the market trend of beauty products, including: <ul style="list-style-type: none"> • Beauty product trend • New beauty products and instruments • Other sales facilitating measures <ul style="list-style-type: none"> • Payment method • Delivery • Other relevant product promotion <p>2. Promote the sales of beauty products and services</p> <ul style="list-style-type: none"> • Master the knowledge relating to beauty products and services, customers' psychology in buying beauty products and product trend of the beauty market, apply good marketing techniques to the sales of the beauty products and services provided by the organization, including: <ul style="list-style-type: none"> • Devising marketing methods • Determining the location and time for launching marketing strategy • Answer customers' enquiries correctly and politely to complete transaction

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to understand the beauty products and services provided by the organization, and apply good marketing techniques to facilitate transaction; and• Capable to answer customers' enquiries accurately in a polite manner to complete transaction.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Apply general labour regulations
Code	BEZZOM203A
Range	Understand general requirements of labour regulations at beauty-related workplaces, and comply with these requirements when carrying out recruitment exercises and signing employment contract to protect the mutual benefits of the employer and employee and to avoid disputes.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand labour regulations <ul style="list-style-type: none"> • Understand the Labour Department as a statutory body and relevant ordinances, such as: <ul style="list-style-type: none"> • Organization background • The meaning and importance of labour regulations of Hong Kong to employees and employers • Employment Ordinance • Mandatory Provident Fund Schemes Ordinance • Personal Data (Privacy) Ordinance • Sex Discrimination Ordinance • Disability Discrimination Ordinance • Family Status Discrimination Ordinance • Understand the meaning and importance of signing written employment contract 2. Apply labour regulations <ul style="list-style-type: none"> • Comply with relevant legal requirements when carrying out recruitment exercises and terminating employment contracts, such as: <ul style="list-style-type: none"> • Employee's Benefits in the Sex Discrimination Ordinance, Disability Discrimination Ordinance, Family Status Discrimination Ordinance • Restrictions of Personal Data (Privacy) Ordinance on handling personal data of job applicants and employees • Formulate the provisions and conditions of employment according to the requirements of the Employment Ordinance, such as: <ul style="list-style-type: none"> • Wage period • Working hours • Rest day, statutory holiday, annual leave arrangement • Sickness allowance • Probation period and period of notice of termination of employment contract • Comply with the provisions of the Mandatory Provident Fund Schemes Ordinance to contribute to the fund according to the time and rate
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to understand the labour regulations of Hong Kong and relevant requirements, and comply with relevant ordinances when handling recruitment and staff management routines so as to protect the mutual benefits and avoid disputes.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Apply general commercial regulations
Code	BEZZOM206A
Range	Understand general commercial regulations of Hong Kong and apply them in daily working environment of industry-related workplaces to gain customers' trust and protect company's benefits.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge on general commercial regulations <ul style="list-style-type: none"> • Know about general regulations of Hong Kong on making product sales and service contracts, such as: <ul style="list-style-type: none"> • The Sale of Goods Ordinance • Control of Exemption Clauses Ordinance • Supply of Services (Implied Terms) Ordinance • Unconscionable Contracts Ordinance • Know about regulations of Hong Kong relevant to promoting and marketing products and services, such as: <ul style="list-style-type: none"> • Trade Descriptions Ordinance • Consumer Goods Safety Ordinance • Pyramid Selling Prohibition Ordinance • Know about regulations on basic business operation e.g. the Business Registration Ordinance • Know about the provisions of the Code of Practice for the Beauty Industry 2. Apply general commercial regulations <ul style="list-style-type: none"> • Comply with the provisions of relevant ordinances and the code of practice when selling products and signing service contracts with customers, including: <ul style="list-style-type: none"> • Stating the date and period of contract • Stating product and service details • Stating charges details • Stating the handling and arrangement for non-compliance of contract • Rights and obligations of both sides • Comply with the relevant legal requirements when promoting and selling products and services, including: <ul style="list-style-type: none"> • Stating correctly and clearly the effects, characteristics and prices of the service or product • Not misleading consumers • not baiting or forcing consumers to buy • Complying with the safety standards of service or product • Comply with relevant requirements of the Business Registration Ordinance during routine operation
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to know about relevant regulations on product sales and promotion and making contracts; and • Capable to comply with relevant regulations during routine beauty business operation when promoting and selling beauty products and services so as to establish good image for the organization and enhance customers' confidence.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Carry out customer consultation service
Code	106899L2
Range	Master the techniques of answering the customers who seek advice; apply the knowledge of basic dermatology and beauty care in analyzing the skin condition and providing consultation service for customers; recommend beauty products or treatment plans at beauty-related workplaces.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Consultation techniques</p> <ul style="list-style-type: none"> • Understand customer consultation techniques, such as: <ul style="list-style-type: none"> • Good communication skills including that of listening, asking, responding, explaining and observing, the use of body language • Good serving manner • Skills of identifying product or service needs of customers • Understand the importance of consultation to beauty service industry e.g. strengthen customers' confidence and goodwill, foster a mutual beneficial relationship, avoid misunderstanding or unnecessary disputes <p>2. Handle customer consultation</p> <ul style="list-style-type: none"> • Master the basic customer consultation techniques and basic knowledge of beauty products and care, provide good service of customer consultation so as to maintain the good relationships with them, such as: <ul style="list-style-type: none"> • Understand customers' requirements on beauty treatments and products • Explain to customers the characteristics, effects, limitation and charges of a products or service, and the time needed for the service, etc. • Recommend suitable products or services to customers • Analyze skin conditions of customers and explain to them conditions not suitable for treatments e.g. eczema, tinea, vitiligo, bruising, skin allergies etc. • Encourage the customers to ask questions and clarify any points of which they are unsure • Complete customer records clearly e.g. customers' name, consultation type, name of the beauty therapist etc.
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master basic knowledge of beauty care, apply good communication skills to provide good consultation service, recommend appropriate products or treatments to customers so as to maintain good relationships with them and facilitate business transactions.
Remark	<p>The credit value of this unit of competency is set on the presumption that the learner already possesses the competency of (1) BEZZCN105A "Know about beauty service types and their functions" (2) BEZZCN106A "Understand basic beauty care knowledge" (3) BEZZCN107A "Identify types, ingredients and uses of beauty products" (4) 106898L1 "Know about skin structure and common problems" (5) BEZZCN210A "Identify various types of skin and care".</p>

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Apply knowledge of various types of finger/toe nail abnormalities and common problems
Code	106900L2
Range	Master the knowledge of various types of finger/toe nail abnormalities and common problems, identify customers' finger/toe nail condition, and provide suitable treatment services or advice at beauty salons and locations providing hand and foot care according to customers' needs and the code of practice for personal and working hygiene.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the structure and common common problems of finger/toe nails <ul style="list-style-type: none"> • Understand the structure and functions of finger/toe nails • Understand the causes and characteristics of finger/toe nail abnormalities • Understand the causes and characteristics of finger/toe nails common common problems • Understand the risk of cross-infection of finger/toe nail common problems • Understand the precautions against cross-infection of finger/toe nail common problems • Understand the caring techniques to improve finger/toe nail abnormalities 2. Apply knowledge of various types of finger/toe nail abnormalities and common problems <ul style="list-style-type: none"> • Identify the customers' finger/toe nail condition, and conduct pre-treatment consultation • Understand the symptoms of finger/toe nail abnormalities /common problems and correct ways of treating them; sterilize the hands before the treatment to prevent cross-infection • Master the caring techniques for finger/toe nail abnormalities, and provide suitable treatment service or advice to the customers according to the code of practice for personal and working hygiene • Refer the finger/toe nail abnormalities and common problems to experts
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the causes and features of finger/toe nail abnormalities and common problems commonly seen; • Capable to select and perform suitable hand/foot treatments or give suitable care advice to customers according to their finger/toe nail condition and the code of practice for personal and working hygiene; and • Capable to refer the finger/toe nail abnormalities and common problems to experts.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Perform basic manicure/ pedicure
Code	106901L2
Range	Perform basic manicure/ pedicure on customers at beauty salons and locations providing nail and hand/foot treatments according to the code of practice for personal and working hygiene.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge relevant to manicure/ pedicure</p> <ul style="list-style-type: none"> • Understand the process of finger/toe nail growth, including nail formation, growth rate, factors affecting growth, the effects of damage to the nail plate on nail growth,etc. • Understand the shape and structure of finger/toe nails, including nail plate, nail bed, nail root, cuticles, lunula, nail mantle, nail groove, free edge,etc. • Understand nail common problems such as, leuconychia , onycholysis , tinea unguium , pterygium , onychorrhexis , etc. onychomycosis, onychophagy • Understand the types and functions of manicure/ pedicure tools and products <ul style="list-style-type: none"> • Tools: cuticle trimmer, cuticle nippers, nail file, scissors, nail clippers, buffer,etc. • Products: cuticle massage cream, cuticle remover, hand cream, buffing cream, exfoliating cream,etc. <p>2. Perform basic manicure/ pedicure</p> <ul style="list-style-type: none"> • Make preparations for the treatment, such as: <ul style="list-style-type: none"> • Prepare manicure/ pedicure products • Sterilize the tools • Master manicure/pedicure techniques and perform basic manicure/pedicure according to the customers' nail shape and needs, such as: soaking and cutting nails, removing debris, applying nail polish • Master the correct ways of using manicure/ pedicure tools • Observe adverse effects on the customers in the treatment process, and take remedial actions immediately according to established procedures
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master manicure/ pedicure techniques and the correct ways of using manicure/ pedicure tools; and • Capable to perform basic manicure/ pedicure according to the code of practice for personal and working hygiene and customer needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Understand the structure of hair and common problems
Code	106896L2
Range	Understand the structure of hair and common problems, answer clients' general enquiries on hair treatments according to the relevant guidelines at beauty-related workplaces.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the structure of hair and common problems <ul style="list-style-type: none"> • Understand the formation of hair • Understand the types of hair on the human body and their functions, e.g. body hair, head hair, eye brow, etc. • Understand the structure and function of hair follicle, e.g. dermal papilla, hair bulb, arrector pill muscle, sebaceous gland, hair shaft, etc • Understand the structure of hair, e.g. cuticle, cortex, medulla • Understand the process of the growth cycle of hair and its changes, e.g. anagen, catagen, telogen • Understand the types and characteristics of hair, e.g. vellus hair, terminal hair, etc • Understand the formation of hair colour • Understand the relationship between the endocrine system and the growth of hair • Understand the factors affecting the speed and amount of hair growth, e.g. age, genetic, race, climate, pregnancy, etc • Know about the common problems associated with hair and hair follicles 2. Application of knowledge regarding the structure of hair and common problems <ul style="list-style-type: none"> • Be able to explain to clients the knowledge about hair structure • Be able to differentiate the conditions regarding hair and hair follicles common problems and explain to clients the effect on hair reduction treatments
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Master the knowledge of hair structure and common problems • Able to explain the knowledge of hair structure to clients, differentiate the common problems often seen in hair and hair follicles and answer general enquiries relating to using laser or intense pulsed light equipment for hair reduction
Remark	<p>In order to master this unit of competency, competencies on the following units must have been attained:</p> <ul style="list-style-type: none"> • 106898L1 (Know about skin structure and common problems) • BEZZCN109A (Know about basic human body structure and physiological system) <p>The credit for this unit of competency assumes that the person has already attained knowledge for the above two units of competency</p>

Competency Level 3

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Identify types and symptoms of common infectious diseases
Code	BEZZCN301A
Range	Identify general symptoms and transmission channels of common infectious diseases, and take precautions correctly against such diseases when performing beauty-related duties at beauty-related workplaces.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Causes, major symptoms and transmission channels of infectious diseases</p> <ul style="list-style-type: none"> • Identify infectious diseases caused by different pathogens <ul style="list-style-type: none"> • Infectious diseases caused by virus e.g. serious acute respiratory syndrome, enterovirus, hepatitis B, herpes, chickenpox • Infectious diseases caused by bacteria e.g. pulmonary tuberculosis, legionnaires' disease, tetanus • Amoebiasis e.g. amoebic dysentery • Diseases caused by fungus e.g. tinea pedis, mould infection • Diseases caused by rickettsiosis e.g. typhus • Infectious diseases caused by parasites e.g. infectious diseases caused by head louses and body louses • Understand the general symptoms, signs, latency and transmission channels of the above infectious diseases e.g. severe itch, impetigos, swelling, abdominal pain, lymphatic gland swelling <p>2. Take correct precautions against infectious diseases</p> <ul style="list-style-type: none"> • Follow the precautions against infectious diseases during daily beauty-related duties, such as: <ul style="list-style-type: none"> • Keeping personal and environmental hygiene • Correctly sterilize tools and equipment • Avoiding contact with infected patient • Take relevant precautions and controlling measures for different kinds of infectious diseases • Assist with the investigations and take precautions and controlling measures according to the requirements of the hygienic departments and relevant regulations • Politely refuse customers with obvious symptoms of infectious diseases from using beauty treatments or products, and tactfully recommend them to seek medical help
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to identify general and transmission channels of different infectious diseases, and take relevant precautions and measures to prevent the infection, occurrence and transmission of such diseases when performing beauty-related duties; and • Capable to politely refuse customers with obvious symptoms of infectious diseases from using beauty treatment or products, and tactfully recommend them to seek medical help.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Promote beauty products and services
Code	BEZZCN302A
Range	Apply techniques of promotion and publicity for beauty products and services to promote beauty products and services of the organization effectively at beauty-related workplaces, so as to enhance the knowledge and image of the organization and achieve performance goals.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge related to beauty product and service promotion <ul style="list-style-type: none"> • Understand the definition of promotion • Know about the characteristics and advantages of the beauty products and services provided by the organization <ul style="list-style-type: none"> • Beauty products, such as: cleansing materials, eye make-up removing materials, peeling materials, masks, make-up products and tools, aromatherapy oil • Beauty services, such as: facial care, make-up service, body care, nail and hand/foot care, aromatherapy massage • Understand different ways of presenting or conveying information and the visual effects they produce, such as: formal, informal, visual (leaflet, poster, text, video), verbal (audio playing instrument, speech) • Understand how different target groups affect the promotional activity 2. Launch promotional activities for beauty products and services <ul style="list-style-type: none"> • Launch promotional activities for beauty products and services effectively according to the goals set by the organization <ul style="list-style-type: none"> • Launch the promotional activities for beauty products and services according to the goals set and the legal requirements • Identify target groups to promote the characteristics and advantages of the beauty products and services • Create opportunities for the target groups to ask about the products and services being promoted • Encourage the target groups to use the products and services being promoted • Effectively use the resources throughout the promotional activities • Adjust the promotional activities to adapt the changing situation • Review the performance of the promotional activities according to the performance indicators agreed in advance by the superiors
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master techniques for launching promotional activities for beauty products and services to promote such products and services of the organization effectively according to the goals set, so as to enhance the knowledge and image of the organization and achieve performance goals; and • Capable to review the performance of the promotional activities according to the performance indicators agreed in advance by the superiors.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Communicate with customers in complicated English
Code	BEZZCN303A
Range	Master the vocational English speaking skills for the beauty industry, communicate with customers in complicated English in predictable conditions, and understand their requests in order to perform related duties effectively at beauty-related workplaces.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Common English terms for the beauty industry</p> <ul style="list-style-type: none"> • Understand common English terms for the beauty industry, such as: <ul style="list-style-type: none"> • Names of skin types, characteristics and common skin problems • Agent, wholesale and retail items of beauty products • Production and quality control procedures of beauty products • Beauty-related services and technologies • Master the vocational English conversational skills for the beauty industry, such as: <ul style="list-style-type: none"> • English speaking skills for beauty services • English speaking skills for selling beauty products <p>2. Communicate with customers in complicated English</p> <ul style="list-style-type: none"> • Communicate with customers in complicated English skilfully in predictable conditions <ul style="list-style-type: none"> • Handle the agent, wholesale and retail business for the beauty products • Handle enquiries on beauty products and services
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the common English terms for the beauty industry; and • Capable to communicate with customers in fluent and complicated English in predictable conditions so as to perform related duties and handle beauty business effectively.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Communicate with customers in complicated Putonghua
Code	BEZZCN304A
Range	Master the vocational Putonghua speaking skills for the beauty industry, communicate with customers in complicated Putonghua in predictable conditions, and understand their requests in order to perform related duties effectively at beauty-related workplaces.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Common Putonghua terms for the beauty industry <ul style="list-style-type: none"> • Understand and have knowledge on common Putonghua terms for the beauty industry, such as: <ul style="list-style-type: none"> • Names of skin types, characteristics and common skin problems • Agent, wholesale and retail items of beauty products • Production and quality control procedures of beauty products • Beauty-related services and technologies • Master the vocational Putonghua conversational skills for the beauty industry, such as: <ul style="list-style-type: none"> • Putonghua speaking skills for beauty services • Putonghua speaking skills for selling beauty products 2. Communicate with customers in complicated Putonghua <ul style="list-style-type: none"> • Communicate with customers in complicated Putonghua skilfully in predictable conditions • Handle the agent, wholesale and retail business for the beauty products • Handle enquiries on beauty products and services
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the common Putonghua terms for the beauty industry; and • Capable to communicate with customers in fluent and complicated Putonghua in predictable conditions so as to perform related duties and handle beauty business effectively.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Master quality customer service
Code	BEZZCN305A
Range	Provide quality customer services at beauty-related workplaces to the satisfaction of customers, to increase sales volume of the company and build up corporate branding.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the concept of quality customer service <ul style="list-style-type: none"> • Understand the definition of quality customer service <ul style="list-style-type: none"> • Difference between quality of service and services • Concept of quality service • Forms of quality service <ul style="list-style-type: none"> • Customer perceptions • Customer expectations • Management Perceptions for delivering service • Standard specifying service • Deviations of actual Service delivered 2. Apply quality customer service techniques <ul style="list-style-type: none"> • Provide quality customer services according requirements and code of service of the organization on customer service personnel <ul style="list-style-type: none"> • Understand clearly the services provided by the organization • Identify actual needs of the customers and handle their complaints properly • Master factors affecting customers' choice of beauty services • Effectively handle service failures and implement recover strategies, such as: <ul style="list-style-type: none"> • Investigating and analyzing causes of service failures • Assessing the pros and cons of recover strategies • Implementing recover plans • Suggest improvements to the quality service system to adapt the changes in market environment
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to provide services to customers' satisfaction according to the established procedures and standards of the beauty salon or body care centre; • Capable to handle customers' complaints properly; and • Capable to suggest improvements to customer service so as to increase sales volume and build up corporate branding.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Master the psychology of consumer behaviour
Code	BEZZCN307A
Range	Master consumer behaviour psychology, and apply general techniques of promoting and selling beauty products / services at beauty-related workplaces to facilitate transaction.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Understand consumer market</p> <ul style="list-style-type: none"> • Understand the characteristics of individual buyer <ul style="list-style-type: none"> • Cultural factor • Social factor • Personal factor • Psychological factor • Understand the decision making process for buying <ul style="list-style-type: none"> • Buying role <ul style="list-style-type: none"> • Initiator • Influencer • Decider • Buyer • User • Decision making process for buying <ul style="list-style-type: none"> • Knowledge of question • Data research • Assessment of plan • Decision of buying • Behaviour after buying <p>2. Master consumer behaviour psychology</p> <ul style="list-style-type: none"> • Give advice on beauty products / services according to the characteristics of the behaviour psychology of the consumer in order to facilitate customers' decision of buying • Analyze the advantages of competitors' products / services • Master general techniques of promoting and selling beauty products / services
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master consumer behaviour psychology, and apply general techniques of promoting and selling beauty products / services to facilitate transaction.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Apply deep tissue massage
Code	BEZZCN311A
Range	Have basic knowledge of human body structure, understand the effects of deep tissue massage therapy (including hands), master deep tissue massage techniques and treat customers with deep tissue massage at beauty-related workplaces.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Knowledge related to basic human body structure, characteristics of wrong posture and deep tissue massage (including hands)</p> <ul style="list-style-type: none"> • Understanding of the structure, names and functions of human muscles • Understand the structure, names and functions of human bones • Understand the structure, names and functions of human nervous system • Understand common posture problems caused by all kinds of incorrect postures such as: <ul style="list-style-type: none"> • Tilting of head • Kyphosis, lordosis, scoliosis • Flat back • Round back • Pelvic inclination • X-knee • Back-knee • Bowleg • Understand the causes of muscle tension and pain • Understand the popular causes of hand fatigue • Understand the definition, techniques, effects and points to note for deep tissue massage • Understand the contraindications for deep tissue massage <p>2. Apply deep tissue massage</p> <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Sterilize tools and hands • Prepare the massage room • Ask about the physical conditions of the customers and carry out detailed body analysis • Master deep tissue massage techniques to apply the massage • Select and apply suitable treatment products to assist the massage • Observe adverse effects on the customers in the process of treatment, and take prompt remedial actions and inform a supervisor and relevant people
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the names, positions and functions of human bones, muscles and nerves and the knowledge of deep tissue massage; • Capable to understand the causes of muscle tension, pain and hand fatigue; and • Capable to master deep tissue massage techniques to apply the massage according to the physical condition and therapy needs of the customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Operate and maintain various types of body care equipment
Code	BEZZCN312A
Range	Operate and maintain various types of body care equipment properly at beauty-related workplaces according to manufacturer guidelines.
Level	3
Credit	15
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the knowledge of body care equipment <ul style="list-style-type: none"> • Understand the types and functions of body care products used together with various types of body care equipment • Understand various types of body treatments applying body care equipment, and their effects • Understand routine cleaning and maintenance methods and procedures for various types of body care equipment 2. Operate and maintain various types of body care equipment to perform body treatments <ul style="list-style-type: none"> • Operate the selected body care equipment properly to perform body treatments on the customers according to customers' needs, the agreed treatment plan and manufacturer guidelines • Master the operation methods, procedures and constraints for different facial equipment, such as: <ul style="list-style-type: none"> • Gyratory vibratory unit/vibratory unit <ul style="list-style-type: none"> • Operate horizontally and vertically • Change connection heads when needed • Ultrasonic vibratory unit <ul style="list-style-type: none"> • Move in strokes and circular effleurage • Adjust the time and vibration frequency when necessary • Ultrasonic ion beauty instruments <ul style="list-style-type: none"> • Position and time for placing positive and negative electrode • Product selection • Vacuum suction unit <ul style="list-style-type: none"> • Suction power and moving speed and direction of the suction cups • Faradic equipment <ul style="list-style-type: none"> • Form, position and time for placing electrode • Effect of muscle contraction • Strength of the electric current • Master routine cleaning and maintenance methods and procedures for different beauty equipment according to manufacturer guidelines, and perform regular check
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the operation methods, routine cleaning and maintenance methods for various types of body care equipment; and • Capable to select and use body care equipment to perform body treatments according to manufacturer guidelines and the code of practice for safe use of electricity and for personal and working hygiene to suit customers' physical condition and needs.
Remark	The credit value of this unit of competency is set on the presumption that the learner already possesses the competency of BEZZCN223A "Use general body care equipment".

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Operate and maintain various types of beauty equipment
Code	BEZZCN313A
Range	Operate beauty equipment properly to perform beauty treatments on customers, and explain to them clearly the procedures and noting points for treatments at beauty-related workplaces.
Level	3
Credit	15
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the knowledge of beauty equipment <ul style="list-style-type: none"> • Understand the impact of various types of beauty equipment on different parts of a human body, such as skin, muscles, bones, the circulation system, lymphatic system and nervous system • Understand the benefits of the use of different beauty equipment and its restrictions • Understand the impact of electric current and light on skin care • Understand routine cleaning and maintenance methods and procedures for various types of beauty equipment • Understand the types and functions of beauty products used together with various types of beauty equipment 2. Operate and maintain various types of beauty equipment to perform beauty treatments <ul style="list-style-type: none"> • Master the operation methods, procedures and precautions for different beauty equipment, such as: <ul style="list-style-type: none"> • Skin testing unit • facial steamers • High frequency current unit • Infra-red equipment • Master routine cleaning and maintenance methods for different beauty equipment according to manufacturer guidelines, perform regular check and arrange repairs
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the functions, operating methods and techniques, routine cleaning and maintenance of various types of beauty equipment; and • Capable to select and use properly beauty equipment to perform beauty treatments according to manufacturer guidelines and the code of practice for safe use of electricity and for personal and working hygiene to suit customers' physical condition and needs.
Remark	The credit value of this unit of competency is set on the presumption that the learner already possesses the competency of BEZZCN222A "Use general beauty equipment".

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Understand the relationship between nutrition and beauty
Code	BEZZCN314A
Range	Understand basic knowledge of nutrition and the relationship among beauty-related nutrients; know about common dietary misunderstandings and popular slimming methods; answer customers' enquiries at beauty-related workplaces on correct diet that are relevant to beauty care and slimming.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand beauty-related nutrients and common dietary misunderstandings <ul style="list-style-type: none"> • Understand basic knowledge on nutrition • Understand beauty-related harmful substances and nutrients in general, such as: <ul style="list-style-type: none"> • Skin • Hair • Nails • Oedema • Pressure • Immunity • Weight control • Food allergy or intolerance • Understand common dietary misunderstandings and popular slimming methods 2. Application of the relationship between beauty and nutrition <ul style="list-style-type: none"> • Master basic knowledge of nutrition and the basic relationship of nutrition to beauty and slimming, and answer customers' enquiries on correct diet that are relevant to beauty care and slimming of body • Advise customers to consult nutritionists/registered dieticians for advanced questions
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the relationship among beauty-related nutrients, know about common dietary misunderstandings and popular slimming methods; answer customers' enquiries on correct diet that are relevant to beauty care and slimming; and • Capable to advise customers to consult nutritionists/registered dieticians for complicated questions about nutrition and diet.
Remark	The credit value of this unit of competency is set on the presumption that the learner already possesses the competency of BEZZCN226A "Know about basic nutrition".

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Perform head massage
Code	BEZZCN315A
Range	Understand the knowledge of head and facial bones, muscles and nervous system, apply different types of massage methods and treat customers with head and facial massage in salons and places provide body treatments according to the physical condition and needs of the customers.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the structure of head and face and basic massage techniques <ul style="list-style-type: none"> • Knowledge on basic human anatomy • Understand the composition and functions of skin • Understand special knowledge of head massage e.g. major acupoints and meridians of the head and face • Understand the effects of massage on muscles, nervous system and blood circulation • Understand the effects and applications of different massage methods e.g. Swedish massage, acupressure massage, reflexology massage, aromatherapy massage, lymphatic drainage massage and scraping therapy (Gua Sha) • Have knowledge on head massage techniques • Understand situations not suitable for massage e.g. heart disease, diabetes, circulatory system diseases, high blood pressure, pregnancy, swelling of joints, and skin diseases 2. Apply head and facial massage <ul style="list-style-type: none"> • Make preparations for the treatment, such as: <ul style="list-style-type: none"> • Select and prepare massage products; sterilize the tools and hands • Conduct pre-treatment hand exercise • Apply suitable massage method to apply head and facial massage according to the care needs, muscle condition, age, body figure and weight of the customers • Correctly explain to the customers the effects and contraindications of head massage • Observe adverse effects on the customers in the process of treatment such as feeling faint or nauseous, skin irritation, etc. and take remedial actions accordingly • Maintain correct posture throughout the treatment
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the structure of the head and face, and master different massage techniques; and • Capable to apply suitable massage method to apply head and facial massage according to the code of practice for personal and working hygiene so as to suit the needs and physical condition of the customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Perform basic bridal make-up
Code	BEZZMU301A
Range	Master make-up techniques to provide suitable bridal make-up service at make-up-related workplaces according to styling factors such as the bride's costume, hairstyle and accessories.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Basic knowledge of bridal make-up <ul style="list-style-type: none"> • Understand the techniques of matching colour with costume • Understand the techniques of enhancing different face shapes and facial features such as: square, triangular, rectangular, round, oval, pear and diamond shapes • Understand the techniques of using colours • Understand basic skin care 2. Perform basic bridal make-up <ul style="list-style-type: none"> • Make preparations for make-up, including: <ul style="list-style-type: none"> • Cleansing the bride's face • Sterilizing the tools and hands • Master basic bridal make-up and colour matching techniques, and select suitable colour scheme for cosmetics to perform basic bridal make-up according to factors such as costume of the bride and the occasion, such as: <ul style="list-style-type: none"> • Eye make-up • Face make-up • Lip make-up • Examine whether the overall make-up colours is in harmony with the bride's costume colours
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master basic bridal make-up techniques and choose suitable colour scheme for cosmetics to perform basic bridal make-up according to customer needs; and • Capable to examine whether the colours of make-up, hair style and costume of the customers are consistent.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Apply indoor and outdoor make-up techniques
Code	BEZZMU302A
Range	Apply make-up techniques and choose suitable cosmetics to provide make-up services for customers at make-up-related workplaces according to factors for indoor or outdoor environment.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge relevant to indoor and outdoor make-up <ul style="list-style-type: none"> • Understand the effects of light on the make-up • Understand the difference between natural sunlight and artificial light • Understand the level of sunlight at different times and its effect on the make-up • Understand the product types suitable for indoor and outdoor make-up • Understand the difference in the techniques of indoor and outdoor make-up • Understand how to distinguish different indoor make-up themes 2. Apply indoor and outdoor make-up techniques <ul style="list-style-type: none"> • Make preparations for make-up, including: <ul style="list-style-type: none"> • Cleansing the face • Sterilizing the tools and hands • Master indoor and outdoor make-up techniques and relevant knowledge, and choose suitable cosmetics to provide make-up service according to customers' make-up purpose and needs • Examine and touch up the overall make-up
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master indoor and outdoor make-up techniques; and • Capable to apply make-up techniques to provide indoor and outdoor make-up service according to customers' make-up purpose and factors of the environment.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Perform wedding costume and banquet make-up for related parties
Code	BEZZMU303A
Range	Apply make-up and colour matching techniques correctly to provide make-up services to customers at make-up-related workplaces according to the Chinese and Western banquet costume for wedding-related parties.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Chinese and Western costume and banquet make-up for wedding-related parties and techniques</p> <ul style="list-style-type: none"> • Understand colour application and matching techniques for Chinese and Western costume and banquet make-up, and the matching of environment and lighting • Understand the difference between Chinese and Western costume make-up and evening make-up • Understand types of cosmetics for Chinese and Western costume and banquet make-up and their uses • Understand make-up image changing techniques • Understand the techniques of matching the make-up with wedding and banquet costume and the venue • Understand the characteristics, make-up techniques and noting points for the roles played by different parties in a banquet such as: groom, bride, maid of honour, bridesmaids and mother <p>2. Perform wedding costume and banquet make-up on related parties</p> <ul style="list-style-type: none"> • Make preparations for make-up, including: <ul style="list-style-type: none"> • Cleansing the face • Sterilizing the tools and hands • Choose suitable make-up materials and tools to style suitable images for the customers according to the customers' complexion, costume, status and make-up style • Master all kinds of wedding costume and banquet make-up and touch-up techniques for related parties and perform banquet make-up services on all kinds of people involving in a wedding, such as: <ul style="list-style-type: none"> • Eye make-up • Face make-up • Lip make-up • Judge whether the colours of the make-up are matched as a whole and meet the customers' requirements
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques for wedding costume and banquet make-up for related parties, colour matching and the matching of the environment and venue; and • Capable to apply colour matching techniques correctly to provide Chinese and Western banquet costume and make-up services to customers according to the characteristics, costume and skin type of the roles they played in a wedding, so as to achieve the effect of matching the overall make-up and colour with the lighting of the environment.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Perform photography make-up (black and white and colour)
Code	BEZZMU304A
Range	Master photography make-up techniques, choose suitable cosmetics and apply make-up techniques to perform photography make-up on customers at make-up-related workplaces according to the themes and scenes for photography.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge relevant to photography make-up <ul style="list-style-type: none"> • Understand the characteristics of photography make-up • Understand the differences between black and white photography and colour photography • Understand the principles of wavelength of light • Understand the matching of cool colours and warm colours with the make-up • Understand the effect of light projection angle on the make-up • Understand the structures of facial bones • Understand basic image sketching techniques • Understand the characteristics and use of colours for make-up of the characters • Understand the difference of make-up for indoor and outdoor photography 2. Perform photography make-up (black and white and colour) <ul style="list-style-type: none"> • Draw the images of the characters and describe the characteristics of the theme • Make preparations for make-up, such as: <ul style="list-style-type: none"> • Cleaning the tools and hands • Cleansing the face before make-up • Master the theme, background and lighting for photography in order to highlight the characteristics and personalities of the characters • Master photography make-up techniques and provide make-up service for the customers, including: <ul style="list-style-type: none"> • Choosing suitable foundation and cosmetics • Applying colour matching techniques that suit the features of the character's image • Highlighting the facial profile of the character • Matching the colour of light with that of skin for photography • Examine whether the overall make-up effect is consistent and expresses the theme of photography
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to apply photography make-up techniques and perform photography make-up (black and white and colour) according to the theme of photography and lighting effect; and • Capable to choose suitable cosmetics to stress the dimensions of the face and highlight the facial features and profile, to the best photographic effects.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Perform general special effects make-up
Code	BEZZMU305A
Range	Master the techniques of general special effects make-up at relevant workplaces, and select appropriate products and tools to perform general special effects make-up for customers according to the characteristics of character image.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of general special effects make-up <ul style="list-style-type: none"> • Know about the cosmetic products and tools required for general special effects make-up • Know about the basic ingredients of products for special effects make-up • Understand the types and characteristics of general special effects make-up such as: <ul style="list-style-type: none"> • Aging make-up • Scratches, abrasions and bruises • Understand the steps and procedures for various types of special effects make-up • Understand the differences and application techniques of various types of fake hair • Know about the procedures and materials required for removing special effects make-up • Understand the routine cleaning and maintenance of various types of make-up tools 2. Perform general special effects make-up <ul style="list-style-type: none"> • Make preparations for make-up, such as: <ul style="list-style-type: none"> • Sterilizing the tools and hands • Performing skin testing for customers before applying make-up • Master the techniques for Aging make-up and do it for customers, including: <ul style="list-style-type: none"> • Distinguishing the characteristics of the character's age • Selecting appropriate cosmetics to produce the required effects, and examining the consistency of the overall make-up effect of the head • Master the techniques for light wound make-up and do it for customers, including: <ul style="list-style-type: none"> • Mastering the make-up techniques for scratches, abrasions and bruises • Identifying the features of the image and time of injury • Selecting suitable products • Master the procedures and techniques of removing make-up and select appropriate make-up removing products to remove make-up for customers thoroughly • Clean and store cosmetic products and tools properly according to established procedures
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques of general special effects make-up and select appropriate cosmetic products; • Capable to select appropriate cosmetic products and tools according to the special effects required by customers, and perform general special effects make-up and store cosmetic products and tools properly; and • Capable to select appropriate make-up removing products so as to remove make-up for customers thoroughly.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Master the composition of body painting
Code	BEZZMU306A
Range	Understand body painting patterns and apply painting techniques to body painting on customers at make-up-related workplaces.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge relevant to body painting <ul style="list-style-type: none"> • Understand the structure of human muscles and bones • Understand basic image sketching techniques • Understand the steps for painting various types of patterns such as: geometric, plants, animals, science fiction, scenery • Understand drawing techniques including: perspective, chromatology, use of lines • Know about body painting props and accessories 2. Implement the composition of body painting <ul style="list-style-type: none"> • Master compositional techniques for body painting, sketch the pattern according to the image theme, and apply colour matching and colour shading techniques to drawing a perspective 3D body painting pattern • Select suitable painting props and accessories to strengthen the compositional effect of body painting • Examine if the overall body painting effect is consistent
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the compositional techniques for body painting and the principles of colours, and focus on the image theme and 3D effect in the composition of body painting; and • Capable to select suitable painting props and accessories to strengthen the compositional effect of painting in the process of body painting.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Apply sfumato to body painting
Code	BEZZMU307A
Range	Master and correctly apply sfumato techniques to body painting at make-up-related workplaces.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge relevant to sfumato <ul style="list-style-type: none"> • Understand chromatology and its shading techniques • Understand colour matching and contrast techniques • Understand sfumato requirements and steps • Understand basic image sketching techniques • Understand the structure of human muscles and bones • Know about painting tools and materials 2. Apply sfumato to body painting <ul style="list-style-type: none"> • Master sfumato techniques and correctly apply colour matching and shading techniques to body painting on the customers to show the 3D effect of the image theme • Examine if the overall effect of body painting is consistent
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the sfumato techniques; and • Capable to apply the principles of sfumato, and select suitable tools and materials to perform body painting on the customers according to the thematic needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Draw complicated patterns
Code	BEZZMU308A
Range	Master body painting techniques and select suitable painting tools to draw complicated patterns on customers at make-up-related workplaces.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand techniques of drawing complicated patterns <ul style="list-style-type: none"> • Understand the human bone and muscular structure • Understand the tools and materials for drawing complicated patterns • Understand the sfumato and colour matching techniques • Understand the techniques and steps of drawing various types of complicated patterns • Understand the techniques of using body painting props and accessories 2. Draw complicated patterns <ul style="list-style-type: none"> • Master body painting techniques, apply colour matching and shading techniques to design image for the customers and draw complicated patterns with dimensions • Select suitable painting tools and materials to enhance the effect • Examine if the overall effect of body painting is consistent
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the compositional techniques for body painting and the principles of colours, and use suitable painting tools and materials; and • Capable to draw dimensional and colourful complicated patterns on the human body according to the characteristics of the patterns.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Sketch body image (upper body)
Code	BEZZMU309A
Range	Master knowledge of body image sketching and apply suitable tools to sketch body image (upper body) on paper for customers at make-up-related workplaces.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge relevant to body image sketching</p> <ul style="list-style-type: none"> • Know about various types of sketching tools and their differences, such as: <ul style="list-style-type: none"> • Charcoal pencil • Charcoal stick • Watercolour paint • Water paint • Oil paint • Know about the characteristics of upper human body image • Understand the relationship between the image and sketching <ul style="list-style-type: none"> • Structure of the form • Bright-and-dark contrast • Dimensions and layers • Proportion <p>2. Sketch body image (upper body)</p> <ul style="list-style-type: none"> • Make preparations for sketching including: <ul style="list-style-type: none"> • Choosing suitable brightness • Choosing suitable background • Choosing suitable tools • Apply different sketching tools to sketch the contour and tones of the human body • Master body image sketching techniques to express on paper the features of the upper part of human body, such as: <ul style="list-style-type: none"> • Facial expressions • Movements Wrinkles • Hair • Facial features • Express the structure of line: <ul style="list-style-type: none"> • Long or short • Curved or straight • Dotted or solid • Thick or thin • Clear • Spacing • Express the contrast of bright and dark, light and shadow and the change in gradation • Express the unity and coordination of different parts of the body • Examine whether the proportion of the sketch is correct and coordinated as a whole

