

10 September 2020

HBA D3 Beauty apprenticeship trailblazer statement regarding temporary adaptations for the beauty apprenticeship suite of mandatory on-programme qualifications (Diplomas), flexibilities, and dispensations for the End Point Assessment (EPAs) due to COVID-19.

Purpose

The coronavirus (COVID-19) pandemic has resulted in restrictions to beauty apprenticeship education and training during the spring and summer of 2020. Guidance has been provided by the [Government](#), with varied opening dates for businesses. Some services and treatments were not permitted to open, and it is possible that the public health restrictions may continue to occur either locally or nationally during the rest of the year. We know that both employers and training providers wish to continue with delivery of apprenticeships, the mandatory on-programme diploma qualifications and End Point assessments (EPA). In this paper we will set out the factors we are proposing to enable the mandatory on-programme diploma qualifications and EPA of beauty apprenticeships to continue.

Aim

This statement's aim is to provide clear direction, guidance, and support for employers, EPAOs, training providers and apprentices. It is provided in relation to temporary adaptations for the beauty apprenticeship suite of mandatory on-programme qualifications (Diplomas), flexibilities and dispensations for the End Point Assessments (EPAs) due to COVID-19.

The Impact of COVID-19

The COVID-19 pandemic has had a dramatic impact on the sector and will continue to have when we are able to return to work. New ways of working will be required. Maintaining professionalism, competency and standards within the sector is a key determiner to the sector retuning to a new normal and assuring public confidence.

Impact of Proposed Changes to Competency Levels

As detailed in our previous joint industry statement, supported by key industry organisations, it is important that any adaptations, flexibilities or dispensations to the mandatory on-programme qualifications or EPAs, maintain the rigour and validity required and do not devalue the apprenticeships, leading to confusion over levels of competence.

We believe that the following principles should continue to be applied when considering any adaptations, flexibilities or discretions. They:

1. Must ensure that apprentices are competent and safe to practice meeting health, safety and legal requirements
2. Must meet COVID-19 safe risk assessment guidance as detailed in the [Government guidelines](#)
3. Must support the standards set by employers, standard setting authorities, and individual industries
4. Will neither advantage nor disadvantage apprentices historically, now or in the future
5. Must maintain the validity, reliability, and integrity of standards and qualifications
6. Must cover all the knowledge, skills, behaviours, and competencies

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7. Must consider apprentices' attendance and duration of learning completed, addressing any gaps in learning (a typical apprentice will need the whole allocated apprenticeship timescale of 20% off-the-job training to cover the required knowledge, skills and behaviours and gain the relevant competence to meet 100% of the existing KSB statements).

All stakeholders have a duty of care to every apprentice and ultimately the client/customer. The achievement of a beauty apprenticeship standard is confirmation of competence that an apprentice is 100% job-ready to work in the sector, endorsed by the issued apprenticeship certificate.

Wherever possible, the full mandatory on-programme diploma qualification and EPA must be completed as detailed in the standard (qualification diploma and EPA plan). Adaptions, flexibilities and dispensations have been agreed if a treatment/service cannot be completed due to Government restrictions or the Government guidelines preclude the standard (full qualification and or EPA being completed).

Definitions

An adaption is a permitted change of regulated qualifications in line with the Extraordinary, Regulated Framework (ERF) and Extended Extraordinary Regulated Framework (EERF)

A flexibility is the ability to change or for something to be changed easily within the EPA according to the situation

A dispensation is special permission, to do something that is not usually allowed within the EPA

Beauty Professional Suite of Standards

- Beauty Therapist (Level 2)
- Beauty and Make-up Consultant (Level 2)
- Nail Services Technician (Level 2)
- Advanced Beauty Therapist (Level 3)
- Wellbeing and Holistic Therapist (Level 3)

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2020-2021 Mandatory regulated on-programme diploma qualification flexibilities and adaptations

Beauty Professional Diplomas Knowledge (Knowledge and Understanding):

The apprentice must demonstrate 100% achievement of the knowledge detailed within the beauty professional standards mandatory on-programme diploma qualifications required by each apprentice.

The recommended approach, including the knowledge statements usually assessed by externally set mandatory testing (closed book) or knowledge assignments, is as follows and should be conducted virtually and recorded with appropriate consent:

- Knowledge statements assessed by externally set mandatory question papers where it creates an unnecessary risk to invigilate under formal assessment conditions ('closed book'); the knowledge should be evidenced and referenced to other forms of knowledge evidence achieved to include:
 - evidence cross-referenced from another unit already achieved as a mandatory question under formal assessment conditions (closed book)
 - assignment/project evidence cross referenced to the knowledge statements
 - written questions
- Where possible knowledge should be inferred from practical observation and evidenced
- Where knowledge cannot be inferred, oral/questions and answers and professional discussion should be used to generate evidence against the remaining criteria
- Assessment of knowledge, oral questions and answers and professional discussion sessions must be carried out by an assessor who is occupationally competent and in a way that authenticates the responses are the apprentice's own
- All evidence gathered should be traceable, auditable, and authenticated.

Beauty Professional Diplomas Skills (Performance Criteria):

- The training provider and employer must confirm and agree the specific venue requirements that must be in place to include ensuring a realistic working environment. The real work environment must meet the following principles:
 - All practical skills observation assessments must be carried out under realistic commercial conditions, meeting the current close contact services [Government guidelines](#)
 - The range of services, professional products, tools, materials, and equipment must be current and available for use and adhere to current close contact services [Government guidelines](#)
 - All byelaws, legislation or local authority requirements including risk assessments that have been set down in relation to the type of work that is being carried out must be taken full account of
 - all relevant large items of equipment e.g. therapist's chair, treatment couches including relevant mitigations for close contact services (e.g. visor, guards and/or screen) and PPE must be provided as outlined in [Government guidelines](#)
 - All products, tools and equipment must be available, be in good working order and legally compliant.

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- There is no requirement to work on a set number of ‘clients’ or ‘customers’. The clients/customers can be from the apprentice’s workplace, educational or household bubble.
- Up to 20% additional discretionary time (in addition to the existing discretionary 10%) can be allowed for an apprentice to implement additional PPE, screens/guards and social distancing requirements following [Government and industry guidelines](#) and [FAQs](#).
- Where traditional, physical on-site practical skills observations are undertaken by the assessor:
 - Start times may be staggered for multiple practical skills observations
 - The number of apprentices completing practical skills observations may be reduced to reflect and meet social distancing guidelines as per [Government guidelines](#)
- Apprentices should be given the opportunity to be observed virtually for any practical skills observation assessment following external quality assurance guidelines:
 - A vocationally competent employer or a vocationally competent senior member of staff must be present during the practical skills observation for safety and to assist the assessor on areas of clarification or where the assessor needs to see a close-up image
 - Virtual observations can only be completed on a one-to-one basis
 - 100% of the practical skills observation assessment must be observed by the assessor, should be live-streamed, wherever possible and should be recorded with the relevant data authorities confirmed by all participants. However, where this is not possible, (remote geographical locations or insufficient live-streaming access) allowances should be made to accept recorded practical skills observation evidence for assessment. Oral questions can be asked by the assessor to confirm any points of clarification, evidenced and retained. Protocols must be created and implemented to ensure all evidence gathered is traceable, auditable, and authenticated.
- Practical skills observation assessments can be adapted to meet [Government guidelines](#), limiting close proximity timescales associated with providing treatments or services to increased numbers of ‘clients’ or ‘customers’. Examples to consider:
 - Evidence collection could be cross referenced from another unit already achieved to cover a range
 - Clustering the performance of multiple treatments and services on individual ‘clients’ or ‘customers’ to maximise the evidence opportunities for example:
 - **Beauty Therapy:** Apprentices are required to carry out the following for providing hand and nail treatments: have used all the consultation techniques; have dealt with at least one of the necessary actions; have completed all types of hand and nail treatments; have applied all types of nail finishes including dark, French, buffed and gel; have provided all types of treatment advice. An apprentice could cluster the types of hand and nail treatments to maximise the observation opportunity on one client; the apprentice could be observed performing hand exfoliator, mask, mitts and dark enamel finish from the range on one hand and the paraffin wax, French enamel finish from the range on the other.

