

Participant Handbook

Sector

Beauty and Wellness

Sub-Sector

Rejuvenation

Occupation

Spa Therapy

Reference ID: **BWS/Q1001, Version 1.0**

NSQF Level 3



**Assistant
Spa Therapist**

Published by

Beauty & Wellness Sector Skill Council
405, 4th Floor DLF City Court
Sikanderpur, Gurgaon
Email: info@bwssc.in
Website: www.bwssc.in

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First Edition, March 2016

ISBN 978-1-111-22222-45-7

Printed in India at

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Beauty & Wellness Sector Skill Council
405, 4th Floor DLF City Court
Sikanderpur, Gurgaon
Email: info@bwssc.in
Ph-0124-4269030-33

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Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Certificate

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is hereby issued by the

SKILL COUNCIL FOR BEAUTY AND WELLNESS

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying To National Occupational Standards Of

Job Role/ Qualification Pack: 'Assistant Spa Therapist' QP No. 'BWS/Q1001 NSQF Level 3'

Date of Issuance Sept 15th, 2016
Valid up to* Sept 15th, 2018

**Valid up to next review date of the qualification or the
'Valid up to' date mentioned above (whichever is earlier)*

Authorised signatory
(Skill Council for Beauty and Wellness)

Acknowledgements

Beauty and Wellness Sector Skill Council and PROGILENCE Capability Development Pvt. Ltd. like to express their gratitude to all the individuals and organizations who have contributed in the preparation of this trainee manual.

Special thanks are extended to the persons who collaborated in the preparation of the different modules. Sincere appreciation is also extended to all who have provided subject matter and review for the individual modules.

The preparation of this manual would not have been possible without the support of the Beauty and Wellness Industry. The Industry feedback has been extremely encouraging from inception to conclusion & it is with their inputs that we have tried to bridge the skill gaps existing today in the industry. We would specially like to thank VLCC, Aarthi, Enrich, JCKRC, Nail Spa India and Blossom Kochhar, Aroma Magic who have reviewed and given input for this trainee manual.

This participant manual is dedicated to all the aspiring youth who desire to achieve special skill which would be a lifelong asset for their future endeavors and help them make a bright career in the Beauty and Wellness Sector.



About this Book

The Beauty and Wellness Industry in India is growing at a CAGR of 18.6 % and is likely to reach the 100,000 crore mark soon. The sector is thriving on the increasing section of affluent and middle-class population that has started considering beauty and wellness as a necessity. Increased emphasis on a holistic wellbeing with people's desire to look good and young are other motivators for the Beauty and Wellness Industry. Employment in Beauty and Wellness sector is expected to grow at a CAGR of 20%, with 23% in organised and 15% in unorganised segments with a shortage of over 600,000 skilled personnel by the end of 2016. With a shift in focus towards quality of service, the industry has been looking to hire skilled workforce to sustain growth.

This Participant Handbook is designed to enable theoretical and practical training to become an Assistant Spa Therapist. The Qualifications Pack of an Assistant Spa Therapist includes the following National Occupational Standards which have all been covered in this Trainee Manual:

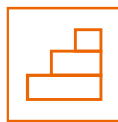
1. Prepare and maintain work area
2. Assist the Spa Therapist perform advanced Spa services
3. Maintain health and safety at the workplace
4. Create a positive impression at the workplace

This Participant Handbook is designed considering the minimum education qualification of Assistant Spa Therapists to be preferably Class VIII pass. The key learning objectives and the skills gained by the participant are defined in their respective units. We would like to thank Ms. Vandana Luthra, Chairman of Beauty and Wellness Sector Skill Council for her constant guidance and support. We would also like to acknowledge the efforts put in by the BWSSC team, master trainer, consultants and our Industry Partners who have given their valuable inputs in making this Participant Handbook. We hope that this Participant Handbook will be able to provide a sound learning support to our friends to aspire to build their career in the Beauty and Wellness Industry.

Symbols Used



Key Learning
Outcomes



Steps



Notes



Objectives



Practical



Exercise

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1. Introduction

- Unit 1.1 – Objectives of this Program
- Unit 1.2 – Beauty and Wellness Industry
- Unit 1.3 – Introduction to Spa



Key Learning Outcomes

At the end of this module, you will be able to:

1. Describe Beauty and Wellness Industry and its classification
2. State role and responsibilities of an Assistant Spa Therapist
3. Describe the types of Spas & Spa Therapies
4. List the attributes of an Assistant Spa Therapist

UNIT 1.1: Objectives of this Program

Unit Objectives

At the end of this unit, you will be able to:

1. Describe the Beauty and Wellness Industry in India
2. State role and responsibilities of an Assistant Spa Therapist
3. List the attributes of an Assistant Spa Therapist

1.1.1 Introduction

Today, the beauty and wellness sector has gained prominence in India and displayed consistent and remarkable growth, making it a potentially significant contributor to economic growth and a leading employer creating millions of employment opportunities across the nation. The reason for this phenomenal growth is the rising consumerism, globalization and changing lifestyles of Indian consumers as well as increasing rate of wellness tourism.