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the structure of body image, and use suitable sketching tools to express the image of the upper part of a human body; and• Capable to sketch a proportionate and coordinated human body image.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Draw dynamic body painting (upper body)
Code	BEZZMU310A
Range	Master dynamic body painting techniques and use suitable painting tools to draw dynamic upper body painting on customers at make-up-related workplaces.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge relevant to dynamic body painting <ul style="list-style-type: none"> • Know about human bone and muscular structure (upper body) • Know about basic body sketching techniques (upper body) • Know about the principles of chromatology • Know about the techniques of matching various types of dynamic upper body painting patterns • Know about various types of tools and materials for dynamic body painting 2. Draw dynamic body painting (upper body) <ul style="list-style-type: none"> • Master body painting techniques, decide the content of the theme and sketch dynamic upper body painting patterns • Master the colour matching techniques to strengthen the overall effect • Master the drawing, sfumato and shading techniques to show the perspective of pattern • Select suitable painting tools and materials to strengthen the effect • Examine if the overall effect of dynamic upper body painting is consistent and harmonious
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master body painting techniques and the principles of chromatology, and use suitable painting tools and materials to draw dynamic body painting (upper body) images; and • Capable to apply make-up techniques to draw body painting images on upper half of human bodies.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Use body painting materials and tools
Code	BEZZMU311A
Range	Master body painting techniques, and select appropriate body painting materials and tools to perform body painting make-up at make-up-related workplaces to suit the needs of the theme image.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about body painting materials and tools <ul style="list-style-type: none"> • Know about basic techniques and concerns for body painting • Know about popular types of body painting materials and tools such as: <ul style="list-style-type: none"> • Drawing materials • Props • Accessories • Know about the nature, applications and concerns for popular types of body painting materials and tools such as: <ul style="list-style-type: none"> • Oil colours, water colours, water powder • Botanical bubbles • Sponge • Aluminium • Plastics • Steel wire • Tinfoil • Paperboard • Wood • Know about the considerations and criteria for selecting body painting materials and tools, such as: <ul style="list-style-type: none"> • Model's bearing capability • Matching with the theme • Effect of performance 2. Use body painting materials and tools <ul style="list-style-type: none"> • Select suitable body painting materials and tools to perform body painting make-up according to the theme of body painting and model's bearing capability • Master the properties of various types of painting materials and tools, and select suitable props and accessories to perform overall styling according to the theme image • Clean the painting materials and tools correctly according to the code of practice for personal and working hygiene
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the properties and application techniques for various types of body painting materials and tools; and • Capable to master the theme image requirements and objective factors, and select suitable body painting materials and tools to perform body painting make-up.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Apply shading techniques in chromatology — personal image design
Code	BEZZMU312A
Range	Master the shading techniques, supplemented with chromatology and make-up techniques to provide make-up service with personal image design to customers at make up-related workplaces.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand shading techniques in chromatology <ul style="list-style-type: none"> • Understand basic knowledge of chromatology including: <ul style="list-style-type: none"> • Primitive colours • Hue • Lightness • Purity • Cool and warm colours • Understand colour properties • Understand the classification and characteristics of Colour Me Beautiful <ul style="list-style-type: none"> • Spring type • Summer type • Autumn type • Winter type • Or sunrise (morning), Daytime (noon), and Sunset (afternoon) of the Colourtime System • Understand the correct matching of colours in relation to personal image design 2. Apply chromatology to make-up <ul style="list-style-type: none"> • Master the colour shading techniques, select colours to suit the complexion and make-up purpose of the customers and provide the make-up service • Master the matching effects and application techniques for different colours, and correctly apply to make-up • Correctly apply colour shading techniques, with the knowledge of specialized season chromatology, such as four seasons, to provide make-up images for customers • Examine if the overall make-up effect is consistent
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the knowledge of chromatology in personal colour diagnosis; and • Capable to correctly apply the colour shading techniques to provide make-up service with personal image design for customers with the correct use of make-up techniques and tools.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Master the relationship between different scenes and stage make-up
Code	BEZZMU313A
Range	Master stage make-up techniques and apply proper tools to work out stage make-up images for customers at make-up-related workplaces according to the stage scenes and themes.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge relevant to stage make-up <ul style="list-style-type: none"> • Understand factors affecting stage make-up, such as: <ul style="list-style-type: none"> • Size of the stage • Distance between the stage and the audience • Colours of the lighting • Video production • Understand the techniques of matching the make-up, hairstyle and costume with the stage scenes • Understand the principles of chromatology • Understand the techniques of drawing stage masks 2. Master the relationship between different scenes and stage make-up <ul style="list-style-type: none"> • Master the concept of matching stage make-up with the scenes and apply make-up techniques to design appropriate stage images to suit the stage scenes and themes • Apply colour matching techniques to match the colour of the make-up with the costume and hairstyle • Master the colour shading techniques for make-up to highlight the facial features and lines for a stronger visual effect • Examine the overall effect of the stage make-up images to see if they are consistent and harmonious
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the stage make-up techniques; and • Capable to master the relationship between different scenes and stage make-up, and apply proper make-up tools to work out stage make-up images according to the stage scenes and themes.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Perform fashionable make-up
Code	BEZZMU316A
Range	Apply correct make-up techniques to perform fashionable make-up on customers at make-up-related workplaces according to the themes and purposes of make-up.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge relevant to fashionable make-up <ul style="list-style-type: none"> • Understand the concept of fashionable make-up • Understand the sketching techniques for make-up styling • Understand the characteristics of fashion make-up, photography make-up, trendy make-up and fashionable make-up • Understand the overall image matching techniques • Understand the steps for fashionable make-up styling • Understand the basic hairstyle matching techniques 2. Perform fashionable make-up <ul style="list-style-type: none"> • Master fashionable make-up techniques, design a make-up theme to suit the customers' needs and apply correct make-up techniques to perform fashionable make-up on the customers, including: <ul style="list-style-type: none"> • Face • Eyes • Lips • Examine the overall fashionable make-up effect and colour to see if they are consistent and matched
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master fashionable make-up knowledge and techniques; and • Capable to design a fashionable make-up theme to suit the customers' needs and perform fashionable make-up on the customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Perform fashion make-up
Code	BEZZMU317A
Range	Master the features and techniques of fashion make-up and provide fashion make-up design and services for customers at make-up-related workplaces according to themes of the shows.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge relevant to fashion make-up</p> <ul style="list-style-type: none"> • Understand the characteristics and requirements for fashion make-up, such as: <ul style="list-style-type: none"> • Being modern • Stressing the dimensions of facial features • Matching the meaning of the clothes • Understand the noting points for performing fashion make-up, such as: <ul style="list-style-type: none"> • Theme of the show • Meaning of the clothes • Colours of lighting • Stage design • Know about the contouring techniques for the make-up • Know about the colour matching techniques • Understand the methods and techniques of matching the make-up with the image style and the clothes • Master the correct ways of using popular cosmetics and make-up tools <p>2. Perform fashion make-up</p> <ul style="list-style-type: none"> • Make preparations for make-up, including: <ul style="list-style-type: none"> • Cleansing the face • Sterilizing the tools and hands • Choose fashion cosmetics and make-up tools and perform fashion make-up on the customers to suit the theme of the fashion show and the meaning of the clothes • Master fashion make-up techniques and perform modern fashion make-up on the customers that can express the meaning of the clothes, including: <ul style="list-style-type: none"> • Eye make-up • Enhancing facial features • Lip make-up • Examine the overall effect of the fashion make-up
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the knowledge of fashion make-up; and • Capable to apply fashion make-up techniques, master the design element and perform fashion make-up on customers according to the theme of the show and meaning of the clothes.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Perform acrylic nail enhancement
Code	BEZZNA303A
Range	Use various types of nail enhancement tools correctly to perform nail art services on customers at beauty salons and hand/ foot care locations according to in-house practice guidelines, code of practice for personal and working hygiene and customers' needs.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about various types of nail enhancement tools <ul style="list-style-type: none"> • Know about the uses of various types of nail enhancement tools such as basic manicure/pedicure tools, all kinds of nail files, abrasive, buffer, nail paper forms, electric drill/file,etc. • Know about the types and uses of artificial nail tips such as half-well nail tips, full-well nail tips,etc. • Know about the characteristics and the gluing steps and methods of various types of artificial nail additives • Know about the shapes of different artificial nail tips • Know about different sterilizing methods and procedures such as: alcohol, UV light, boiling, vaporization,etc. 2. Use various types of nail enhancement tools <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Preparing nail enhancement products • Sterilizing the tools and hands • Master the techniques of using various types of nail enhancement tools • Select suitable nail enhancement materials according to the customers' nail condition • Explain the maintenance and fixing of artificial nail tips and relevant concerns
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques of using various types of nail enhancement tools; and • Capable to select suitable nail enhancement tools to perform nail enhancement according to the code of practice for personal and working hygiene and the customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Perform UV gel nail enhancement
Code	BEZZNA304A
Range	Apply relevant techniques to perform UV gel nail enhancement at beauty salons or workplaces engaged in hand/foot treatments according to customer needs.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the basic theory of UV gel nail enhancement <ul style="list-style-type: none"> • Understand the structure of nails, such as nail plate, nail bed, nail root, lunula, cuticles, nail bed cuticles, nail groove and free edge • Understand the types, ingredients and functions of UV gel nail products • Understand the basic concepts and techniques of UV gel nail enhancement design, such as: <ul style="list-style-type: none"> • Basic transparent UV gel nail • Shell piece/ Glitter UV gel nail • UV natural resin gel nail with stickers • French UV gel nail • Colour-changing UV gel nail • Understand the concept of colour match • Understand the uses of the materials and tools for UV gel nail enhancement; understand the differences between UV gel nail enhancement and acrylic gel nail enhancement • Understand the merits and demerits, adverse effects and contraindications for UV gel nail enhancement 2. Perform UV gel nail enhancement <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Cleaning the tools and hands • Removing excessive cuticle and hard skin and shaping the nails • Master the techniques of UV gel nail enhancement, such as: <ul style="list-style-type: none"> • Application of materials for UV gel nail enhancement • Use of materials for nail extension • Traditional French UV gel nails • Sculpture of different nail shapes and colour • Master the techniques of operating electric files and buffing for UV gel nail enhancement • Master the 2D and 3D design techniques for UV gel nail enhancement, such as colour fade, 2D painting, embedding and colour match • Master the procedures and techniques of fixing and removing UV gel nails • Explain to customers the caring methods for UV gel nails
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the methods, procedures, and styling techniques for UV gel nail enhancement; and • Capable to perform UV gel nail enhancement for customers according to their nail shapes and needs and the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Apply fibre nail tips
Code	BEZZNA305A
Range	Master the knowledge and techniques of nail tips application and apply nail tips on customers at beauty salons and locations providing hand and foot care.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Basic knowledge of fibre nail tips application</p> <ul style="list-style-type: none"> • Understand fibreglass nail types, such as: <ul style="list-style-type: none"> • Half nail and whole nail tips • Fibreglass nail tips • Nail tips of different sizes, curves, colours and shapes • Understand various methods of fibre nail tips application, such as: <ul style="list-style-type: none"> • Methods and techniques of applying full nail tips • Using methods and application techniques for half nail tips • Using methods and application techniques for fibreglass nail tips • Understand the application procedures and tools for various types of fibre nail tips • Understand the benefits, disadvantages, adverse effects and contraindications for various types of fibre nail tips • Understand the maintenance and removal of fibre nail tips <p>2. Apply fibre nail tips</p> <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Prepare suitable products and tools for producing and removing artificial finger/toe nails • Sterilizing the tools and hands • Master the steps and techniques of apply various types of fibre nail tips and provide nail art service to customers • Explain the functions and benefits of various types of fibre nail tips to customers • Explain the maintenance of and concerns for the aftercare of artificial nails
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the correct application procedures and using methods of fibre nail tips; and • Capable to select suitable fibre nail tips to provide nail tips application services according to the code of practice for personal and working hygiene to suit the customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Master basic finger/toe nail art techniques
Code	BEZZNA306A
Range	Apply basic nail art techniques to design and paint nail art for customers at beauty salons and locations providing hand and foot care according to customers' nail condition and needs.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Understand basic nail art</p> <ul style="list-style-type: none"> • Understand the nail art types, such as: <ul style="list-style-type: none"> • French manicure • Japanese symbol • Marbling • Opalescent blending • stripes • Striping tape • Gems • Striping design • Rhinestones • Glitter dust • Transfers • Foiling • Folklore • Understand the history of each type of nail art painting • Understand the positions and techniques of drawing basic patterns, such as: tilt angle, diagonal, front, back, sides, whole surface, middle, centre • Understand the methods of drawing basic patterns, such as: dotting , striping • Understand the techniques of drawing 2D patterns, such as: 8-shape, round shape, leave shape, bow type • Understand the considerations for nail art design, such as, age, season, occasion to be attended, matching of clothes/accessories • Understand the techniques of using drawing materials and tools such as, printing moulds, paper pattern moulds, specialized water colours, specialized painting brushes • Understand the colour matching principles <p>2. Master basic nail art techniques</p> <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Sterilizing the tools and hands • Performing basic nail treatments such as removing excess hard skin, manicure/pedicure • Master the steps, methods and techniques of drawing different nail patterns to design and draw nail patterns that are suitable for the customers <ul style="list-style-type: none"> • Apply the colour matching principles • to blend the paints correctly according to the pattern required by the customers • Adjust the drawing techniques to adapt to the nail shape and condition of the customers • Employ the enamel application techniques correctly • Explain the aftercare and maintenance of painted nails to the customers

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the basic nail art techniques; and• Capable to apply nail art techniques to design and draw nail patterns that are suitable for the customers according to the code of practice for personal and working hygiene and in-house practice guidelines.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Produce and remove artificial finger/toe nails
Code	BEZZNA307A
Range	Master the artificial finger/toe nail production and removal techniques, and produce and remove artificial nails of customers at beauty salons and locations providing hand and foot care.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge relevant to the production and removal of artificial finger/toe nails</p> <ul style="list-style-type: none"> • Understand the procedures and techniques of producing all kinds of artificial finger/toe nails, such as: <ul style="list-style-type: none"> • Artificial nail tips • Acrylic nail • UV gel nail • Understand the main types of tools for artificial nail production and their application methods • Understand the steps and techniques of removing various types of artificial nails, such as: <ul style="list-style-type: none"> • Artificial nail tips • Acrylic nail • UV gel nail • Understand the correct ways of using artificial nail removal tools <p>2. Produce and remove artificial finger/toe nails</p> <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Sterilizing the tools and hands • Preparing suitable products and tools for artificial nail production and removal • Explaining the treatment procedures correctly to the customers • Master the steps and techniques of producing various types of artificial nails, including: <ul style="list-style-type: none"> • Cutting different types of artificial nails • Shaping the nails and adhesion surface • Polishing nails and applying transparent varnish • Master the steps and techniques of removing various types of artificial nails, leaving the real nail plates undamaged and free from traces of product • Observe adverse effects on the customers in the process of producing or removing artificial nails, and promptly take remedial actions if necessary
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the artificial finger/toe nail production and removal techniques; and • Capable to produce and remove artificial finger/toe nails on customers according to the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Produce 2D nail art
Code	BEZZNA308A
Range	Apply 2D nail art drawing techniques to draw and design 2D nail art for customers at beauty salons and locations providing hand and foot care according to customers' nail condition and needs.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand basic drawing concept <ul style="list-style-type: none"> • Understand the positions of basic patterns, such as: tilt angle, diagonal, front, back, sides, whole surface, middle, centre • Understand the methods of drawing basic patterns, such as: dotting , striping • Understand the techniques of drawing 2D nail art, such as: 1-shape, 8-shape, round shape, leave shape, bow type, sakura, rose, heart shape, 5-petal flower, zebra print , leopard spots • Understand the principles and techniques of drawing 2D nail art • Understand the techniques of using drawing materials and tools such as, oil paint, tip cutter, nail file, skin file, cuticle remover, paper cuticle file, painting brush • Understand the colour matching principles 2. Produce 2D nail art <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Sterilizing the tools and hands • Preparing suitable treatment products • Removing excess cuticle and hard skin • Apply the colour matching principles to blend the paints correctly according to the design and pattern required by the customers • Master the techniques of drawing 2D nail art to design suitable patterns for the customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques of drawing and designing 2D nail art; and • Capable to design and draw 2D nail art according to the code of practice for personal and working hygiene to suit customers' needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Master marble nail art
Code	BEZZNA309A
Range	Master marble nail art techniques and procedures, and provide marble nail art services at beauty salons and locations providing hand and foot care according to the code of practice for personal and working hygiene.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand marble nail art basics <ul style="list-style-type: none"> • Understand the colour matching techniques • Understand the types and using methods of marble nail art materials and tools, such as, basic manicure tools, cuticle remover, cuticle trimmer, double-sided nail file, extension form , emery board, ultraviolet lamp, buffer, double-sided dotting pen, professional nail art brush, paint, enamel, etc • Understand marble nail art design basics • Understand main marble nail art taboos • Understand different nail shapes such as round, oval, square, pointed, etc. 2. Perform marble nail art <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Preparing suitable treatment products • Sterilizing the tools and hands • Removing excess cuticle and hard skin and trimming the nails • Master marble nail art techniques such as colour matching, pattern design, etc. • Master the steps and techniques of refilling and removing marble nails • Explain the care and maintenance of marble nails
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master marble nail art design and colour matching techniques; and • Capable to perform marble nail art to suit customers' nail shapes and needs according to practice guidelines of the organization and the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Master nail airbrushing techniques
Code	BEZZNA310A
Range	Master the techniques, correct procedures and design methods for nail airbrushing; and perform nail art treatments at beauty salons and locations providing hand and foot care according to the code of practice for personal and working hygiene.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Basic knowledge of nail airbrushing</p> <ul style="list-style-type: none"> • Understand basic techniques of using airbrush, such as, power of the airbrush, adjustment of pressure, distance between the nozzle and the object • Understand the types of airbrushing products and tools and their using methods • Understand basic application techniques for airbrushing, such as, dotting skill, line skill, covering, shading, fading, etc. • Understand airbrushing procedures and methods • Master the airbrushing techniques • Understand the colour matching principles and colour blending techniques • Understand the contraindications for airbrushing • Understand different nail shapes such as round, oval, square, pointed, etc. <p>2. Apply nail airbrushing techniques</p> <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Preparing suitable treatment products • Sterilizing the tools and hands • Removing excess cuticle and hard skin and trimming the nails • Master nail airbrushing techniques such as, pattern design, colour matching, application of techniques • Master the techniques and concerns for using nail airbrushing tools, such as, assembling and disassembling airbrush, washing away the paints inside, maintenance of the airbrush, power and distance of the airbrush • Master the elements for designing patterns, such as, the clothes, occasion to be attended, age, season • Master the procedures and techniques of correcting and removing the paint • Explain the aftercare of airbrush to customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master nail airbrushing basics and the application techniques of various types of airbrushing tools; and • Capable to apply airbrushing techniques to nail art treatments according to the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Master electric nail filing and inlaying techniques
Code	BEZZNA311A
Range	Apply electric filing and inlaying techniques to nail art treatments at beauty salons and locations providing hand and foot care according to the code of practice for personal and working hygiene and the finger/toe nail conditions and requirements of customers.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Basic knowledge of electric filing and inlay <ul style="list-style-type: none"> • Understand the basic operation of electric file, including: <ul style="list-style-type: none"> • Correct steps and procedures of switching on and off the electric file • Code of practice for safe use • Understand the using methods of all parts and tools of electric file, such as: <ul style="list-style-type: none"> • Polishing wheel • Nail bit,etc. • Understand the using methods and techniques for drills with different shapes, including, movements, direction and scope of application ,etc. • Understand basic knowledge of inlay • Understand the inlaying tools and parts such as, glue, tweezers, glittering tips, gemstones • Understand the inlaying procedures, methods and techniques 2. Master electric filing and inlaying techniques for nail art treatment <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Sterilizing the tools and hands • Preparing suitable treatment products • Performing basic manicure/pedicure • Operate the electric file correctly according to the manufacturer’s instructions, and select suitable file heads according to the customers’ needs and type of the artificial nails • Apply the filing techniques to perform nail art service • Apply various inlay materials and follow the correct procedures to provide such service to the customers according to the code of practice for personal and working hygiene • Explain correctly to the customers the maintenance and aftercare of the filed and inlaid nails • Observe adverse effects on the customers during the filing and inlaying process, and take remedial actions immediately
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the correct procedures, using methods and techniques for electric nail filing and inlaying; and • Capable to apply the filing and inlaying techniques to nail art services according to the code of practice for personal and working hygiene, manufacturers’ instructions and customers’ needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Blend aromatherapy products for beauty care
Code	BEZZHC301A
Range	Master aromatherapy beauty knowledge and techniques; select and blend aromatherapy products and provide beauty services at places providing such services to suit customers' needs.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Aromatherapy product blending and beauty care knowledge <ul style="list-style-type: none"> • Understand the properties, beauty effects and mixed use of popular aromatherapy essential oils • Understand the properties and beauty effects of popular carrier oils • Understand the techniques, dilution ratio and concerns for blending compound essential oils • Understand the techniques, dilution ratio and concerns for blending massage oils • Understand the beauty therapy effects and possible physical effects or adverse effects of aromatherapy product compounds • Understand popular aromatherapy treatments, their effects and relevant concerns e.g. vaporisation, direct inhalation, cold/hot compress, bath, etc • Understand the contraindications of aromatherapy for beauty care e.g. pregnancy, high blood pressure, epilepsy and over-sensitivity of skin • Know about the handling and storage methods of all types of aromatherapy products and relevant concerns • Understand types of essential oils suitable for different types of skins e.g. dry, oily, sensitive, aging, etc. • Understand safety practices and concerns for using essential oils 2. Blend aromatic oils for beauty care <ul style="list-style-type: none"> • Make preparations for aromatherapy beauty treatment, such as: <ul style="list-style-type: none"> • Preparing the treatment room and necessary materials • Sterilizing the hands and tools • Master the effects and blending techniques of different essential oils, and popular aromatherapy beauty care methods; correctly select and blend aromatherapy oil products and carry out related beauty treatment according to the customers' needs and the agreed treatment plan: <ul style="list-style-type: none"> • Correctly select, blend and dilute essential oils and carrier oils to suit the parts of the body being treated, age and skin nature of the customers • Correctly blend massage oils, essential oil compounds, etc. to suit different beauty needs and methods • Clearly explain the information, beauty treatment effects and possible adverse effects of the aromatherapy products used by the customers; record relevant information • Advise the customers on home beauty-care and relevant concerns

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master aromatherapy beauty knowledge, the techniques of blending aromatherapy oil products and their effects and contraindications; and• Capable to select essential oils and carrier oils, blend them according to correct dilution ratio and carry out beauty treatment to suit the customers' treatment needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Analyze customers' spa treatment needs and assess effects of treatments
Code	BEZZHC302A
Range	Master spa techniques and general beauty care knowledge; accurately analyze customers' spa treatment needs; make recommendations on spa and beauty treatment packages; review the progress and effects of treatments and file the record at places providing such services.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Analyze customers' spa treatment needs and techniques to assess effects of treatment <ul style="list-style-type: none"> Understand the knowledge of spa treatment and other beauty treatments applying together with it Understand the techniques and methods of analyzing customers' treatment needs Understand the considerations and techniques of designing spa and beauty treatments Understand the methods, techniques and factors of consideration for assessing spa and beauty treatments Analyze customers' spa treatment needs, make recommendations on spa and beauty treatments, and review the progress and effects of treatments <ul style="list-style-type: none"> Collect basic customer information for treatment needs analysis, such as: <ul style="list-style-type: none"> Consulting with the customers Referring to customer record Ask questions about customers' physical and health conditions Master knowledge of spa treatment; accurately analyze the customers' spa treatment needs according to the in-house code of practice and customers' information in order to design a suitable spa and beauty treatment plan for the customers Correctly describe to the customers the procedures, effects and equipment of the spa and beauty treatment Correctly explain to the customers possible effects that may occur during the treatment, and the importance of informing the relevant person when adverse effects occur Correctly review the progress and effects of the spa and related beauty treatments according to the effects of treatments and customers' reactions Give aftercare advice to the customers and follow up Clearly complete the record and maintain the analysis result and treatment details, etc.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> Capable to master spa and beauty care knowledge; and Capable to accurately analyze customers' spa treatment needs, design suitable spa and beauty treatment plans for the customers, master the techniques of assessing spa treatments, review the progress and effects of treatments, and accurately record the treatment details and maintain relevant records.
Remark	The credit value of this unit of competency is set on the presumption that the learner already possesses the knowledge in BEZZHC205A "Understand the matching of different beauty and body treatments with spa treatments" and BEZZHC221A "Understand the types, effects and contraindications of spa treatment".

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Master the reactions of human body to foot reflexology
Code	BEZZHC306A
Range	Master the reactions of human body to foot reflexology, answer customers' enquiries on foot reflexology, and perform foot reflexology treatments for customers in beauty workplaces providing foot reflexology.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand knowledge of foot reflexology <ul style="list-style-type: none"> • Understand the diseases and injuries related to the feet, such as: <ul style="list-style-type: none"> • Diseases caused by virus, bacteria and fungus • Physical trauma • Immunity disorder diseases • Understand the instant reactions to foot reflexology • Understand the contraindications and restrictions of foot reflexology 2. Master the reactions of human body to foot reflexology <ul style="list-style-type: none"> • Explain to the customers the normal reactions to foot reflexology, such as: <ul style="list-style-type: none"> • Sweating • Urinating • Defecating • Secreting • Amount of water drinking • Amount of menstrual blood • Master foot reflexology techniques and perform foot reflexology for the customers according to the code of practice for personal and working hygiene and occupational safety code • Provide aftercare treatment according to customers' reactions to massage • Observe the customers' reaction in the process of treatment; take remedial actions if any adverse effects occur and refer to experts to follow up
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the reactions of human body to foot reflexology ; and • Capable to perform foot reflexology treatments for customers according to the code of practice for personal and working hygiene and occupational safety code, and answer their questions about foot reflexology.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Analyze customers' needs for beauty treatment and food therapy
Code	BEZZHC310A
Range	Understand the types, benefits and contraindications of beauty treatments; accurately analyze the customers' needs for beauty treatment and food therapy at beauty-related workplaces in coordination with the concept of health-preserving diet and the dos and don'ts of it, so as to design suitable beauty treatment and food therapy plans to meet the customers' physical conditions and personal needs.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the relationship between various types of beauty treatments and health-preserving food therapies</p> <ul style="list-style-type: none"> • Understand all beauty treatment types, benefits and scope of application such as: <ul style="list-style-type: none"> • Facial massage • Body massage • Spa massage • Aromatherapy beauty treatment • Aromatherapy massage • Foot reflexology • All kinds of health massage • Understand the knowledge of health-preserving diet • Understand the relationship among body constitutions, health-preserving diet and beauty • Understand the contraindications for different beauty treatments • Understand the dos and don'ts for all types of health-preserving food therapies <p>2. Analyze customers' needs for beauty and food therapies</p> <ul style="list-style-type: none"> • Communicate effectively with the customers, and correctly analyze the physical condition and characteristics of the customers through asking suitable questions and proper guidance • Master the types, benefits and contraindications of beauty treatments; accurately analyze the customers' needs for beauty treatment and food therapy in coordination with the concept of health-preserving diet and the dos and don'ts of it, so as to design a suitable beauty treatment and food therapy plan to meet the customers' physical condition and personal needs • Clearly record and properly maintain the information obtained and the customers' analytical report for future reference
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the types, benefits and contraindications of beauty treatments; accurately analyze the customers' needs for beauty treatment and food therapy in coordination with the concept of health-preserving diet and the dos and don'ts for it, so as to design a suitable beauty treatment and food therapy plan to meet the customers' physical condition and personal needs; and • Capable to clearly record and properly maintain the information obtained and the customers' analytical report for future reference.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Review health-preserving beauty treatment effects
Code	BEZZHC311A
Range	Review health-preserving beauty treatment effects objectively at beauty-related workplaces according to the progress stated in the treatment plan and the physical condition and skin analysis records of the customers.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the concept of health-preserving beauty treatment and review methods <ul style="list-style-type: none"> • Understand the basic theory of beauty and health, such as: <ul style="list-style-type: none"> • Health-preserving way of life • Health-preserving diet • Relationship between health preservation, body constitution and environment • Relationship between health preservation and beauty care • Understand the methods and criteria of reviewing beauty treatment effects <ul style="list-style-type: none"> • Customer assessment in the form of: <ul style="list-style-type: none"> • questionnaire • interview • feedback forms • Professional assessment done by service provider in the form of: <ul style="list-style-type: none"> • questionnaire • self-assessment • Understand the importance of reviewing beauty treatment effects 2. Review health-preserving beauty treatment effects <ul style="list-style-type: none"> • Design and establish the review method (e.g. questionnaire) and criteria according to the basic contents of the health-preserving beauty treatment plan to form the basis of review and follow-up • Direct or guide the customers correctly so as to accurately assess the effects of the health-preserving beauty treatment received • Review the health-preserving beauty treatment effects objectively according to the progress recorded in the treatment plan and the physical condition and skin analysis records of the customers • Review the beauty treatment effects regularly, and modify the treatment plan when necessary upon customers' approval for the best result • Clearly record and properly maintain all the modifications for future reference
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to design the review method (e.g. questionnaire) according to the contents of the health-preserving beauty treatment plan; • Capable to review the health-preserving beauty treatment effects regularly according to the progress recorded in the treatment plan and the physical condition and skin analysis records of the customers; and • Capable to modify the treatment plan when necessary upon customers' approval for the best result.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Explain health food label information to customers
Code	BEZZHC312A
Range	Master the basic legal requirements of Food and Environment Hygiene Department of Hong Kong on food labels and explain health food label information correctly to customers at beauty-related workplaces.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand health food label contents <ul style="list-style-type: none"> • Understand the concept of basic nutrition • Know about popular trace food additives • Understand food and nutrition label contents, such as: <ul style="list-style-type: none"> • Existing legal requirements on label contents for pre-packaged food with reference to relevant regulations to be enforced by the government • Safety levels of trace food additives used • Nutrient content/facts listed (if applicable) • Nutrient content claim (if applicable) • Nutrient comparative claims (if applicable) • Information on ingredients that may cause allergies • Understand the contents and scope of application of genetically modified health food labels, such as: <ul style="list-style-type: none"> • Interpretation of label information • Product functions and contraindications 2. Explain health food label information to customers <ul style="list-style-type: none"> • Explain food information to customers according to food and nutrition label contents, such as: <ul style="list-style-type: none"> • Main types of nutrition facts, such as: energy, carbohydrate, protein, vitamins, cholesterol, dietary fibre, calcium, zinc, sodium, fat, iron • Popular trace food additives such as preservatives, water-retaining agent, colourings, emulsifier, gelatinizer, firming agent • Nutrient content • Nutrient functions e.g. functions and impact of health food content on human body • Functions and contraindications of genetically modified health foods
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to maintain a correct attitude and explain food label information accurately to customers or users in health food promotion activities according to relevant requirements of food label regulations on the ingredients, content and functions listed on products.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Know about the relationship among body constitutions, diets and beauty care
Code	BEZZHC316A
Range	Understand the relationship between body constitutions and dietary treatments and the basic theory of Chinese medicinal food therapy for beauty care at workplaces engaged in beauty care, and recommend appropriate diets for health and beauty care according to the constitution characteristics and needs of customers.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about the relationship among body constitutions, diets and beauty care <ul style="list-style-type: none"> • Know about various types of body constitutions and their characteristics, including: <ul style="list-style-type: none"> • Qi (energy) deficient • Blood deficient • Yin deficient • Yang deficient • Qi (energy) stagnated • Yang excessive • Phlegm and wet • Blood blocked • Know about the dietary principles for treating various types of body constitutions, including the matching of foods and relevant contraindications, such as: <ul style="list-style-type: none"> • Invigorating energy for qi-deficient clients • Enriching blood for blood-deficient clients • Increasing yin for yin-deficient clients • Increasing yang for yang-deficient clients • Know about the relationship between dietary treatments and beauty care, such as: <ul style="list-style-type: none"> • Making hair dark • Improving hair growth • Giving glowing complexions • Enhancing facial beauty • Reducing body weight 2. Recommend appropriate diets for health and beauty care <ul style="list-style-type: none"> • Conduct effective communication with customers, collect information from them through proper enquiries and guidance, and analyze their body constitutions and characteristics • Master the characteristics of body constitutions and the relevant basic principles of dietary treatments and the basic theory of diets for beauty care; recommend appropriate diets for health and beauty care and point out desirable and undesirable applications • Advise customers to consult relevant experts in case of complicated body conditions or diseases