The use of artificial mannequins, nail or other trainers is not a permitted simulation for practical skills observation assessments.

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2020-2021 End Point Assessment (EPA) flexibilities and dispensations

The following THREE scenarios have been developed to consider Government restrictions and potential service/treatment restrictions or local lockdowns:

Scenario 1: Government guidelines state that close contact services are not permitted:

- No practical/skills training or EPA observations can be completed (reschedule as soon as possible)

Scenario 2: Government guidelines state that close contact services on the face are not permitted:

- No practical/skills training or assessment can be completed for treatments or services on the face in the high-risk zone and no EPA observations can be completed (reschedule as soon as possible) for:
 - Beauty Therapy - facial treatments, eye and brow artistry treatments, make-up
 - Beauty and Make-up Consultancy - Instruct the use and application of skin care products and make-up

It is highly recommended that employers and training providers concentrate on training and assessment for treatments and services on the face when treatments and services are permitted to open in case of further restrictions or local lockdowns.

Beauty Professional (all level 2 standards) End Point Assessment flexibilities - Knowledge

- Online written test as detailed in the end point assessment plan: apprentices should be given the opportunity to complete the written test via remote invigilation following external quality assurance guidelines

Beauty Professional (all level 2 standards) End Point Assessment - Skills

- The training provider and employer must confirm and agree the specific venue requirements that must be in place to include ensuring a realistic working environment to meet the EPA requirements as outlined in the EPA:
 - The real work environment must meet the following principles:
 - All EPA skills must be carried out under realistic commercial conditions, meeting the current close contact services [Government guidelines](#)
 - The range of services, professional products, tools, materials, and equipment must be current and available for use and adhere to current close contact services [Government guidelines](#)
 - All byelaws, legislation or local authority requirements including risk assessments that have been set down in relation to the type of work that is being carried out must be taken full account of
 - all relevant large items of equipment e.g. therapist's chair, treatment couches including relevant mitigations for close contact services (e.g. visor, guards and/or screen) and PPE must be provided as outlined in [Government guidelines](#)
 - All products, tools and equipment must be available, be in good working order and legally compliant.

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- up to 20% additional discretionary time can be allowed for an apprentice to implement additional PPE and social distancing requirements following Government and industry guidelines and FAQs.
- Apprentices can be observed virtually for the full duration of the EPA following external quality assurance guidelines:
 - A vocationally competent employer, a senior vocationally competent member of staff or assessor must be present during the EPA for safety and to assist the independent end point assessor on areas of clarification or where the independent end point assessor needs to see a close-up image
 - Virtual observations can only be completed on a one-to-one basis
 - 100% of the EPA must be observed by the independent end point assessor, should be live-streamed wherever possible and should be recorded with the relevant data authorities confirmed by all participants. Recording can be used only if any internet connection is temporarily lost during the EPA. The employer and the training provider must confirm there is a sufficient internet connection in the venue being used for the full duration of the EPA
 - Oral questions can be asked by the independent end point assessor to confirm any points of clarification, evidenced, and retained. Protocols must be created and implemented to ensure all evidence gathered is traceable, auditable, and authenticated
- There is no requirement to work on a set number of “clients or customers”. The clients can be from the apprentice’s workplace, educational or household bubble.
- Where traditional, physical practical EPA are undertaken by the independent end point assessor:
 - Start times may be staggered for multiple practical skills observations
 - The number of apprentices completing practical skills observations may be reduced to reflect and meet social distancing guidelines as per Government guidelines

The use of artificial mannequins, nail or other trainers is not a permitted simulation for the End point Assessment.

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Specific Beauty Therapy standard dispensations are detailed below:

- Up to 20% additional discretionary time can be allowed
- Clients must be kept to a minimum; it is recommended that **one** client is used for the EPA observations where possible to maintain social distancing in the workplace
- The total EPA observation time can be reduced to **2 hours and 20 minutes** (excluding oral questions for the restricted treatments) by combining treatments on one client plus 20% discretionary time:

Observation 1: Will require the apprentice to:

- Wax **two** areas to remove hair from the bikini and underarm (30 minutes)
- Provide **one** hand and nail treatment, with no heat, reducing the time to 45 minutes
- Provide **one** foot treatment; the opposite nail finish must be used on the foot to the hand treatment, a dark polish finish or a French polish finish reducing the time to 45 minutes
- Provide back massage reduced to 20 minutes

The skills, knowledge and behaviours set out below must be assessed through **practical observation on a live model/client and oral questioning** by the EPA assessor:

Practical skills/service	A beauty therapist is able to:	A beauty therapist knows and understands:	Range of techniques, resources, products, tools and equipment required
Provide waxing services	Consult, plan, prepare and perform waxing services to remove unwanted hair from two areas on clients to include: <ul style="list-style-type: none"> • 1/2 leg including the knee • Another area from: <ul style="list-style-type: none"> ○ Underarm ○ Bikini line 	<ul style="list-style-type: none"> • Waxing services and how these are carried out • Types of products and equipment 	a. From the ranges below the apprentices must show they have: <ul style="list-style-type: none"> • Used all consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written • Wax two areas from: <ul style="list-style-type: none"> ○ Underarm ○ Bikini line • Performed waxing services using all working techniques:

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			<ul style="list-style-type: none"> ○ Stretching and manipulating the skin during application and removal ○ Appropriate speed of product removal ○ Direction and angle of removal ○ Ongoing product temperature checks ● Provided advice and recommendations throughout the treatment
<p>Provide hand, nail and foot treatments</p>	<p>Consult, plan, prepare and perform hand, foot and nail treatments on clients (<i>the opposite polish finish must be used on the hand to the foot treatment</i>) to include:</p> <ul style="list-style-type: none"> ● One hand and nail treatment to include either a: <ul style="list-style-type: none"> ○ Dark polish finish or ○ French polish finish ● One foot treatment to include either a: <ul style="list-style-type: none"> ○ Dark polish finish or ○ French polish finish ● Either: <ul style="list-style-type: none"> ○ A foot and or nail treatment ○ A hand and or nail treatment 	<ul style="list-style-type: none"> ● The techniques, tools and equipment used to complete hand, foot and nail treatments 	<p>a. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> ● Used all the consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Used a minimum of one hand and nail treatment <ul style="list-style-type: none"> ○ Paraffin wax ○ Hand mask ○ Thermal mitts ○ Exfoliators ● Used a minimum of one foot treatment <ul style="list-style-type: none"> ○ Paraffin wax ○ Foot masks ○ Thermal boots ○ Exfoliators