The rapid growth in beauty and wellness industry along with the entry of giant organized players both nationally and globally, has led to huge demand for trained personnel. However, there is a huge deficit in the availability of skilled and trained personnel. This talent deficit poses threat to the growth and expansion of the whole beauty and wellness industry. Developing skilled and trained personnel is thus a huge task at hand for both businesses and for the sector.



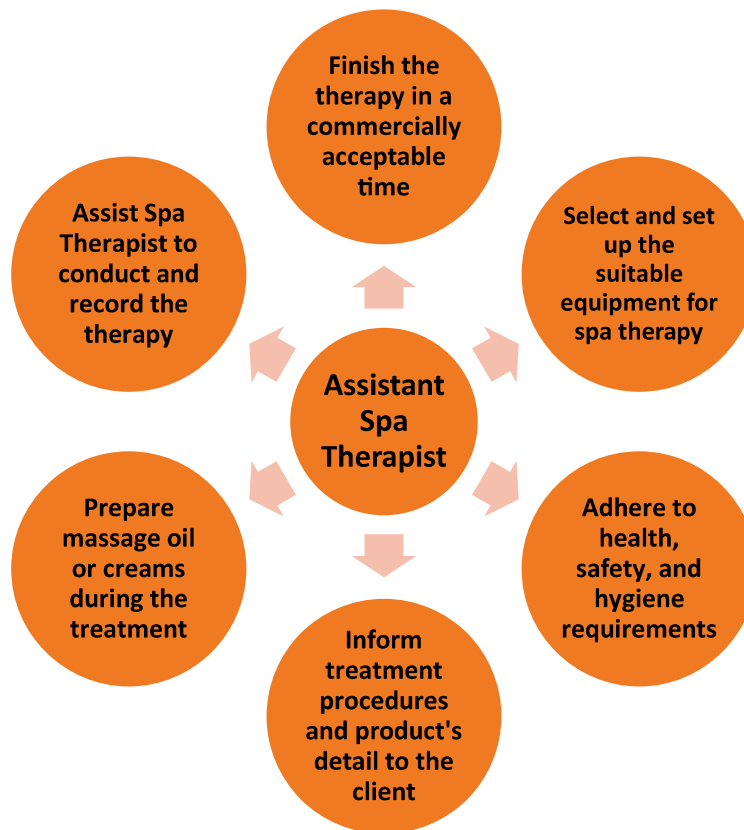
Fig. 1.1 Assistant Spa Therapist

1.1.2 Assistant Spa Therapist

An Assistant Spa Therapist in the Beauty and Wellness Sector is a critical operational job-role providing various types of beauty services in salons and spas. An Assistant Spa Therapist should be well-versed with the beauty services and therapy operations and have basic service aptitude. Proficiency in communication and keen service orientation would help in providing world class services to the customers.

Roles and Responsibilities of an Assistant Spa Therapist

An Assistant Spa Therapist should be able to:



Attributes of an Assistant Spa Therapist

- **Customer Orientation:** Make the customer comfortable. Understand what the customer needs even when he/she is unable to express. Keep the workplace clean as it is the first attribute which convinces customer to take your services.
- **Clean Personal Appearance:** Maintain a clean personal appearance. Customer may not like to take your services if you have a shabby or messy demeanour. Beware about body odour, bad breath, and over all hygiene. what services they wish to take from you and you must respect that.



Fig. 1.2 Assistant Spa Therapist helping the Spa therapist

- **Make suitable suggestions:** If you catch your customer confused and indecisive, use the opportunity to suggest the best for him/her. Customer may like it and appreciate. You are not at loss anyway.
- **Don't be in hurry:** Do not rush the customer out. If you are attending the customer, make sure you give him/ her proper time.
- **Keep your knowledge updated:** You must know all the important updates about your field so that if the client has any question, you must be able to answer him appropriately.
- **Respect your customer:** Respect the decision of your customers and do not force your opinion. Ultimately it is their decision what services they wish to take from you and you must respect that.
- **Have knowledge about products:** An Assistant Spa Therapist must be able to tell what products are suitable for the customer.