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to understand various types of body constitutions and relevant basic principles of dietary treatments, and the basic theory of Chinese medicinal food therapy for beauty care;• Capable to recommend to customers appropriate diets for health and beauty care and point out desirable and undesirable applications in the process of communication according to their constitution characteristics and needs; and• Capable to advise customers to consult relevant experts in case of complicated body conditions or diseases.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Mix dressing ingredients for beauty and health
Code	BEZZHC318A
Range	Understand the therapeutic effects and application properties of popular dressing ingredients for beauty and health, and mix suitable dressing ingredients for beauty and health correctly at beauty-related workplaces according to the skin types, conditions and contraindications of customers, so as to achieve the effect of preserving health and beauty in a natural way.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the concept of dressing ingredients for beauty and health <ul style="list-style-type: none"> • Understand different skin types and relevant contraindications • Understand the types and effects of popular dressing ingredients for beauty and health <ul style="list-style-type: none"> • Vegetables and fruits • Other ingredients such as: <ul style="list-style-type: none"> • Egg white • Honey • Milk • Yogurt • Understand the mix-and-match of popular dressing ingredients for beauty and health and their effects such as: <ul style="list-style-type: none"> • Yogurt with honey • Lemon juice with honey • Plain flour with olive oil • Milk with oats • Understand the applications and contraindications of all kinds of ingredients for dressing • Understand the factors of consideration for mixing dressing ingredients <ul style="list-style-type: none"> • Whether they match the skin type or not • Relevant contraindications • Mixing tools and the whole process and environment for mixing should meet the hygienic standard • Understand the applying method, such as: <ul style="list-style-type: none"> • Thickness of application • Application technique • Duration for application • Frequency of application 2. Mix dressing ingredients for beauty and health <ul style="list-style-type: none"> • Master the properties, applications, matching, suitability and contraindications of various types of popular dressing ingredients for beauty and health; mix dressing ingredients in a correct way and appropriate quantity according to the skin type and condition of the customers • Master the applying method and clearly explain to the customers before mixing the ingredients all the procedures and possible reactions • Master the methods of applying various dressing ingredients and explain relevant information to the customers • Master the cautions for mixing dressing ingredients and ensure that they are mixed in a clean and hygienic environment • Record clearly the information about the ingredient types, their effects of mixing, using methods, suitability and contraindications; keep the record properly for future reference

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to understand the properties, applications, matching, suitability and contraindications of various types of popular dressing ingredients for beauty and health; mix dressing ingredients in a correct way and appropriate quantity according to the skin type and condition of the customers;• Capable to ensure that the process of mixing dressing ingredients is carried out in a clean and hygienic environment; and• Capable to record clearly the information about the ingredient types, their effects of mixing, using methods, suitability and contraindications; keep the record properly for future reference.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Master various types of stress-relieving beauty treatment techniques
Code	BEZZHC319A
Range	Understand the common causes of stress and various types of stress-relieving beauty treatment techniques, and provide beauty treatment services at beauty-related workplaces to suit customers' physical conditions and treatment needs.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand various types of stress-relieving beauty treatments <ul style="list-style-type: none"> • Understand the main causes and origins of stress/emotions, including: <ul style="list-style-type: none"> • Physiological factor • Psychological factor • Behavioural factor • Environmental factor • Understand common reactions of human body to stress, including: <ul style="list-style-type: none"> • Physiological reactions such as the influence of stress on skin condition • Psychological reactions such as feeling depressed • Behavioural reactions • Understand stress-relieving beauty treatment techniques such as: <ul style="list-style-type: none"> • Head, neck and facial massage • Holistic massage • Aromatherapy massage • Health massage • Foot reflexology • Spa treatment • Understand the characteristics, benefits and contraindications for various types of beauty treatments and massages 2. Apply various types of stress-relieving beauty treatment techniques <ul style="list-style-type: none"> • Master the influence of stress/emotions on human body and apply basic knowledge in relieving stress/emotions to advise the customers on suitable beauty treatment plans • Apply appropriate beauty treatment techniques to provide stress-relieving beauty treatment services to suit customers' physical, psychological and skin conditions and treatment needs • Advise the customers to consult relevant experts on advanced questions
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master various types of stress-relieving beauty treatment techniques; • Capable to advise on beauty treatment plans to suit customers' physical, psychological and skin conditions and treatment needs; and • Capable to advise the customers to consult relevant experts on advanced questions.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Perform health massage treatments
Code	BEZZHC320A
Range	Master health massage treatment techniques and perform deep massage treatments at locations providing such services according to customers' physical conditions and treatment needs.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Knowledge of health massage</p> <ul style="list-style-type: none"> • Understand health massage, such as: <ul style="list-style-type: none"> • Types of massages • Main functions of meridians and acupoints and methods of locating them • Principles and techniques of manipulation massage • Tonification and purgation in manipulation technique • Contraindications of massage • Understand the characteristics and benefits of popular types of health massage, such as: <ul style="list-style-type: none"> • Holistic health massage • Beauty massage • Sports massage • Understand massage techniques applicable to different parts of the body and relevant concerns, such as: <ul style="list-style-type: none"> • Head and face • Chest and abdomen • Shoulder and neck • Waist and back • Upper limbs • Lower limbs • Understand the properties and usage of popular massage agents in forms of: <ul style="list-style-type: none"> • Liquid • Paste • Powder • Tinctures • Oil <p>2. Perform health massage treatments</p> <ul style="list-style-type: none"> • Master health massage techniques and perform deep massage treatment according to the customers' physical conditions and treatment needs <ul style="list-style-type: none"> • Massage techniques for different parts of the body • Locating meridians and acupoints at different parts of the body • Massage procedures and sequence • Strength and frequency of massage • Time control • Master health massage techniques and confirm by means of observation and questioning whether the customers has any contraindications of massage • Observe adverse effects in the process of massage and take remedial actions immediately • Clearly record and properly maintain the treatment details

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the knowledge of health massage; and• Capable to master health massage techniques and use suitable massage movements and techniques to perform such treatments according to customers' physical conditions and treatment needs, so as to bring out the effect of preserving health and keeping fit.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Perform beauty tattooing and embroidering
Code	BEZZBC302A
Range	Select appropriate dyes and apply relevant techniques to provide customers with the services of eyebrow tattooing/embroidering/tendering and eyeliner/lip tattooing at beauty-related workplaces according to customer needs.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Understand the theories and techniques of eyebrow tattooing/embroidering/tendering and eyeliner/lip tattooing <ul style="list-style-type: none"> Understand the popular shapes of eyebrows, such as arched eyebrows, natural eyebrows, raised eyebrows, single eyebrows and angular eyebrows Understand the matching of eyebrow and face shapes Understand the use of eyebrow tattooing/embroidering/tendering and eyeliner tattooing techniques to beautify different eye shapes Understand the methods of drawing eyebrows Understand the correct positions, methods of and contraindications for tattooing/embroidering/tendering upper and lower eyeliner Understand the uses of and differences between various types of dyes Understand the techniques of matching the customers' eye colour with dyes Understand the characteristics of lip shapes and the techniques of and contraindications for lip tattooing Perform eyebrow tattooing/embroidering/tendering, and eyeliner/lip tattooing <ul style="list-style-type: none"> Make preparations for the treatment, such as: <ul style="list-style-type: none"> Sterilizing instruments, materials and hands Selecting and preparing appropriate eyebrow tattoo remover and dyes Cleaning the eyes Protecting the skin around the eyebrows Apply the principles of colour match, master the techniques of blending dyes to select and make appropriate dyes according to the complexion, and the face, eye and eyebrow shapes of customers Apply the techniques of eyebrow tattooing/embroidering/tendering and eyeliner tattooing according to customer needs and use relevant tools properly to beautify the eyebrows Apply the techniques of lip tattooing to beautify lips according to customer needs Look for any adverse effects during the process of treatment, such as eye allergies, skin allergies, mild swelling and watery eyes, and take remedial actions if necessary Explain post-treatment concerns to customers and give advice on home beauty care Perform post-treatment disposal of needles
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> Capable to master the techniques of eyebrow tattooing/embroidering/tendering and eyeliner/lip tattooing, and colour matching; and Capable to provide customers with the services of eyebrow tattooing/embroidering/tendering and eyeliner/lip tattooing according to customers' needs and the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Perform eyelash curling/ eyelash extension
Code	BEZZBC303A
Range	Master eyelash curling and extension techniques, and provide such services to customers at beauty-related workplaces according to the code of practice for personal and working hygiene.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the characteristics of eyelash curling and eyelash extension <ul style="list-style-type: none"> • Understand the characteristics and differences of eyelash curling and eyelash extension • Understand the correct steps and techniques, noting points of and contraindications for eyelash curling and eyelash extension • Understand the hair types and materials suitable for eyelash extension • Understand the products and materials suitable for eyelash curling • Understand the reasons, importance and steps of pre-treatment skin test 2. Perform eyelash curling or eyelash extension <ul style="list-style-type: none"> • Make preparations for the treatment, such as: <ul style="list-style-type: none"> • Sterilizing the hands and tools • Consulting the customers before treatment • Conducting skin test • Cleansing the eye area • Protecting the skin surrounding the area to be treated • Select suitable tools and materials according to the customers' needs and skin and eyelash conditions • Master the eyelash curling and eyelash extension techniques; correctly use eyelash curling/ eyelash extension tools and products to provide relevant services to the customers according to the code of practice for personal and working hygiene and product manuals • Look for any adverse effects during the process of treatment, and take remedial actions immediately if necessary • Explain the post-treatment concerns to the customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the knowledge, techniques and contraindications of eyelash curling and extension; and • Capable to provide eyelash curling or eyelash extension services correctly to customers according to the customers' needs and skin and eyelash conditions, and the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Understand the relationship between physical fitness and slimming
Code	BEZZBO301A
Range	Understand the effects of physical fitness on body shape and slimming at beauty salons or workplaces engaged in body treatments, and recommend appropriate home exercises to customers so as to tie in with slimming treatments according to their physical conditions and needs.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the structure of human body shape and the basic concept of physical fitness <ul style="list-style-type: none"> • Understand the system of human skeleton, including: <ul style="list-style-type: none"> • Types, functions, names and positions of bones • Types and functions of joints • Understand the muscular system, including: <ul style="list-style-type: none"> • Types, functions, names and positions of muscles • Point of origin, point of insertion • Muscle contraction and stretch • Understand the concept of posture correction, such as: <ul style="list-style-type: none"> • Correction of tilting head • Correction of round shoulders • Correction of malformed pelvis • Understand the general classification of exercises, such as: <ul style="list-style-type: none"> • Resistance exercises • Aerobic exercises • Stretching exercises • Understand the merits of various types of exercises • Understand the relationship and importance of physical fitness and slimming 2. Apply the knowledge of physical fitness <ul style="list-style-type: none"> • Master the knowledge of physical fitness and its role and essence in slimming treatments • Recommend appropriate exercise plans to customers so as to obtain better results by tying in with slimming treatments according to their physical conditions and treatment needs • Modify the exercise plans according to needs
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the relationship between physical fitness and slimming treatments; and • Capable to assess the physical conditions and treatment needs of customers and properly apply the knowledge of physical fitness and recommend to them the exercises for slimming and correcting postures.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Perform various types of slimming treatments
Code	BEZZBO303A
Range	Understand the principles and effects of various types of slimming treatments at beauty salons or workplaces engaged in body treatments, and recommend appropriate slimming treatments to customers according to their physical conditions and needs.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Basic knowledge of the structure of human body and various types of slimming treatments</p> <ul style="list-style-type: none"> • Understand the basic structure and functions of human body <ul style="list-style-type: none"> • Skeletal system • Muscle system • Nervous system • Circulation system • Skin structure • Respiratory system • Digestive system • Urinary system • Endocrine system • Possess the basic knowledge of body shapes, such as: <ul style="list-style-type: none"> • Three basic body types • Common, undesirable body shapes and their causes • Possess the basic knowledge of various types of slimming instruments, such as: <ul style="list-style-type: none"> • Various types of heat therapies and their effects • Operating principles and functions of various types of slimming instruments • Understand the types and effects of slimming treatments <ul style="list-style-type: none"> • Overall slimming treatment • Specific slimming treatment • Post-natal slimming treatment • Understand the contraindications of various types of slimming treatments and relevant safety measures <p>2. Perform slimming treatments</p> <ul style="list-style-type: none"> • Make preparations for the treatment, such as: <ul style="list-style-type: none"> • Cleaning the tools and hands • Consulting customers and perform body shape analysis before treatment • Explaining the treatment process and effects to customers • Select appropriate slimming treatments for customers according to body shape analysis • Master the techniques of various types of slimming treatments and perform treatments for customers, including: <ul style="list-style-type: none"> • Operation of slimming instruments • Application of treatment procedures and techniques • Application and effects of products • Observe adverse effects in the process of slimming treatment and take remedial actions immediately

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to understand the operating principles, effects and contraindications of various types of slimming instruments and relevant safety measures;• Capable to consult customers and perform body shape analysis properly, and select appropriate slimming treatments for customers according to their body shape conditions; and• Capable to master the techniques of various types of slimming treatments and perform appropriate treatments for customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Apply the knowledge of human body structure to body treatments
Code	BEZZBO304A
Range	Understand the human body structure and physiological functions, and apply to body treatments correctly at beauty salons and locations providing body treatments.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Basic knowledge of human anatomy and body treatments <ul style="list-style-type: none"> • Understand the human body structure and physiological functions • Understand the contraindications of body treatments • Understand the types and effects of body treatments and products 2. Apply basic knowledge of human anatomy to body treatments <ul style="list-style-type: none"> • Answer customers' enquiries on body treatments/products correctly • Conduct customer consultation and analysis before treatment • Recommend suitable body treatment plans or products according to the customers' physical fitness and health condition, such as: general slimming care, partial slimming care, postnatal slimming care • Use safe and effective methods and procedures to improve the customers' body figure and maintain an ideal figure • Explain to the customers contraindications relevant to body treatments • Give suitable advice to the customers on home body-care
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to apply the knowledge of human body structure and physiological functions to body treatment consultations and analyses; and • Capable to provide suitable body treatment plans according to customers' physical conditions and body treatments requirements.
Remark	The credit value of this unit of competency is set on the presumption that the person already possesses the competency of BEZZCN109A "Know about basic human body structure and physiological system".

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Understand the relationship of the structure of mammary glands and reproductive system to bust treatment
Code	BEZZBO305A
Range	Understand the structure of mammary glands and reproductive system, and apply the knowledge correctly to bust treatments provided at beauty-related workplaces.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the basic structure of mammary glands and reproductive system <ul style="list-style-type: none"> • Understand the basic structure of mammary glands <ul style="list-style-type: none"> • Mammary gland tissue • Adipose tissue • Nipples • Mammary areola • Understand the functions of mammary glands such as excreting breast milk during lactation • Understand the effects of heredity, age, and hormone on lacteal glands • Understand the relationship of different stages of development of mammary glands to their changes in appearance <ul style="list-style-type: none"> • Infancy • Adolescence • Pregnancy • Lactation • Menopause • Old age • Understand common problems related to breast appearance and their causes, such as: <ul style="list-style-type: none"> • Dysplasia • Sharp increase or decrease in weight • Pregnancy • Menopause • Understand the basic structure of female reproductive system <ul style="list-style-type: none"> • External reproductive organs • Internal reproductive organs such as vagina, uterus, fallopian tube, ovary • Understand the influence of sex hormone to reproductive organs, such as: <ul style="list-style-type: none"> • Menstruation • Adolescence • Pregnancy • Menopause • Understand the principles, effects and contraindications of bust treatment 2. Apply basic knowledge of mammary glands and reproductive system <ul style="list-style-type: none"> • Master basic knowledge of mammary glands and reproductive organs, and correctly answer customers' enquiries on bust treatment • Correctly apply the basic knowledge of mammary glands and reproductive system to customer consultation and body shape analysis before performing bust treatment • Recommend suitable bust treatment to the customers according to the analysis result

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the basic knowledge of mammary glands and reproductive system; and• Capable to correctly apply the basic knowledge of mammary glands and reproductive system before performing bust treatment and recommend suitable bust treatment to the customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Perform bust treatment
Code	BEZZBO307A
Range	Master massage techniques and perform bust massage treatments for customers at beauty salons and locations providing body treatments according to practice guidelines of the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the structure of bust, its massage methods and techniques <ul style="list-style-type: none"> • Understand the structure and tissue functions of bust <ul style="list-style-type: none"> • Thymus tissue • Fibrous tissue • Adipose tissue • Understand the structure and functions of other pectoral systems <ul style="list-style-type: none"> • Lymphatic system • Circulation system • Nervous system • Endocrine system • Understand the causes of sagging breasts <ul style="list-style-type: none"> • Overweight • Medicinal effect e.g. contraceptive pills • Wrong posture • Pregnancy and lactation • Entering middle age • Understand the methods of improving and dealing with sagging breasts <ul style="list-style-type: none"> • Using instruments such as vacuum suction cups, etc. • Bust exercises such as stretching exercise, etc. • Understand the functions and techniques for bust massage e.g. acupoints • Understand contraindications of bust massage, such as: pregnancy, breast cancer, previous chest surgeries, heart disease, skin diseases, epilepsy, etc. • Understand the ingredients and functions of various types of bust care products, including bust enhancing, firming, moisturizing, etc. 2. Perform bust treatment <ul style="list-style-type: none"> • Make preparations for the massage, including: <ul style="list-style-type: none"> • Analyzing customers' bust condition and advising suitable bust massage treatment • Sterilizing the instruments, tools and hands • Explaining the treatment procedures to the customers • Master the correct steps, procedures and expertise of bust massage and perform the massage for the customers • Master the methods and techniques of using bust massage instruments • Use bust care products correctly to facilitate the massage • Observe adverse effects on the customers in the process of treatment, and take remedial actions immediately

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the bust massage methods and techniques; and• Capable to apply the massage techniques to perform bust treatment to suit customers' bust condition and needs according to practice guidelines of the organization and the code of practice for personal and working hygiene.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Implement training venue and facility management
Code	BEZZET304A
Range	Understand the basic training techniques in the practice of beauty care at beauty salons or relevant workplaces and assist less experienced colleagues in acquiring beauty care skills in daily practice so that they could enhance their practical competency.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the concept of skills training <ul style="list-style-type: none"> • Understand the focus and techniques of skills training demonstrations • Understand the importance of giving proper demonstrations and explanations in a systematic way • Understand effective communication skills and acquire necessary presentation skills • Understand the workflow of the beauty industry and the common errors in practice • Understand the application range of various types of techniques, such as: <ul style="list-style-type: none"> • Beauty care practice • Techniques and methods of selling at counters 2. Master the techniques for skills training and perform practical training at workplaces <ul style="list-style-type: none"> • Perform proper training procedures according to the daily workflow of beauty salons or relevant workplaces • Illustrate various types of practical work with proper demonstrations and explanations according to the guidelines of the organization and assist trainees in performing different types of technical skills with accuracy and competency. • Point out the common errors in practical and operation, propose improvements and assist trainees in solving issues related to techniques, such as: <ul style="list-style-type: none"> • Mastering massage techniques • Sales methods • Observe the performance of trainees, give proper demonstrations and encourage them to learn continuously
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master the basic techniques for practical training for beauty care and assist less experienced colleagues in receiving skills training so that they could enhance their practical competency.
Remark	The credit value of this unit of competency is set on the presumption that the person already possesses at least one year beauty-related working experience.

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Compile training materials
Code	BEZZET305A
Range	Compile training materials for beauty practitioners in beauty training locations and relevant workplaces according to the training needs of the industry, training goals and objectives.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the types and basic compiling methods for training materials</p> <ul style="list-style-type: none"> • Understand the principles of compiling training materials <ul style="list-style-type: none"> • Education as the basis • Appropriate content depth and horizon • Content fitting in with current scientific culture and technology • Consistence of theory and practice • Systematic arrangement of training materials and progressive teaching • Understand the types and effectiveness of general training materials, including text books, handouts, course outlines, reference books and magazines, supporting materials, etc. • Understand the methods, procedures and techniques of compiling various types of training materials, such as: <ul style="list-style-type: none"> • Text books • Handouts and course outlines • Understand the legal requirements of the Copyright Ordinance on copyright content and material selection <p>2. Compile training materials</p> <ul style="list-style-type: none"> • Devise training course goals and plans according to staff training needs • Compile training materials using compiling methods and procedures for different types of materials and basing on the training plan, goals and programme, including: <ul style="list-style-type: none"> • Writing the outline • Examining and modifying the outline • Writing chapters and sections • Writing the main content of the training course • Examining and modifying the main content • Compile training materials according to the compilation principles • Comply with the Copyright Ordinance and requirements on reference to materials with copyright when compiling training materials
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand clearly the methods and procedures for compiling training materials and the Copyright Ordinance requirements; and • Capable to compile training materials according to the training goals and training needs of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Apply teaching techniques
Code	BEZZET306A
Range	Master various types of teaching techniques in beauty training locations and relevant workplaces and select suitable teaching methods according to trainees' level and the training goals.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand various types of teaching techniques</p> <ul style="list-style-type: none"> • Understand typical teaching and training methods <ul style="list-style-type: none"> • Theory learning • Skills demonstration • Technical instruction • Role play • Case study • Discussion • Visit, etc. • Understand common supporting materials and their applications, including: <ul style="list-style-type: none"> • Projection materials • Audio / visual materials • Computer and multimedia materials • Understand the considerations for selecting teaching and training methods, including: <ul style="list-style-type: none"> • Trainees • Training goals • Environment • Resources and equipment allocation • Understand basic teaching techniques <ul style="list-style-type: none"> • Personal teaching techniques <ul style="list-style-type: none"> • Personal expression technique • Time control technique • Course induction techniques • Questioning technique • Handout / textbook design technique • Discussion and conclusion technique <p>2. Apply teaching techniques</p> <ul style="list-style-type: none"> • Master typical teaching and training techniques; select and apply suitable teaching techniques according to the characteristics of different trainees, the training goals and other relevant factors, so as to achieve the objectives of education and training and improve training quality • Apply all kinds of training methods effectively to achieve the training goals
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master all kinds of teaching techniques and knowledge; and • Capable to apply different teaching techniques appropriately according to different training goals, trainees' characteristics and other relevant factors, so as to achieve the training goals and improve training quality.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Know about the duties and professional requirements and conduct of a beauty training instructor
Code	BEZZET307A
Range	Demonstrate the duties and professional requirements and conduct of a beauty training instructor during training in organizations providing beauty training, so as to foster trainees' beauty professional conduct and job ethics.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about job ethics and professional conduct of a beauty training instructor <ul style="list-style-type: none"> • Know about the importance of complying with job ethics and code of practice to the entire training • Know about the importance of being professional, including: <ul style="list-style-type: none"> • Proper manners and appearance • Good conduct • Positive and stable emotions • Fair, impartial and proactive training objectives • Respecting trainees' privacy • Know about the importance of continuous learning, self enhancement and upgrading of professional knowledge and skills • Know about the importance of professional training to the development of the beauty industry 2. Demonstrate the duties and professional requirements and conduct of beauty training instructors <ul style="list-style-type: none"> • Assure that the personal conduct and appearance standard comply with the training guidelines of the organization • Understand the content and objectives of the training courses of the organization • Integrate the academic and technical aspects in teaching beauty knowledge and skills • Fairly treat trainees with different backgrounds • Guide the trainees to bring out their potentials in the course of training • Assess the training results positively and impartially • Act against the course or the organization in no circumstances
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to comply with and implement the training guidelines of the organization, demonstrate professional conduct and ethics of a training instructor when teaching and coaching trainees in order to foster trainees' beauty professional conduct and ethics and facilitate organization's business development.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Master training preparations
Code	BEZZET308A
Range	Master and implement the requirements on training preparations in beauty training locations and relevant workplaces, so as to optimize the training process and enhance the training performance.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the requirements on training preparations <ul style="list-style-type: none"> • Understand the preparations for training and their purposes, such as: <ul style="list-style-type: none"> • Ascertain the goal of entire training • Formulate the training schedule/ plan • Ascertain the goals and requirements for each phase of the course • Set relevant competency standards • Research data and references • Analyze and handle teaching materials • Compile training handouts, cases and assignments • Know the background and number of trainees • Prepare different teaching and training methods • Arrange resources, equipment, venue, supporting materials, and etc. for the course • Understand the requirements and considerations for the preparations • Understand the factors hindering the implementation of preparation work • Understand the possible consequences caused by inadequate training 2. Implement training preparations <ul style="list-style-type: none"> • Master the areas and requirements for training preparations, implement the preparations correctly in order to assist in conducting effective training and achieving the goals • Master the standard requirements and considerations for all training preparations, such as: <ul style="list-style-type: none"> • Analyzing and handling teaching materials <ul style="list-style-type: none"> • Highlighting the main points • From the easy to the complicated • Compiling training handout <ul style="list-style-type: none"> • Correct content • Including new information • Teaching method <ul style="list-style-type: none"> • Case study • In-person demonstration
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master and correctly carry out preparations for all kinds of training in order to optimize the training process, enhance the training performance and achieve the training goal.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Master class management
Code	BEZZET310A
Range	Master various class management methods and adopt appropriate methods for different targets at beauty training locations or relevant workplaces so as to realize effective class management and facilitate smooth teaching.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the class management methods for beauty training <ul style="list-style-type: none"> • Understand the aims and importance of class management for beauty training • Understand the targets of class management for beauty training, including: <ul style="list-style-type: none"> • Management of students • Management of teaching materials • Management of teaching environment • Management of time • Understand the characteristics of students of different ages and from different clusters • Understand the usual types of students that are problematic and the ways to deal with them, such as: <ul style="list-style-type: none"> • Raising questions all the time • Picking fault unfairly • Whispering • Bragging • Keeping silent • Understand the class management methods and techniques for beauty training, such as: <ul style="list-style-type: none"> • Ways to satisfy the learning and psychological needs of students • Techniques to draw the attention of students • Ways to promote positive learning attitude of students • Useful techniques to enforce discipline • Techniques to control the teaching tempo and sessions • Reasonable matching of class structure with situations • Techniques to create motivation in class environment and atmosphere • Understand various types of teaching skills for beauty training • Understand the importance of good and effective communications between teachers and students 2. Apply the knowledge and skills of class management for beauty training <ul style="list-style-type: none"> • Master the knowledge and skills of class management for beauty training and make proper organization and adjustments for different targets, and adopt appropriate management methods and good communication skills to realize effective class management and to facilitate smooth teaching • Act flexibly and respond to unexpected incidents in class and deal with them properly • Analyze the problems encountered in class management, identify appropriate solutions and file the records for future reference