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			<ul style="list-style-type: none"> • Provided advice and recommendations throughout the treatment
<p>Provide basic massage treatments</p>	<p>Consult, plan, prepare and perform manual back, neck and shoulder massage treatments on clients to include:</p> <ul style="list-style-type: none"> • One back massage treatment to include: <ul style="list-style-type: none"> ○ Effleurage ○ Petrissage ○ Tapotement 	<ul style="list-style-type: none"> • Correct use, application, and benefits of massage techniques 	<ul style="list-style-type: none"> a. From the range, the apprentice must show that they have: <ul style="list-style-type: none"> • Used all consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written • Covered all treatment areas <ul style="list-style-type: none"> ○ Back ○ Neck ○ Shoulders • Correctly used all the massage techniques <ul style="list-style-type: none"> ○ Effleurage ○ Petrissage ○ Tapotement • Provided advice and recommendations throughout the treatment

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Beauty Therapy standard dispensation

The skills, knowledge and behaviours for facial treatments, eyelash and eyebrow treatments and make-up application below cannot be completed as detailed in the [Government guidelines](#). Due to this suspension in treatments, the following requirements must be completed:

- The apprentice must be in Gateway, the on-programme beauty therapy qualification must have been achieved before the closure of the close contact services
- The on-programme qualification evidence can be repurposed for the restricted treatments to form the basis of a set of oral questions
- Oral questioning should be based on a completed summative assessment used within the beauty therapy qualification
- Oral questions should be asked on the following summative assessments (up to 15 minutes per treatment):
 - One facial treatment
 - Three eye and brow artistry treatments
 - One make-up look
- The apprentice must produce a package of information that shows evidence of the summative assessment. This should include:
 - A consultation record card/sheet
 - Observation records signed by the apprentice and the assessor
 - Any photographic or digital evidence if available

The skills, knowledge and behaviours set out below must be assessed through practical observation on a live model/customer and oral questioning by the EPA assessor:

Practical skills/service	A beauty therapist is able to:	A beauty therapist knows and understands:	Range of techniques, resources, products, tools and equipment required	Oral questioning <i>The knowledge and behaviours referenced below must be sampled by the EPA Assessor</i>
Provide facial treatments	Consult, plan, prepare and perform facial skin care treatments, use facial products and equipment , and improve and maintain skin condition on clients to include: <ul style="list-style-type: none"> • One facial treatment to include: <ul style="list-style-type: none"> ○ Cleanse 	The techniques, tools and equipment used for facial treatments	a. From the range, the apprentice must show that they have: <ul style="list-style-type: none"> • Used all consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual 	<ol style="list-style-type: none"> 1. How they consulted, planned, prepared and performed the facial skin care treatments 2. How they consulted, planned, prepared and performed the three eye and brow artistry treatments 3. The techniques, products, tools and equipment used in the facial treatments

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	<ul style="list-style-type: none"> ○ Tone ○ Exfoliation ○ Massage ○ Mask ○ Moisturise 		<ul style="list-style-type: none"> ○ Written ● Correctly treated a minimum of one skin type ○ Oily ○ Dry ○ Combination ● correctly treated a minimum of one skin condition ○ Sensitive skin ○ Mature skin ○ Dehydrated skin ● Correctly and appropriately used a minimum of four types of facial products ○ Eye make-up remover ○ Cleansers ○ Toners ○ Exfoliators ○ Moisturisers ○ Specialised skin products ○ Massage medium ○ Masks ● Correctly used a minimum of one piece of equipment ○ Magnifying light ○ Skin warming devices ● Correctly used all the massage techniques ○ Effleurage ○ Petrissage ○ Tapotement 	<p>4. The advice to clients provided throughout and after the service</p>
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			<ul style="list-style-type: none"> provided advice and recommendations throughout the treatment 	
<p>Provide eyelash and eyebrow treatments</p>	<p>Consult, plan, prepare and perform enhancements to the appearance of the eyebrows and lashes on clients to include:</p> <ul style="list-style-type: none"> Three eye and brow artistry treatments to include: <ul style="list-style-type: none"> Eyebrow artistry One eyelash attachment system One eyelash tint 	<p>The techniques, tools and equipment used for eyebrow artistry and their effects</p>	<p>a. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> Used all the consultation techniques <ul style="list-style-type: none"> Questioning Listening Visual Manual Written Covered a minimum of one type of eyebrow artistry <ul style="list-style-type: none"> Powder Pencil Shape Covered a minimum of one type of eyelash attachment systems <ul style="list-style-type: none"> Strip Flare Covered all factors relating to eyelash attachment systems <ul style="list-style-type: none"> Thickness of natural lash Length of natural lash Direction of growth Colour of the natural lash Curvature of the natural lash Eye shape 	<ol style="list-style-type: none"> How they consulted, planned, prepared and performed enhancements to the appearance of the eyebrows and lashes The techniques, products, tools and equipment used in the eyelash and eyebrow treatments The advice to clients provided throughout and after the service

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			<ul style="list-style-type: none"> ○ Density of eyelashes ○ Evident eyelash damage ○ Lifestyle ● Completed a minimum of one eyelash tint ● Provided advice and recommendations throughout the treatment 	
Provide make-up application	<p>Consult, plan, prepare and perform make-up services on clients to include:</p> <ul style="list-style-type: none"> ● Identification of the skin type and condition ● One make-up look: <ul style="list-style-type: none"> ○ Minimal make-up ○ Natural make-up ○ Intense make-up ○ Special occasion make-up 	The techniques, tools and equipment used to create different make-up effects for different occasions	<p>a. From the range, the apprentice must show that they have:</p> <ul style="list-style-type: none"> ● Used all the consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Correctly identified the skin type <ul style="list-style-type: none"> ○ Oily ○ Dry ○ Combination ● Correctly identified the skin condition <ul style="list-style-type: none"> ○ Mature ○ Dehydrated ○ Sensitive ● Create one make-up look correctly and appropriately using a minimum of five types of make-up products 	<ol style="list-style-type: none"> 1. How they consulted, planned, prepared and performed make-up services on clients 2. The techniques, products, tools and equipment used to create different make-up effects for different occasions 3. The advice to clients provided throughout and after the service

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			<ul style="list-style-type: none"> ○ Primers ○ Tinted moisturisers ○ Foundations ○ Powders ○ Facial bronzing products ○ Concealers ○ Corrective products ○ Eyebrow products ○ Eye products ○ Eyeliners ○ Mascara ○ Cheek products ○ Lip products ○ Pencils ● Provided advice and recommendations throughout the treatment 	
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Beauty and Makeup Consultancy

Specific Beauty and Makeup Consultancy dispensations are detailed below:

- Up to 20% additional discretionary time can be allowed
- Customers must be kept to a minimum; it is recommended that **one** customer is used for the EPA where possible to maintain social distancing in the workplace
- Witness testimony can be provided by the employer for stock maintenance
- The following can be completed in a realistic working environment (training setting) on a ‘customer’ from a workplace, educational or household bubble. Supplementary witness testimony can be provided by the employer. The total EPA observation time can be reduced to **2 hours** by completing the service skills on one customer in a realistic work environment plus 20% discretionary time:

Observation: 1. Will require the apprentice to

- Advise, demonstrate, and sell a range of beauty retail products tools and equipment to customers for the:
 - Eyelashes and eyebrows
 - Face, neck, and skin
 - Nails
- Advise and demonstrate perfumery recommendations to customers
 - Recommend one appropriate fragrance choice

Observation 2: Completes promotional activities

- completing a **presentation of one promotional activity** of a specific beauty product and/or service

The skills, knowledge and behaviours set out below must be assessed through **practical observation on a live model/customer and oral questioning** by the EPA assessor:

Practical skills/service	A beauty and makeup Consultant is able to:	A Beauty and makeup consultant knows and understands:	Range of techniques, resources, products, tools and equipment required
Advise, demonstrate, and sell a range of beauty retail products tools	Identify the targets for sales and creation of prospective sales, inform and gain the customer’s commitment to purchasing the additional services/products	Pricing structures and product ranges	From the ranges below the apprentices must show they: a. Identify the targets for sales and create prospective sales by:

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and equipment to customers for			
the: Eyelashes and eyebrows	<p>Advise and demonstrate a range of beauty retail products, tools and equipment to customers:</p> <p>One eyelash and eyebrow product/tool/equipment including: methods used to enhance the appearance of the eyes and brows including: hair removal, eyebrow artistry and their effects, colour eyelashes</p>	<p>The advice customers require to select, attach, maintain and remove semi-permanent and temporary eyelash products</p>	<ul style="list-style-type: none"> ● Using the appropriate questioning techniques <ul style="list-style-type: none"> ○ Open questions (encouraging the conversation and finding out about customer tastes) ○ Reducing questions (use with comparison products: “do you prefer this fragrance, or that fragrance?”) ○ Closed questions (getting agreement from the customer on their choice) ○ Active listening ● Using a minimum of three sales techniques <ul style="list-style-type: none"> ○ Traffic stopping ○ Overcoming objections ○ Responded to buying signals ○ In-store and online promotions ○ Effective product placement ○ Attractive product displays ○ Link selling of matching products to customer’s purchase ○ Current/seasonal displays
Face, neck, and skin	<p>One face, neck and skin product/tool/equipment including: methods used to improve and maintain the condition of the face and neck, including facial and specialist skin care products</p>	<ul style="list-style-type: none"> ● Specialist skin care products 	
Nails	<p>one nail product/tool/equipment including: methods used to enhance the appearance of the nails and hand, feet and skin, including specialist nail products</p>	<ul style="list-style-type: none"> ● Specialist nail products 	<p>b. Advise and demonstrate a range of beauty retail products, perfume products, tools and equipment including:</p> <ul style="list-style-type: none"> ● Demonstrate appropriate product knowledge including: <ul style="list-style-type: none"> ○ Price ○ Feature

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<p>Advise and demonstrate perfumery recommendations to customers</p>	<p>Evaluate and establish customers' fragrance preferences and recommend an appropriate fragrance choice</p> <p>Carry out stock maintenance</p>	<ul style="list-style-type: none"> • Types, brands 	<ul style="list-style-type: none"> ○ Actions ○ Benefits ○ Precautions ○ Ingredients ○ Brand guidelines • Provide clear communication and have used all customer communication techniques ○ Questioning - open and closed questions ○ Listening ○ Visual ○ Manual c. Carry out stock maintenance. • Completed stock maintenance for a product range
<p>Completes promotional activities</p>	<p>Plan, prepare, implement and evaluate promotional activities to support beauty retail sales:</p> <ul style="list-style-type: none"> • Completing a presentation of one promotional activity of a specific beauty product and/or service: • The resources required <ul style="list-style-type: none"> ○ The objective of the promotional activity 	<ul style="list-style-type: none"> • Selling skills 	<p>a. From the range, the apprentice must show that they have:</p> <ul style="list-style-type: none"> • Undertaken a minimum of one presentation of promotional activity ○ Demonstrations ○ Displays ○ Brand campaign • Used a minimum of three types of resources ○ Products to be promoted ○ Tools and equipment ○ Promotional literature - leaflets ○ Samples of promotional products

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			<ul style="list-style-type: none"> ○ Promotional material; posters, banners, dummy boxes ○ Counter appointment book ● Identified a minimum of one objective for the promotional activity: <ul style="list-style-type: none"> ○ To enhance the organisation's or company's image ○ To increase business ○ To promote a range of products ○ To promote a particular service ○ To target a particular group of customers
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Beauty and make-up consultancy standard dispensations

The skills, knowledge and behaviours for ‘Instruct the use and application of skin care products and make-up’ below cannot be completed as detailed in the [Government guidelines](#). Due to this suspension in treatments, the following requirements must be completed:

- The apprentice must be in Gateway, the on-programme Beauty and Makeup Consultancy qualification **must have been achieved**
- Unit accreditation of the application of skin care products and make-up units within the Beauty and Makeup Consultancy qualification **must have been achieved before the closure of the close contact services**
- Oral questioning should be based on a completed summative assessment used within the Beauty and Makeup Consultancy qualification.
- The on-programme qualification practical skills observations assessment evidence can be repurposed for the restricted treatments to form the basis of a set of oral questions.
- Oral questions should be asked on the following summative assessments (15 minutes in total for all services/activities):
 - use and application of skin care products and make-up
 - adaption of the make-up look
 - stock maintenance
- The apprentice must produce a package of information that shows evidence of the summative assessment. This should include:
 - A consultation record card/sheet
 - Observation records signed by the apprentice and the assessor
 - Any photographic or digital evidence if available

The skills, knowledge and behaviours set out below must be assessed through **practical observation on a live model/customer and oral questioning** by the EPA assessor:

Practical skills/service	A beauty and makeup consultant is able to:	A beauty and makeup consultant knows and understands:	Range of techniques, resources, products, tools and equipment required	Oral questioning <i>The knowledge and behaviours referenced below must be sampled by the EPA Assessor</i>
Instruct the use and application of skin care products and make-up	Consult, prepare, plan and deliver basic skin care and make-up application and instruction, and evaluate the success of	How to tailor skin care and make-up instruction to meet individual customer needs, occasions,	a. From the ranges below the apprentice must show they have: <ul style="list-style-type: none"> • Used all consultation techniques ○ Questioning 	1. How they consulted, planned, prepared, performed and instructed the client in the use and application of skin care products and make-up

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	<p>skin care and make-up instruction with customers to meet individual customer needs, occasions skin/type conditions to include:</p> <ul style="list-style-type: none"> • One make-up look: <ul style="list-style-type: none"> ○ Minimal make-up ○ Natural make-up ○ Intense make-up ○ Special occasion make-up • An adaption of the initial look to create a further look 	<p>and skin/type conditions</p>	<ul style="list-style-type: none"> ○ Listening ○ Visual ○ Manual ○ Written b. During the skin care and make-up application to create the make-up looks the apprentice must show that they have taken account of the customer's basic skin type and condition by: <ul style="list-style-type: none"> • Correctly identifying the customer's skin type <ul style="list-style-type: none"> ○ Oily ○ Dry ○ Combination • Correctly identifying the customer's skin condition <ul style="list-style-type: none"> ○ Sensitive ○ Dehydrated ○ Mature • Used a minimum of three skin care products <ul style="list-style-type: none"> ○ Cleansing ○ Toning ○ Moisturising ○ Primers 	<ol style="list-style-type: none"> 2. The techniques, products, tools and equipment used to create different make-up effects for different occasions 3. The advice to clients provided throughout and after the service
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			<ul style="list-style-type: none"> • Used a minimum of four tools <ul style="list-style-type: none"> ○ Disposable items ○ Sponges ○ Brushes ○ Tweezers ○ Spatulas • Correctly and appropriately used a minimum of nine make-up products <ul style="list-style-type: none"> ○ Foundations ○ Concealers ○ Face powders ○ Highlighters ○ Shaders ○ Bronzers ○ Cheek colour ○ Eyebrow products ○ Eye colour products ○ Eye liners ○ Mascaras ○ Lip liners ○ Lip colour products • Used all instructional techniques <ul style="list-style-type: none"> ○ Skills demonstration ○ Use of visual aids ○ Verbal explanation ○ Use of written instructions and recommendations 	
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This statement is subject to review based on Government guidance.