Fig. 1.3 Offering suitable product to customer

- **Proficiency in communication:** As much as an Assistant Spa Therapist needs to be efficient in her skills, she needs to have good communication skills as well. Assistant Spa Therapist first deals with customer with her communication skills and later with beauty skills. Therefore, she has to be warm and welcoming, should give details, must not fumble and be clear with what she says.
- **Good body language:** An Assistant Spa Therapist must not be stressed over handling customers. Her body language should be easy yet active, she should seem happy to work and give her services, must be smiling and quick.

1.1.3 Program Overview

This program will facilitate an overview of:

- Beauty and Wellness Industry
- Prepare and maintain work area
- Simple spa services and assistive tasks for advanced spa services
- Maintain health and safety at the workplace
- Create a positive impression at the workplace

UNIT 1.2 : Beauty and Wellness Industry

Unit Objectives

At the end of this unit, you will be able to:

1. Describe Beauty and Wellness Industry in India
2. State industry classification for Beauty and Wellness
3. List the factors for growth of Beauty and Wellness Industry in India

1.2.1 The Beauty and Wellness Industry in India

Though the Beauty and Wellness Industry is new in India, there is increasing awareness about health and wellbeing. The beauty and grooming industry in the country is booming, thanks to the growing desire among both men and women to look stylish and feel good. The urban salon market in India is small by world standards but growing at a rapid pace. A KPMG Wellness Sector report released in April this year projected that the size of India's Beauty and Wellness Market would nearly double to Rs 80,370 crore by 2017/18 from Rs 41,224 crore in 2012/13. Business is so good that it has caught the attention of private equity firms.

One segment of the beauty business that is doing particularly well is specialised hair care. An AC Nielsen report estimates the hair care market in India at Rs 3,630 crore, with average annual growth of 20 percent. Another segment expanding rapidly is bridal makeup. Earlier, it was usually only the bride who visited the salon prior to the wedding ceremony, but now friends and relatives often join her and salons offer special packages for them.

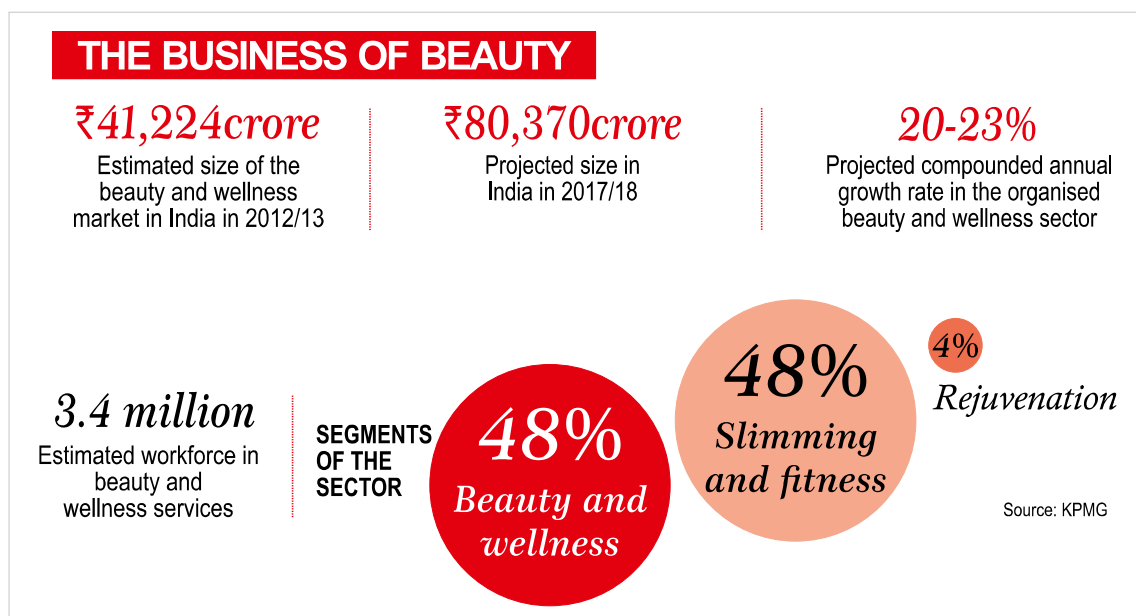


Fig. 1.4 Beauty and wellness industry statistics for India

One segment of the beauty business that is doing particularly well is specialised hair care. An AC Nielsen report estimates the hair care market in India at Rs 3,630 crore, with average annual growth of 20 percent. Another segment expanding rapidly is bridal makeup. Earlier, it was usually only the bride who visited the salon prior to the wedding ceremony, but now friends and relatives often join her and salons offer special packages for them.