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the basic knowledge of class management for beauty training and, according to different targets, adopt appropriate methods to realize effective class management and to facilitate smooth teaching;• Capable to act flexibly and take proper actions according to different circumstances; and• Capable to perform analysis on class management, to identify problems and solutions and file the records for future reference.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Master the techniques for practical training for beauty care
Code	BEZZET311A
Range	Master the techniques for practical training for beauty care at beauty salons or relevant workplaces; design and provide training for less experienced colleagues so that they could enhance their skills and knowledge of practical operation, and know how to apply those skills flexibly and master more advanced skills; make self-examination and self-improvement based on training outcomes.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Competency and techniques of training staff <ul style="list-style-type: none"> Know about the basic techniques for practical training for beauty care, for example: <ul style="list-style-type: none"> Skills demonstration and practical training arrangement Observation and guidance skills Know about the design of training content and the techniques of reviewing outcomes Understand the learning characteristics of various types of trainees and their common learning problems Understand the methods and techniques of effectively proposing improvements and solving learning problems Master the techniques for skills training and the methods for training design, and conduct self-examination <ul style="list-style-type: none"> Design and conduct systematic and proper training procedures according to the workflow of beauty salons or relevant workplaces, and illustrate various types of practical work with proper demonstrations and presentations to trainees Assist trainees in handling and solving issues related to skills and customer relationship through demonstrations and presentations, such as: <ul style="list-style-type: none"> Application of marketing psychology and methods Observe the performance of trainees consistently and revise assessments; offer positive feedback and ways to enhance knowledge and skills and follow up with the performance of trainees Induce trainees to active learning and effectively encourage them to adopt active learning attitude Encourage and guide trainees to self-assessment and self-examination and assist them in formulating self-improvement plans for better performance and independent training Conduct self-examination of outcomes based on the training process and the performance of trainees, and propose improvements for achieving training goals Guide and help trainees in solving learning difficulties
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> Capable to master the techniques for practical training for beauty care; design and provide skills training for less experienced colleagues so as to enable them to apply the skills flexibly and master more advanced skills of practical operation; Capable to grasp the focus of practical training to guide and help trainees perform self-assessment and self-examination for improvements; and Capable to perform review of outcomes based on the training process and propose improvements for achieving training goals.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Implement marketing plan
Code	BEZZMS301A
Range	Apply marketing techniques to implement marketing plans effectively in beauty product marketing department or related workplaces, so as to achieve the sales target of the organization.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of marketing beauty products / services <ul style="list-style-type: none"> • Know about the sales channels of beauty products / services • Know about the sales procedures for beauty products / services • Know about foreign exchange risks and the management concept • Know about the regulations on beauty products / services stipulated by the government • Know about the market information system of beauty products / services 2. Implement beauty product / service marketing plans <ul style="list-style-type: none"> • Arrange beauty product / service sales districts and teams according to the marketing plan formulated by the organization • Apply beauty product / service marketing techniques e.g. negotiation techniques, finding target customers and sales promotion techniques • Use information technology and the internet to sell beauty products / services • Assess the performance of the marketing plan • Review the implementation flow of the marketing plan
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master marketing techniques ; and • Capable to effectively implement marketing plans so as to achieve the sales target of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Master skills for designing window display for beauty products
Code	BEZZMS302A
Range	Master the skills for designing window display in general beauty shops and showrooms to effectively show/display beauty products to attract customers according to the image of the organization and customer orientation, so as to achieve selling purposes.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the functions of window display and various kinds of display design</p> <ul style="list-style-type: none"> • Understand the functions of window display <ul style="list-style-type: none"> • Attract people’s attention • Stimulate consuming desires • Give visual enjoyment to consumers • Demand for commodities • Know about the skills for designing various kinds of display <ul style="list-style-type: none"> • Match commodities with the themes of window display • Colour design • Illumination • Background decorations • Know about various themes of window display <ul style="list-style-type: none"> • Commercialized • Livelihood (seasonal, activities, etc.) • Personalized <p>2. Show/display beauty products</p> <ul style="list-style-type: none"> • Master the entire process of designing window display for beauty products <ul style="list-style-type: none"> • Conceive design • Draft design sketch (layout) • Collect materials/props • Design display racks for beauty products • Effectively show/display beauty products to attract customers
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to understand thoroughly the functions of window display and the skills for designing window display, and master the image of the organization and customer orientation to effectively show/display beauty products, so as to achieve selling purposes.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Master basic retail management
Code	BEZZMS303A
Range	Master basic retail management knowledge at beauty-related workplaces to effectively carry out retail routines in beauty shopping shops.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand basic retail management concept <ul style="list-style-type: none"> • Understand basic retail management concept • Understand retail outlet management e.g. Make preparations for opening <ul style="list-style-type: none"> • Software <ul style="list-style-type: none"> • Amiable and smiling staff • Tidy and comfortable shopping environment • Attractive and tidy presentation of products • Good inventory control • Hardware <ul style="list-style-type: none"> • Cashier • Commodity display facilities • Fire prevention and safety installations • Know about financial management, including: <ul style="list-style-type: none"> • Use and control of resources • Appropriate allocation of resources • Understand personnel management, including: <ul style="list-style-type: none"> • Recruitment and selection of personnel • Staff training • Planning, allocation and assessment <ul style="list-style-type: none"> • Allocate manpower according to customer flow • Allocate manpower according to the ability of staff • Consider the proportion between full-time and part-time staff • Match the goods delivery dates with the promotion period • Allocate work duties on a fair basis • Motivate / encourage subordinates • Understand information management <ul style="list-style-type: none"> • Use information effectively • Solve problems and make decisions through the exchange of information 2. Apply retail management knowledge <ul style="list-style-type: none"> • Master basic beauty retail management techniques to assist with the implementation of retail management in beauty shops
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to master basic retail management knowledge to assist with retail management in routine beauty outlet working environment.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Implement sales support
Code	BEZZMS304A
Range	Implement beauty sales support at beauty-related workplaces to help complete transactions.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of selling beauty products / services <ul style="list-style-type: none"> • Understand the beauty product / service market in general <ul style="list-style-type: none"> • Market price and demand of different types of beauty products and services • Source of supply of beauty products • Legal requirements on beauty products / services • Understand the sales system and procedures for beauty products / services 2. Implement beauty product / service sales support <ul style="list-style-type: none"> • Order and sell beauty products • Prepare order and sales documents • Prepare payment vouchers • Liaise for product delivery • Provide beauty products and consultation service • Provide after-sales service
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to implement sales support according to corporate guidelines to help complete the transactions and provide after-sales service.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Implement market research plans
Code	BEZZMS305A
Range	Collect beauty product / service market research information in workplaces where market research of beauty products / services is related, and apply market research techniques effectively to implement market research plans according to the requirements of the organization, so as to achieve the market research objectives set by the organization.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand market research techniques for beauty products / services <ul style="list-style-type: none"> • Understand the objectives of beauty product / service market research, such as: <ul style="list-style-type: none"> • New product/service development • Sales and marketing • Understand beauty product / service market research methods • Understand the market information system of beauty products / services 2. Implement market research plans <ul style="list-style-type: none"> • Implement market research plans effectively according to corporate objectives, including: <ul style="list-style-type: none"> • Determining market research objectives • Designing market research methods • Assessing the implementation results of market research plans • Manage and coordinate market research • Use market research methods such as: <ul style="list-style-type: none"> • Questionnaire • Observation • Interview • Focus group • Use information technology and the internet to collect and analyze information on beauty product / service market research
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to collect and analyze information on beauty product / service market research according to the requirements of the organization; and • Capable to apply market research techniques effectively to implement beauty product market research plans, so as to achieve the market research objectives set by the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Implement occupational safety and health risk assessment for the beauty industry
Code	BEZZOM301A
Range	Effectively assess potential risks and hazards to occupational safety and health related to beauty business operation at beauty-related workplaces.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Basic knowledge of risk assessment</p> <ul style="list-style-type: none"> • Understand all kinds of occupational safety and health risks in beauty business operation <ul style="list-style-type: none"> • Basic concept of risk • Potential hazards of occupational safety and health and risks likely caused • Relevant occupational safety and health regulations and their requirements e.g. first aid kit is required in a workplace with more than 50 employees, and at least one of them possesses first aid knowledge • Basic procedures and methods of risk assessment • The importance of risk assessment to prevention of accidents <p>2. Implement occupational safety and health risk assessment for the beauty industry</p> <ul style="list-style-type: none"> • Classify all kinds of beauty working procedures and environments, and collect relevant information such as the properties and handling of chemicals, the properties and precautions for beauty instruments • Analyze effectively the potential hazards to beauty working procedures, instruments and working environment, and conduct risk assessment : <ul style="list-style-type: none"> • Conduct assessment according to the chances and channels of the potential hazards to happen, degree of damage and the consequences • Assess the existing risk control method, chances of failures and the consequences • Use the assessment results to eliminate or reduce the potential risks
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to analyze hazards effectively according to different beauty working procedures, venues, environments and natures in the beauty industry; assess relevant risks in order to eliminate or reduce the risks.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Implement recruitment procedures
Code	BEZZOM306A
Range	Implement recruitment procedures effectively at beauty-related workplaces according to the current status of operation and future business development needs of the organization.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge about recruitment exercise <ul style="list-style-type: none"> • Know about the operational structure and workflow of the organization • Understand recruitment procedures and criteria of the organization • Understand the terms of appointment of the organization • Know about different recruitment channels and effects • Know about the requirements of existing regulations on recruitment, such as: <ul style="list-style-type: none"> • Employment Ordinance • Sex Discrimination Ordinance • Family Status Discrimination Ordinance • Personal Data (Privacy) Ordinance • Understand the future business development and staff wastage of the organization, and other internal and external factors • Understand the current human resources market situation, salary trend and objective condition of the organization • Understand the skills of writing recruitment advertisements 2. Implement recruitment procedures <ul style="list-style-type: none"> • Identify manpower demand according to current and future business development of the organization • Identify job position demand according to the operational structure and needs of the organization, such as: <ul style="list-style-type: none"> • Job vacancies and precise requirements for them such as: educational level, working experience, professional qualifications, etc. • Form of employment such as: long-term/short-term contract, full-time/part-time, etc. • promotion system • Establish a recruitment plan according to the guidelines of the organization, such as: <ul style="list-style-type: none"> • Deciding the recruitment budget • Selecting suitable recruitment channel, including: internal selection and promotion, external recruitment, etc. • Implement recruitment procedures according to corporate guidelines, such as: <ul style="list-style-type: none"> • Carrying out preliminary selection according to the recruitment principles of the organization • Arranging interviews of candidates, including: oral examination, written examination, practical operation, etc. • Appraising the applicants according to the established standards of the organization • Accurately check and confirm that candidate to be employed for the professional position possesses relevant professional qualifications so as to comply with the legal requirements

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirement of this unit of competency is: <ul style="list-style-type: none">• Capable to implement effectively the established recruitment procedures of the organization according to relevant legal requirements as well as the current operation and future business development needs of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Deploy staff
Code	BEZZOM307A
Range	Master the area of work and duties of all ranks of the organization at beauty-related workplaces; make recommendations to management level on staff deployment according to the change in organization's manpower structure, the performance and development aspiration of staff, so as to bring out their strengths and facilitate the development of the organization.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand human resources management concepts <ul style="list-style-type: none"> • Understand basic human resources management concepts • Understand the organizational structure and the area of work and duties of all ranks of the organization, such as: <ul style="list-style-type: none"> • Professional beauticians • Executives and personnel management staff • Salespersons • Receptionists • Promotional staff • Financial management staff • Warehouse management staff • Understand the human resources management policy of the organization, including: <ul style="list-style-type: none"> • Recruitment and appointment • Job nature analysis • Salary management • Performance management • Staff training • Understand different forms and principles of staff deployment, including: promotion, secondment, posting, etc. • Understand the benefits of internal selection and promotion, such as: <ul style="list-style-type: none"> • Enhancing staff's learning and working initiative • Fostering staff's sense of belonging to the organization • Understand the effects of staff deployment on the organization, including: operational cost, change in organizational structure, etc. 2. Deploy staff <ul style="list-style-type: none"> • Decide on manpower demand according to the current status and future business development of the organization • Decide on the form of staff deployment according to the operation of the organization • Make recommendations to the management level on staff deployment or internal promotion according to staff appraisal results • Review staff performance after deployment and the effect on the operation of the organization

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the organizational structure and the area of work and duties of all ranks of the organization; and• Capable to make recommendations to the management level on staff deployment according to the current status and future business development of the organization and staff appraisal results, so as to bring out staff's strengths and facilitate the development of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Implement salary benchmark and commission system
Code	BEZZOM308A
Range	Implement salary benchmark and commission system effectively at beauty-related workplaces according to the human resources management policy of the organization and relevant legal requirements, so as to retain and attract competent people and perform good personnel management.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge about salary benchmark and commission system <ul style="list-style-type: none"> • Understand the human resources management policy of the organization • Understand the definition of salary, including: basic wage, commission, allowance, bonus, benefits, mandatory provident fund, etc. • Understand the principle of salary system and factors on consideration, including: fairness, reasonableness, competitiveness, etc. • Understand the method and basis of calculating salary of different ranks and salary forms of the organization • Understand the salary structure and adjustment mechanism of the organization • Understand the present situation and trend of the beauty labour market • Understand the legal requirements on salary system 2. Implement salary benchmark and commission system <ul style="list-style-type: none"> • Implement salary benchmark and commission system in a fair way according to the salary system of the organization, ensuring that: <ul style="list-style-type: none"> • the calculation of salary and commission is consistent and fair throughout the organization • the salary and commission level of the organization is competitive in manpower market • the salary and commission system complies with the requirements of relevant labour regulations • Make use of effective communication channels to let the staff understand the salary calculation and adjustment criteria • Make recommendations to management on the adjustment of salary benchmark and commission system according to the manpower market situation, so as to retain and attract competent people
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the human resources management policy of the organization; • Capable to implement salary benchmark and commission system in a fair way according to the salary system of the organization, ensuring that the system complies with the requirements of labour regulations; and • Capable to make recommendations to management on the adjustment of salary benchmark and commission system according to market changes and the operational needs of the organization, so as to retain and attract competent people.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Handle staff records
Code	BEZZOM309A
Range	Handle staff records correctly at beauty-related workplaces according to relevant legal requirements to protect the interests of both the employers and employees.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand ordinances and systems relevant to the handling of staff records <ul style="list-style-type: none"> • Understand ordinances relevant to the handling and keeping of staff records <ul style="list-style-type: none"> • Employment Ordinance • Mandatory Provident Fund Schemes Ordinance • Inland Revenue Ordinance • Personal Data (Privacy) Ordinance • Understand types of employment records that should be kept, such as: <ul style="list-style-type: none"> • Personal information • Employment record • Training record • Records of body check, sick leave and medical claims • Written record of disciplinary procedures • Staff appraisal report • Understand the importance of keeping employment records properly • Understand the liabilities for improper keeping and handling of staff records 2. Handle staff records <ul style="list-style-type: none"> • Handle the records of existing and ex-staff correctly during personnel management routines according to relevant legal requirements, such as: <ul style="list-style-type: none"> • The requirements of Employment Ordinance <ul style="list-style-type: none"> • Personal information • Employment records • Legal period of keeping • The requirements of Mandatory Provident Fund Schemes Ordinance <ul style="list-style-type: none"> • Staff records • Monthly contribution statement • The requirements of Inland Revenue Ordinance <ul style="list-style-type: none"> • Personal information • Employment record • Position employed • Amount of salary paid by cash • MPF contribution by the employee and the employer • The requirements of Personal Data (Privacy) Ordinance <ul style="list-style-type: none"> • Principles of data protection • Use, disclosure and transfer of data • Security and deletion of data • Declaration for collecting personal information

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to understand ordinances relevant to the handling of staff records; and• Capable to handle staff records correctly during personnel management routines to protect the interests of both the employers and employees.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Implement goods handling procedures
Code	BEZZOM314A
Range	Implement goods accessing and record filing procedures effectively in sales locations of beauty products and beauty-related venues, and manage the inventory data, assist in formulating guidelines on handling unsalable or expired beauty products correctly so as to assist the organization in purchasing goods and handling unsalable goods.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Understand the properties of beauty products and relevant accessing procedures <ul style="list-style-type: none"> Understand the properties of beauty products and their requirements on storage, transportation and protection Understand the importance of the 'first-in-first out' principle for goods Understand the bar code system used by the organization and its characteristics Understand the procedures set by the organization for accessing the beauty products and file the records Handle the procedures for accessing beauty products, file the records and manage inventory data <ul style="list-style-type: none"> Master beauty product storage and accessing procedures set by the organization, including: <ul style="list-style-type: none"> Storage, accessing and confirmation procedures for different goods at different locations (warehouse, sales outlet) Documents or computer records on storing and collecting different goods 'First-in-first out' procedure checking inventory regularly, recording and reporting the quantity of unsalable, about-to-expire or expired beauty products Implement emergency procedures for goods loss or damage, etc. Master established policies of the organization, and handle unsalable or expired beauty products properly Manage inventory data, and assist in formulating guidelines in handling unsalable or expired beauty products
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> Capable to access and handle unsalable or expired beauty products properly according to the guidelines and policies set by the organization, and file the records; and Capable to manage inventory data, and assist in formulating guidelines in handling unsalable or expired beauty products.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Master manicure and pedicure techniques
Code	106902L3
Range	Master various types of manicure and pedicure techniques and provide relevant services to customers at beauty salons and locations providing hand and foot care according to the code of practice for personal and working hygiene.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand manicure and pedicure techniques <ul style="list-style-type: none"> • Understand the causes and features of finger/toe nail abnormalities • Understand the structure and functions of finger/toe nails • Understand the causes and features of finger/toe nail common problems • Understand the effects, procedures and contraindications for various types of manicure and pedicure treatments • Understand the effects, application techniques and procedures of various types of manicure and pedicure tools and treatment products • Understand the shape of finger/toe nails and the manicure and pedicure techniques for them • Understand hand and foot massage techniques and their contraindications 2. Apply manicure and pedicure techniques <ul style="list-style-type: none"> • Implement pre-treatment sterilization procedures and preparations according to the code of practice for personal and working hygiene • Carry out customer consultation prior to treatment, and select suitable treatment products and plan according to the health condition of the customers' finger/toe nails • Master manicure/pedicure techniques and use relevant tools and products safely and effectively according to the code of practice for personal and working hygiene to perform manicure/pedicure treatment • Give suitable advice to the customers on nail care at home
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> • Capable to master manicure/pedicure techniques to perform manicure/pedicure treatment safely and effectively according to the customers' needs and finger/toe nail condition.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Master the fundamental knowledge of cosmetic light therapy
Code	106894L3
Range	Master the fundamental knowledge of cosmetic light therapy, correctly answer client's general enquiries regarding cosmetic light therapy in beauty-related workplaces
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Understand the principle and contra-indications of cosmetic light therapy <ul style="list-style-type: none"> Understand the origin and the development of cosmetic light therapy Understand the basic principles of light therapy, including ultraviolet light, visible light and infrared light Know the different types of cosmetic light therapy equipment, e.g. ultraviolet light, light-emitting diode(LED), infrared light, intense pulsed light, laser and electro-optical Synergy technology, etc Know the functions of different types of cosmetic light therapy equipment, e.g. lightening of pigmentation, reducing wrinkles, minimizing pores, hair reduction, etc Know the effects of cosmetic light therapy on eyes, skin and body tissue Know the general restrictions and contra-indications of cosmetic light therapy <ul style="list-style-type: none"> People with vascular diseases Pigmentation disorder related to medical condition Hirsutism Immune system disorder Pregnancy Epilepsy Lupus Erythematosus Ski infections, etc Know the other applications of light therapy equipment, e.g. teeth whitening, treating of leg veins, invasive skin peeling, etc Apply the fundamental knowledge of cosmetic light therapy <ul style="list-style-type: none"> Master the fundamental knowledge of cosmetic light therapy to facilitate answering client's related enquiries correctly Able to introduce beauty services related to cosmetic light therapy to clients
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> Able to master the basic principles of cosmetic light therapy Able to introduce to clients the treatments regarding cosmetic light therapy and answer general enquiries
Remark	<p>In order to master this unit of competency, competencies on the following units must have been attained:</p> <ul style="list-style-type: none"> 106898L1 (Know about skin structure and common problems) BEZZCN109A (Know about basic human body structure and physiological system) BEZZCN210A (Identify various types of skin and skin care) <p>The credit for this unit of competency assumes that the person has already attained knowledge for the above 3 units of competency</p>

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Understand the common problems regarding skin ageing and pigmentation
Code	106897L3
Range	Understand the common problems regarding the physiology of skin ageing and pigmentation and introduce suitable beauty treatments and products in beauty-related workplaces
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the common problems regarding the physiology of skin ageing and pigmentation</p> <ul style="list-style-type: none"> • The physiology of skin ageing <ul style="list-style-type: none"> • Understand the physical and psychological changes regarding ageing • Know the definition of biological age and chronological age • Recognize the changes in skin occurring at different age stages • Know the external changes in skin ageing, including: <ul style="list-style-type: none"> • Thinning of the skin • Uneven pigment • Loss of elasticity • Lack of moisture / oil • Broken blood capillaries • Appearance of fine lines, expression lines and wrinkles • Dull skin tone • Reduction of muscles elasticity/ sagging • Bones become more visible, etc • Know the internal changes in skin ageing, including: <ul style="list-style-type: none"> • Loss of subcutaneous tissues • Reduce in blood circulation/ metabolism • Reduce in sebaceous gland secretion • Decrease in bone mass • Decrease in collagen fibers, etc • Know the extrinsic and intrinsic factors affecting skin ageing • Know the distribution of fat in the face and body at different ages • Know the changes occurring at the epidermis, dermis and subcutaneous tissues caused by skin ageing • Know the changes at cells and tissues caused by ageing, including cell mutation, cell lipid loss, tissue atrophy, degeneration, etc • Know the slowdown of skin repair function caused by ageing • Know the beauty treatments and products for targeting skin ageing, e.g. intense pulsed light and laser skin rejuvenation, acid peels, Vitamin A, light-emitting diode, Micro-crystal dermabrasion, infrared and Electro-optical Synergy technology, etc

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Competency	<ul style="list-style-type: none"> • Common problems regarding pigmentation <ul style="list-style-type: none"> • Know the causes of photoaging • Know the effect of UVA, UVB and UVC on skin • Know the function and location of melanocytes • Know the formation and common problems of pigmentation, e.g. <ul style="list-style-type: none"> • Freckles • Lentigines • Melasma • Know the pigment-related conditions that cannot be handled by Beauty Therapists, including : <ul style="list-style-type: none"> • Albinism • vascular nevus • Vitiligo • Erythema, etc • Know the types of nevus, including junctional nevus, hairy nevus, intradermal nevus and melanoma • Know the general beauty treatments for pigmentation, e.g. intense pulsed light and laser for lightening of pigmentation and skin rejuvenation, etc 2. Application of knowledge regarding skin ageing and pigmentation <ul style="list-style-type: none"> • Able to explain the knowledge of skin ageing to clients • Able to explain the knowledge of common problems regarding skin pigmentation • Able to introduce general beauty treatments and products targeting skin ageing to clients • Able to introduce general beauty treatments and products targeting the lightening of pigments to clients
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Master the knowledge on the physiology of skin ageing • Master the common problems regarding pigmentation • Able to introduce general beauty treatments and products targeting skin ageing and pigmentation to clients
Remark	<p>In order to master this unit of competency, competencies on the following units must have been attained:</p> <ul style="list-style-type: none"> • 106898L1 (Know about skin structure and common problems) • BEZZCN109A (Know about basic human body structure and physiological system) <p>The credit for this unit of competency assumes that the person has already attained knowledge for the above two units of competency</p>

Competency Level 4

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Formulate procedures and requirements for managing the environmental hygiene of the venue in operation
Code	BEZZCN401A
Range	Analyze and review the operation and environmental hygiene of the beauty-related workplace so as to formulate procedures and requirements for managing the environmental hygiene of the venue in operation.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the operation and environmental hygiene issues of the venue operating beauty business</p> <ul style="list-style-type: none"> • Understand the hygiene and sanitation issues related to the operation and services of the organization <ul style="list-style-type: none"> • Environmental hygiene of the venue in operation, such as: <ul style="list-style-type: none"> • Water supply and drainage system • Lighting system • Cooling and heating systems • Ventilation system • Power supply system • Anti-slip facilities • First aid equipment • Hygiene practices for tools, equipment and materials • Personal hygiene, appearance and gear of the employee • Waste disposal (especially contaminated objects) • Understand the knowledge and legal requirements for the prevention of infectious diseases • Understand regulations and standards related to environmental hygiene of the beauty industry <p>2. Formulate procedures and requirements for managing environmental hygiene of the venue in operation</p> <ul style="list-style-type: none"> • Analyze the operation and service flow of the organization; take into consideration of the environment, equipment and people to evaluate the possibility and seriousness of cross-infection in different activities • Formulate effective codes of cleaning and sanitation, such as the working procedures and guidelines for the environmental hygiene, equipment hygiene and employees' personal hygiene for the venue in operation, according to the hygienic standard requirements and cross-infection evaluation • Regularly monitor the execution of the hygienic procedures to ensure the thorough implementation • Formulate review procedures to fine-tune deviations and make improvements • Formulate reporting procedures and information recording system in order to provide data for double-check and evidence for the efficiency of operation • Formulate emergency procedures e.g. assisting hygiene departments with the investigation, prevention and control should there be an infection case happen in the organization

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Assessment Criteria	The integrated outcome requirement of this unit of competency is: <ul style="list-style-type: none">• Capable to analyze and review the operation and environmental hygiene of a beauty-related organization, formulate procedures and requirements for managing the environmental hygiene of the venue in operation in order to prevent infectious diseases from happening and transmitting.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Manage staff relations
Code	BEZZCN408A
Range	Manage staff relation effectively at beauty-related workplaces, so as to bring out the full potential of the beauty professionals of the organization and to enhance the performance of staff management
Level	4
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of staff relation management <ul style="list-style-type: none"> • Understand the theories of beauty staff relation management, such as: <ul style="list-style-type: none"> • Personnel management techniques • Motivating staff • Counselling staff • Team management 2. Implement staff relation management <ul style="list-style-type: none"> • Implement staff relation management according to corporate policies <ul style="list-style-type: none"> • Develop staff's basic personnel skills <ul style="list-style-type: none"> • Understand the needs of individual staff members • Apply communication skills to have good communication with staff • Build up staff's self-confidence • Gain staff's trust and commitment • Motivate staff <ul style="list-style-type: none"> • Help to bring out their full potential • Develop staff to enhance performance • Build up partnership • Set up models • Incentives and promotion • Counsel staff <ul style="list-style-type: none"> • Understand and to coach them • Handle their personal problems e.g. late for work, EQ, pressure management, etc. • Handle their disputes and grievances • Self assessment • Team management <ul style="list-style-type: none"> • Set team goal • Analyze the strength of the team, strengths and weaknesses of team members • Liaise effectively to build up team spirit • Master the factors affecting staff relation management, such as: <ul style="list-style-type: none"> • Employment Ordinance • Ethical standards • Equal opportunities • Sexual harassment • Personal privacy • Aspects of Prevention of Bribery Ordinance • Master the changes of market environment, adjust staff relation management strategies and maintain good relationships with staff so as to enhance the performance of the beauty professionals

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to implement staff relation management effectively to bring out the full potential of the beauty professionals;• Capable to maintain good staff relationships with the beauty professionals to enhance team spirit; and• Capable to propose adjustments to staff relation management strategies according to the changes of market environment, so as to enhance the performance of the beauty professionals.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Formulate procedures for the maintenance and repair of beauty equipment
Code	BEZZCN409A
Range	Formulate procedures for the maintenance and repair of beauty equipment at beauty-related workplaces with reference to manufacturers' manuals on equipment operation and maintenance, so as to suit the actual operation of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge on the maintenance and repair of beauty and nail equipment <ul style="list-style-type: none"> • Understand the basic structure of various kinds of beauty and nail equipment • Understand the operating principles and functions of various kinds of beauty and nail equipment • Understand the procedures, methods and precautions for operating various types of beauty and nail equipment • Understand the legal requirements on beauty and nail equipment 2. Formulate procedures for the maintenance and repair of beauty and nail equipment <ul style="list-style-type: none"> • Formulate routine procedures for the maintenance and repair of beauty equipment with reference to manufacturers' manuals on equipment operation and maintenance so as to suit the actual operation of the organization, such as: <ul style="list-style-type: none"> • Cleaning routines • Checking procedures and methods • Calibration and testing • Adding and replacing materials • Procedures and steps for repair arrangements • Maintaining equipment operation manuals • Regular check arrangements • Maintaining, upgrading, restoring and enhancing relevant software of computer operation • Recording and managing data file of the maintenance and repair of equipment • Emergency procedures and reporting mechanism • Ensure that the maintenance and repair of special beauty and nail equipment comply with relevant legal requirements
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to formulate procedures for the maintenance and repair of beauty and nail equipment to suit the actual operation of the organization with reference to manufacturers' manuals and in compliance with relevant legal requirements.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Perform complicated special effects make-up
Code	BEZZMU401A
Range	Master the techniques of complicated special effects make-up at relevant workplaces, and select appropriate products and tools to perform complicated special effects make-up for customers according to the characteristics of character image.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of complicated special effects make-up</p> <ul style="list-style-type: none"> • Understand the types and usage of cosmetic products and tools required for complicated special effects make-up • Understand the basic ingredients of products for special effects make-up, such as latex, wax and blood • Understand the characteristics and differences of various types of image of complicated special effects make-up • Understand the application techniques and conditions of latex, such as burn make-up and aging make-up • Understand the basic facial structure and the muscles of the face • Understand the differences and application techniques of various types of blood • Understand the application techniques and conditions of wax, such as gun wounds, scratches, cuts, knife wounds, acne, chicken pox and fake nose • Understand the techniques and concerns of wearing fake bald caps <p>2. Perform complicated special effects make-up</p> <ul style="list-style-type: none"> • Make preparations for make-up, such as: <ul style="list-style-type: none"> • Sterilizing the tools and hands • Performing skin testing for customers before applying make-up • Master the application techniques of latex and do aging make-up for customers, including: <ul style="list-style-type: none"> • Applying latex properly according to the facial muscle structure of customers • Selecting appropriate cosmetic products to produce special effects like wrinkles, senile plaque, capillaries, according to required image • Master the application techniques of latex and produce burn effects for customers, including: <ul style="list-style-type: none"> • Distinguishing different degrees of burns and their features • Mastering the application techniques of latex, gelatine, and cosmetics • Master the application techniques of wax and produce special effects like gun wounds, scratches, cuts, knife wounds, acne, chicken pox and fake nose, including: <ul style="list-style-type: none"> • Distinguishing the characteristics of image • Applying cosmetic dyes • Master the techniques of setting fake bald caps and produce the effect of baldness for customers • Apply appropriate blood for customers according to required character image • Assess the overall special effects make-up • Master the procedures and techniques of removing make-up and select appropriate solvents to remove make-up for customers thoroughly • Clean and store cosmetic products and tools properly

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the techniques of special effects make-up and the criteria of selecting cosmetic products for special effects;• Capable to select appropriate cosmetic products and tools according to the special effects required by customers, and perform complicated special effects make-up and store cosmetic products and tools properly; and• Capable to select appropriate solvents so as to remove make-up for customers thoroughly.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Design stage make-up image
Code	BEZZMU402A
Range	Master the characteristics and techniques for all kinds of stage make-up, and design suitable stage make-up images for customers at make-up-related workplaces according to customers' characteristics and needs, so as to achieve the effect of beautifying the images.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of stage make-up image</p> <ul style="list-style-type: none"> • Understand the effect of the size, distance and colour of lighting of the stage on the make-up • Understand the difference in make-up design for different characters • Understand the colours and profile characteristics for stage make-up <p>2. Design stage make-up image</p> <ul style="list-style-type: none"> • Master the characteristics of the characters' images and apply stage make-up techniques to design suitable images for customers • Master popular stage make-up methods and requirements, and design suitable images for customers, including: <ul style="list-style-type: none"> • Mastering the fundamental techniques of drawing stage masks • Drawing lines and contours • Matching with suitable costumes and hairstyle • Matching with stage design and lighting • Matching with the images of the characters • Correctly applying the colour shading techniques
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the stage make-up techniques; and • Capable to apply stage make-up techniques to create images matching with the theme and characters according to stage size and lighting.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Sketch body image (whole body)
Code	BEZZMU403A
Range	Master the techniques of sketching body image (whole body) and apply suitable tools to sketch body image on paper for customers at make-up-related workplaces.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand body image sketching <ul style="list-style-type: none"> • Understand the types and uses of popular sketching tools, such as: charcoal pencil, watercolour paint, water paint, oil paint • Understand the characteristics of human body image • Understand the relationship between the image and sketching <ul style="list-style-type: none"> • Structure of the form • Bright-and-dark contrast • Dimensions and layers • Proportion 2. Sketch body image (whole body) <ul style="list-style-type: none"> • Make preparations for sketching including: <ul style="list-style-type: none"> • Choosing suitable brightness • Choosing suitable background • Choosing suitable tools • Master body image sketching techniques and use different sketching tools to sketch the contour of the human body • Express the structure of lines, including whether they are long or short, curved or straight, dotted or solid, thick or thin, and their spacing • Express the contrast of bright and dark, light and shadow and the change in gradation • Express the features of the body image, including: facial features, clothing, posture, complexion and facial expression • Sketch the different parts of the body • Assess whether the proportion of the sketch is correct and coordinated as a whole
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques of sketching body image (whole body) and apply suitable tools to sketch body image on paper for customers; and • Capable to assess whether the proportion of the sketch is correct and coordinated as a whole.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Draw dynamic body painting (whole body)
Code	BEZZMU404A
Range	Master dynamic body painting techniques and use suitable painting tools to draw dynamic body painting (whole body) on customers at make-up-related workplaces.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge relevant to dynamic body painting image <ul style="list-style-type: none"> • Understand human bone and muscular structure (whole body) • Understand types of tools and materials for drawing dynamic body painting and their application techniques • Understand the sfumato and colour matching techniques • Understand the contrast and matching techniques for various types of body painting patterns (whole body) • Understand the body sketching techniques (whole body) 2. Draw dynamic body painting (whole body) <ul style="list-style-type: none"> • Master dynamic painting techniques and use suitable painting tools and materials to draw dynamic whole body painting • Examine if the overall effect of whole body painting is consistent and harmonious
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the dynamic painting techniques; and • Capable to apply the make-up and colour matching techniques and use suitable painting tools and materials to draw dynamic whole body painting on customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Perform make-up styling (personal image)
Code	BEZZMU406A
Range	Master the characteristics and techniques for make-up styling, and design images and perform make-up styling with unique temperament for customers at make-up-related workplaces to suit customers' personalities and images and according to objective conditions and factors like the environment of the activities.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of image relevant to make-up styling <ul style="list-style-type: none"> • Understand the concept and purpose of make-up styling • Know about the basic principles of make-up styling, such as: <ul style="list-style-type: none"> • Fitting in with the time, place and occasion of the event • Being consistent • Personal image harmonizing with the objective environment • Know about the steps of executing make-up styling, including: <ul style="list-style-type: none"> • Communicating with and understanding your customer • Drawing sketches • Image positioning • Confirming the design • Understand the basic method of analyzing make-up styling and its importance, such as: <ul style="list-style-type: none"> • Customers' profession, age, face shape, skin complexion, body shape • Customers' temperament • Master the characteristics of different image styles and their make-up tips

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Competency	<p>2. Make-up styling for personal image</p> <ul style="list-style-type: none"> • Master the make-up styling techniques and execute make-up styling for the customers by following correct procedures, including: <ul style="list-style-type: none"> • Understanding through observation and communication the time, place and occasion of the event that the customers will attend • Analyzing the objective conditions, personal styles and characteristics of the customers and draw the styling design • Modify and adjust the design according to the trial make-up result and customers' opinion, and work out the image positioning • Execute personal image make-up styling for the customers • Master the image styling method for make-up styling by working out the following: <ul style="list-style-type: none"> • Profession positioning • Personality positioning • Style positioning • TPO positioning (time, place and occasion) • Master the characteristics and make-up techniques for different image styles and execute personal image make-up styling for the customers according to the environment of the event and the customers' personal style, such as being: <ul style="list-style-type: none"> • Romantic • Innocent • Classic • Natural • Professional • Leisure • Employ the make-up styling techniques to concretely express the suitable image as required by the customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the knowledge and techniques for personal image make-up styling; and • Capable to master the basic techniques and techniques for personal image styling, and design images and perform make-up styling with unique temperament for the customers according to the objective conditions, environment of the events and customers' personalities.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Perform film and TV make-up
Code	BEZZMU407A
Range	Master film and HDTV (High-Definition television) make-up techniques, and design and perform relevant make-up services for customers at workplaces providing such services according to the factors like shooting format, characters' images, scenes, etc., and the code of practice for personal and working hygiene.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge relevant to film and TV make-up</p> <ul style="list-style-type: none"> • Know about the definition, basic theories and effects of popular film specifications • Understand the theory of colours • Understand different types of film and TV make-up effects, characteristics and techniques, such as: <ul style="list-style-type: none"> • Death make-up • Trauma make-up and fake beard • Understand the considerations and noting points for performing film and TV make-up, such as: <ul style="list-style-type: none"> • Characters and their image styling • Historical background • Costume • Shooting site • Lighting and shooting effects • Understand the techniques, noting points and taboos for film and TV make-up • Know about various types of popular film and TV cosmetics, tools and their uses • Understand HD shooting basics and effects • Understand the techniques, noting points and taboos for HD make-up • Know about various types of popular HD cosmetics, tools and their uses • Understand the difference between and the characteristics of TV make-up and film make-up • Know about the reasons, importance and steps of pre-make-up skin test • Know about the reasons and importance of recording and maintaining make-up information <p>2. Perform film and TV make-up</p> <ul style="list-style-type: none"> • Conduct data research for characters to confirm or design their make-up images • Make preparations for make-up, such as: <ul style="list-style-type: none"> • Sterilizing the hands and tools • Perform skin test • Choose suitable cosmetics and make-up materials • Master the techniques for film and HDTV make-up and of using the tools, and perform film and HDTV make-up on customers according to the factors like shooting format, characters' images, shooting requirements, etc., and the code of practice for personal and working hygiene • Use suitable modelling materials • Record and maintain information about the characters' images, historical background and make-up for reference

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the film and HDTV make-up knowledge, techniques and taboos; and• Capable to perform film and HDTV make-up on customers according to the factors like shooting format, characters' images, historical backgrounds, shooting requirements, etc., and the code of practice for personal and working hygiene; and record the information.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Design finger/toe nail art patterns
Code	BEZZNA401A
Range	Master finger/toe nail art pattern designing techniques, and draw and design different nail art patterns at locations providing nail and hand/foot care.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge relevant to nail art pattern design</p> <ul style="list-style-type: none"> • Know about basic nail art concept • Understand the basic techniques of designing 3D patterns such as: dots, flower petals, floral leaves, rhombus, roses, jasmines • Understand the theory of chromatology • Understand the classifications and characteristics of various types of nail art, such as: <ul style="list-style-type: none"> • Free hand painting • Colour nail art • Nail art transfers stickers • Diamond inlay • Marble nail art • Embossed nail art • Spray painting • Sculptured nail art • 3D nail art <p>2. Nail art pattern design</p> <ul style="list-style-type: none"> • Design nail art patterns according to customers' requirements and suiting their clothes and make-up • Master drawing techniques to design and draw suitable patterns for customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the techniques of drawing and designing nail art patterns; and • Capable to apply nail art design and colour matching techniques correctly to design nail art patterns according to customers' requirements and suiting their clothes and make-up.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Nail, Hand & Foot Care