			<ul style="list-style-type: none"> • Used all techniques to evaluate <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual/image ○ Manual ○ The effects of lighting • Provided advice, demonstration and recommendations on all <ul style="list-style-type: none"> ○ Tools and equipment ○ Facial/skin care Products for the face and neck ○ Eye and brow products ○ Make-up products 	
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This statement is subject to review based on Government guidance.

Nail Services technician

Specific Nail Services dispensations are detailed below:

- Up to 20% additional discretionary time can be allowed
- Clients must be kept to a minimum; it is recommended that **two** clients are used for the EPA where possible to maintain social distancing in the workplace
- The total EPA observation can be reduced to **3 hours and 30 mins** by combining treatments on one client plus 20% discretionary time:

Observation 1: Will require the apprentice to:

- Provide one manicure service, with no heat, reducing the time to 45 minutes
- Provide one pedicure service: the opposite nail finish must be used On the foot to the hand treatment, a dark polish finish or a French polish finish reducing the time to 45 minutes
- Gel and nail art can be combined with either the manicure/pedicure or nail enhancement service (30 minutes)
- One nail enhancement system to create one full set of natural tips and overlays (electric files cannot be used) (1hour 30 minutes)
 - Full tips with well
 - Manually blended application
 - Pink and white (French finish)

The following can be completed in a realistic working environment (training setting) on a ‘customer’ from a workplace, educational household bubble. Supplementary witness testimony can be provided by the employer:

- Advise, demonstrate, and sell nail products and services to customers

The skills, knowledge and behaviours set out below must be assessed through **practical observation on a live model/client and oral questioning** by the EPA assessor:

Practical skills/service	A nail services technician is able to:	A nail services technician Knows and Understands:	Range of techniques, resources, products, tools and equipment required
Provide manicure services	Assess customer’s/client’s requirements and provide manicure services using nail	<ul style="list-style-type: none"> • Methods of assessing client requirements 	a. From the range, apprentices must show that they have: <ul style="list-style-type: none"> • Assessed all the client’s requirements by:

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	<p>products and equipment to include:</p> <ul style="list-style-type: none"> • One manicure including finish using either a: <ul style="list-style-type: none"> (<i>the opposite polish must be used in ‘Provide pedicure services’</i>) ○ Dark polish or ○ French polish 	<ul style="list-style-type: none"> • The techniques, products, tools and equipment used to complete a manicure 	<ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written • Provided advice and recommendations throughout the service
Provide pedicure services	<p>Assess customer’s/client’s and provide pedicure services using nail products and equipment to include:</p> <ul style="list-style-type: none"> • One pedicure including finish using either a: <ul style="list-style-type: none"> (<i>the opposite polish must be used in ‘Provide manicure services’</i>) ○ Dark polish or ○ French polish 	<ul style="list-style-type: none"> • Methods of assessing client requirements • The techniques, products, tools and equipment used to complete a pedicure 	<p>a. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> • Assessed all the client’s requirements by: <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written • Provided advice and recommendations throughout the service
Provide gel polish services for nails	<p>Consult, plan, prepare and provide gel polish services on customers/clients. Maintain and remove gel polish on customers/clients to include:</p> <ul style="list-style-type: none"> • remove and apply one gel polish finish, this can be either a: 	<p>The techniques, tools and equipment used to apply, maintain, and remove gel polishes</p>	<p>a. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> • Used all the consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written

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	<ul style="list-style-type: none"> ○ Dark polish or ○ French polish 		<ul style="list-style-type: none"> ● Provided advice and recommendations throughout the service
Provide basic nail art services	<p>Consult, plan, prepare and provide nail art services on customers/clients to include: The application of a minimum of two nail art techniques</p>	The techniques, tools and equipment used to create nail art	<p>a. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> ● Used all the consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Correctly applied a minimum of 2 nail art techniques <ul style="list-style-type: none"> ○ Transfers ○ Wraps ○ Glitters ○ Embellishments ○ Marbling ○ Striping ○ Dotting ○ Freehand ● Provided advice and recommendations throughout the service
Advise, demonstrate and sell nail products and services to customers	<p>Advise, demonstrate, recommend methods and sell products for enhancing the appearance of the nails and hands with customers to include:</p> <ul style="list-style-type: none"> ● Recommending a minimum of two nail products/services - 	<ul style="list-style-type: none"> ● The range of nail services ● The advantages and disadvantages of nail enhancements systems and maintenance- ● Retail products, tools and equipment for the nails and skin- ● Specialist nail products and services 	<p>a. From the ranges below the apprentices must show they have:</p> <ul style="list-style-type: none"> ● Advised, demonstrated and recommended a minimum of two of the following: <ul style="list-style-type: none"> ○ Nail care products ○ Nail maintenance services or products ○ Nail polish

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	<ul style="list-style-type: none"> • Demonstration of product knowledge, brand guidelines, customer communication and selling skills • Must include appropriate questioning and sales techniques • Make and advise on bookings 	<ul style="list-style-type: none"> • Booking systems 	<ul style="list-style-type: none"> ○ Skin and or hand care products ○ Specialist skin and or nail products ○ Additional services ○ Gift with purchase • Demonstrated product knowledge including: <ul style="list-style-type: none"> ○ Price ○ Features ○ Actions ○ Benefits ○ Precautions ○ Ingredients ○ Brand guidelines • Provided clear communication and have used all customer communication techniques <ul style="list-style-type: none"> ○ Questioning - open and closed questions ○ Listening ○ Visual ○ Manual • Used the appropriate questioning techniques <ul style="list-style-type: none"> ○ Open questions (encouraging the conversation and finding out about customer tastes) ○ Reducing questions (use with comparison products: “do you prefer this fragrance, or that fragrance?”) ○ Closed questions (getting agreement from the customer on their choice) ○ Active listening
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This statement is subject to review based on Government guidance.

			<ul style="list-style-type: none"> ● used the appropriate sales techniques <ul style="list-style-type: none"> ○ Traffic stopping ○ Overcoming objections ○ Responded to buying signals ○ In-store and online promotions ○ Effective product placement ○ Attractive product displays ○ Link selling of matching products to customer's purchase ○ Current/seasonal displays
<p>Provide a nail enhancement system</p>	<p>Consult, plan, prepare and provide nail enhancement services including natural nail overlays, tips and overlays, maintenance and removal of nail enhancements on customers/clients to include:</p> <ul style="list-style-type: none"> ● One nail enhancement system to create one full set of natural tips and overlays ● Full tips with well ● Manually blended application ● Pink and white (French finish) 	<ul style="list-style-type: none"> ● The different types of tools and equipment and how to use them 	<p>a. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> ● Used all the consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Provided advice and recommendations throughout the service

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Scenario 3: Government state that close contact services on the face are permitted in line with Government guidelines (mitigations)

Beauty Professional Suites of standards flexibilities:

- Up to 20% additional discretionary time can be allowed for an apprentice to implement additional PPE and social distancing requirements following Government and industry guidelines and FAQs.
- Knowledge and understanding: The apprentice must demonstrate 100% achievement of the knowledge detailed within the End Point Assessment plan. The following flexibility can be applied:
 - Knowledge statements usually assessed by externally set mandatory testing (closed book), apprentices should be given the opportunity to complete the written test via remote invigilation following external quality assurance (Ofqual) guidelines
- Apprentices can be observed virtually for the full duration of the practical EPA following external quality assurance (Ofqual) guidelines:
 - A vocationally competent employer or a vocationally competent senior member of staff must be present during the observation for safety and to assist the EPA Assessor on areas of clarification or where the EPA assessor need to see a close-up image
 - Virtual observations can only be completed on a one-to-one basis
 - The EPA observations must be live-streamed and should be recorded with the relevant data authorities
 - 100% of the EPA observation must be observed by the EPA assessor, recording can be used only if any internet connection is temporarily lost during the EPA observation. The employer and the training provider must confirm there is a sufficient internet connection in the venue being used for the full duration of the EPA observation.
- There is no requirement to work on a set number of ‘clients/customers’
- Start times may be staggered with agreement from the EPAO
- The number of apprentices completing the EPA observations may be reduced

To achieve an apprenticeship the full range of knowledge, skills and behaviours must be completed as detailed in the apprenticeship standard. The practical observation must be carried out under realistic commercial conditions in a location as detailed in the EPA plan.