Quality beauty treatment calls for specialised knowledge - thus training schools are also proliferating. Most salon chains have their own academies. VLCC, for instance, runs 75 different courses. The government's Beauty and Wellness Sector Skill Council also runs various training schemes. Naturally, employment opportunities in the sector are booming, too. The KPMG Wellness Report estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022. Salaries of makeup and beauty professionals vary between Rs 15,000 and Rs 65,000 per month.

Reasons for growth

The following are reasons for growth of the Beauty and Wellness Sector

1. Growing consumerism, rapid urbanization and rising disposable income are said to be the most dominant factors driving this market
2. Young consumer population is characterized by the increased exposure to media so the increased aspiration for beauty
3. Excessive obsession with young looking skin has catapulted the sector towards growth as more and more consumers ask for cosmetic treatments as well as anti-ageing products to achieve the same
4. Product innovation and an increased demand for looking good has made this segment poised for significant growth in the future:

1.2.2 Industry Classification

Beauty Centres and Hair Salons - The beauty and salon segment includes skin, hair and nail care services. Services are given in order to meet customer's requirement of mending or fixing personal physical image or look.

Product and Counter Sales- This includes counter sales of beauty and salon products, including cosmetics and toiletries that address age-related health and appearance issues. The products are bought for different beauty requirements.

Fitness and Slimming- Includes service providers involved in the fields of physical exercises, yoga, other mind-body practices and weight-loss and slimming.



Fig. 1.5 Classification of beauty and wellness industry

Rejuvenation Centers – This includes the core spa industry services, including spa operations, spa education, products and events. The sector primarily offers proactive services aimed at relaxing the body and the mind.

Alternate Therapy Centers – Alternative therapies can provide clinical diagnosis and treatments under alternative therapy.

Emerging Unisex Service – Many organised segments are offering such services and many Unisex beauty and wellness centres are emerging getting acceptance.

Expansion in different areas/ regions – Apart from urban areas and metro cities, rising awareness is causing the expansion of industry in other areas as well. Low rental and manpower costs also play an important role.

International Beauty Brands – Growing customers is causing international brands to penetrate the Indian market.

UNIT 1.3: Introduction to Spa

Unit Objectives

At the end of this unit, you will be able to:

1. Explain Spa concepts
2. Describe various types of Spas and Spa Therapies

1.3.1 Spa

The term spa is associated with water treatment which is also known as balneotherapy.

Origin of the term:

The term 'Spa' is derived from the name of a town in Belgium called 'Spa'. In medieval times here in Spa, illness caused by iron deficiency was treated by drinking chalybeate (iron bearing) spring water.

In 1571 William Slings who had been to the Belgian town (which he called Spaw) discovered a chalybeate spring in Yorkshire.

He built an enclosed well there and called it 'Harrogate'. Harrogate, became the first resort in England for drinking medicinal waters. Then in 1596, Dr Timothy Bright called the resort "The English Spaw", thus starting the use of the word 'Spa' as a generic description of resorts for medicinal waters, rather than as the place name of the Belgian town. At first, this term referred specifically to resorts for water drinking rather than bathing, but this distinction was gradually lost and many spas started offering external remedies.

The other story about the origin of the term spa is as follows. A Belgian spring of iron bearing water was called Espa, which in Walloon language means "fountain". It was used in 1326 as a cure by Collin Le Loupe, an alchemist with such success that he developed a health resort with the same name. It is also suggested that the term Espa may be derived from the name of the resort.

Some people and sources suggest that, the word Spa is an acronym of Latin phrases such as "Sanitas per Aquam" or "Salus per Aquam" meaning "health through water". These are "acronyms" — back-formed acronyms. Though there is no evidence to support such claims, also these acronyms arose in the twentieth century, and were not used in classical times.

1.3.2 Types of Spa



Fig. 1.6 Resort/Hotel Spa

1.3.3 Various Spa Therapies



Summary



The rapid growth in beauty and wellness industry along with the entry of giant organized players both nationally and globally, has led to huge demand for trained personnel. However, there is a huge deficit in the availability of skilled and trained personnel. This talent deficit poses a threat to the growth and expansion of the whole beauty and wellness industry. Developing skilled and trained personnel is thus a huge task at hand for both businesses and for the sector.