Title	Produce 3D patterns
Code	BEZZNA402A
Range	Apply 3D pattern production techniques to produce 3D patterns at locations providing nail and hand/foot care according to the customers' finger/toe nail conditions and needs.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Concept and production techniques for 3D patterns</p> <ul style="list-style-type: none"> • Understand special tools and materials for 3D pattern production, such as: <ul style="list-style-type: none"> • Acrylic emboss pen • Colour acrylic liquid • Colour acrylic powder • Laser acrylic powder • Colour stickers • Understand the theory of chromatology • Understand the techniques of designing different 3D patterns, such as: <ul style="list-style-type: none"> • 5-patel flower sculpture • Rhombus sculpture • Rose sculpture • Jasmine sculpture • 5-padel flower sculpture • Rhombus sculpture • Rose sculpture • Acrylic 3D sculpture <p>2. Produce 3D patterns</p> <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Cleaning and sterilizing the tools and hands • Checking the customers' finger/toe nail condition • Master 3D pattern production techniques, and design 3D patterns according to customers' requirements and suiting their clothes and make-up • Master 3D sculpture and colour matching techniques, and mix the nail art materials correctly to produce 3D patterns as required by the customers • Explain the aftercare to the customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master 3D pattern production techniques; and • Capable to apply 3D pattern production techniques correctly to design and produce 3D patterns according to customers' requirements.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Design Know about the corresponding environmental setting for health massage for aromatherapy beauty treatments
Code	BEZZHC401A
Range	Master the relationship between corresponding environmental setting and aromatherapy beauty treatment at relevant locations, the operation policies and business development of the organization; communicate with designers to participate in the design and assist in the planning of highly effective and appropriate corresponding environmental setting for aromatherapy beauty treatments.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Understand the relationship between aromatherapy beauty treatment and corresponding environmental setting</p> <ul style="list-style-type: none"> • Understand the objectives of aromatherapy beauty treatments, such as: <ul style="list-style-type: none"> • Releasing nervous fatigue • Invigorating mood • Hydrating skin • Understand the relationship between aromatherapy and the mind: smell, hearing, vision, taste and touch • Know about the overall layout of and the required facilities in aromatherapy beauty treatment locations, such as: <ul style="list-style-type: none"> • Reception room • Treatment rooms • Aromatherapy product storing area • Understand the design techniques for the decoration of aromatherapy beauty treatment locations and the concept of the overall image and layout • Understand the guidelines and criteria for the decoration of aromatherapy beauty treatment locations, such as: <ul style="list-style-type: none"> • Lighting system • Air-conditioning system • Ventilation system • Water supply and drainage system • Power supply system • Understand the techniques of matching decoration materials, such as: <ul style="list-style-type: none"> • Colour match • Material match • Understand relevant legal requirements and the code of practice <p>2. Participate in the design and assist in the planning of corresponding environmental setting for aromatherapy beauty treatments</p> <ul style="list-style-type: none"> • Master the design techniques, communicate with designers and, according to the operation strategies, corporate image and business requirements of the organization; participate in the design and assist in the planning of appropriate corresponding environmental setting for aromatherapy beauty treatments with the following characteristics: <ul style="list-style-type: none"> • Simple and natural • Elegant in style • Review and redesign the corresponding environmental setting for aromatherapy beauty treatments in response to changing environment and market situations

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the relationship between aromatherapy beauty treatments and corresponding environmental setting;• Capable to master the techniques of designing corresponding environmental setting for aromatherapy beauty treatments; and• Capable to master the business requirements and operation strategies of the organization, and participate in the design and assist in the planning of highly effective and flexible corresponding environmental setting for aromatherapy beauty treatments.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Master the relationship between aromatherapy beauty and the operation of nervous and endocrine systems
Code	BEZZHC402A
Range	Master the aromatherapy beauty care techniques and knowledge of the relationship between aromatherapy beauty and the operation of nervous and endocrine systems; introduce aromatherapy products (explaining and demonstrating the methods of using the products) or provide aromatherapy beauty treatments in aromatherapy product shops and places providing aromatherapy beauty treatments to suit customers' physical conditions and needs.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Basic concept of the relationship between aromatherapy beauty care knowledge and the nervous and endocrine systems</p> <ul style="list-style-type: none"> • Understand the knowledge of aromatherapy beauty care, including: <ul style="list-style-type: none"> • Types, properties and effects of essential oils and carrier oils • Effects and contraindications of aromatherapy beauty care • Chemical components and applications of essential oils • Dilution ratio and blending techniques for essential oils • Contraindications of aromatherapy products • Understand the basic concept of the nervous system, such as: <ul style="list-style-type: none"> • Structure and functions of the nervous system • Causes of stimulation of the system e.g. chemicals, massage, etc. • Understand the basic concept of the endocrine system, such as: <ul style="list-style-type: none"> • Structure and functions of the endocrine system • Effects of endocrine disorder on human body • Understand the relationship between the endocrine system, blood and nervous system • Understand the ways of entry of aromatherapy oil, including: <ul style="list-style-type: none"> • From respiratory system to tissues and systems being affected • From skin to tissues and systems being affected <p>2. Master the relationship between aromatherapy beauty and the operation of nervous and endocrine systems</p> <ul style="list-style-type: none"> • Master the relationship between aromatherapy beauty and the operation of nervous and endocrine systems; introduce aromatherapy products (explaining and demonstrating the methods of using the products) or provide aromatherapy beauty treatments to suit customers' physical conditions and needs • Explain to customers the effects of aromatherapy beauty care on the body and mind, such as: <ul style="list-style-type: none"> • Regulating and balancing the nervous system • Helping physiological regulation of the body • Relieving/solving skin problems • Skin care • Explain to customers the methods and contraindications of using aromatherapy products

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master basic knowledge of aromatherapy beauty, and the nervous and endocrine systems; and• Capable to master the relationship between aromatherapy beauty and the operation of nervous and endocrine systems; introduce aromatherapy products (explaining and demonstrating the methods of using the products) or provide aromatherapy beauty treatments to suit customers' physical conditions and needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Apply professional aromatherapy knowledge to mood relaxation and beauty enhancement
Code	BEZZHC404A
Range	Master aromatherapy beauty care knowledge to blend aromatherapy products and provide aromatherapy beauty treatments at places providing such services according to customers' needs for mood relaxation and beauty enhancement.
Level	4
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Aromatherapy beauty theory <ul style="list-style-type: none"> • Understand the psychological and beauty effects of aromatherapy such as uplifting spirit, relieving stress, moisturising skin, etc. • Understand the properties, vaporization speed and beauty effects of popular essential oils and carrier oils • Understand the blending techniques and effects of oil compounds and relevant noting points • Understand the techniques, dilution ratio and noting points for blending massage oils • Be familiar with the effects, applying techniques and contraindications of popular aromatherapy beauty treatments • Understand the way of entry of aromatherapy oil into the body • Understand the safety practices and cautions for using essential oils 2. Blend aromatic oils for mood relaxation and beauty enhancement <ul style="list-style-type: none"> • Master the techniques of blending aromatherapy products, select and blend essential oils and carrier oils according to correct dilution ratio to suit the customers' skin type and treatment needs • Master all kinds of aromatherapy beauty care techniques, and use blended aromatherapy products to carry out aromatherapy beauty treatment, according to the customers' treatment needs and agreed treatment plan, for mood relaxation and beauty enhancement • Observe adverse effects in the process of treatment and make judgement to take remedial actions accordingly • Evaluate and analyze the treatment to see if the expected effects are achieved with corresponding follow up, and provide improvement/remedial actions • Advise the customers some professional suggestions on home beauty-care and relevant concerns • Clearly record the information on the aromatherapy products used and effects on the customers for follow-up and future reference
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master aromatherapy beauty knowledge, the techniques of blending aromatherapy products, their effects and contraindications; • Capable to select suitable types of essential oils, blend them into aromatherapy products according to correct dilution ratio, and apply them in aromatherapy beauty treatments to suit customers' physical conditions and needs for mood relaxation and beauty enhancement; and • Capable to apply professional aromatherapy knowledge to evaluate and analyze the treatment to see if the expected effects are achieved with corresponding follow up.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Master water quality and sterilization systems for various types of spa equipment
Code	BEZZHC405A
Range	Effectively control all kinds of water quality and sterilization systems for spa equipment at spa treatment locations according to equipment manufacturers' guidelines, the code of practice for personal and working hygiene and relevant legal requirements.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the environmental hygienic standards and sterilization procedures for spa equipment</p> <ul style="list-style-type: none"> • Understand the methods and standards of testing water quality of spa equipment, such as: <ul style="list-style-type: none"> • pH balance • calcium content • water temperature • Understand the effects and scope of application of all kinds of sterilising chemicals, such as: <ul style="list-style-type: none"> • Calcium hypochlorite • Sodium bicarbonate • Carbon dioxide • Understand the safety content, safety use and storage of different sterilizing chemicals • Understand the safety precautions and equipment for water quality test • Understand the functions of the ventilation equipment for spa massage venues • Understand relevant legal requirements and industry code of practice e.g. regulations of public hygiene and municipal administration <p>2. Master water quality standards and operating procedures for sterilization systems of various types of spa equipment</p> <ul style="list-style-type: none"> • Use suitable type and amount of sterilizing chemicals according to manufacturers' guidelines, and test water quality of the spa equipment regularly according to procedures, ensuring that it is up to the hygienic standard, so as to effectively prevent harmful micro-organisms and the spread of disease • Master the techniques of testing water quality of the spa equipment and formulate and maintain water quality test records • Formulate effective working guidelines on day-to-day cleaning and testing procedures • Monitor water quality and chemical concentration of spa water regularly according to the utilisation rate, ensuring that it is up to the hygienic and safety standards • Effectively monitor the pH value of water according to the features of different spa equipment to maintain the quality of water • Ensure that the water quality of spa equipment meets relevant legal requirements
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master knowledge of testing water quality of spa equipment and correct sterilization procedures; and • Capable to effectively control the water quality of spa equipment regularly according to manufacturers' guidelines and the code of practice for personal and working hygiene, and ensure that the sterilization system functions properly to prevent the spread of disease.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Design environmental accessory facilities for spa treatments
Code	BEZZHC406A
Range	Master the relationship between environmental accessory facilities and spa treatments at relevant locations, the operation philosophy and policies, corporate image and business development of the organization; follow relevant legal requirements and communicate with designers to participate in the design and assist in the planning of highly effective and appropriate environmental accessory facilities for spa treatment services.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand environmental accessory facilities for spa treatments and their design techniques</p> <ul style="list-style-type: none"> • Understand the objectives of spa treatments, such as: <ul style="list-style-type: none"> • Releasing nervous fatigue • Relieving stress • Keeping the body and mind at ease • Understand the characteristics and functions of five senses: smell, hearing, vision, taste and touch • Know about the overall layout of and the required environmental accessory facilities in spa treatment locations, such as: <ul style="list-style-type: none"> • Reception room • Various types of treatment rooms • Lounge • Washroom/Bathroom • Understand the design techniques for the decoration of spa treatment locations and the concept of the overall image and layout, such as: <ul style="list-style-type: none"> • Overall design, colour scheme and layout of treatment rooms • Bathroom design and layout • Mural and floral display • Background music • Soft lighting • Aromatherapy oils and candle holders • Understand the environmental accessory facilities for various types of spa treatments • Understand the guidelines and criteria for the decoration of spa treatment locations, such as: <ul style="list-style-type: none"> • Lighting system • Air-conditioning system • Ventilation system • Water supply and drainage system • Power supply system • Anti-skid facilities • Platform design • First aid equipment • Sterilization system • Water quality testing system • Understand the techniques of matching decoration materials, such as: <ul style="list-style-type: none"> • Colour match • Material match • Understand relevant legal requirements and the code of practice

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Competency	<p>2. Participate in the design and assist in the planning of environmental accessory facilities for spa treatments</p> <ul style="list-style-type: none">• Communicate with designers according to the operation strategies and philosophy, corporate image and business requirements of the organization, and participate in the design and assist in the planning of appropriate environmental accessory facilities for spa treatments with the following characteristics:<ul style="list-style-type: none">• Simple and natural• National flavours• Signature spa services• Review and redesign the environmental accessory facilities for spa treatments in response to changing environment and market situations
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none">• Capable to master the relationship between various types of spa treatments and environmental accessory facilities and relevant design techniques; and• Capable to master the business requirements and operation strategies of the organization, and participate in the design and assist in the planning of highly effective and flexible environmental accessory facilities for spa treatments.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Assess the mood de-stressing and beauty effects of spa treatments
Code	BEZZHC407A
Range	Master knowledge of spa treatment and correctly assess the mood de-stressing and beauty effects of spa treatments on customers at places providing spa treatment.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of spa treatment</p> <ul style="list-style-type: none"> • Understand the types, scope of application and effects of various types of spa treatments, especially the mood de-stressing effect • Understand the contraindications of spa treatments • Understand how the environment setting affects the effects of spa treatment • Clearly the techniques of assessing the effects of therapy, such as: <ul style="list-style-type: none"> • Observation • Asking • Comparison <p>2. Assess the mood de-stressing and beauty effects of spa treatment</p> <ul style="list-style-type: none"> • Master the mood de-stressing and beauty effects of different spa treatments, and assess the effects of the spa treatment applied according to customers' physical conditions and reaction • Master the conditions and factors that may restrict the treatment and use them as reference when assessing the effects of treatment • Master all kinds of assessment techniques, correctly assess whether the treatment applied has achieved the expected objectives and effects, and follow up • Accurately record the details and effects of the spa treatment and maintain the customers record properly
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the knowledge of spa treatment; • Capable to use different methods to accurately assess the mood de-stressing and beauty effects of spa treatments, and follow up accordingly; and • Capable to record the details and effects of the spa treatment accurately and maintain the customers record properly.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Design environmental accessory facilities for foot reflexology
Code	BEZZHC408A
Range	Master the relationship between environmental accessory facilities and foot reflexology at relevant locations and relevant designing guidelines, the operation philosophy and policies, corporate image and business development of the organization; follow relevant legal requirements and communicate with designers to participate in the design and assist in the planning of highly effective and flexible environmental accessory facilities for foot reflexology treatments.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the relationship between foot reflexology and environmental accessory facilities and relevant designing guidelines</p> <ul style="list-style-type: none"> • Understand the objectives of foot reflexology treatments, such as: <ul style="list-style-type: none"> • Improving metabolism • Regulating body functions • Preserving health • Know about the overall layout of and the required environmental accessory facilities in foot reflexology treatment locations, such as: <ul style="list-style-type: none"> • Reception room • Treatment rooms • Lounge • Washroom • Understand the guidelines and criteria for the decoration of foot reflexology treatment locations, such as: <ul style="list-style-type: none"> • Water supply and drainage system • Lighting system • Air-conditioning system • Ventilation system • Power supply system • Anti-skid facilities • First aid equipment • Understand the techniques of matching decoration materials, such as: <ul style="list-style-type: none"> • Colour match • Material match • Understand relevant legal requirements and the code of practice <p>2. Participate in the design and assist in the planning of environmental accessory facilities for foot reflexology</p> <ul style="list-style-type: none"> • Communicate with designers according to the operation policy, corporate image and business requirements of the organization, and participate in the design and assist in the planning of appropriate environmental accessory facilities for foot reflexology with the following characteristics: <ul style="list-style-type: none"> • Simple and natural • Cosy and relaxing • Review and redesign the environmental accessory facilities for foot reflexology in response to environmental factors and market situations

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the relationship between foot reflexology and environmental accessory facilities and relevant design guidelines; and• Capable to master the business requirements and operational development of the organization, and participate in the design and assist in the planning of highly effective and flexible environmental accessory facilities for foot reflexology.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Master the relationship of foot reflexology to the operation of nervous and endocrine systems
Code	BEZZHC409A
Range	Master the relationship of foot reflexology to the operation of nervous and endocrine systems, and apply the knowledge to foot reflexology treatments; answer customers' enquiries in detail on massage treatment in beauty workplaces providing foot reflexology.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of foot reflexology and nervous and endocrine systems <ul style="list-style-type: none"> • Know about the structure and functions of the nervous system of human body • Know about the structure and functions of the endocrine system of human body • Know about the theories of reflexology such as: <ul style="list-style-type: none"> • Zone belt therapy • Meridian theory • Understand common diseases related to nervous and endocrine systems and their causes • Understand how the feet signal the diseases related to nervous and endocrine systems 2. Master the relationship of foot reflexology to the operation of nervous and endocrine systems <ul style="list-style-type: none"> • Master the effects of foot reflexology on the nervous and endocrine systems, such as: <ul style="list-style-type: none"> • Enhancing neuro-reflex • Regulating endocrine function • Answer in detail the customers' enquiries on how reflexology improves the nervous and endocrine systems and holistic health care • Master the relationship of foot reflexology to the operation of nervous and endocrine systems; select suitable foot reflexology treatment according to the customers' physical condition and needs
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the relationship of foot reflexology to the nervous and endocrine systems; and • Capable to master the relationship of foot reflexology to the operation of nervous and endocrine systems, provide foot reflexology advice or service according to the code of practice for personal and working hygiene to suit customers' physical condition and needs, and answer relevant enquiries from the customers.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Evaluate the effects of foot reflexology
Code	BEZZHC410A
Range	Evaluate the effects of foot reflexology for customers in beauty workplaces providing foot reflexology, modify treatment plans and to follow up according to customers' physical conditions.
Level	4
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the effects of foot reflexology on human body <ul style="list-style-type: none"> • Understand the health care effects of foot reflexology on human body • Understand the contraindications and restrictions of foot reflexology • Understand relevant codes of hygiene and safety • Understand the techniques of evaluating the effects of treatment, such as: <ul style="list-style-type: none"> • Observation • Making enquiries 2. Evaluate the effects of foot reflexology <ul style="list-style-type: none"> • Analyze and evaluate, according to the customers' physical condition, treatment needs, conditions and reactions at different stages of treatment, to see if the effect of gradual improvement is achieved as expected • Modify the treatment plan and follow up regularly according to the evaluation results
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the health care effects of foot reflexology ; • Capable to make objective and rational analysis on the massage techniques according to the customers' reactions to the massage, and evaluate the effects of foot reflexology; and • Capable to modify the treatment plan and follow up regularly according to the physical condition of the customers in order to achieve the expected result.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Design environmental accessory facilities and furnishings for beauty treatments
Code	BEZZHC414A
Range	Master the requirements on environmental accessory facilities and furnishings for beauty treatments at relevant locations, consider the environmental factors and characteristics of the locations, and communicate with designers to participate in the design and assist in the planning of appropriate environmental accessory facilities and furnishings.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand environmental accessory facilities and furnishings for beauty treatments</p> <ul style="list-style-type: none"> • Understand the guidelines and criteria for the decoration of beauty treatment locations in order to communicate with designers on the design of environmental accessory facilities and furnishings for beauty treatments, such as: <ul style="list-style-type: none"> • Lighting system • Air-conditioning system • Ventilation system • Water supply and drainage system • Power supply system • Anti-skid facilities • Platform design • First aid equipment • Make-up room, toilet and reception counter • Understand the environmental accessory facilities for beauty treatment, such as: <ul style="list-style-type: none"> • Colour and pattern match of walls or wallpaper • Overall design, colour scheme and layout of treatment rooms • Comfortable treatment couch or massage bed • Bathroom design and layout • Mural and floral display • Hi-fi equipment and background music • Soft lighting/light • Aromatherapy oils and candle holders <p>2. Participate in the design and assist in the planning of environmental accessory facilities for beauty treatments</p> <ul style="list-style-type: none"> • Participate in the design and assist in the planning of comfortable and safe environmental accessory facilities and furnishings for beauty treatments according to the environmental characteristics and limitation of individual locations, the corporate image, the concept of stress relief and the actual business operation of the organization • Communicate effectively with designers and select appropriate decoration materials and equipment according to the financial arrangement of the organization
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the knowledge of environmental accessory facilities and furnishings for beauty treatments; and • Capable to discuss with designers according to the environmental characteristics and limitation of individual locations, and participate in the design and assist in the planning of environmental accessory facilities that help relieve stress and meet the requirements for actual business operation.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Combine health and beauty care and food therapy with health massage in beauty treatment package
Code	BEZZHC418A
Range	Master the relationship of health and beauty care to food therapy and health massage, and advise on suitable beauty treatment packages at health massage locations according to customers' physical conditions and treatment needs.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Understand the relationship of health massage to health and beauty care and food therapy <ul style="list-style-type: none"> Understand the functions and scope of application of health massage <ul style="list-style-type: none"> Stimulate metabolism Stimulate the circulation of blood and qi Improve weight maintenance Understand the basic theory of health and beauty care and food therapy and their relationship Understand the considerations when designing food therapies for health and beauty care, such as: <ul style="list-style-type: none"> Age Body constitution Dietary habits Allergic reactions Illnesses Contraindications Understand the beauty treatment effects when combining health massage with health and beauty care and food therapy Combine health and beauty care and food therapy with health massage in beauty treatment package <ul style="list-style-type: none"> Master various types of health massage techniques in connection with the theory of food therapy and health and beauty care, and advise on suitable beauty treatment packages according to customers' physical conditions and treatment needs Clearly record and maintain properly relevant treatment records
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> Capable to master various types of health massage techniques and knowledge of health and beauty care and food therapy; and Capable to master the effects of combining health massage with health and beauty care and food therapy, and recommend suitable beauty treatment packages with these three items according to customers' physical conditions and treatment objectives, so as to strengthen the health-preserving beauty effects.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Analyze health food information and effects
Code	BEZZHC419A
Range	Master the legal requirements of Food and Environmental Hygiene Department of Hong Kong on food labels, and correctly analyze the effects of health products at beauty-related workplaces according to the ingredient combination and nutrients required by human body listed on the products.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the effects of health foods and their international production standards <ul style="list-style-type: none"> • Understand the basic functions of nutrition • Know about the popular additives • Understand the table of content of ingredients on a health food label, including: <ul style="list-style-type: none"> • Efficacy of primary and secondary nutrients such as nutrients generating energy, trace nutrients • Nutrient-related claims such as nutrient content claims and nutrient function claims • Understand the international production standards used by the industry such as Good Manufacturing Practice (GMP) 2. Analyze health food information and effects <ul style="list-style-type: none"> • Integrate the efficacies of primary and secondary nutrients in a product according to the contents of the food label • Follow the requirements of Food and Environmental Hygiene Department of Hong Kong on food labels and conduct brief analysis on product information according to content in the ingredient list, product name, information on efficacies, serving methods and amount • Check the product safety and quality certification provided by the food manufacturer or agent and assess the basic safety of the product e.g. GMP, quality control certification
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the basic information and function of food content and nutrition facts, and master the contents of health food labels; and • Capable to follow relevant legal requirements for food label on ingredient combination and content and functions listed on products, maintain a correct attitude when analyzing the health food label information for customers or users in health food promotion activities, and help them choose suitable health foods according to their personal needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Assess the effects of beauty care and recommend treatments
Code	BEZZBC401A
Range	Assess the post-beauty-care effects for customers accurately at beauty salons or beauty-related workplaces, and identify customer needs and give them professional and comprehensive treatment advice.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the effects and constraints of various types of beauty care <ul style="list-style-type: none"> • Understand the physiology of skin • Understand the effects, merits and concerns related to various types of beauty care • Understand the types, functions and application range of various types of beauty instruments and products • Understand the methods and techniques of assessing beauty care effects • Understand the factors that affect beauty care effects • Understand the techniques of assessing the physical conditions and treatment needs of customers, such as making enquiries, conducting observations, testing and checking customer records • Understand the effects of treatments and products required and expected by customers • Understand the factors and contraindications that affect or constrain the selection of treatments and products, such as skin allergies, physical conditions and living habits • Understand the allergic symptoms possibly caused by various types of treatments, such as skin redness, itchiness, blistering, peeling and swelling 2. Assess beauty care effects and recommend treatments <ul style="list-style-type: none"> • Assess treatment effects accurately by means of observations and enquiries • Apply beauty care knowledge in an integrated manner, and plan and recommend treatments to customers, such as: <ul style="list-style-type: none"> • Identify the effects of treatments and products required and expected by customers and provide relevant information about treatments • Explain to customers the uses, effects and procedures of various types of treatments accurately • Explain clearly to customers different physical conditions that may constrain the selection of treatments, such as general massage, aromatherapy massage, hair removal, make-up, dry/wet/heat treatments • Assess accurately the physical conditions and living habits of customers, including body types, muscle state, skin types, fats and oedema, exercise habits, diets and smoking habits • Confirm clearly the treatment goals with customers, such as improving skin condition, stimulating lymph, improving body contours and muscle state, beautifying eyebrows, improving blood circulation and reducing stress • Record the effects and skin reactions of every treatment on the customers card accurately • Give customers advice on home beauty-care, such as daily care reminder, methods and concerns, treatment methods for different seasons, selection of appropriate skin care products and cosmetics

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the methods and techniques of identifying treatment effects and the uses, effects of and contraindications for various types of treatment services and products; and• Capable to assess accurately the treatment effects required and expected by customers and plan and recommend appropriate beauty treatments according to the physical conditions of customers, and give them advice on home beauty-care.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Master sports massage
Code	BEZZBO401A
Range	Master sports massage techniques and perform sports massage treatments on customers at beauty salons and body treatment locations.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the relationship between sports and muscle system and the knowledge of sports massage</p> <ul style="list-style-type: none"> • Understand the structure and functions of human muscles • Understand the bone system and joints • Understand the functions and impact of sports on muscle system • Understand the definition, benefits and contraindications of sports massage <p>2. Master sports massage</p> <ul style="list-style-type: none"> • Make preparations for the treatment, including: <ul style="list-style-type: none"> • Enquiring about the physical condition of the customers and conducting detailed body shape analysis • Apply sports massage techniques correctly to perform the massage according to the customers' treatment needs • Observe adverse effects on the customers in the process of massage and take remedial actions immediately • Introduce the knowledge of sports massage to the customers so as to reduce the muscle pain at home
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand the effects and impact of various types of sports on muscle system; and • Capable to master the knowledge of sports massage, and apply sports massage techniques correctly to perform the massage according to the customers' physical condition and treatment needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Assess the body treatment effects and recommend treatments
Code	BEZZBO402A
Range	Assess the body treatment effects for customers accurately at beauty salons or workplaces providing body treatments, and master the customers needs and give them professional and comprehensive treatment advice.
Level	4
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the effects and constraints of various types of body treatments <ul style="list-style-type: none"> • Understand the basic structure of human body • Understand the techniques and importance of analyzing body shape • Understand the effects and contraindications of various types of body treatments • Understand the types, functions, application range and contraindications restricting the use of various types of body care instruments • Understand the types, functions, application range and contraindications restricting the use of various types of body care products • Understand the factors and contraindications that affect or constrain the selection of treatments and products, such as: <ul style="list-style-type: none"> • Skin allergies • Physical conditions and medical history, etc. • Understand the allergic symptoms possibly caused by various types of treatments, such as: <ul style="list-style-type: none"> • Skin redness • Itchiness • Rash 2. Assess body treatment effects and recommend treatments <ul style="list-style-type: none"> • Assess body treatment effects accurately by means of observations and consultation • Record the effects and customers' reactions to every treatment on the customers card accurately • Apply body care knowledge to plan and recommend continuous body treatments to customers according to customer needs and the effects of treatments already performed, such as: <ul style="list-style-type: none"> • Master the effects of treatments and products required and expected by customers and give advice on continuous treatments • Explain to customers the functions and contraindications of various types of treatments correctly • Assess accurately and continuously the influence of physical conditions, living habits and medical history of customers to body treatments • Give customers advice on home body-care, such as: <ul style="list-style-type: none"> • Selection of products • Home care reminder • Home care methods and concerns

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the techniques of assessing body treatment effects and analyzing body shapes;• Capable to master the effects and contraindications of various types of body treatments/ products; and• Capable to assess accurately and continuously the customers' treatment needs, provide appropriate and continuous body treatments and give advice on home body-care according to the physical conditions of customers and the effects of treatments already performed.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Evaluate beauty course content
Code	BEZZET403A
Range	Master beauty training development trend, and evaluate relevant beauty course content for the beauty course provider according to the training plan and goals and the level of trainees; correctly modify the course content according to actual needs.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge about course evaluation</p> <ul style="list-style-type: none"> • Understand the development trend of the beauty industry, such as: <ul style="list-style-type: none"> • New technology • New techniques • New products, etc. • Understand the training plan and objectives of the organization • Understand the importance of course content evaluation • Understand the basic requirements, policy and direction of compiling training course content • Understand other beauty courses in the market and know their strengths and weaknesses <p>2. Evaluate beauty course content</p> <ul style="list-style-type: none"> • Master beauty course evaluation techniques and the development trend of the beauty industry and conduct relevant course content evaluation objectively according to the training objectives of the organization • Master the articulation of the course content with international standard examinations • Master the factors and methods for course content review, such as: <ul style="list-style-type: none"> • Training goal • Trainee's quality • Evaluation method • Collect and consolidate the opinions from stakeholders, and analyze them • Conduct course content evaluation at different training stages according to the actual status and needs of trainees, and make modifications according to the real situation so as to achieve the ultimate goal of training and meet the market development • Evaluate to ensure the course content articulate with other courses
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the beauty training course demand and the development trend of the industry; and • Capable to master various techniques of evaluating beauty courses, and conduct course content evaluation regularly according to the training goal of the organization and the development of the beauty industry, ensuring the timeliness, suitability and practicality of the course content.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Assess the performance of trainers, trainees and training course
Code	BEZZET409A
Range	Master the techniques of assessing the performance of the training course, trainers and trainees; accurately assess the performance of trainers and the training course progress in beauty training locations and relevant workplaces for training performance analysis and future reference.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of the performance assessment of training course, trainers and trainees <ul style="list-style-type: none"> • Understand the knowledge of training course assessment, such as: <ul style="list-style-type: none"> • Overall goal, phase goals and requirements of the course • Purpose and importance of assessing training course progress and performance outcome • Methods, techniques and criteria commonly used for assessing course progress and performance • Understand the knowledge of the performance assessment of trainers and trainees, such as: <ul style="list-style-type: none"> • Purpose and importance of assessing the performance of trainers and trainees • Areas and basic criteria for assessing the performance of trainers and trainees • Popular methods and techniques of assessing the performance of trainers and trainees, and relevant concerns • Common factors affecting the performance of trainers and trainees • Common types and characteristics of trainees • Characteristics and teaching attitude that a good trainer should possess • Understand the effects of the performance of trainers and trainees on training course progress 2. Conduct performance assessment of the training course, trainers and trainees <ul style="list-style-type: none"> • Master techniques and knowledge of training course progress assessment, accurately assess at different stages whether the progress meets the goal, and adjust the course content according to the actual needs and changes so as to achieve the ultimate training goal • Master the characteristics of the assessee's behaviour and select suitable method for performance assessment • Master all kinds of assessment techniques and assess trainees' performance at different phases; the trainers could adjust their teaching techniques according to actual needs so as to improve the training quality • Master all kinds of trainer assessment techniques and accurately assess trainers' performance, ensuring and improving the teaching quality • Accurately record the assessment results of the course progress and the performance of trainees and trainers, and keep the results properly for future reference

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the knowledge and techniques of assessing the performance of the training course, trainers and trainees;• Capable to accurately assess the course progress at different stages, and adjust the course content according to the actual needs so as to enhance the training performance; and• Capable to accurately assess the performance of trainees and trainers, record and keep all the assessment documents properly for future reference.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Title	Formulate training assessment criteria and assessment reports
Code	BEZZET410A
Range	Formulate appropriate training assessment criteria and comprehensive and objective training assessment reports in beauty training locations and relevant workplaces according to established training goals and course outline, so as to enhance the quality of training.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of training assessment criteria and assessment report</p> <ul style="list-style-type: none"> • Understand the knowledge of assessment criteria, such as: <ul style="list-style-type: none"> • Purpose and uses of formulating assessment criteria • Popular assessment methods and their pros and cons, such as: <ul style="list-style-type: none"> • Performance observation assessment • Competency assessment • Written and face-to-face assessment • Elements and details of assessment criteria, such as being fair, objective and reliable • Basic procedures and noting points for formulating assessment criteria • Factors affecting the assessment criteria • Effects of inappropriate assessment criteria • Understand the knowledge of assessment report, such as: <ul style="list-style-type: none"> • Purpose and uses of writing training assessment reports • Basic items for training assessment reports in general, such as: <ul style="list-style-type: none"> • Assessment of trainees' performance and progress • Teaching assessment of trainers • Assessment of course content • Assessment of costs and resources • Assessment of course development • Criteria for compiling training assessment reports <p>2. Formulate training assessment criteria and assessment reports</p> <ul style="list-style-type: none"> • Master the techniques of formulating assessment criteria; formulate appropriate assessment criteria, including setting the levels, according to course content and requirements; and select suitable assessment methods and tools • Establish a sound mechanism for monitoring and review to ensure the consistency and objectiveness • Master the criteria and requirements for formulating training assessment reports, formulate a comprehensive and objective training assessment report with appropriate assessment method and content • Rethink and review according to the assessment results and propose comprehensive improvements, such as: <ul style="list-style-type: none"> • Improving teaching and training methods • Improving trainees' learning performance and outcome • Effective use of resources • Handle and keep the training assessment report properly