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Beauty Therapy dispensations are detailed below:

- Up to 20% additional discretionary time can be allowed
- Clients must be kept to a minimum; it is recommended that **one** client is used for the EPA observation where possible to maintain social distancing in the workplace
- The total EPA observation time can be reduced **3 hours and 35 minutes** by combining treatments on one client plus 20% discretionary time

Observation 1: Will require the apprentice to:

- Wax two areas to remove hair from the bikini and underarm (30 minutes)
- Provide one hand and nail treatment, with no heat, reducing the time to 45 minutes
- Provide one foot treatment: the opposite nail finish must be used on the foot to the hand treatment, a dark polish finish or a French polish finish reducing the time to 45 minutes
- Provide one back, neck and shoulder massage reduced to 20 minutes
- Provide a pick-me-up facial (30 minutes) no heat or steam, client to arrive with no eye or lip make-up
- One eyebrow tint instead of eyelash tint (15 minutes)
- Make-up, eyebrow artistry and lash application (30 minutes)

The skills, knowledge and behaviours set out below must be assessed through **practical observation on a live model/client and oral questioning** by the EPA assessor:

Practical skills/service	A Beauty Therapist is able to:	A Beauty Therapist Knows and Understands:	Range of techniques, resources, products, tools and equipment required
<p>Provide waxing services</p>	<p>Consult, plan, prepare and perform waxing services to remove unwanted hair from two areas on clients to include:</p> <ul style="list-style-type: none"> • 1/2 leg including the knee • Another area from: <ul style="list-style-type: none"> legs Underarm face Bikini line 	<ul style="list-style-type: none"> • Waxing services and how these are carried out • Types of products and equipment 	<p>a. From the ranges below the apprentices must show they have:</p> <ul style="list-style-type: none"> • used all consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written • Wax two areas from: <ul style="list-style-type: none"> ○ Legs

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			<ul style="list-style-type: none"> ○ Underarm ○ Face ○ Bikini line ● Performed waxing services using all working techniques: <ul style="list-style-type: none"> ○ Stretching and manipulating the skin during application and removal ○ Appropriate speed of product removal ○ Direction and angle of removal ○ Ongoing product temperature checks ● Provided advice and recommendations throughout the treatment
<p>Provide hand, nail and foot treatments</p>	<p>Consult, plan, prepare and perform hand, foot and nail treatments on clients (<i>the opposite polish finish must be used on the hand to the foot treatment</i>) to include:</p> <ul style="list-style-type: none"> ● One hand and nail treatment to include either a: <ul style="list-style-type: none"> ○ Dark polish finish or ○ French polish finish ● One foot treatment to include either a: <ul style="list-style-type: none"> ○ Dark polish finish or ○ French polish finish ● Either a: <ul style="list-style-type: none"> ○ Foot and/or nail treatment ○ Hand and/or nail treatment 	<ul style="list-style-type: none"> ● The techniques, tools and equipment used to complete hand, foot and nail treatments 	<p>a. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> ● Used all the consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Used a minimum of one hand and nail treatment <ul style="list-style-type: none"> ○ Paraffin wax ○ Hand masks ○ Thermal mitts ○ Exfoliators ● Used a minimum of one foot treatment <ul style="list-style-type: none"> ○ Paraffin wax ○ Foot masks

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			<ul style="list-style-type: none"> ○ Thermal boots ○ Exfoliators ○ Provided advice and recommendations throughout the treatment
Provide facial treatments	<p>Consult, plan, prepare and perform facial skin care treatments, use facial products and equipment, and improve and maintain skin condition on clients to include:</p> <ul style="list-style-type: none"> ● One facial treatment to include: <ul style="list-style-type: none"> ○ Cleanse ○ Tone ○ Exfoliation ○ Massage ○ Mask ○ Moisturise 	The techniques, tools and equipment used for facial treatments	<ul style="list-style-type: none"> a. From the range, the apprentice must show that they have: <ul style="list-style-type: none"> ● Used all consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Correctly treated a minimum of one skin type <ul style="list-style-type: none"> ○ Oily ○ Dry ○ Combination ● Correctly treated a minimum of one skin condition <ul style="list-style-type: none"> ○ Sensitive skin ○ Mature skin ○ Dehydrated skin ● Correctly and appropriately used a minimum of four types of facial products <ul style="list-style-type: none"> ○ Eye make-up remover ○ Cleansers ○ Toners ○ Exfoliators ○ Moisturisers ○ Specialised skin products

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			<ul style="list-style-type: none"> ○ Massage medium ○ Masks ● Correctly used a minimum of one piece of equipment ○ Magnifying light ○ Skin warming devices ● Correctly used all the massage techniques ○ Effleurage ○ Petrissage ○ Tapotement ● Provided advice and recommendations throughout the treatment
Provide eyelash and eyebrow treatments	<p>Consult, plan, prepare and perform enhancements to the appearance of the eyebrows and lashes on clients to include:</p> <ul style="list-style-type: none"> ● three Eye and brow artistry treatments to include: <ul style="list-style-type: none"> ○ Eye brow artistry ○ One eyelash attachment system (gateway pre-recorded) ○ One eyelash eyebrow tint 	The techniques, tools and equipment used for eyebrow artistry and their effects	<p>a. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> ● Used all the consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Covered a minimum of one type of eyebrow artistry <ul style="list-style-type: none"> ○ Powder ○ Pencil ○ Shape ● Covered a minimum of one type of eyelash attachment systems <ul style="list-style-type: none"> ○ Strip ○ Flare

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			<ul style="list-style-type: none"> • Covered all factors relating to eyelash attachment systems <ul style="list-style-type: none"> ○ Thickness of natural lash ○ Length of natural lash ○ Direction of growth ○ Colour of the natural lash ○ Curvature of the natural lash ○ Eye shape ○ Density of eyelashes ○ Evident eyelash damage ○ Lifestyle • Completed a minimum of one eyelash tint • Provided advice and recommendations throughout the treatment
<p>Provide make-up application</p>	<p>Consult, plan, prepare and perform make-up services on clients to include:</p> <ul style="list-style-type: none"> • Identification of the skin type and condition • One make-up look: <ul style="list-style-type: none"> ○ Minimal make-up ○ Natural make-up ○ Intense make-up ○ Special occasion make-up 	<p>The techniques, tools and equipment used to create different make-up effects for different occasions</p>	<p>a. From the range, the apprentice must show that they have:</p> <ul style="list-style-type: none"> • Used all the consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written • Correctly identified the skin type <ul style="list-style-type: none"> ○ Oily ○ Dry ○ Combination • Correctly identified the skin condition <ul style="list-style-type: none"> ○ Mature

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			<ul style="list-style-type: none"> ○ Dehydrated ○ Sensitive ● Create one make-up look correctly and appropriately using a minimum of five types of make-up products ○ Primers ○ Tinted moisturisers ○ Foundations ○ Powders ○ Facial bronzing products ○ Concealers ○ Corrective products ○ Eyebrow products ○ Eye products ○ Eyeliners ○ Mascara ○ Cheek products ○ Lip products ○ Pencils ● Provided advice and recommendations throughout the treatment
<p>Provide basic massage treatments</p>	<p>Consult, plan, prepare and perform manual back, neck and shoulder massage treatments on clients to include:</p> <ul style="list-style-type: none"> ● One back, neck and shoulder massage treatment to include: <ul style="list-style-type: none"> ○ Effleurage ○ Petrissage ○ Tapotement 	<ul style="list-style-type: none"> ● Correct use, application and benefits of massage techniques 	<p>a. From the range, the apprentice must show that they have:</p> <ul style="list-style-type: none"> ● Used all consultation techniques ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Covered all treatment areas ○ Back

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			<ul style="list-style-type: none">○ Neck○ Shoulders● Correctly used all the massage Techniques○ Effleurage○ Petrissage○ Tapotement● Provided advice and recommendations throughout the treatment
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This statement is subject to review based on Government guidance.