An Assistant Spa therapist in the Beauty and Wellness Sector

- is a critical operational job-role providing various types of beauty services in salons and spas.
- should be well-versed with the beauty services and therapy operations and have basic service aptitude.
- requires proficiency in communication and keen service orientation is required for providing world class services to the customers.

The following are attributes of an Assistant Spa Therapist

- Customer orientation
- Clean personal appearance
- Make suitable suggestions
- Don't be in hurry
- Keep your knowledge updated
- Respect your customer
- Have knowledge about products
- Proficiency in communication
- Good body language

Though the beauty and wellness industry is new in India, there is increasing awareness about health and wellbeing. The beauty and grooming industry in the country is booming, thanks to the growing desire among both men and women to look stylish and feel good.

The following are reasons for growth of the Beauty and Wellness Sector

- Growing consumerism, rapid urbanization and rising disposable income
- Young consumer
- Excessive obsession with young looking skin

Beauty Industry Classification

- Beauty Centres and Hair Salons
- Product and Counter Sales
- Fitness and Slimming
- Rejuvenation Centers
- Alternate Therapy Centers
- Emerging Unisex Service
- Expansion in different areas/ regions

Exercise



1. Which of the following are not the characteristics of an Assistant Spa Therapist?

- a. Having knowledge about products
- b. Good body language
- c. Clean personal appearance
- d. Being in hurry

2. What are the current Beauty & Wellness Industry trends?

- a. Changed Consumer Psyche
- b. Emerging Unisex Salons
- c. International Beauty Brands
- d. All of these

3. List different classifications of beauty and wellness industry

4. Match the columns:

Column A	Column B
1. Comprehensive spa services, with alternative therapies and treatments	a. Hridya Basti
2. Rising disposable income	b. Assistant Spa Therapist
3. Knowledge about products	c. Asian Therapy
4. Lomi Lomi	d. Medical Spa
5. Indian therapy	e. Growth in Beauty and Wellness sector
6. Reflexology	f. Western therapy

5. Write true or false for the following statements:

- 1. Spa is not associated with water therapy:
- 2. Excessive obsession with young looking skin is one of the reason for growth of the Beauty and Wellness Sector:
- 3. Assistant Spa Therapist should hurry up and finish their work:
- 4. Day spa includes comprehensive program focusing on lifestyle

Notes



A large rectangular area with a thin orange border, containing 25 horizontal lines for writing notes.

2. Prepare and Maintain Work Area

Unit 2.1 - Prepare and Maintain the Service Work Area



Key Learning Outcomes

At the end of this module, you will be able to:

1. Prepare the service work areas
2. Maintain the service work areas
3. Apply sterilisation and disinfection methods in order to maintain hygiene
4. Prepare client for spa service

UNIT 2.1 : Prepare and Maintain the Service Work Area

Unit Objectives

At the end of this module, you will be able to:

1. Prepare the service work areas
2. Maintain the service work areas
3. Apply sterilisation and disinfection methods in order to maintain hygiene
4. Prepare client for spa service

2.1.1 Introduction

For every beauty treatment and service, a clean and tidy work area is required that is hygienic and feels inviting. This unit is about preparing and maintaining the work area for Spa Therapy. Setting up the work area involves preparing the tools, materials and equipment, needed to carry out the treatment. It also requires the seating arrangements for the client and Assistant Spa Therapist. In this unit, one will also learn about the waste disposal after treatments, importance of maintaining client records and the importance of the Assistant Spa Therapist's personal hygiene and appearance.

Some key terms

- Disposal
- Incinerator
- Sterilisation
- Decor
- Record Cards

One of your main duties in the salon/spa will be to assist Senior Spa Therapist by setting up the work area correctly. This will include organising and arranging the correct supplies, materials and equipment needed for a particular treatment or service. This will also include any procedures required for preparing the client for the service or treatment. In order to do that, you will need to know the various services and treatments and the respective products, tools and equipment that are needed for each of these. You will also be able to use the information available on a client's record card to select the right materials that will be suitable for that particular client.

2.1.2 Record Card

A client's record card is a professional record of service or services that the client has utilised at your spa in the past. It is an effective tool for information regarding the client preferences, sensitivities, etc. and is where an Assistant Spa Therapist can record comments or suggestions for future services.

Part of your preparation for a service will involve obtaining a client's record card from reception and doing the following:

- You will need the card to find out what treatment the client is booked in for, so that you know the set-up that is required for service
- The client's record card is a tool that can provide more information about the client's preferences and dislikes, skin/hair type, contraindications, allergies, environmental conditions and habits of



Fig. 2.1 Therapist filling the record card