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Education & Training

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the knowledge of formulating assessment criteria, and select suitable assessment tools and methods to formulate appropriate assessment criteria according to the assessment goal;• Capable to master the criteria, requirements and items for training assessment reports; and• Capable to propose constructive solutions according to the assessment results in order to formulate a comprehensive and objective training assessment report, and keep the assessment report properly for reference of training course development.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Formulate customer service scheme
Code	BEZZCS401A
Range	Formulate customer service scheme at beauty-related workplaces to provide quality service, so as to enhance the image of corporate branding and develop business.
Level	4
Credit	12
Competency	<p>Performance Requirements</p> <p>1. Customer service requirements of the beauty industry</p> <ul style="list-style-type: none"> • Understand the criteria and requirements on high quality customer service of the beauty industry • Understand the strengths and weaknesses of the organization • Understand policy direction and future development of beauty services • Understand the changes in the industry and market environment <p>2. Formulate customer service scheme</p> <ul style="list-style-type: none"> • Formulate a customer service scheme for the industry <ul style="list-style-type: none"> • Design service operation system <ul style="list-style-type: none"> • System blueprint and framework • Key service personnel scheme • Design routine operation scheme for the organization <ul style="list-style-type: none"> • Code of practice and work discipline for customer service • Workflow, operation and steps for designing beauty services • Service environment management, such as the hygiene and lighting of salon • Position the customer services of the organization and identify target customers • Formulate electronic customer service scheme for the organization <ul style="list-style-type: none"> • Corporate website's databank • Procedures for handling electronic enquiries • Establish customer service assessment mechanism, such as: rewarding and penalty mechanism for staff • Master market changes and adjust the customer services scheme
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate the customer services scheme effectively to strengthen and develop corporate business; and • Capable to master the beauty market changes and adjust the customer services scheme to enhance competitiveness.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Implement customer service management
Code	BEZZCS402A
Range	Implement customer service management at beauty-related workplaces according to the customer services scheme of the organization to provide quality service, so as to enhance the image of corporate branding and develop business.
Level	4
Credit	12
Competency	<p>Performance Requirements</p> <p>1. Characteristics of customer service of the beauty industry</p> <ul style="list-style-type: none"> • Understand the characteristics of customer service of the beauty industry, such as: <ul style="list-style-type: none"> • Intangibility • Inseparability • Heterogeneity • Understand the service management of the industry <ul style="list-style-type: none"> • Customers' expectation • Value-added service for customers • Customer service culture • Customers' satisfaction • Understand rules to be complied with by industry-related customer service personnel, such as: <ul style="list-style-type: none"> • Codes of discipline and service • Hygiene and safety standards • Concept of service ethics <p>2. Implement customer service management</p> <ul style="list-style-type: none"> • Implement general customer service management according to the customer services requirements of the organization <ul style="list-style-type: none"> • Set customer service indicators • Devise customer service details • Analyze cases of complaint • Daily customer service management of beauty or body care centres • Service quality record management • Customer record and information management • Electronic customer service management <ul style="list-style-type: none"> • Website databank • Electronic customer service • Improve customer service management according to the assessment criteria of the organization
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to implement customer service management to provide good customer service according to corporate guidelines so as to strengthen customer service quality and develop business.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Implement supervisory management on retailing business
Code	BEZZMS401A
Range	Employ the professional knowledge of supervisory management on retailing business to analyze, explore and decide the needs of the organization, so as to give training and instruction to subordinate staff and to effectively implement supervisory management on retailing business in beauty-related workplaces under different situations.
Level	4
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Theory of supervisory management on retailing business <ul style="list-style-type: none"> • Know about the duties of supervisory staff, such as: <ul style="list-style-type: none"> • Cultivate leadership capability • Identify outstanding staff or inferior staff • Know about the importance of management by objective • Understand communication skills and inter-personal relationship skills • Understand the modes of leadership, including: <ul style="list-style-type: none"> • Directive/Authoritative • Consultative • Negotiative • Delegative • Know about the purposes of disciplinary action • Understand the purposes, modes and techniques of staff training • Understand the purposes and methods of encourage staff 2. Implement supervisory management on retailing business <ul style="list-style-type: none"> • Take disciplinary action <ul style="list-style-type: none"> • Verbal warning • Written warning • Termination of employment • Implement staff training <ul style="list-style-type: none"> • Identify learning areas • Identify training methods • Set training objectives • Prepare teaching materials • Select suitable location and time for training • Review training results • Provide counseling service to staff: <ul style="list-style-type: none"> • Effective communication with staff • Conduct interviews to understand the causes of problem and give suggestion • Encourage staff effectively <ul style="list-style-type: none"> • Delegate authority to staff • Let staff have vision of future prospect • Give constructive opinion to staff and encourage them • Give recognition to staff performance • Provide staff with opportunities of personal development

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to employ the professional knowledge of supervisory management on retailing business to analyze, explore and decide the needs of the organization, and can give training and instruction to subordinate staff; and• Capable to effectively implement supervisory management on retailing business under different situations.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate inventory procedures
Code	BEZZOM402A
Range	Formulate effective procedures of goods delivery and transportation for the departments of beauty product sales, inventory monitoring and control, procurement monitoring and warehouse management; and review the effectiveness of these procedures so that the goods can arrive at the destination accurately, safely and promptly.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the properties of beauty products <ul style="list-style-type: none"> • Understand the properties of beauty products • Understand the methods of delivering all kinds of goods • Understand the procedures of handling the import and export of commodities 2. Formulate inventory and replenishment procedures for beauty products <ul style="list-style-type: none"> • Formulate a bar code system for beauty products • Formulate a document in/out system for beauty products, including documents for clearance and declaration as required by the law • Formulate methods and procedures of transportation according to the properties of different types of beauty products • Formulate inventory and replenishment procedures for beauty products • Review the effectiveness of delivery, transportation, inventory and replenishment procedures for beauty products, and make recommendations to improve
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate effective procedures of goods delivery and transportation according to the properties of the beauty products and their transportation requirements; and • Capable to improve the methods of delivery and transportation according to the performance indicators for delivering and transporting the beauty products.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Appraise staff performance
Code	BEZZOM407A
Range	Master the functional areas of staff at all levels at beauty-related workplaces; conduct performance appraisals and write appraisal reports in an objective manner according to the performance appraisal system set by the organization so as to achieve effective human resources management.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Performance appraisal system</p> <ul style="list-style-type: none"> • Understand the operational structure of the organization • Understand the functional areas of all departments • Understand the performance appraisal system and standards of the organization <ul style="list-style-type: none"> • Form, method and procedure of appraisal • Requirements on the appraiser • Appraisal time • Rating standards and definition • Appeal mechanism for the appraisee • Criteria for writing appraisal reports • Understand the purpose and importance of performance appraisal <ul style="list-style-type: none"> • Efficiency of the organization / department • Personal evaluation of staff • Understand different types of performance appraisal • Understand the content of general performance appraisals, including: <ul style="list-style-type: none"> • Knowledge and professional ability • Work efficiency • Work performance • Degree of diligence • Work attitude and initiative • Team relationship • Personal conduct • Understand the reward and penalty mechanism of the organization <p>2. Appraise staff performance</p> <ul style="list-style-type: none"> • Select a suitable appraisal method and follow the work goals, plans and standards to conduct a fair and objective appraisal and write the appraisal report for the staff according to the performance appraisal standards and procedures of the organization • Inform the staff concerned about the appraisal result through proper communication channel and make recommendations on improvement • Establish appeal mechanism for staff to make their appeals • Take suitable actions according to the appraisal result, such as: giving reward or penalty, counselling, training, etc. • File the appraisal report properly according to procedures

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to conduct performance appraisals in an objective manner and write the appraisal reports according to the appraisal procedures of the organization; and• Capable to take suitable measures to follow up, such as: giving reward or penalty, counselling, training, etc.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Handle general labour disputes
Code	BEZZOM408A
Range	Middle operational management staff of the organization should be able to master the rules and regulations on labour relations, give clear guidelines and direction to employees, perform good personnel management, and handle general labour disputes effectively at beauty-related workplaces.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand ordinances related to employment relationship</p> <ul style="list-style-type: none"> • Understand ordinances related to employment relationship and related statutory bodies, including: <ul style="list-style-type: none"> • Structure of Labour Department and relevant ordinances <ul style="list-style-type: none"> • Organizational structure and terms of reference • Labour Relations Ordinance • Employment Ordinance • Employees' Compensation Ordinance • Employees' Compensation Insurance Levies Ordinance • Occupational Safety and Health Ordinance • Mandatory Provident Fund Schemes Authority and relevant ordinances <ul style="list-style-type: none"> • Organization background and terms of reference • Mandatory Provident Fund Schemes Ordinance • Office of the Privacy Commissioner for Personal Data and relevant ordinances <ul style="list-style-type: none"> • Organization background and terms of reference • Personal Data (Privacy) Ordinance • Equal Opportunities Commission and relevant ordinances <ul style="list-style-type: none"> • Organization background and terms of reference • Sex Discrimination Ordinance • Disability Discrimination Ordinance • Family Status Discrimination Ordinance • Independent Commission Against Corruption and relevant ordinances <ul style="list-style-type: none"> • Organization background and terms of reference • Aspects of Prevention of Bribery Ordinance • Understand the penalty on violating ordinances and regulations on employment relationship

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Competency	<p>2. Handle general labour disputes</p> <ul style="list-style-type: none">• Master good personnel management skills, establish different communication channels to reduce unnecessary labour disputes and legal proceedings• Comply with and quote relevant legal provisions during human resources management routines to handle general labour disputes, such as:<ul style="list-style-type: none">• Employment relationship• Calculation and payment of wages and commissions• Forfeiture of payment• Deployment arrangement• Immediate dismissal• Severance payment, long service payment• Mandatory provident fund contributions• Handle general labour disputes with the Labour Relations Division according to relevant rules and regulations• Handle injuries at work correctly according to legal requirements<ul style="list-style-type: none">• Report accidents on time• Pay the installments and relevant medical expenses• Medical clearance and handling procedures
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none">• Capable to master ordinances related to employment relationship, handle general labour disputes effectively and give clear guidelines and direction to employees to ensure that their behaviour complies with legal requirements.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Implement financial management
Code	BEZZOM409A
Range	Effectively implement financial management in beauty-related workplaces in different situations according to the organization's policy or instruction to control expenditure and formulate budget; submit and assess information/data relating to cost, expenditure and profits, so as to enhance the financial performance of the outlet/organization.
Level	4
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Financial management knowledge and operational procedures of the beauty industry <ul style="list-style-type: none"> • Understand the operational procedures and characteristics of the beauty industry • Know about accounting knowledge for limited liability company • Understand the organization's internal audit theory and procedure • Understand the concept of financial management • Understand the concept of risk management • Understand the application of information technology 2. Implement industry-related financial management <ul style="list-style-type: none"> • Implement industry-related financial management in different situations <ul style="list-style-type: none"> • Compile comprehensive financial statement for the beauty industry <ul style="list-style-type: none"> • Comprehensive balance sheets • Comprehensive profit and loss statements • Comprehensive cash flow statements • Control expenditure of beauty business <ul style="list-style-type: none"> • Staff expense • Wear and tear • Daily expenses of the organization • Anticipate risk and return, such as: <ul style="list-style-type: none"> • Risk management of foreign exchange • Credit risk management • Analyze beauty business financial data and prepare budget <ul style="list-style-type: none"> • Budget for the organization <ul style="list-style-type: none"> • Set budget according to the business turnover and expenditure of the previous year • Set annual business turnover and estimate expenditure • Compile business turnover reports <ul style="list-style-type: none"> • estimate and submit weekly/monthly business turnover • Compare the business turnover with that of last month/last season/last year • Apply information technology in financial management • Implement crisis management effectively
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master relevant financial knowledge according to the characteristics of the beauty industry; and • Capable to effectively implement financial management for the organization, so as to enhance the financial performance of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Apply information management
Code	BEZZOM412A
Range	Master the latest information technology data of the beauty industry, accurately assess the needs of the organization and use suitable information management system at beauty-related workplaces for effective management, and better financial performance and sales and service quality.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Information management knowledge relevant to the beauty industry</p> <ul style="list-style-type: none"> • Understand the knowledge of the latest and commonly-used information technology systems of the industry, such as: <ul style="list-style-type: none"> • E-commerce system • Customer relation management system • Application of software relevant to the beauty industry • Understand the applications and strengths of relevant information technology management system • Understand the basic composition and accessories of relevant information technology management system, including: <ul style="list-style-type: none"> • Software • Hardware • Understand the operation of relevant information technology management system • Understand the importance of information management system to the organization • Understand the importance of information security management to the operation of the organization • Understand the security risks brought by the information management system and their consequences, such as: <ul style="list-style-type: none"> • Financial losses • Legal liabilities • Customer loss • Damage to business reputation • Understand the information security management cycle, including: <ul style="list-style-type: none"> • Assess information security risks • Implement and maintain a sound and stable security framework • Monitor and record routine check and make improvements • Manage user authority <p>2. Use information management system</p> <ul style="list-style-type: none"> • Fully master the most common information management system for the industry; select and use suitable information management system according to the overall operation, resources and business needs of the organization for better financial performance, sales and service quality, customer relationship management, etc., so as to meet the market need and the future development of the organization • Effectively implement information security management to protect the benefits of the organization and customers • Maintain substantial and good communication with the software suppliers to ensure that the information management system of the organization operates properly and keeps abreast of the time

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the latest and most common information technology data and system for the beauty industry; and• Capable to accurately analyze factors such as business policy and financial status of the organization, market environment, etc. in order to select and use suitable industry-related information management system, and effectively implement information security management to enhance the competitiveness of the organization and work efficiency, and improve customer relationship management and sales and service quality.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate staff training guidelines
Code	BEZZOM413A
Range	Formulate staff training guidelines at beauty-related workplaces to ensure that staffs of all ranks receive suitable beauty professional training to meet the required workforce standards of the organization and improve quality of beauty professionals.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Training of beauty employees</p> <ul style="list-style-type: none"> • Understand the concept of beauty staff training, such as: <ul style="list-style-type: none"> • Requirements and quality of staff of all functional areas in the organizational structure • Objectives of training • Training method • Assessment method • Training system • Understand the characteristics, functions and techniques of different training modes <ul style="list-style-type: none"> • Supervisory theory study • Teaching • Interactive learning • Project <p>2. Assist to formulate staff training guidelines</p> <ul style="list-style-type: none"> • Assist to formulate beauty staff training guidelines <ul style="list-style-type: none"> • Identify functional needs of individual ranks, such as skills, techniques and job ethics, etc. • Identify requirements on teachers • Training hours • Decide training method <ul style="list-style-type: none"> • Distance learning • Classroom teaching • On-site teaching • Apprenticeship • Decide training location, hours and facility needs for actual beauty operation • Set the range and level of training <ul style="list-style-type: none"> • Elementary level is suitable for new entrants of the trade, able to assist with salon operation • Intermediate level is suitable for those who need to work independently • Advance level is suitable for beauty managerial staff who need to supervise subordinates or involve in strategic development of the organization • Set examination rules and methods <ul style="list-style-type: none"> • Set the assessment standards for the examination, such as the weighting and method of beauty theory written examination and practical skill examination • Review the training performance regularly and submit recommendations for improving the training guidelines to accommodate changes in human resources needs of the organization

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to apply specialized knowledge in staff training, identify training needs of different ranks of the organization and assist to formulate staff training guidelines; and• Capable to submit recommendations for improving the training guidelines so as to accommodate changes in human resources needs of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate staff working guidelines
Code	BEZZOM414A
Range	Formulate and implement internal staff guidelines at beauty-related workplaces according to the established overall operational strategy of the organization to ensure its smooth operation.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand staff guidelines</p> <ul style="list-style-type: none"> • Understand working guidelines for beauticians and relevant staff, such as: <ul style="list-style-type: none"> • Being punctual and polite • Keeping both the appearance and workplace tidy and clean • Showing real care for the customers and provide high quality services and suitable products for them • Respecting customers, colleagues, the employer and the trade, and behaving properly • Understanding and complying with the industry-related regulations, requirements, standards and safety precautions • Possessing in-depth knowledge of work • Always maintaining professional attitude of work and avoid improper behaviour • Handling customers' appointments, deposits and payment in a trustworthy manner, and respecting terms of contract • Understand recognized range of service provided by beauticians and relevant staff: <ul style="list-style-type: none"> • No judgement on medical conditions • No treatment for any medical condition but should remind the customers to seek professional medical advice <p>2. Formulate staff working guidelines</p> <ul style="list-style-type: none"> • Formulate staff working guidelines according to the established overall operational strategy of the organization • Update the staff guidelines according to changes in the industry and organizational needs
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate and implement internal staff guidelines according to the established overall operational strategy of the organization to ensure its normal operation; and • Capable to update the staff guidelines according to changes in the industry and organizational needs.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Communicate with staff in different departments of the organization
Code	BEZZOM415A
Range	Understand thoroughly the operational procedures of the organization in beauty workplaces and can communicate with staff in different departments.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of communication formats and skills <ul style="list-style-type: none"> • Understand different document formats and application skills such as e-mail, memorandum, forms, etc. as well as their differences and characteristics • Understand the procedures, objectives and uses of the organization's meetings 2. Apply communication formats and skills <ul style="list-style-type: none"> • Flexibly apply different document formats, such as memorandum, email and form, etc. to communicate with staff in different departments • Flexibly apply meeting skills to take part in or conduct internal meetings, and to communicate with staff in different departments so as to enhance their efficiency at work
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master different document formats and application skills ; and • Capable to flexibly apply meeting skills to take part in or conduct internal meetings, and to communicate with staff in different departments of the organization to enhance efficiency at work.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Health Care

Title	Analyze customers' needs of in-depth foot reflexology
Code	106903L4
Range	Analyze the needs of in-depth foot reflexology for customers in different situations, and perform in-depth foot reflexology treatments in beauty workplaces providing foot reflexology according to the codes of hygiene and safety.
Level	4
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of in-depth foot reflexology <ul style="list-style-type: none"> • Understand the pathological changes in human organs and the anomalies found in their responding reflex points • Know about the methods of foot diagnosis, including the four ways of diagnosis: look, listen, question and feel the pulse • Understand the in-depth foot reflexology techniques applicable to common diseases • Understand the concerns, contraindications and restrictions of in-depth foot reflexology 2. Analyze customers' needs of in-depth foot reflexology <ul style="list-style-type: none"> • Observe the appearance of the customers' feet to be massaged • Enquire the medical history of the customers, and the causes, treatment details and current symptoms of diseases that the customers has • Touch the reflex points of the customers to verify the diseases mentioned by the customers • Analyze the customers' needs of in-depth foot reflexology according to the information obtained by the four ways of diagnosis, and explain the expected results • Perform in-depth foot reflexology treatment to the customers according to the codes of hygiene and safety <ul style="list-style-type: none"> • Duration for massage • Frequency of massage • Sequence of massage • Identify primary and secondary reflex points, including fundamental reflex points, symptom reflex points, corresponding reflex points, etc.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the knowledge and techniques of in-depth foot reflexology; • Capable to analyze the customers' needs of in-depth foot reflexology; and • Capable to perform in-depth foot reflexology treatments according to the code of practice for personal and working hygiene to meet customers' requirements.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Master the theories on the principles of cosmetic light therapy and equipment effect
Code	106887L4
Range	Master the theories on the principles of cosmetic light therapy and equipment effect for providing related client consultation service at beauty-related workplaces.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Master the theories of cosmetic light therapy and the effect of different cosmetic light therapy equipment</p> <ul style="list-style-type: none"> • Master the principle of electromagnetic spectrum and light as part of the spectrum • Master the theory of wavelength, frequency and their relationship • Differentiate the different types and characteristics of radiation used by cosmetic light therapy equipment, eg. ultraviolet, light-emitting diode, infrared, intense pulsed light and laser, etc. • Master the interaction that occur between light and skin, including: reflection, refraction, absorption, scattering and transmission. • Master the effect of light on skin tissue interaction, including photostimulation, photodynamic reaction, photothermolytic and photomechanical reaction, etc. • Master the terms used in cosmetic light therapy, including photons, joules, pulse width/duration, fluence, frequency, thermal relaxation time, pulse repetition rate, cooling, etc. • Master the effect of different cosmetic light therapy equipment, eg. ultraviolet, light-emitting diode, infrared, intense pulsed light, laser, Elos-light (Electro-optical Synergy technology) etc. • Master the effect on skin interaction for different wavelengths and colours of light <p>2. Application of the theories of cosmetic light therapy</p> <ul style="list-style-type: none"> • Master the principles of cosmetic light therapy and equipment effect, explain to clients on the related services and their effect on skin and tissues. • Master the theories on the principles of cosmetic light therapy and equipment effect in order to provide correct client consultation service
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are: :</p> <ul style="list-style-type: none"> • Master the principles of cosmetic light therapy : • Master the effect of cosmetic light therapy on human skin and tissue; and • Master the types and functions of cosmetic light therapy equipment, correctly provide related client consultation service
Remark	<p>In order to master this unit of competency, competencies on the following units must have been attained:</p> <ul style="list-style-type: none"> • 106898L1 (Know about skin structure and common problems) • BEZZCN109A (know about basic human body structure and physiological system) • BEZZCN210A (Identify various types of skin and skin care) • 106894L3 Master the fundamental knowledge of cosmetic light therapy <p>The credit for this unit of competency assumes that the person has already attained knowledge for the above four units of competency.</p>

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Master basic laser and intense pulsed light theory
Code	106888L4
Range	Master the basic theories and effect of laser and intense pulsed light for providing related client consultation service at beauty-related workplaces.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Master basic laser and intense pulsed light theories</p> <ul style="list-style-type: none"> • Laser theory : <ul style="list-style-type: none"> • Understand how laser is created • Understand the characteristics of laser, including coherence, monochromaticity and collimation • Understand the source of medium for generating laser can be gas (Carbon Dioxide laser), liquid (Pulsed Dye laser) and solid/crystal (Neodymium Yttrium Aluminium Garnet (Nd:YAG) laser) • Explain the different mode of action of laser: <ul style="list-style-type: none"> • Photo-thermal effect • Photo-mechanical effect • Photo-chemical effect • Photo-biological effect • Understand the absorption of light wavelength from different tissue components, including water, melanin and haemoglobin • Understand the different types of laser, their wavelengths and effect • Correctly list the level of skin penetration for different laser wavelengths • Correctly select laser equipment • Intense pulsed light theory : <ul style="list-style-type: none"> • Understand how intense pulsed light is created • Understand how to correctly select filters, in order to control the different wavelengths of light reaching the skin and understanding their effect • Differentiate between laser and intense pulsed light, including the use of Monochromatic and polychromatic wavelengths <p>2. Apply basic laser and intense pulsed light theory</p> <ul style="list-style-type: none"> • Master the principles of basic laser and intense pulsed light, explain to clients beauty treatments in relation to laser and intense pulsed light • Be able to introduce suitable cosmetic light therapy treatments to clients • Master basic laser and intense pulsed light theories, their difference and effect in order to provide related consultation services

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Master the principles of basic laser and intense pulsed light and the difference between the two• Master the effect of different wavelengths and correctly select laser and intense pulsed light equipment in order to provide correct client consultation service
Remark	In order to master this unit of competency, competencies on the following unit must have been attained: <ul style="list-style-type: none">• 106887L4 Master the theories on the principles of cosmetic light therapy and equipment effect The credit for this unit of competency assumes that the person has already attained knowledge for the above unit of competency.

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Master the hazards and precautions of laser and intense pulsed light
Code	106889L4
Range	Assess the hazards of laser and intense pulsed light and formulate the relevant safety guidelines at beauty-related workplaces.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Understand the hazards of laser and intense pulsed light</p> <ul style="list-style-type: none"> • Master the correct use of electrical equipment and the precautions • Understand the photothermal hazard produced by laser and intense pulsed light • Understand the ocular hazard of laser and intense pulsed light • Understand the smoke hazard from vaporizing tissues which may contain viral particles • Understand different skin types' reaction to light and their hazards according to the Fitzpatrick Skin Typing • Master the contra-indications and precautions in using laser and intense pulsed light (eg. having taken certain drugs which increase sensitivity to light) • Know the skin conditions that should be treated by medical practitioners • Know the requirement and proper use of personal protective equipment when using intense pulsed light and laser, including <ul style="list-style-type: none"> • Personal protective equipment for operator and client (including: choosing protective equipment and removing metal ornaments) • Equipment for environment safety (e.g. : reflective materials \ warning signs \ inspection of equipment and electricity leakage \ conditions of wires and keeping the surrounding areas dry, etc) • Understand the relevant guidelines issued by equipment supplier or regulatory bodies regarding the operation of laser and intense pulsed light (e.g. Electrical and Mechanical Services Department and Occupational Safety and Health Council) • Understand the means of protecting consumer rights (e.g. The required insurance and legal liability) • Master the standard of equipment repair and maintenance according to the guideline of equipment supplier and regulatory bodies <p>2. Assess the hazards of laser and intense pulsed light and formulate guidelines for safety measures</p> <ul style="list-style-type: none"> • Able to accurately assess the hazards on application of laser and intense pulsed light • Able to accurately assess whether the environment is safe when using laser and intense pulsed light • Able to correctly carry out the safety measures for using laser and intense pulsed light • Able to formulate the safety guidelines in regard to operator, client and the environment for using laser and intense pulsed light

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Master and assess the hazards of laser and intense pulsed light• Master the standard of equipment repair and maintenance according to the guideline of equipment suppliers and regulatory bodies• Formulate the safety guidelines for using laser and intense pulsed light
Remark	In order to master this unit of competency, competencies on the following units must have been attained: <ul style="list-style-type: none">• 106887L4 Master the theories on the principles of cosmetic light therapy and equipment effect The credit for this unit of competency assumes that the person has already attained knowledge for the above unit of competency

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Operate laser equipment for hair reduction
Code	106890L4
Range	Operate laser equipment for hair reduction and formulate the relevant operating procedure at beauty-related workplaces
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the principle on using laser equipment for hair reduction <ul style="list-style-type: none"> • Understand how to apply heat for hair reduction • Understand the best hair growth phase for attaining ideal result on hair reduction by using laser equipment • Master the suitability of different types of laser for different skin types • Understand the equipment and treatment contra-indications, including the limitations of different lasers 2. Using laser equipment for hair reduction <ul style="list-style-type: none"> • Operating procedure: <ul style="list-style-type: none"> • Use of cooling materials according to equipment requirement, e.g. cooling gel • Follow the manufacturer's instructions for proper operation of the equipment, including protocols and technique, use of accessories, adjustment of intensity and time • Understand and correctly adjust the equipment, including spot size , fluence, pulse width / duration, multiple sequential pulses, pulse delay, etc. • Understand and explain to client the normal post treatment reaction • Understand adverse reactions / conditions that need referral to medical personnel • Preparation before treatment : <ul style="list-style-type: none"> • Select the laser equipment correctly • Explain to client about the treatment procedure, nature of treatment, treatment effect, hazard, side effect and possible changes occurring • Understand the importance of implementing a signed consent to protect the interest and rights of both parties • Explain to clients the precautions prior to and after treatment • Perform client consultation, including contra-indications, and Fitzpatrick Skin Typing • Perform tactile safety test/ thermal safety test • Perform skin sensitivity patch test (24-48 hours before treatment) • Procedures for hair reduction using laser equipment, including: <ul style="list-style-type: none"> • Preparation of work area (e.g. Placement of warning signs outside operating room, removal of reflective materials etc.) and sanitization • Good ventilation • Preparation of operator (e.g. wearing opaque safety goggles, removal of reflective jewelry, etc.) • Preparation of client (e.g. wearing opaque safety goggles, removal of reflective jewelry, shaving of the area to be treated, etc.) and cleaning of the area to be treated • Check whether the treatment area is suitable for performing the treatment • Personal protective equipment, including opaque safety goggles, disposable surgical mask, disposable gloves

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Competency	<ul style="list-style-type: none"> • Work following the treatment : <ul style="list-style-type: none"> • Recommendations on treatment intervals • Set up of client record • Formulate the operating procedure in regard to using laser equipment for hair reduction
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Correctly operate laser equipment for hair reduction • master the correct procedure in using laser equipment, including: perform client consultation and testing in order to protect client safety ; and • able to formulate the operating procedure in using laser equipment for hair reduction
Remark	<p>The assessment for operation of equipment must be conducted through the form of a practical assessment</p> <p>Part of the content under performance requirements 6.2 have common competencies with "Operate intense pulsed light equipment for hair reduction", "Operate intense pulsed light equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)", and "Operate laser equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)"</p> <p>In order to master this unit of competency, competencies on the following units must have been attained:</p> <ul style="list-style-type: none"> • 106898L1 (Know about skin structure and common problems) • BEZZCN109A (Know about basic human body structure and physiological system) • BEZZCN210A (Identify various types of skin and skin care) • 106894L3 Master the fundamental knowledge of cosmetic light therapy • 106887L4 Master the theories on the principles of cosmetic light therapy and equipment effect • 106888L4 Master basic laser and intense pulsed light theory • 106889L4 Master the hazards and precautions of laser and intense pulsed light • 106896L2 Understand the structure of hair and common problems <p>The credit for this unit of competency assumes that the person has already attained knowledge for the above 8 units of competency</p>

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Operate intense pulsed light equipment for hair reduction
Code	106891L4
Range	Operate intense pulsed light equipment for hair reduction and formulate the relevant operating procedure at beauty-related workplaces
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the principle on using intense pulsed light equipment for hair reduction <ul style="list-style-type: none"> • Understand how to apply heat for hair reduction • Understand the best hair growth phase for attaining ideal result on hair reduction by using intense pulsed light equipment • Master the skin type suitable for using intense pulsed light • Understand intense pulsed light equipment and treatment contra-indications, including the limitations of intense pulsed light 2. Using intense pulsed light equipment for hair reduction <ul style="list-style-type: none"> • Preparation before treatment : <ul style="list-style-type: none"> • Correctly select filters / accessories • Explain to client about the treatment procedure, nature of treatment, treatment effect, hazard, side effect and possible changes occurring • Understand the importance of implementing a signed consent to protect the interest and rights of both parties • Explain to clients the precautions prior to and after treatment • Perform client consultation, including contra-indications, and Fitzpatrick Skin Typing • Perform tactile safety test/ thermal safety test • Perform skin sensitivity patch test (24-48 hours before treatment) • Procedures for hair reduction using intense pulsed light equipment, including: <ul style="list-style-type: none"> • Preparation of work area (e.g. Placement of warning signs outside operating room, removal of reflective materials etc.) and sanitization • Good ventilation • Preparation of operator (e.g. wearing opaque safety goggles, removal of reflective jewelry, etc.) • Preparation of client (e.g. wearing opaque safety goggles, removal of reflective jewelry, shaving of the area to be treated, etc.) and cleaning of the area to be treated • Check whether the treatment area is suitable for performing the treatment • Personal protective equipment, including opaque safety goggles, disposable surgical mask, disposable gloves

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Competency	<ul style="list-style-type: none"> • Operating procedure: <ul style="list-style-type: none"> • Use of cooling materials according to equipment requirement, e.g. cooling gel • Follow the manufacturer’s instructions for proper operation of the equipment, including protocols and technique, use of accessories, adjustment of intensity and time • Understand and correctly adjust the equipment, including spot size , fluence, pulse width / duration, multiple sequential pulses, pulse delay, etc. • Understand and explain to client the normal post treatment reaction • Understand adverse reactions / conditions that need referral to medical personnel • Work following the treatment : <ul style="list-style-type: none"> • Recommendations on treatment intervals • Set up of client record • Formulate the operating procedure in regard to using intense pulsed light equipment for hair reduction
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Correctly operate intense pulsed light equipment for hair reduction • master the correct procedure in using intense pulsed light equipment, including: perform client consultation and testing in order to protect client safety : and • able to formulate the operating procedure in using intense pulsed light equipment for hair reduction
Remark	<p>The assessment for operation of equipment must be conducted through the form of a practical assessment</p> <p>Part of the content under performance requirements 6.2 have common competencies with "Operate laser equipment for hair reduction", "Operate intense pulsed light equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)", and "Operate laser equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)"</p> <p>In order to master this unit of competency, competencies on the following units must have been attained:</p> <ul style="list-style-type: none"> • 106898L1 (Know about skin structure and common problems) • BEZZCN109A (Know about basic human body structure and physiological system) • BEZZCN210A (Identify various types of skin and skin care) • 106894L3 Master the fundamental knowledge of cosmetic light therapy • 106887L4 Master the theories on the principles of cosmetic light therapy and equipment effect • 106888L4 Master basic laser and intense pulsed light theory • 106889L4 Master the hazards and precautions of laser and intense pulsed light • 106896L2 Understand the structure of hair and common problems <p>The credit for this unit of competency assumes that the person has already attained knowledge for the above 8 units of competency</p>

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Operate intense pulsed light equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)
Code	106892L4
Range	Operate intense pulsed light equipment to achieve the effect of skin rejuvenation and lightening of pigmentation, as well as formulating the relevant operating procedure at beauty-related workplaces
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the principle on using intense pulsed light equipment for enhancing skin conditions <ul style="list-style-type: none"> • Understand the wavelengths of intense pulsed light • Master the effect of different filters and their level of skin penetration • Master the skin type suitable for using intense pulsed light • Understand intense pulsed light equipment and treatment contra-indications, such as client's physiological conditions and the limitations of intense pulsed light 2. Using intense pulsed light equipment for enhancing skin conditions <ul style="list-style-type: none"> • Preparation before treatment : <ul style="list-style-type: none"> • Analyze client's skin condition and recommend treatment • Correctly select filters / accessories • Explain to client about the treatment procedure, nature of treatment, treatment effect, hazard, side effect and possible changes occurring • Understand the importance of implementing a signed consent to protect the interest and rights of both parties • Explain to clients the precautions prior to and after treatment • Perform client consultation, including contra-indications, and Fitzpatrick Skin Typing • Perform tactile safety test/ thermal safety test • Perform skin sensitivity patch test (24-48 hours before treatment) • Procedures for using intense pulsed light for enhancing skin conditions, including: <ul style="list-style-type: none"> • Preparation of work area (e.g. Placement of warning signs outside operating room, removal of reflective materials etc.) and sanitization • Good ventilation • Preparation of operator (e.g. wearing opaque safety goggles, removal of reflective jewelry, etc.) • Preparation of client (e.g. wearing opaque safety goggles, removal of reflective jewelry, etc.) and cleaning of the area to be treated • Check whether the treatment area is suitable for performing the treatment • Personal protective equipment, including opaque safety goggles, disposable surgical mask, disposable gloves • Operating procedure: <ul style="list-style-type: none"> • Use of cooling materials according to equipment requirement, e.g. cooling gel • Follow the manufacturer's instructions for proper operation of the equipment, including protocols and technique, use of accessories, adjustment of intensity and time • Understand and correctly adjust the equipment, including spot size , fluence, pulse width / duration, multiple sequential pulses, pulse delay, etc. • Understand and explain to client the normal post treatment reaction • Understand adverse reactions / conditions that need referral to medical personnel