Beauty and Makeup Consultancy

Specific Beauty and Makeup Consultancy dispensations are detailed below:

- Up to 20% additional discretionary time can be allowed
- Customers must be kept to a minimum; it is recommended that one customer is used for the EPA observation where possible to maintain social distancing in the workplace
- Witness testimony can be provided by the employer for stock maintenance
- The following can be completed in a realistic working environment (training setting) on a ‘customer’ from a workplace, educational household bubble. Supplementary witness testimony can be provided by the employer. The total EPA time can be reduced to **3 hours** by combining services and recommendations on one customer plus 20% discretionary time:

Observation: 1. Will require the apprentice to:

- Demonstrate one make-up look including one adaption
- Advise, demonstrate, and sell a range of beauty retail products tools and equipment to customers for the:
 - Eyelashes and eyebrows
 - Face, neck, and skin
 - Nails
- Advise and demonstrate perfumery recommendations to customers
 - Recommend one appropriate fragrance choice

Observation 2: Completes promotional activities

- Completing a **presentation of one promotional activity** of a specific beauty product and/or service

The skills, knowledge and behaviours set out below must be assessed through **practical observation on a live customer and oral questioning** by the EPA assessor:

Practical skills/service	A beauty and makeup consultant is able to:	A beauty and makeup consultant knows and understands:	Range of techniques, resources, products, tools and equipment required	Oral questioning <i>The knowledge and behaviours referenced below must be sampled by the EPA Assessor</i>
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<p>Instruct the use and application of skin care products and make-up</p>	<p>Consult, prepare, plan and deliver basic skin care and make-up application and instruction, and evaluate the success of skin care and make-up instruction with customers to meet individual customer needs, occasions skin/ type conditions to include:</p> <ul style="list-style-type: none"> • One make-up look: <ul style="list-style-type: none"> ○ Minimal make-up ○ Natural make-up ○ Intense make-up ○ Special occasion make-up • an adaption of the initial look to create a further look 	<p>How to tailor skin care and make-up instruction to meet individual customer needs, occasions and skin/ type conditions</p>	<p>From the ranges below the apprentices must show they have:</p> <ul style="list-style-type: none"> • Used all consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written c. During the skin care and make-up application to create the make-up looks the apprentice must show that they have taken account of the customer's basic skin type and condition by: <ul style="list-style-type: none"> • Correctly identifying the customer's skin type <ul style="list-style-type: none"> ○ Oily ○ Dry ○ Combination • Correctly identifying the customer's skin condition <ul style="list-style-type: none"> ○ Sensitive ○ Dehydrated ○ Mature 	<ol style="list-style-type: none"> 1. How they adapted make-up 2. The techniques, products, tools and equipment used to create different make-up effects for different occasions 3. The advice to clients provided throughout and after the service
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			<ul style="list-style-type: none"> • Used a minimum of three skin care products <ul style="list-style-type: none"> ○ Cleansing ○ Toning ○ Moisturising ○ Primers • Used a minimum of four tools <ul style="list-style-type: none"> ○ Disposable items ○ Sponges ○ Brushes ○ Tweezers ○ Spatulas • Correctly and appropriately used a minimum of nine make-up products <ul style="list-style-type: none"> ○ Foundations ○ Concealers ○ Face powders ○ Highlighters ○ Shaders ○ Bronzers ○ Cheek colour ○ Eyebrow products ○ Eye colour products ○ Eye liners ○ Mascaras ○ Lip liners ○ Lip colour products • Used all instructional techniques 	
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			<ul style="list-style-type: none"> ○ Skills demonstration ○ Use of visual aids ○ Verbal explanation ○ Use of written instructions and recommendations ● Used all techniques to evaluate ○ Questioning ○ Listening ○ Visual/image ○ Manual ○ The effects of lighting ● Provided advice, demonstration and recommendations on all ○ Tools and equipment ○ Facial/skin care products for the face and neck ○ Eye and brow products ○ Make-up products 	
Advise, demonstrate and sell a range of beauty retail products tools and equipment to customers for the:	Identify the targets for sales and creation of prospective sales, inform and gain the customer's commitment to purchasing the additional services/products	Pricing structures and product ranges	From the ranges below the apprentices must show they: b. Identify the targets for sales and create prospective sales by:	1. How they completed a stock maintenance

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<p>eyelashes and eyebrows</p>	<p>Advise and demonstrate a range of beauty retail products tools and equipment to customers: One eyelash and eyebrow product/tool/equipment including: methods used to enhance the appearance of the eyes and brows including: hair removal, eyebrow artistry and their effects, colour eyelashes</p>	<p>The advice customers require to select, attach, maintain and remove semi-permanent and temporary eyelash products</p>	<ul style="list-style-type: none"> • Using the appropriate questioning techniques <ul style="list-style-type: none"> ○ Open questions (encouraging the conversation and finding out about customer tastes) ○ Reducing questions (use with comparison products: “do you prefer this fragrance, or that fragrance?”) ○ Closed questions (getting agreement from the customer on their choice) ○ Active listening 	
<p>face, neck and skin</p>	<p>One face, neck and skin product/tool/equipment including: methods used to improve and maintain the condition of the face and neck, including facial and specialist skin care products</p>	<p>Specialist skin care products</p>	<ul style="list-style-type: none"> • Using a minimum of three sales techniques <ul style="list-style-type: none"> ○ Traffic stopping ○ Overcoming objections ○ Responded to buying signals 	
<p>nails</p>	<p>One nail product/tool/equipment including: methods used to enhance the appearance of the nails and hand, feet and skin,</p>	<ul style="list-style-type: none"> • Specialist nail products 	<ul style="list-style-type: none"> ○ In-store and online promotions ○ Effective product placement ○ Attractive product displays 	

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<p>Advise and demonstrate perfumery recommendations to customers</p>	<p>including specialist nail products</p> <p>Evaluate and establish customers' fragrance preferences and recommend appropriate fragrance choices</p> <p>Carry out stock maintenance</p>	<p>Types, brands</p>	<ul style="list-style-type: none"> ○ Link selling of matching products to customer's purchase ○ Current/seasonal displays d. Advise and demonstrate a range of beauty retail products, perfume products, tools and equipment including: <ul style="list-style-type: none"> ● Demonstrate appropriate product knowledge including: <ul style="list-style-type: none"> ○ Price ○ Features ○ Actions ○ Benefits ○ Precautions ○ Ingredients ○ Brand guidelines ● Provide clear communication and have used all customer communication techniques ○ Questioning - open and closed questions ○ Listening ○ Visual ○ Manual 	
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			<p>e. Carry out stock maintenance.</p> <ul style="list-style-type: none"> • Completed stock maintenance for a product range 	
<p>Completes promotional activities</p>	<p>Plan, prepare, implement and evaluate promotional activities to support beauty retail sales:</p> <ul style="list-style-type: none"> • Completing a presentation of one promotional activity of a specific beauty product and/or service: • The resources required <ul style="list-style-type: none"> ○ The objective of the promotional activity 	<ul style="list-style-type: none"> • Selling skills 	<p>From the range, the apprentice must show that they have:</p> <ul style="list-style-type: none"> • Undertaken a minimum of one presentation of promotional activity <ul style="list-style-type: none"> ○ Demonstrations ○ Displays ○ Brand campaign • Used a minimum of three types of resources <ul style="list-style-type: none"> ○ Products to be promoted ○ Tools and equipment ○ Promotional literature - leaflets ○ Samples of promotional products ○ Promotional material; posters, banners, dummy boxes ○ Counter appointment book • Identified a minimum of one objective for 	

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			<p>the promotional activity:</p> <ul style="list-style-type: none"> ○ To enhance the organisation's or company's image ○ To increase business ○ To promote a range of products ○ To promote a particular service ○ To target a particular group of customers 	
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Nail Services

Specific Nail Services dispensations are detailed below:

- Up to 20% additional discretionary time can be allowed
- Clients must be kept to a minimum; it is recommended that **two** clients is used for the EPA where possible to maintain social distancing in the workplace
- The total EPA observation time can be reduced 3 hours and 30 mins by combining treatments on one client plus 20% discretionary time:

Observation 1: Will require the apprentice to:

- Provide one manicure service, with no heat, reducing the time to 45 minutes
- Provide one-pedicure service the opposite nail finish must be used in the foot to the hand treatment, a dark polish finish or a French polish finish reducing the time to 45 minutes
- Gel and nail art can be combined with either the manicure/pedicure or nail enhancement service (30 minutes)
- One nail enhancement system to create one full set of natural tips and overlays (electric files cannot be used) (1 hour 30 minutes)
 - Full tips with well
 - Manually blended application
 - Pink and white (French finish)

The skills, knowledge and behaviours set out below must be assessed through **practical observation on a live model/client and oral questioning** by the EPA assessor:

Practical Skills/service	A nail services technician is able to:	A nail services technician knows and understands:	Range of techniques, resources, products, tools and equipment required
Provide manicure services	Assess customer's/client's requirements and provide manicure services using nail products and equipment to include: <ul style="list-style-type: none"> • One manicure including finish using either a: <i>(the opposite polish must be used in</i> 	<ul style="list-style-type: none"> • Methods of assessing client requirements • The techniques, products, tools and equipment used to complete a manicure 	b. From the range, apprentices must show that they have: <ul style="list-style-type: none"> • Assessed all the client's requirements by: <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written

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	<p><i>‘Provide pedicure services’)</i></p> <ul style="list-style-type: none"> ○ Dark polish or ○ French polish 		<ul style="list-style-type: none"> ● Provided advice and recommendations throughout the service
Provide pedicure services	<p>Assess customer’s/client’s and provide pedicure services using nail products and equipment to include:</p> <ul style="list-style-type: none"> ● One pedicure including finish using either a: <i>(the opposite polish must be used in ‘Provide manicure services’)</i> ○ Dark polish or ○ French polish 	<ul style="list-style-type: none"> ● Methods of assessing client requirements ● The techniques, products, tools and equipment used to complete a pedicure 	<p>a. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> ● Assessed all the client’s requirements by: ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Provided advice and recommendations throughout the service
Provide gel polish services for nails	<p>Consult, plan, prepare and provide gel polish services on customers/clients. Maintain and remove gel polish on customers/clients to include:</p> <ul style="list-style-type: none"> ● remove and Apply one gel polish finish, this can be either a: ○ Dark polish or ○ French polish 	<p>The techniques, tools and equipment used to apply, maintain, and remove gel polishes</p>	<p>b. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> ● Used all the consultation techniques ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written ● Provided advice and recommendations throughout the service
Provide basic nail art services	<p>Consult, plan, prepare and provide nail art services on customers/clients to include:</p>	<p>The techniques, tools and equipment used to create nail art</p>	<p>b. From the range, apprentices must show that they have:</p> <ul style="list-style-type: none"> ● Used all the consultation techniques ○ Questioning

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	<p>The application of a minimum of two minimum of two nail art techniques</p>		<ul style="list-style-type: none"> ○ Listening ○ Visual ○ Manual ○ Written ● Correctly applied a minimum of 2 nail art techniques ○ Transfers ○ Wraps ○ Glitters ○ Embellishments ○ Marbling ○ Striping ○ Dotting ○ Freehand ● Provided advice and recommendations throughout the service
<p>Advise, demonstrate and sell nail products and services to customers</p>	<p>Advise, demonstrate, recommend methods and sell products for enhancing the appearance of the nails and hands with customers to include:</p> <ul style="list-style-type: none"> ● Recommending a minimum of two nail products/services ● Demonstration of product knowledge, brand guidelines, customer communication and selling skills 	<ul style="list-style-type: none"> ● The range of nail services ● The advantages and disadvantages of nail enhancements systems and maintenance- ● Retail products, tools and equipment for the nails and skin- ● Specialist nail products and services <p>Booking systems</p>	<p>a. From the ranges below the apprentices must show they have:</p> <ul style="list-style-type: none"> ● Advised, demonstrated and recommended a minimum of two of the following: <ul style="list-style-type: none"> ○ Nail care products ○ Nail maintenance services or products ○ Nail polish ○ Skin and or hand care products ○ Specialist skin and or nail products ○ Additional services ○ Gift with purchase ● Demonstrated product knowledge including: <ul style="list-style-type: none"> ○ Price

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	<ul style="list-style-type: none"> • Must include appropriate questioning and sales techniques • Make and advise on bookings 		<ul style="list-style-type: none"> ○ Features ○ Actions ○ Benefits ○ Precautions ○ Ingredients ○ Brand guidelines • Provided clear communication and used all customer communication techniques ○ Questioning - open and closed questions ○ Listening ○ Visual ○ Manual • Used the appropriate questioning techniques ○ Open questions (encouraging the conversation and finding out about customer tastes) ○ Reducing questions (use with comparison products: “do you prefer this fragrance, or that fragrance?”) ○ Closed questions (getting agreement from the customer on their choice) ○ Active listening • Used the appropriate sales techniques ○ Traffic stopping ○ Overcoming objections ○ Responded to buying signals ○ In-store and online promotions ○ Effective product placement ○ Attractive product displays ○ Link selling of matching products to customer’s purchase
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			<ul style="list-style-type: none"> ○ Current/seasonal displays
<p>Provide a nail enhancement system</p>	<p>Consult, plan, prepare and provide nail enhancement services including natural nail overlays, tips and overlays, maintenance and removal of nail enhancements on customers/clients to include:</p> <ul style="list-style-type: none"> • One nail enhancement system to create one full set of natural tips and overlays • Full tips with well • Manually blended application • Pink and white (French finish) 	<ul style="list-style-type: none"> • The different types of tools and equipment and how to use them 	<ul style="list-style-type: none"> b. From the range, apprentices must show that they have: <ul style="list-style-type: none"> • Used all the consultation techniques <ul style="list-style-type: none"> ○ Questioning ○ Listening ○ Visual ○ Manual ○ Written • Provided advice and recommendations throughout the service



Joint Apprenticeship
Chairs Statement re A

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