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Competency	<ul style="list-style-type: none"> • Work following the treatment : <ul style="list-style-type: none"> • Recommendations on treatment intervals • Recommendations on treatment that can be performed at the same time • Recommendations on home care treatment for complimenting the treatment • Set up of client record • Formulate the operating procedure in regard to using intense pulsed light equipment for enhancing skin conditions
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Correctly operate intense pulsed light equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation) • master the correct procedure in using intense pulsed light equipment, including: perform client consultation and testing in order to protect client safety : and • able to formulate the operating procedure in using intense pulsed light equipment for enhancing skin conditions
Remark	<p>The assessment for operation of equipment must be conducted through the form of a practical assessment</p> <p>Part of the content under performance requirements 6.2 have common competencies with "Operate laser equipment for hair reduction", "Operate intense pulsed light equipment for hair reduction", and "Operate laser equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)"</p> <p>In order to master this unit of competency, competencies on the following units must have been attained:</p> <ul style="list-style-type: none"> • 106898L1 (Know about skin structure and common problems) • BEZZCN109A (Know about basic human body structure and physiological system) • BEZZCN210A (Identify various types of skin and skin care) • 106894L3 Master the fundamental knowledge of cosmetic light therapy • 106887L4 Master the theories on the principles of cosmetic light therapy and equipment effect • 106888L4 Master basic laser and intense pulsed light theory • 106889L4 Master the hazards and precautions of laser and intense pulsed light • 106897L3 Understand the common problems regarding skin ageing and pigmentation <p>The credit for this unit of competency assumes that the person has already attained knowledge for the above 8 units of competency</p>

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Operate laser equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)
Code	106893L4
Range	Operate laser equipment to achieve the effect of skin rejuvenation and lightening of pigmentation without damaging the skin surface, as well as formulating the relevant operating procedure at beauty-related workplaces
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the principle on using laser equipment for enhancing skin conditions <ul style="list-style-type: none"> • Master the skin condition suitable for using laser • Analyze client's skin condition and recommend treatment • Correctly select laser equipment • Understand the wavelength of the selected laser equipment, effect and level of skin penetration • Understand equipment and treatment contra-indications, such as client's physiological conditions and the limitations of laser 2. Using laser equipment for enhancing skin conditions <ul style="list-style-type: none"> • Preparation before treatment : <ul style="list-style-type: none"> • Explain to client about the treatment procedure, nature of treatment, treatment effect, hazard, side effect and possible changes occurring • Understand the importance of implementing a signed consent to protect the interest and rights of both parties • Explain to clients the precautions prior to and after treatment • Perform client consultation, including contra-indications, and Fitzpatrick Skin Typing • Perform tactile safety test/ thermal safety test • Perform skin sensitivity patch test (24-48 hours before treatment) • Procedures for using laser for enhancing skin conditions, including: <ul style="list-style-type: none"> • Preparation of work area (e.g. Placement of warning signs outside operating room, removal of reflective materials etc.) and sanitization • Good ventilation • Preparation of operator (e.g. wearing opaque safety goggles, removal of reflective jewelry, etc.) • Preparation of client (e.g. wearing opaque safety goggles, removal of reflective jewelry, etc.) and cleaning of the area to be treated • Check whether the treatment area is suitable for performing the treatment • Personal protective equipment, including opaque safety goggles, disposable surgical mask, disposable gloves • Operating procedure: <ul style="list-style-type: none"> • Use of cooling materials according to equipment requirement, e.g. cooling gel • Follow the manufacturer's instructions for proper operation of the equipment, including protocols and technique, use of accessories, adjustment of intensity and time • Understand and correctly adjust the equipment, including spot size , fluence, pulse width / duration, multiple sequential pulses, pulse delay, etc. • Understand and explain to client the normal post treatment reaction • Understand adverse reactions / conditions that need referral to medical personnel

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Competency	<ul style="list-style-type: none"> • Work following the treatment : <ul style="list-style-type: none"> • Recommendations on treatment intervals • Recommendations on treatment that can be performed at the same time • Recommendations on home care treatment for complimenting the treatment • Set up of client record • Formulate the operating procedure in regard to using laser equipment for enhancing skin conditions
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Correctly operate laser equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation without damaging the skin surface) • master the correct procedure in using laser equipment, including: perform client consultation and testing in order to protect client safety : and • able to formulate the operating procedure in using laser equipment for enhancing skin conditions
Remark	<p>The assessment for operation of equipment must be conducted through the form of a practical assessment</p> <p>Part of the content under performance requirements 6.2 have common competencies with "Operate laser equipment for hair reduction", "Operate intense pulsed light equipment for hair reduction", and "Operate intense pulsed light equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)"</p> <p>In order to master this unit of competency, competencies on the following units must have been attained:</p> <ul style="list-style-type: none"> • 106898L1 (Know about skin structure and common problems) • BEZZCN109A (Know about basic human body structure and physiological system) • BEZZCN210A (Identify various types of skin and skin care) • 106894L3 Master the fundamental knowledge of cosmetic light therapy • 106887L4 Master the theories on the principles of cosmetic light therapy and equipment effect • 106888L4 Master basic laser and intense pulsed light theory • 106889L4 Master the hazards and precautions of laser and intense pulsed light • 106897L3 Understand the common problems regarding skin ageing and pigmentation <p>The credit for this unit of competency assumes that the person has already attained knowledge for the above 8 units of competency</p>

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Body Care

Title	Carry out electrical epilation
Code	106895L4
Range	Master and apply the technique of electrical epilation according to the code of practice for personal and workplace hygiene to provide electrical epilation treatment to customers at beauty-related workplaces
Level	4
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge and fundamental theories of electrical epilation <ul style="list-style-type: none"> • Understand the definition of permanent hair removal • Understand the effect of electrical epilation • Understand the method of electrical epilation • Understand the operating principle of electrical epilation and the type of current used, e.g : <ul style="list-style-type: none"> • Galvanic type (direct current) • Diathermy type (high frequency current) • Blend type, etc • Understand the operating technique of electrical epilation and contra-indications 2. Perform electrical epilation <ul style="list-style-type: none"> • Make preparations for treatment, including : <ul style="list-style-type: none"> • Sanitization of required tools and hands • Consult about the client's condition and conduct skin analysis • Explain the procedure, effect and after care advice of electrical epilation treatment to clients • Perform electrical epilation treatment according to client's condition and requirement by applying the technique of electrical epilation • Dispose needle heads and antiseptic cotton balls correctly and properly to meet the code of practice for personal and workplace hygiene and guidelines of the organization • Accurately record clients' tolerance of pain for reference
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Master the technique of electrical epilation to provide electrical epilation treatment for clients
Remark	<p>In order to master this unit of competency, competencies on the following units must have been attained:</p> <ul style="list-style-type: none"> • 106896L2 Understand the structure of hair and common problems <p>The credit for this unit of competency assumes that the person has already attained knowledge for the above unit of competency</p>

Competency Level 5

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Promote brands of beauty products
Code	BEZZCN504A
Range	Integrate the professional knowledge of marketing and branding strategy applicable to the beauty industry to promote original beauty or corporate brands; introduce and promote foreign brands, so as to enhance target markets' knowledge of the organization, its beauty products and corporate image.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of consumers and brands <ul style="list-style-type: none"> • Possess knowledge of brands • Understand consumer preference <ul style="list-style-type: none"> • Influence of trends and culture on consumer behaviour • Causes of changes in consuming pattern • Understand the value and connotation of brands • Understand the history of international beauty brands 2. Promote beauty brands <ul style="list-style-type: none"> • Analyze the development history and trend of international beauty brands • Communicate and cooperate with overseas beauty product brand agents in order to introduce and promote foreign beauty brands • Master brand management and marketing strategies <ul style="list-style-type: none"> • Formulate brand positioning and relevant strategies • Establish unique image and value of the brand • Master brand management methods • Formulate sales channels for the brands • Master the rules and regulations on intellectual property of brands and relevant products <ul style="list-style-type: none"> • Understand the importance of intellectual property on brands • Use relevant laws for brand protection • Branding strategy management <ul style="list-style-type: none"> • Ascertain that branding is a long-term goal for corporate development • Understand the core value of the brands • Maintain brand image and product quality in the process of promotion
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to integrate the professional knowledge of marketing and branding strategy to promote original beauty products or corporate brands; • Capable to introduce and promote foreign brands so as to effectively enhance the reputation of the organization and its beauty products and services for better sales; and • Capable to master the requirements on intellectual property of brands and relevant products.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Title	Design body painting images
Code	BEZZMU501A
Range	Master the image drawing, make-up and colour matching techniques, and design trendy and dynamic body painting images at make-up-related workplaces.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Knowledge of body painting image</p> <ul style="list-style-type: none"> • Understand the techniques and noting points for image drawing, such as: <ul style="list-style-type: none"> • Make-up techniques • Contrast and harmony of the composition of the image • Human bone and muscular structure • Sfumato and matching techniques • Understand the basic requirements for body painting image design, including: <ul style="list-style-type: none"> • Reasonable positioning of the composition of the image • Creative design • Overall effect highlighting the focus • Achieving an aesthetic and harmonious effect as a whole • Good proportion • Know about the steps for designing body painting images, including: <ul style="list-style-type: none"> • Confirming the theme content • Sketching the image • Drawing the composition of the image • Understand the properties, using techniques and applications of popular body painting materials and tools <p>2. Design body painting images</p> <ul style="list-style-type: none"> • Master the knowledge of body painting image, design and confirm the image with a distinct theme, such as: <ul style="list-style-type: none"> • Clear themes including: four seasons, peace, environmental protection, fantasy • Creative design • Master the image drawing and sfumato techniques, and sketch the image according to the theme, including: <ul style="list-style-type: none"> • Naming the theme • Designing patterns • Describing the use of colours • Explaining the theme • Master body painting knowledge, and apply the image drawing techniques to design body painting image patterns according to the theme and the objective conditions of the model, including: <ul style="list-style-type: none"> • Size of pattern • Spacing of pattern • Dotted or full line • Sfumato • Use of props and accessories

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Make-up

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master body painting image design and sfumato techniques; and• Capable to apply the image drawing, make-up and colour matching techniques and, according to the characteristics of the image theme, design a creative body painting image with a distinct theme.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Assess customer service plan and performance indicators
Code	BEZZCS501A
Range	Assess customer service plan and performance indicators effectively so as to improve customer service, develop business and enhance corporate branding image.
Level	5
Credit	12
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand details of customer service indicators <ul style="list-style-type: none"> • Understand the formulation of customer service indicators, such as: <ul style="list-style-type: none"> • Quantification of service indicators • Customers' standard for quality • Customers' knowledge • Service expectation • Deviations between customers' standard quality and service expectation • Improvement in service quality • Service edge 2. Assess customer service plan and performance indicators <ul style="list-style-type: none"> • Master the checking and assessment of customer service plan, including the principle, scope, method, procedure and workflow, confidentiality and limitation, etc. • Formulate and quantify performance indicators of customer service, based on: <ul style="list-style-type: none"> • Business turnover • Number of visits by the customers • Profit returns • Number of complaints • Proportion of new customers to customer loss • Formulate assessment items for customer service scheme <ul style="list-style-type: none"> • Scope of assessment • Assessment method • Assessment procedures • Follow-up and improvements in service management
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the concept of customer service quality assurance; and • Capable to assess customer service scheme and performance indicators effectively according to strategic objectives of the organization so as to improve customer service and develop business.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Develop sales forecast
Code	BEZZMS501A
Range	Anticipate the achievable sales target within the specified timeframe to formulate sales estimates by analyzing and assessing the factors affecting sales status.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Knowledge about sales status and sales forecast</p> <ul style="list-style-type: none"> • Understand the factors for consideration when assessing sales status, including: <ul style="list-style-type: none"> • The growth rate in sales <ul style="list-style-type: none"> • The sales data of last year • Previous sales data • The business turnover of the competitors • Organizational factors <ul style="list-style-type: none"> • Marketing strategy • Market survey • Market share • The number of shops • Environmental factors <ul style="list-style-type: none"> • The area of the outlet • The maturity period of the outlet • The number of business days • Influential factors <ul style="list-style-type: none"> • The economic status (price fluctuation, consuming inclination, inflation/deflation) • Special factors (tax rate change) • Understand the concept of sales estimates e.g. measure, control and anticipate sales status <p>2. Develop sales forecast</p> <ul style="list-style-type: none"> • Assess sales status • Formulate sales estimates, including: <ul style="list-style-type: none"> • Checking up on the organization's previous business status • Taking into account future market situation • Meeting the organization's comprehensive goal and business strategy
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to employ sales-related knowledge to make effective assessment of the sales status; and • Capable to anticipate the achievable sales target within the specified timeframe to formulate sales estimates by analyzing and assessing the factors affecting sales status.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate marketing plans
Code	BEZZMS502A
Range	Base on the analysis of the competitive market environment and actual sales experience for beauty products / services to formulate effective marketing plans according to the resources and target of the organization so as to achieve the sales target of the organization.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand beauty product/ service market and sales methods <ul style="list-style-type: none"> • Understand the competitive market environment for beauty products / services • Understand the sales methods, channels and procedures for beauty products / services • Understand consumer psychology • Understand the market information system of beauty products / services 2. Formulate marketing plans <ul style="list-style-type: none"> • Formulate effective marketing plans according to the resources and goals of the organization, including: <ul style="list-style-type: none"> • Set sales target • Select suitable sales methods and channels • Select sales districts and teams • Formulate implementation procedures for the marketing plans • Assess the performance of the marketing plans • Formulate ways to manage and monitor the marketing plans • Formulate plans of using information technology and the internet to sell beauty products / services
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate effective marketing plans according to the resources and goals of the organization; and • Capable to formulate ways to manage and monitor the marketing plans so as to achieve the sales target of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate market research plans
Code	BEZZMS503A
Range	Formulate effective market research plans according to the requirements of the organization, by collecting and analyzing beauty product / service market research information, so as to achieve the market research objectives set by the organization.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of beauty product / service market research <ul style="list-style-type: none"> • Understand the objectives of beauty product / service market research, such as: <ul style="list-style-type: none"> • New product/service development • Sales and marketing • Understand beauty product / service market research methods and techniques • Understand the market information system of beauty products / services 2. Formulate beauty product / service market research plans <ul style="list-style-type: none"> • Formulate effective market research plans according to the beauty product / service market research needs of the organization, including: <ul style="list-style-type: none"> • Setting market research target • Selecting suitable market research methods • Formulating implementation procedures for the market research plans • Assessing the performance of the market research plans • Formulate market research management plan • Formulate market research monitoring plan • Formulate plans of using information technology and the internet to sell beauty product / service market research information
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate, by collecting and analyzing beauty product / service market research information, effective market research plans according to the market research needs of the organization; and • Capable to formulate market research management and monitoring plans, so as to achieve the market research objectives set by the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate training programme promotion strategies
Code	BEZZMS504A
Range	Master the industry-related information and formulate a set of effective beauty training programme promotion strategies in beauty training venues and relevant working locations according to the objectives and mission of the beauty training centre / organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the principles and details of training programme promotion strategies <ul style="list-style-type: none"> • Understand the objectives and mission of the beauty training centre / organization • Understand the overall development trend of training programmes of the industry • Understand the characteristics of competitors • Understand the purposes of promoting a beauty training programme, including: <ul style="list-style-type: none"> • Enhancing market knowledge of the training courses or organization • Regular promotion of the training organization • Enhancing the competitiveness and edge of the training organization in the market • Attracting potential trainees to take the beauty training courses • Improving enrolment rate • Understand general methods for promoting beauty training programmes, such as: <ul style="list-style-type: none"> • Campus promotion • Promotional booklets and leaflets • Other printed matters • Direct mail • Internet • Seminars or exhibitions • Understand the content and details of beauty training programme promotion • Understand considerations for training programme promotion strategies, such as: <ul style="list-style-type: none"> • Period, venues, forms and intervals for promotion • Expected results • Resources and time needed • Kinds and allocation of resources needed • Understand the methods and techniques of compiling promotion strategy report • Understand the necessity and importance of conducting promotion performance assessment • Understand the assessment criteria for promotion strategies 2. Formulate training programme promotion strategies <ul style="list-style-type: none"> • Correctly master the overall development trend of training programmes of the industry and information of competitors, and formulate a set of effective beauty training programme promotion strategies according to the objectives and mission of the beauty training centre/ organization • Conduct reviews and assessments on all plans for promotion strategies, collect performance data of the promotion strategies, and compile a systematic analytical report with constructive recommendations • Keep the information and report properly for future reference

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the industry-related information and formulate a set of effective beauty training programme promotion strategies according to the objectives and mission of the beauty training centre / organization; and• Capable to conduct reviews and assessments on all plans for promotion strategies, collect performance data of the promotion strategies, and compile a systematic analytical report with constructive recommendations.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate local marketing strategy
Code	BEZZMS505A
Range	Employ marketing theory to explore local market orientation, make proper analysis and assessment on the latest information of the beauty industry, and effectively formulate local marketing strategy so that the local market would recognize more of the organization and its beauty products, which facilitate the promotion of such products and services.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Marketing theory</p> <ul style="list-style-type: none"> • Understand market orientation theory, including: <ul style="list-style-type: none"> • Application of marketing portfolio • Consumer goods market • Customer-oriented and beauty product-oriented organizations • Understand the local marketing environment and market segmentation, including: <ul style="list-style-type: none"> • The distribution channels of beauty products • Pricing strategies and methods <p>2. Formulate local marketing plans</p> <ul style="list-style-type: none"> • Formulate local marketing plans <ul style="list-style-type: none"> • Analyze the characteristics of the local market and target customers • Understand customers' motives in buying beauty products / services • Master ways of retaining existing customers and attracting new ones • Suggest concrete local marketing plans to the managerial staff to meet the company's local marketing development plan, business forecast and strategy • Co-ordinate practical promotion duties, including determining the purpose of marketing and promotion, and formulating promotion plans, etc.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyze local market environment, and develop a systematic and creative way for local market sales and promotion; and • Capable to suggest to the managerial staff concrete local marketing plans; co-ordinate practical promotion duties, including determining the purpose of marketing and promotion, and formulating promotion plans, etc.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Review staff salary benchmark and system
Code	BEZZOM502A
Range	Master the operational development, human resources policy and the beauty manpower market changes when facing the changeable environment of daily operation; review the salary benchmark and system of the organization, so as to retain and attract competent staff and improve business performance and create good corporate image.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Theory of salary system</p> <ul style="list-style-type: none"> • Know about the operational structure and workflow of the organization • Understand the salary system and adjustment mechanism of the organization • Understand the human resources market situation and the salary trend of the industry • Understand the meaning and importance of effective salary management <ul style="list-style-type: none"> • Retain and attract competent staff • Motivate staff • Improve business performance • Create good corporate culture and image • Understand the future business development, staff wastage and the change in manpower structure of the organization • Understand the method of salary review and factors of consideration • Understand the requirements of existing regulations on salary system <p>2. Review staff salary benchmark and system</p> <ul style="list-style-type: none"> • Master salary review techniques and review the salary benchmark and system of the organization in the changeable environment of daily operation according to the operation and human resources policy of the organization as well as the prevailing manpower market and the development trend of the industry, including: <ul style="list-style-type: none"> • Internal fairness • Market reasonableness • Personal fairness such as years of service, performance assessment, personal qualifications, personal skills, etc. • Review the salary structure including basic salary, commission, bonus, allowance, benefits, etc. according to the salary management system of the organization, work appraisal format and market changes • Accurately assess the salary index of the organization and the market situation, so as to avoid issues like high salary, great salary difference, etc. • Formulate the salary structure and index according to assessment results and review according to the actual needs
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the human resources policy and salary system of the organization; and • Capable to review the salary benchmark and system of the organization in the changeable environment of daily operation according to its human resources policy and the beauty manpower market situation and changes, so as to retain and attract competent staff.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Review staff discipline and regulations
Code	BEZZOM503A
Range	With regard to the beauty industry, fully master and review regularly the discipline and regulations of the organization according to actual needs in a routine business environment with possibility of changes, so as to ensure that these regulations meet the operational needs of the organization and relevant legal requirements.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of staff discipline and regulations</p> <ul style="list-style-type: none"> • Understand modern human resources management pattern and its importance • Understand the culture, objectives and mission of the organization • Understand the effect of good staff discipline and comprehensive rules and regulations on staff and the organization • Understand the discipline and regulations of the organization, including: <ul style="list-style-type: none"> • Job ethical standard • Personal conduct standard • Training system • Attendance system • Reward and penalty system • Understand the operational structure and pattern of the organization • Understand the importance of staff complaint mechanism • Understand the legal requirements on beauty business operation • Understand the staff performance appraisal mechanism of the organization <p>2. Review staff discipline and regulations</p> <ul style="list-style-type: none"> • Review the existing staff discipline and regulations of the organization in a routine business environment with continual modification according to the changes in internal and external environments to see if such rules and regulations meet the actual needs • Collect opinions from staff of all levels through proper communication channels in the organization, and analyze the opinions for use as data of reference in reviews • Master the reporting mechanism for disciplinary issues of the organization, and regularly review its effectiveness and fairness • Review and modify staff discipline and regulations according to changes in law • Ensure through effective communication channels that people concerned fully understand the modified staff discipline and regulations
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to fully master the staff discipline and regulations of the organization; and • Capable to regularly review the staff discipline and regulations of the organization in a routine business environment with continual modification according to the actual needs of the organization and changes in environment, so as to enhance staff efficiency and corporate image.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Review job descriptions and duties
Code	BEZZOM504A
Range	With regard to the beauty industry, review job descriptions and duties regularly or when necessary according to the human resources management strategy of the organization to fit in with the corporate development.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of human resources management <ul style="list-style-type: none"> • Understand modern human resources management pattern • Know about personnel management skills • Know about the operational structure of the organization and functions of different departments, including: <ul style="list-style-type: none"> • Post definition • Major authority and responsibilities • Qualification requirements such as academic qualifications, skills, experience, etc. • Understand human resources planning of the organization, including: <ul style="list-style-type: none"> • Future organizational structure • Manpower supply and demand balancing plan • Manpower recruitment and replenishment plan • Staff training scheme • Manpower utilization plan, including: restructuring job functions and posts, designating and reshuffling work duties, expanding or reducing area of work, promotion and deployment, checking and adjusting manpower • Understand the prevailing beauty manpower market and its development trend 2. Review job descriptions and duties <ul style="list-style-type: none"> • Master the performance management system of the organization and collect sufficient and useful data to set benchmarks for review, including: <ul style="list-style-type: none"> • Performance management flow • Report management system • Departmental and personal performance appraisal system • Master the human resources management strategy of the organization and conduct regular review on job descriptions and duties according to established work analysis and review procedures • Restructure and reshuffle the posts and duties according to the review results to ensure that the action is effective, reasonable and timely
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the human resources management policy of the organization; and • Capable to master work analysis and review procedures of the organization, review the operational performance of the organizational structure, and restructure and reshuffle the arrangement of posts and duties when necessary to fit in with the corporate development.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate operational management plan for the organization
Code	BEZZOM505A
Range	Analyze and review the operational situation and goals of the organization in the beauty industry and formulate an effective comprehensive operational management plan.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the beauty market and the routine operation of the organization <ul style="list-style-type: none"> • Understand the beauty market and the routine operation of the organization <ul style="list-style-type: none"> • Types of existing beauty services and their development trend • Business scope and goals of the organization • Positioning and size of the organization • Future development trend of the organization • Status of the organization's daily operation, including: <ul style="list-style-type: none"> • Loss and changes of human resources • The income and expenditure and the profit level • Logistic arrangement • Customer service and the quality of employees • Quality control • Risk management • Operational mechanism • Record system, including: customer information, income and expenditure items, and stock inventory • Understand the weak points in operational management of the organization and the impact 2. Formulate operational management plan of the organization <ul style="list-style-type: none"> • Formulate a comprehensive operational management plan of the organization, including: <ul style="list-style-type: none"> • Setting its market position and service scope • Formulating direction of marketing and promotion • Establishing complete record system • Setting the pricing criteria and payment method for the services • Setting the cost control mechanism • Setting the benchmark for customer service • Effective allocation of resources • Monitoring technical level of service and staff performance • Establishing review and improvement mechanism with flexibility, including: investigating personnel and procedures not complying with regulations and the reasons, analyzing and reviewing investigation results, improving the existing operational management system, etc. • Effectively master the intellectual management of the industry and make good use of information technology so as to enhance management efficiency and performance of the organization • Master the techniques of crisis management and change management

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to analyze comprehensively the operational situation and goals of the organization, formulate an effective comprehensive operational management plan and conduct regular reviews systematically;• Capable to effectively master the management of information technology so as to enhance the management efficiency and performance of the organization; and• Capable to master the techniques of crisis management and change management in order to improve the operation of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate staff recruitment, deployment and attendance procedures
Code	BEZZOM507A
Range	With regard to the beauty industry, fully master human resources management knowledge and formulate staff recruitment, deployment and attendance procedures suitable for the organization in order to tie in with the corporate resources management strategy.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of human resources management <ul style="list-style-type: none"> • Understand modern human resources management pattern and its importance • Understand the operational structure of the organization and functions of different departments • Understand the human resources plan of the organization • Understand personnel management skills • Understand the pros and cons of different recruitment means, including internal and external recruitment • Know about labour regulations and relevant legal requirements • Understand the content requirements, uses and importance of proper staff records 2. Formulate staff recruitment, deployment and attendance procedures <ul style="list-style-type: none"> • Accurately analyze and formulate human resources plan of the organization, including: <ul style="list-style-type: none"> • Forecasting the business development of the organization and the staff and grade demand • Assessing staff wastage of the organization, including: internal and external factors • Anticipating the change in organizational structure caused by internal promotion • Formulate staff recruitment, deployment and attendance procedures according to the human resources management strategy of the organization and in compliance with relevant legal requirements, including: <ul style="list-style-type: none"> • Setting the criteria for the scale and scope of recruitment • Setting the criteria for the selection of recruitment means • Formulating the methods of collecting job applicants' information and the handling procedures • Formulating interview arrangement procedures • Setting the standard for recruitment selection of all ranks, including: <ul style="list-style-type: none"> • Setting of examination items • Examination criteria • Formulating interview guidelines for interviewers and examiners • Formulating attendance checking method, assessment criteria and penalty for breaking the rules • Formulating criteria and procedures for promotion and deployment • Formulating human resources management information system • Maintaining proper staff records • Ensure through effective means of communication that the people concerned fully understand the staff recruitment, deployment and attendance procedures of the organization

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to formulate staff recruitment, deployment and attendance procedures suitable for the organization to tie in with the human resources management strategy of the organization according to the organization's present situation and future business development and in compliance with relevant requirements of labour regulations; and• Capable to ensure through effective means of communication that the people concerned fully understand the staff recruitment, deployment and attendance procedures of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Handle complicated labour disputes
Code	BEZZOM508A
Range	Understand Hong Kong's labour regulations and relevant rules and regulations, court system and its jurisdiction, and legal procedures related to labour disputes of the industry; and quote relevant ordinances correctly to handle complicated labour disputes.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of Hong Kong's court system and legal procedures <ul style="list-style-type: none"> • Understand Hong Kong's court system, jurisdiction and types and authority of processing cases of labour disputes <ul style="list-style-type: none"> • Court of Final Appeal • High Court • District Court • Magistracy • Labour Tribunal • Minor Employment Claims Adjudication Board • Understand the claiming procedures and limitations as well as legal rights that can be exercised by employers and employees in labour disputes of different natures • Understand the procedures for handling claim cases by different statutory bodies and time limit for making such claims 2. Handle complicated labour disputes <ul style="list-style-type: none"> • Master the procedures for handling money dispute cases between employers and employees by different statutory bodies: <ul style="list-style-type: none"> • Labour Tribunal <ul style="list-style-type: none"> • Claim amount and limit of the number of claimants • Conciliation meeting • Working on to reach a conciliation arrangement • Hearing • Review judgement • Handling of appeal • Minor Employment Claims Adjudication Board <ul style="list-style-type: none"> • Claim amount and limit of the number of claimants • Legal procedures • Hearing • Review judgement • Handling of appeal • Master legal procedures related to claims for work injury compensation, such as: <ul style="list-style-type: none"> • Procedures for issuing the Certificate of Review of Assessment by the Employees' Compensation Assessment Board and the legal consequences • Compensation and legal procedures for cases of death caused by work injuries or accidents • Master the legal procedures by Equal Opportunities Commission for handling sex, pregnancy and disability discrimination • Master the appeal mechanism and legal procedures for labour dispute cases

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master Hong Kong's labour regulations and relevant rules and regulations, court system and legal procedures related to labour disputes; and• Capable to comply with and correctly quote relevant ordinances to handle complicated labour disputes according to the legal procedures of different statutory bodies.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate risk management in occupational health and safety for the beauty industry
Code	BEZZOM509A
Range	Formulate risk management in occupational health and safety for the beauty industry according to the manpower structure and scope of business of the organization.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of occupational safety and health management <ul style="list-style-type: none"> • Understand the existing occupational safety and health management system • Understand the international occupational safety and health management standards • Understand the relationship between organizational behaviour and occupational safety and health management 2. Formulate occupational safety and health risk management systems for the beauty industry <ul style="list-style-type: none"> • Formulate an occupational safety and health risk management system in compliance with the existing legal requirements on occupational safety and health according to the manpower structure and scope of business of the organization, including: <ul style="list-style-type: none"> • Safety policy • Safety organization • Safety training • Internal safety rules • Safety inspection scheme • Personal protection equipment scheme • Investigation on accident or incident • Contingency measures for emergency • Appraisal and selection criteria and monitoring system for sub-contractors • Safety committee • Assessment of occupational hazards • Occupational safety and health promotion • Procedure monitoring scheme • Occupational safety and health scheme
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate an occupational safety and health risk management system according to the scope of business of the organization and the legal requirements on occupational safety and health; and • Capable to operate and manage the occupational safety and health system formulated by the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate risk management for beauty business operation
Code	BEZZOM510A
Range	Master industry-related risks and contingency measures to formulate a comprehensive and effective risk management plan for the beauty industry.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Knowledge of risk management theory</p> <ul style="list-style-type: none"> • Understand risk management theory, including: <ul style="list-style-type: none"> • Definition of risk management • Importance of risk management • Investment risk management <ul style="list-style-type: none"> • Avoid risk • Avoid losses • Reduce losses • Transfer risk • Information management • Retain risk • Understand modern risk management <ul style="list-style-type: none"> • Current development of risk management • Way of handling risks • Post-crisis risk management strategy • Understand elements of risk identification <ul style="list-style-type: none"> • Ways to identify risks • Tools to identify risks • Exposure of risks • Understand risk assessment concept <ul style="list-style-type: none"> • Importance of risk assessment • Risk measurement • Understand ways to control risks <ul style="list-style-type: none"> • Importance of risk control • Assess risks in advance • Pre-risk control and post-risk financial compensation <p>2. Formulate risk management plan</p> <ul style="list-style-type: none"> • Master different procedures and aspects of beauty services, apply risk management knowledge and techniques such as risk assessment tools and review mechanism to formulate a risk management plan • Assess different workflows, instruments, tools and facilities of beauty services and conduct risk assessment accurately
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to apply risk management knowledge and techniques to analyze different ways of handling risks and crises; and • Capable to formulate an effective and comprehensive risk management plan.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate staff training system and policy
Code	BEZZOM511A
Range	Work in human resources department of the trade; formulate staff training system and policy to meet the future human resources needs of various departments of the organization.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the structure of the organization and competency requirements for different job positions in various departments <ul style="list-style-type: none"> • Understand the organizational structure and functions of various departments • Understand the competency requirements for different job positions • Understand the basic theory of human resources management, such as staff recruitment, training, salary, benefits, labour regulations, etc. • Understand professional qualifications recognized by the government e.g. beautician • Understand training schemes recognized by the government e.g. beauty care skills upgrading scheme • Understand tradesman qualifications and their training requirements 2. Formulate staff training system and policy <ul style="list-style-type: none"> • Assess the competency level of the existing staff according to the existing human resources • Assess future manpower needs according to the development of the industry • Conduct analysis in the department on staff competency requirements • Analyze the deviations between the competency of the existing staff and the expectations in competency; identify the training projects needed, candidates and priorities • Formulate training projects according to the internal succession / promotion plans of the organization • Select suitable training modes such as internal training, study during spare time, on-the-job training, etc. according to special requests of the departments, capability for internal training and training market supply • Ensure that training resources are sufficient and normal operations of all department in the company remain unaffected during training • Assess staff training results regularly and review the effectiveness of the staff training system and policy of the organization
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to assess and analyze the deviations between the competency of the existing staff and the expectations in competency, identify the training projects needed and candidates, and formulate the staff training system and policy of the organization to meet the needs of various departments and industry development; • Capable to select suitable training modes and ensure that training resources are sufficient and all departments operate normally during training; and • Capable to assess staff training results and review the staff training system and policy of the organization.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate warehousing management
Code	BEZZOM512A
Range	Formulate warehousing management plans for the warehousing department in the beauty business to optimize the warehouse operation to cater the warehousing and accessing needs of goods.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the properties, delivery and storage of beauty products <ul style="list-style-type: none"> • Understand the properties of beauty products and their storage and transportation requirements, such as: temperature and humidity control • Understand regulations related to warehouses, such as: handling of dangerous goods, requirements on occupational safety, health and environment • Understand the characteristics of warehouses, such as: area, floor load and external infrastructure of an isolated warehouse or outlet-associated warehouse • Understand the requirements on stock flow, stock level and stock types 2. Formulate warehousing management plan <ul style="list-style-type: none"> • Formulate a warehouse management plan according to the nature of the warehouse, storage requirements for beauty products and relevant regulations, such as: <ul style="list-style-type: none"> • Beauty product delivery procedure • Ways of collecting different inventories, such as: first-in-first-out, last-in-last-out, minimum quantity, etc. • Bar code system showing inventory storing locations • Standards for accessing beauty products • Standards for warehousing environment and monitoring guidelines • Management of the warehouse fire prevention and security system, and guidelines on implementation • Use relevant warehousing software system for data input and record • Insurance arrangement for warehouse and inventories, and guidelines on implementation • Formulate stocktaking guidelines • Formulate different contingency plans for emergencies for all areas • Formulate performance indicators for warehousing management • Review the performance of warehousing management and suggest improvements
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate a warehouse management plan according to the nature of the warehouse, storage requirements for beauty products and relevant regulations; and • Capable to improve warehousing management according to its performance indicators.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate financial management plans
Code	BEZZOM513A
Range	Analyze various kinds of financial management problems in a routine business environment with possibility of changes; formulate financial management plans by means of relevant information/data such as cost, expenditure and profit, enabling the organization to achieve maximum economic return.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Knowledge of financial management and operation of the beauty industry</p> <ul style="list-style-type: none"> • Understand the operation of the beauty industry • Understand financial management of the beauty industry, including: <ul style="list-style-type: none"> • Objectives of financial management • Functions of the monetary market • Understand the analysis of financial reports of the beauty industry, including: <ul style="list-style-type: none"> • Balance sheet • Profit and loss statements • Cash flow statements • Financial Projection • Understand financial planning and forecasting of the beauty industry • Understand capital budgeting of the beauty industry, such as: <ul style="list-style-type: none"> • Principles of investment • Net present value method • Profitability index • Understand the calculation of project cash flow in the beauty industry, including: <ul style="list-style-type: none"> • Relevant cash flow • Additional cash flow • Operational cash flow • Understand risk and return, such as: <ul style="list-style-type: none"> • System risk and non-system risk • The relation between risk and expected return • Understand the concept of crisis management • Understand the application of information technology

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Competency	<p>2. Formulate financial management plan for the beauty industry</p> <ul style="list-style-type: none"> • Formulate a comprehensive financial management strategy for the organization in a routine business environment with possibility of changes <ul style="list-style-type: none"> • Analyze financial statements • Formulate capital budgeting • Formulate cost control plan • Formulate business risk and return management plan • Implement financial planning <ul style="list-style-type: none"> • Control the business cycle and cash flow • Master cash budgeting • Formulate the management plan of operating capital <ul style="list-style-type: none"> • Control cash income and expenses • Control inventory • Draw up credit policy and analysis • Draw up crisis management plans • Formulate plans to apply information technology in financial management
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master financial management knowledge according to the characteristics of the beauty industry; and • Capable to employ information technology and crisis management knowledge to tie in with the actual operational situation of the organization in a routine business environment with possibility of changes, so as to draw up financial management plans applicable to the organization.
Remark	

Competency Level 6

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Formulate customer service management strategies
Code	BEZZCN601A
Range	Formulate effective customer service management strategies applicable to the beauty industry, according to the corporate mission and objectives, so as to suit the customer's needs, to enhance corporate brand image, profits and business development.
Level	6
Credit	12
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand customer service management <ul style="list-style-type: none"> • Understand the importance of formulating customer service management strategies • Understand customer service management theories <ul style="list-style-type: none"> • Total customer service package • Concept of service market e.g. market opportunity • Strategies of service operation e.g. resources allocation analysis • Delivery Total Service Package • Identifying target customers • Customer service and communication management matrix • Service demand and supply strategy • Measurement of service quality 2. Formulate customer service management strategies <ul style="list-style-type: none"> • Apply customer service management knowledge to formulate effective customer service market matrix strategy according to the corporate objectives <ul style="list-style-type: none"> • Formulate customer service management plans <ul style="list-style-type: none"> • Service management operation • Services Process Matrix • Content, package, quality and pricing of service • Customer service promotion strategy • Electronic and internet service strategy • Customer service communication matrix strategy • Formulate external and internal service management logic strategies to change the service culture of the organization <ul style="list-style-type: none"> • Strategies to change the organizational structure or system e.g. recruitment, training, reward and penalty, staff commitment, etc. • Master the scope of customer service audits e.g. customers, staff, the management, the public, etc. • Identify shortcomings of service according to the service quality benchmarks, formulate structural quality improvement strategies to put forward the customer services quality assurance • Audit the investment in customer service and anticipate the short-term and long-term returns in order to formulate customer service strategies • Formulate long-term customer service development and global customer service strategies, such as: <ul style="list-style-type: none"> • Expanding local customer service strategies <ul style="list-style-type: none"> • Single / diversified products strategy • Centralized or district diversification strategy • Franchise • Customer service strategy for Mainland China or overseas

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to formulate effective customer service management strategies according to the corporate mission and objectives, so as to suit the customers needs; and• Capable to formulate effective customer service management strategies to enhance corporate brand image, profits and business development, which benefits the development of the organization in the long run.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Title	Formulate customer relations management strategies
Code	BEZZCN602A
Range	Formulate effective customer relation management strategies applicable to the beauty industry, according to the corporate mission and objectives, so as to retain existing customers, attract new customers, and find potential customers to develop corporate business.
Level	6
Credit	12
Competency	<p>Performance Requirements</p> <p>1. Knowledge of customer relation management</p> <ul style="list-style-type: none"> • Understand customer relation management theories <ul style="list-style-type: none"> • Market and customer orientation of the industry • Gain in customer relation • Objectives of customer relation <ul style="list-style-type: none"> • Retain customers • Win customers • Customer profits • Characteristics of customer relation in the beauty industry • Understand customer relation management strategies for the beauty industry <ul style="list-style-type: none"> • Deal management strategy • Relation management strategy, such as: <ul style="list-style-type: none"> • Partnership • Consultant and problem solver • Affiliation • Functional relationship • Supplier and customer promotion • Understand the customers information system management strategy

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Customer Services & Communication

Competency	<p>2. Formulate customer relation management strategies</p> <ul style="list-style-type: none"> • Formulate effective customer relation management strategies according to the corporate objectives <ul style="list-style-type: none"> • Formulate the customers relation management framework • Formulate methods, procedures and workflow of maintaining customer relation management, such as: <ul style="list-style-type: none"> • Customer screening criteria • Ways to explore new customers • Classification of customers • Assessment and remedies for customer wastage • Handling and follow-up procedures for customer complaints • Make use of the advantage in customer relation to create and maintain long-lasting customer relation in order to keep the market habit • Master the organizational revamping strategy for customer relation: <ul style="list-style-type: none"> • Study and strengthen customer relation • Market development • Commitment and feedback to customer relation • Remedies for customer relation • Apply customer information technology to implement customer relation strategies <ul style="list-style-type: none"> • Formulate system procedures • Analysis of relation and business opportunities • Commercial network • E-market promotion • Develop and upgrade hardware
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master the professional knowledge of customer relation management; and • Capable to formulate effective customer relation management strategies, review , consolidate information and data, make analysis, judgement and assessment , according to the corporate objectives, to enhance corporate image and business development, which benefits the development of the organization in the long run.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Assess overall marketing plans and performance requirements
Code	BEZZMS601A
Range	This unit of competency is applicable at beauty-related workplaces. Analyze and assess critically all kinds of market situations and overall marketing plans, and formulate and review the performance requirements of the industry to facilitate the enterprise to develop future marketing direction.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the situation of the beauty market <ul style="list-style-type: none"> • Understand the various situations of the beauty service market, including: make-up, manicure and hand/foot care, beauty and health care, facial care, body care • Understand the development potential, marketing structure, current market orientation and market life cycle of each target market 2. Assess performance requirements of overall marketing plans <ul style="list-style-type: none"> • Formulate the marketing strategy, plans and performance requirements of each target market in accordance with the objectives of the organization • Formulate the performance requirements of overall marketing plans • Assess the overall marketing effectiveness • Change the marketing strategy to cope with market demands according to the assessment result
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyze and assess critically the situations of all kinds of beauty markets; and • Capable to assess overall marketing plans for the local market and formulate performance requirements for review.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate sales strategies
Code	BEZZMS602A
Range	Analyze and assess the competitive environment of beauty product / service market and formulate effective sales strategies to tie in with the corporate objectives and business strategies.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the operation of the beauty product / service system <ul style="list-style-type: none"> • Understand the operation of the beauty product / service system of the organization • Understand how the organization / enterprise sells beauty products / services • Understand the competitive market environment of beauty products / services 2. Formulate sales strategies of the organization <ul style="list-style-type: none"> • Analyze and assess the competitive environment of the beauty product / service market • Analyze different aspects of the beauty product / service market and formulate effective sales strategies of the organization, such as: <ul style="list-style-type: none"> • Determine target customers, expand the market and attract new customers • Master the way to retain existing customers and its advantages, making use of Relationship Marketing • Master the communication objectives and methods • Formulate sales methods • Formulate sales promotion strategies • Assess the feasibility of the sales strategies • Review the performance of the sales strategies
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyze and assess different aspects and the competitive environment of the beauty product / service market; and • Capable to formulate effective sales strategies to tie in with the corporate objectives and business strategies.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate sales management plans
Code	BEZZMS603A
Range	Analyze the effects of the organization's external and internal environmental factors to sales management applicable to the beauty industry, and formulate effective sales management plans to tie in with the corporate objectives and sales strategies.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of beauty product / service sales management <ul style="list-style-type: none"> • Understand the nature and scope of the organization's sales management • Know about theories of beauty product / service sales management 2. Formulate the organization / enterprise sales management plans <ul style="list-style-type: none"> • Analyze the effects of the organization's external and internal environmental factors to beauty product / service sales management • Formulate beauty products agency and retail management plans • Formulate beauty product / services sale staff management plans • Formulate beauty product / service sales methods and system management plans • Formulate sales performance management plans
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyze the effects of the organization's external and internal environmental factors to beauty product / service sales management; and • Capable to formulate effective sales management plans to tie in with the corporate objectives and sales strategies.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate sales staff management strategies
Code	BEZZMS604A
Range	Master sales staff management knowledge applicable to the beauty industry to analyze and assess the performance of sales staff and sales staff demand of the organization, in the absence of complete/consistent data/information, and formulate sales staff management strategies.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Organization, recruitment, training, management and assessment of sales staff of the industry <ul style="list-style-type: none"> • Understand the organization of sales staff of the industry, such as: <ul style="list-style-type: none"> • Sales district • Sales team • Understand resources planning for sales staff of the industry, such as recruitment interview and selection • Understand the salary policy management for sales staff of the industry, such as: <ul style="list-style-type: none"> • Salary and commission policies • Work appraisal method • Relevant labour regulations • Understand performance assessment and staff training, including: <ul style="list-style-type: none"> • Official and unofficial assessment methods • Official and unofficial training methods • Master staff relation <ul style="list-style-type: none"> • Mechanism for solving internal conflicts of the enterprise • Grievance and disciplinary procedures • Motivating staff and building up team spirit 2. Formulate sales staff management strategies for the industry <ul style="list-style-type: none"> • Formulate organizational strategies for beauty product / service sales districts and teams e.g. organization of sales districts and/or teams • Analyze the market supply of sales staff of the industry in the absence of complete/consistent data/information, including: <ul style="list-style-type: none"> • Relevant sales staff figures • Market demand of sales staff • Cost for retaining competent staff • Formulate sales staff management strategies to tie in with the operational management and human resources strategies of the organization <ul style="list-style-type: none"> • Strategies to recruit competent people • Strategies to retain competent staff • Internal training mechanism and strategies • Ranks, promotion ladder, power and responsibilities, salary, benefits and reward system of sales staff • Work allocation mechanism • Building up team spirit • Performance assessment scheme

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to analyze and assess the organization's sales staff demand according to the corporate objectives in the absence of complete/consistent data/information; and• Capable to apply sales staff management knowledge applicable to the beauty industry to formulate sales staff recruitment, training, management and assessment strategies.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate overall strategies and related measures for exhibitions
Code	BEZZMS605A
Range	This unit of competency is applicable in beauty exhibitions or related workplaces. Practitioners should be capable to communicate with managerial staff, customers, display designers, contractors and the organizer to analyze all kinds of information (including: the design of the exhibition venue, product display, venue facilities, customers' expectation and corporate image, etc.), so as to formulate overall strategies and related measures for exhibitions, thus achieving marketing purpose and enhancing the image of the organization.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge about exhibition <ul style="list-style-type: none"> • Understand the close relation between industrial design and exhibition design, including the importance of exhibitions to products • Understand the design of the exhibition venue, such as: <ul style="list-style-type: none"> • Architectural space • Environmental art • Activities embodying vision transmission and multi-design arts • The art of beauty product display • Master the information on the venue • Construct the design of the venue, including: <ul style="list-style-type: none"> • Design with creative thinking • The technique of graphic design 2. Formulate overall strategies and related measures for exhibitions <ul style="list-style-type: none"> • Select suitable exhibition venue • Analyze the popularity/ society's or industry's knowledge of the exhibition, such as the exhibits, attendance, etc. • Master the designing process of the exhibition venue, including: <ul style="list-style-type: none"> • Prepare creative design layouts, including floor plan, front view and side view for illustration • Communicate with display designers, contractors and technicians of the organizer • Effect tight time management and venue arrangement • Monitor the designing progress of the exhibition venue • Introduce the design concept to the managerial staff and customers <ul style="list-style-type: none"> • Identify the preference and requirements of the managerial staff and customers • Prepare design proposals • Strengthen communication with display designers, managerial staff and customers • Enhance company and product image through exhibitions so as to give customers a vivid impression on the company • Develop company brands and corporate image
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to communicate with managerial staff, customers, display designers, contractors and the organizer to effectively formulate overall strategies and related measures for beauty product exhibitions; and • Capable to lead relevant personnel to participate in the exhibitions and enhance company and product image through the exhibitions, so as to achieve marketing purpose.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate overall marketing strategies
Code	BEZZMS606A
Range	Analyze the entire market (overseas and local markets) of the beauty industry to develop overall, systematic and innovative marketing strategies, so as to enhance the target markets' (overseas and local markets') knowledge in the organization and its beauty products and promote the sales of such products and services for the organization.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the operational concept of overall marketing and sales system <ul style="list-style-type: none"> • Understand the operational concept of overall marketing and sales system of the organization, and conduct elementary analysis on different markets to determine the marketing and sales methods 2. Formulate overall marketing strategies <ul style="list-style-type: none"> • Formulate effective overall marketing strategies (for overseas and local markets) <ul style="list-style-type: none"> • Capable to expand the market and attract new customers apart from identifying target customers • Maintain existing customers and understand the advantage of it, and use knowledge/mode of "Relationship Marketing" to develop new customer source • Master good communication skills to develop overseas market • Develop various marketing portfolios, prepare financial budgets according to organization's financial status and prioritize the items • Know about the function of exhibitions and determine the strategies of exhibitions held in markets inside/outside the territory • Assess marketing results • Master the results and information of the marketing plans, so as to analyze and develop future marketing strategies • Develop and manage the entire marketing strategies to ensure they are in harmony and conduct assessment
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to propose to management concrete and overall marketing strategies for overseas and local markets according to the market development plan, business budget and strategies of the organization; to enhance the popularity of the organization as well as the target markets' knowledge in the organization so as to expand its market share.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Marketing & Sales

Title	Formulate international marketing strategy
Code	BEZZMS607A
Range	With regard to the beauty industry, conduct analysis and assessment on the competitive environment of the international market; and formulate a systematic, effective and innovative international marketing strategy according to the corporate goals and operational strategy.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of the operation of international market system for beauty products/services <ul style="list-style-type: none"> • Understand the concept of globalization and international marketing • Understand international trading organizations and policies • Understand the effect of political, social, legal and cultural differences among countries on consumer psychology and international business decisions • Understand the difference between international market study and local market study • Understand the international marketing method for beauty products / services 2. Formulate international marketing strategy for beauty products / services <ul style="list-style-type: none"> • Analyze different consumer psychologies and assess the condition of international market competition from political, social, economic, legal and cultural perspectives and formulate strategies to enter the international market • Formulate international marketing strategy according to the financial status, human resources, organizational structure, information technology and mode of operation, such as: <ul style="list-style-type: none"> • International branding management strategy <ul style="list-style-type: none"> • Standardization or localization of international product and marketing strategies • Media promotion plan • International product pricing strategy • International sales channel strategy • Formulate monitoring policy for international marketing • Formulate methods and procedures for international market study • Formulate strategies to assess and review international marketing performance
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyze different consumer psychologies and assess the condition of international market competition from political, social, economic, legal and cultural perspectives; and • Capable to formulate a systematic and innovative international marketing strategy for beauty products / services of the organization according to its financial status, human resources, organizational structure, information technology and mode of operation.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Formulate operational management strategies
Code	BEZZOM601A
Range	Analyze and review the operational situation and goals of the enterprise/organization, and formulate effective overall operational management system and strategies.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the background and operational management functions of the enterprise/organization <ul style="list-style-type: none"> • Understand the history and course of development of the enterprise/organization, including: <ul style="list-style-type: none"> • Value of the enterprise/organization • Goals and mission of the enterprise/organization • Strengths /weaknesses of the enterprise/organization and challenges faced • Future development of the enterprise/organization • Workflow control of daily operation of the enterprise/organization • Understand the operational management functions of the enterprise/organization, such as: <ul style="list-style-type: none"> • Planning, coordinating and determining daily operation of the enterprise/organization • Mastering management control methods • Establishing governance culture • Enhancing efficiency and effectiveness of corporate management • Improving the organizational structure of the enterprise/organization • Updating corporate system to tie in with modernized management • Understand strategic management theory 2. Formulate operational management system and strategies <ul style="list-style-type: none"> • Set operational goals for the enterprise/organization, including: <ul style="list-style-type: none"> • Analyzing the strengths of enterprise/organization • Assessing the social situation and the competitive environment and trend of the industry • Apply operational management skills to formulate operational management strategies according to the operational goals of the enterprise/organization, including: <ul style="list-style-type: none"> • Business development strategies • Operational strategies • Human resources management strategies • Financial management strategies • Risk management strategies • Communication mechanism • Resources allocation strategies • Devise a strategic assessment and monitoring mechanism <ul style="list-style-type: none"> • Review the performance of the operational management system and strategies • Adjust the strategies according to the development needs of the enterprise/organization • Adjust the strategies according to the change of the external environmental factors such as: economy, technology, politics, social culture, etc.

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency is: <ul style="list-style-type: none">• Capable to analyze and integrate different kinds of information, formulate effective overall operational management system and strategies for the enterprise/organization, and devise a comprehensive monitoring mechanism.
Remark	

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Title	Review overall operational strategy of the organization
Code	BEZZOM606A
Range	With regard to the beauty industry, master all factors relevant to the beauty market, and effectively review and adjust the overall operational strategy of the organization regularly in response to market changes, so as to tie in with the future development of the organization.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the operation of the industry and overall operational strategy of the organization <ul style="list-style-type: none"> • Understand the overall operational strategy of the organization and the objectives, including: <ul style="list-style-type: none"> • Sales and promotion strategy • Human resources management strategy • Financial strategy • Quality management strategy • Risk management strategy • Customer management strategy • Information management strategy • Understand the market situation and development direction of the industry, including: <ul style="list-style-type: none"> • Trend • Technology • Product • Price • Customer psychology and demand • Understand the existing challenges to the operation of the organization, including: <ul style="list-style-type: none"> • Competition of the industry • Costs and expenses for operation • Changes in business environment • Understand future development direction of the organization • Understand considerations for reviewing the operational strategy, including: <ul style="list-style-type: none"> • Internal factors of the organization • Market environment • Sales growth rate • Market share 2. Review overall operational strategy of the organization <ul style="list-style-type: none"> • Fully master the overall operation and existing problems of the organization, accurately analyze and assess the current operation to see if it is up to standard, and adjust and control the overall operational strategy accordingly to ensure its feasibility • Master latest information and development trend through effective information management and good communication skills, and accurately review and adjust the overall operational strategy of the organization to meet the market needs and future development needs of the organization

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Operation Management

Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable to master the operational status and objectives of the organization; and• Capable to accurately analyze factors affecting the operational strategy of the organization, effectively review and adjust the overall operational strategy of the organization according to the operational objectives of the organization, the current situation and development trend of the beauty market, so as to ensure that the strategy is feasible and forward-looking, and can improve the business performance of the organization.
Remark	

Appendix I

Generic Level Descriptors

Generic Level Descriptors				
Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
1	<ul style="list-style-type: none"> – Employ recall and demonstrate elementary comprehension in a narrow range of areas with dependency on ideas of others – Exercise basic skills – Receive and pass on information – Use, under supervision or prompting, basic tools and materials. – Apply learnt responses to solve problems – Operate in familiar, personal and/or everyday contexts – Take some account, with prompting, of identified consequences of actions. 	<ul style="list-style-type: none"> – Operate mainly in closely defined and highly structured contexts – Carry out processes that are repetitive and predictable – Undertake the performance of clearly defined tasks – Assume a strictly limited range of roles. 	<ul style="list-style-type: none"> – The ability to perform tasks of routine and repetitive nature given clear direction – Carry out directed activity under close supervision – Rely entirely on external monitoring of output and quality 	<ul style="list-style-type: none"> – Use very simple skills with assistance — for example: – Take some part in discussions about straightforward subjects – Read and identify the main points and ideas from documents about straightforward subjects – Produce and respond to a limited range of simple, written and oral communications, in familiar/routine contexts – Carry out a limited range of simple tasks to process data and access information – Use a limited range of very simple and familiar numerical and pictorial data – Carry out calculations, using whole numbers and simple decimals to given levels of accuracy.

Generic Level Descriptors				
Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
2	<ul style="list-style-type: none"> – Apply knowledge based on an underpinning comprehension in a selected number of areas – Make comparisons with some valuation and interpret available information – Apply basic tools and materials and use rehearsed stages for solving problems. – Operate in familiar, personal and/or everyday contexts – Take account the identified consequences of actions. 	<ul style="list-style-type: none"> – Choose from a range of procedures performed in a number of contexts, a few of which may be non-routine – Co-ordinate with others to achieve common goals. 	<ul style="list-style-type: none"> – The ability to perform a range of tasks in predictable and structured contexts – Undertake directed activity with a degree of autonomy – Achieve outcomes within time constraints – Accept defined responsibility for quantity and quality of output subject to external quality checking. 	<ul style="list-style-type: none"> – Use skills with some assistance — for example: <ul style="list-style-type: none"> – Take active part in discussions about identified subjects – Identify the main points and ideas from documents and reproduce them in other contexts – Produce and respond to a specified range of written and oral communications, in familiar/routine contexts – Carry out a defined range of tasks to process data and access information – Use a limited range of Familiar numerical and graphical data in everyday contexts – Carry out calculations, using percentages and graphical data to given levels of accuracy.

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
3	<ul style="list-style-type: none"> – Apply knowledge and skills in a range of activities, demonstrating comprehension of relevant theories – Access, organize and evaluate information independently and make reasoned judgements in relation to a subject or discipline – Employ a range of responses to well defined, but sometimes unfamiliar or unpredictable, problems – Make generalizations and predictions in familiar contexts. 	<ul style="list-style-type: none"> – Operate in a variety of familiar and some unfamiliar contexts, using a known range of technical or learning skills – Select from a considerable choice of predetermined procedures – Give presentations to an audience 	<ul style="list-style-type: none"> – The ability to perform tasks in a broad range of predictable and structured contexts which may also involve some non-routine activities requiring a degree of individual responsibility – Engage in self-directed activity with guidance/evaluation – Accept responsibility for quantity and quality of output – Accept well defined but limited responsibility for the quantity and quality of the output of others 	<ul style="list-style-type: none"> – Use a wide range of largely routine and well practiced skills — for example: <ul style="list-style-type: none"> – Produce and respond to detailed and complex written and oral communication in familiar contexts, and use a suitable structure and style when writing extended documents. – Select and use standard applications to obtain, process and combine information – Use a wide range of numerical and graphical data in routine contexts, which may have some non-routine elements.

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
4	<ul style="list-style-type: none"> – Develop a rigorous approach to the acquisition of a broad knowledge base, with some specialist knowledge in selected areas – Present and evaluate information, using it to plan and develop investigative strategies – Deal with well defined issues within largely familiar contexts, but extend this to some unfamiliar problems – Employ a range of specialised skills and approaches to generate a range of responses. 	<ul style="list-style-type: none"> – Operate in a range of varied and specific contexts involving some creative and non-routine activities – Exercise appropriate judgement in planning, selecting or presenting information, methods or resources – Carry out routine lines of enquiry, development of investigation into professional level issues and problems. 	<ul style="list-style-type: none"> – The ability to perform skilled tasks requiring some discretion and judgement, and undertake a supervisory role – Undertake self-directed and a some directive activity – Operate within broad general guidelines or functions – Take responsibility for the nature and quantity of own outputs – Meet specified quality standards – Accept some responsibility for the quantity and quality of the output of others. 	<ul style="list-style-type: none"> – Use a wide range of routine skills and some advanced skills associated with the subject/discipline — for example: – Present using a range of techniques to engage the audience in both familiar and some new contexts – Read and synthesize extended information from subject documents; organize information coherently, convey complex ideas in well-structured form – Use a range of IT applications to support and enhance work – Plan approaches to obtaining and using information, choose appropriate methods and data to justify results & choices – Carry out multi-stage calculations.

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
5	<ul style="list-style-type: none"> – Generate ideas through the analysis of abstract information and concepts – Command wide ranging, specialized technical, creative and/or conceptual skills – Identify and analyse both routine and abstract professional problems and issues, and formulate evidence-based responses – Analyse, reformat and evaluate a wide range of information – Critically analyse, evaluate and/or synthesize ideas, concepts, information and issues – Draw on a range of sources in making judgments. 	<ul style="list-style-type: none"> – Utilise diagnostic and creative skills in a range of technical, professional or management functions – Exercise appropriate judgement in planning, design, technical and/or supervisory functions related to products, services, operations or processes. 	<ul style="list-style-type: none"> – Perform tasks involving planning, design, and technical skills, and involving some management functions – Accept responsibility and accountability within broad parameters for determining and achieving personal and/or group outcomes – Work under the mentoring of senior qualified practitioners – Deal with ethical issues, seeking guidance of others where appropriate. 	<ul style="list-style-type: none"> – Use a range of routine skills and some advanced and specialized skills in support of established practices in a subject/discipline, for example: <ul style="list-style-type: none"> – Make formal and informal presentations on standard/mainstream topics in the subject/discipline to a range of audiences – Participate in group discussions about complex subjects; create opportunities for others to contribute – Use a range of IT applications to support and enhance work – Interpret, use and evaluate numerical and graphical data to achieve goals/targets.

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
6	<ul style="list-style-type: none"> – Critically review, consolidate, and extend a systematic, coherent body of knowledge – Utilise highly specialised technical research or scholastic skills across an area of study – Critically evaluate new information, concepts and evidence from a range of sources and develop creative responses – Critically review, consolidate and extend knowledge, skills practices and thinking in a subject/discipline – Deal with complex issues and make informed judgements in the absence of complete or consistent data/information. 	<ul style="list-style-type: none"> – Transfer and apply diagnostic and creative skills in a range of situations – Exercise appropriate judgement in complex planning, design, technical and/or management functions related to products, services operations or processes, including resourcing and evaluation – Conduct research, and/or advanced technical or professional activity – Design and apply appropriate research methodologies. 	<ul style="list-style-type: none"> – Apply knowledge and skills in a broad range of professional work activities – Practice significant autonomy in determining and achieving personal and/or group outcomes – Accept accountability in related decision making including use of supervision – Demonstrate leadership and /or make an identifiable contribution to change and development. 	<ul style="list-style-type: none"> – Communicate, using appropriate methods, to a range of audiences including peers, senior colleagues, specialists – Use a wide range of software to support and enhance work; identify refinements to existing software to increase effectiveness or specify new software – Undertake critical evaluations of a wide range of numerical and graphical data, and use calculations at various stages of the work.

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
7	<ul style="list-style-type: none"> – Demonstrate and work with a critical overview of a subject or discipline, including an evaluative understanding of principal theories and concepts, and of its broad relationships with other disciplines – Identify, conceptualise and offer original and creative insights into new, complex and abstract ideas and information – Deal with very complex and/or new issues and make informed judgements in the absence of complete or consistent data/information – Make a significant and original contribution to a specialised field of inquiry, or to broader interdisciplinary relationships. 	<ul style="list-style-type: none"> – Demonstrate command of research and methodological issues and engage in critical dialogue – Develop creative and original responses to problems and issues in the context of new circumstances. 	<ul style="list-style-type: none"> – Apply knowledge and skills in a broad range of complex and professional work activities, including new and unforeseen circumstances – Demonstrate leadership and originality in tackling and solving problems – Accept accountability in related decision making – High degree of autonomy, with full responsibility for own work, and significant responsibility for others – Deal with complex ethical and professional issues. 	<ul style="list-style-type: none"> – Strategically use communication skills, adapting context and purpose to a range of audiences – Communicate at the standard of published academic work and/or critical dialogue – Monitor, review and reflect on own work and skill development, and change and adapt in the light of new demands – Use a range of software and specify software requirements to enhance work, anticipating future requirements – Critically evaluate numerical and graphical data, and employ such data extensively.

Appendix II
Coding Criteria

Coding Criteria

	Major Functional Areas	Code
(i)	Make-up	MU
(ii)	Nail, Hand & Foot Care	NA
(iii)	Beauty Health Care	HC
(iv)	Beauty Care	BC
(v)	Body Care	BO
(vi)	Beauty Education & Training	ET
(vii)	Customer Services & Communication	CS
(viii)	Marketing & Sales	MS
(ix)	Operation Management	OM
Common competency		
Denotes the unit of competency applicable to more than one functional area, e.g. BEZZCN101A		CN

Industry Code

“BE” denotes the Beauty Industry

Category Code

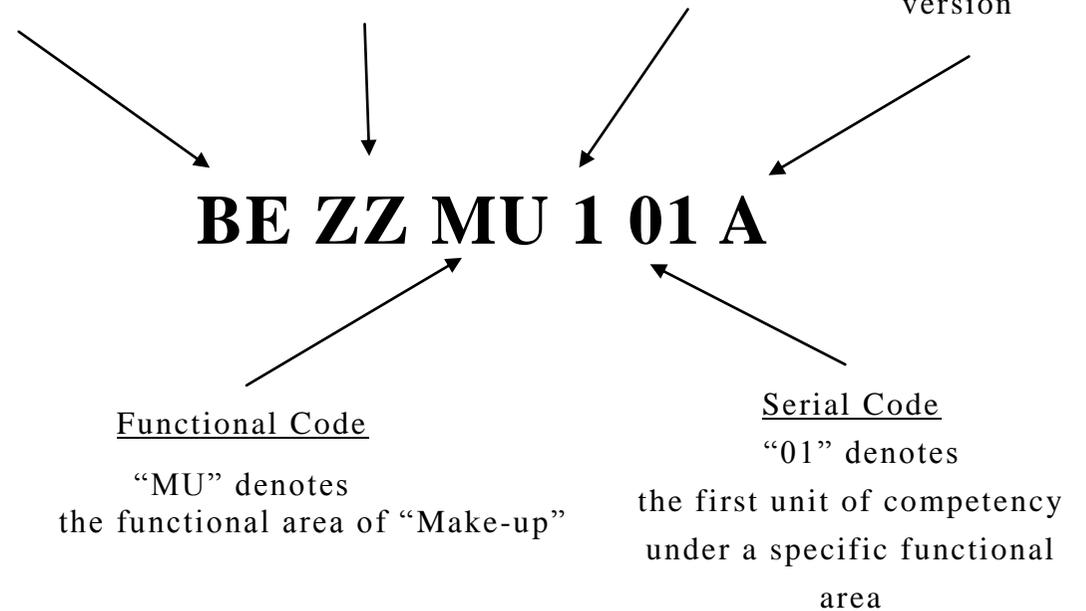
“ZZ” denotes without category breakdown

Level

“1” denotes level 1 in QF

Version

“A” denotes the first version



Appendix III

Comparison between the old and new units of competency

Comparison between the old and new units of competency

Functional Area	QF Level	Title of the new / revised Unit of Competency	UoC Code	QF Credit	Page	Code, Title and Level of the Original Unit of Competency	QF Level	Remarks
Beauty Care / Body Care	4	Master the theories on the principles of cosmetic light therapy and equipment effect	106887L4	3	4-273	BEZZBC402A Operate optical beauty equipment (face) BEZZBO403A Operate optical beauty equipment (body)		Rewrote the content regarding the principles of cosmetic light therapy and equipment effect into independent units of competency in order to list the performance criteria in more details.
	4	Master basic laser and intense pulsed light theory	106888L4	3	4-274			
	4	Master the hazards and precautions of laser and intense pulsed light	106889L4	3	4-276			
	4	Operate laser equipment for hair reduction	106890L4	6	4-278		4	Rewrote the content regarding operation and providing services using cosmetic light therapy equipment into 4 units of competency. Further classified the two functions of “hair reduction” and “enhancing skin conditions (skin rejuvenation and lightening of pigmentation)” under the two classifications of “laser” and “intense pulsed light” equipment.
	4	Operate intense pulsed light equipment for hair reduction	106891L4	6	4-280		4	
	4	Operate intense pulsed light equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)	106892L4	6	4-282			
	4	Operate laser equipment for enhancing skin conditions (skin rejuvenation and lightening of pigmentation)	106893L4	6	4-284			

Comparison between the old and new units of competency

3	Master the fundamental knowledge of cosmetic light therapy	106894L3	6	4-211	BEZZBC301A	3	Combined the original two units of competency with contents enriched.
					Understand beauty optics (face)		
					BEZZBO302A	3	
					Understand light therapy beauty optics (body)		
4	Carry out electrical epilation	106895L4	4	4-286	BEZZCN405A Master permanent hair removal techniques	4	Electrical epilation is split into an individual unit.
2	Understand the structure of hair and common problems	106896L2	3	4-126	--		To cater for the new units of competency 「106890L4」 and 「106891L4」 regarding the knowledge on hair structure.
3	Understand the common problems regarding skin ageing and pigmentation	106897L3	6	4-212	--		To cater for the new units of competency 「106892L4」 and 「106893L4」 regarding the common problems for skin ageing and pigmentation.

Comparison between the old and new units of competency

Functional Area	QF Level	Title of the new / revised Unit of Competency	UoC Code	QF Credit	Page	Code, Title and Level of the Original Unit of Competency	QF Level	Remarks
Make-Up / Nail, Hand and Foot Care / Health Care / Beauty Care / Body Care	1	Know about skin structure and common problems	106898L1	6	4-60	BEZZCN108A Know about skin structure and lesions	1	Revised the wordings of “lesions” to “common problems” in the units of competency.
	2	Carry out customer consultation service	106899L2	3	4-123	BEZZCN215A Carry out customer consultation service	2	
Nail, Hand and Foot Care	2	Apply knowledge of various types of finger/toe nail abnormalities and common problems	106900L2	6	4-124	BEZZNA203A Apply knowledge of various types of finger/toe nail abnormalities and lesions	2	
	2	Perform basic manicure/ pedicure	106901L2	3	4-125	BEZZNA205A Perform basic manicure/ pedicure	2	
	3	Master manicure and pedicure techniques	106902L3	6	4-210	BEZZNA312A Master manicure and pedicure techniques	3	
Health Car	4	Analyze customers' needs of in-depth foot reflexology	106903L4	9	4-272	BEZZHC415A Analyze customers' needs of in-depth foot reflexology	4	