

# UV10344

## Presenting a professional image in a salon

Through this unit you will develop an understanding of how to communicate professionally in a salon. You will explore the industry you are working in – looking at the effects of positive and negative behaviour, how you can present a professional image in the salon and how to maintain personal hygiene.

For the purposes of this unit the generic term of practitioner has been used to incorporate the following roles: Barber, Beauty therapist, Complementary therapist, Hairdresser, Make-up Artist, Massage therapist, Nail technician. The term salon refers to a fixed business location that the above practitioners may operate within.

Level

**1**

Credit value

**3**

GLH

**25**

Observation(s)

**3**

External paper(s)

**0**



# Presenting a professional image in a salon



## Learning outcomes

### On completion of this unit you will:

1. Be able to communicate in a salon environment
2. Be able to present a professional image and maintain personal hygiene in a salon

## Evidence requirements

1. **Environment**  
Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).
2. **Simulation**  
Simulation is not allowed in this unit.
3. **Observation outcomes**  
Competent performance of Observation outcomes must be demonstrated on at **least three occasions**.
4. **Knowledge outcomes**  
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
5. **Tutor/Assessor guidance**  
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit.
6. **External paper**  
There is no external paper requirement for this unit.

# Achieving observations and range

## Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

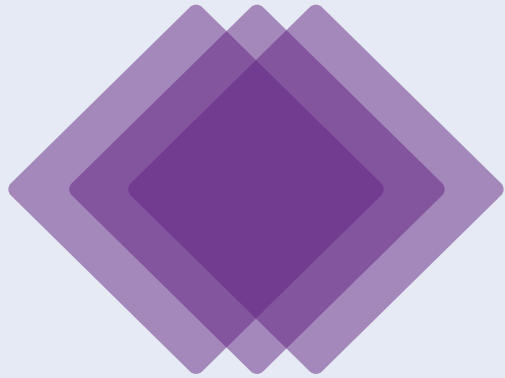
Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

The client requirements for practical observations within this unit are not gender specific.

## Achieving range

There is no range section that applies to this unit.



# Observations

## Learning outcome 1

### Be able to communicate in a salon environment

**You can:**

- a. Communicate professionally in a salon environment to meet the needs of different people

\* May be assessed through oral questioning.

| Observation                | 1 | 2 | 3 | Optional |
|----------------------------|---|---|---|----------|
| Date achieved              |   |   |   |          |
| Criteria questioned orally |   |   |   |          |
| Portfolio reference        |   |   |   |          |
| Assessor initials          |   |   |   |          |
| Learner signature          |   |   |   |          |



## Learning outcome 2

### Be able to present a professional image and maintain personal hygiene in a salon

#### You can:

- a. Present a professional image in line with salon policy

\*May be assessed through oral questioning.

| Observation                | 1 | 2 | 3 | Optional |
|----------------------------|---|---|---|----------|
| Date achieved              |   |   |   |          |
| Criteria questioned orally |   |   |   |          |
| Portfolio reference        |   |   |   |          |
| Assessor initials          |   |   |   |          |
| Learner signature          |   |   |   |          |

# Developing knowledge

## Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below\*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

\*This is not an exhaustive list.



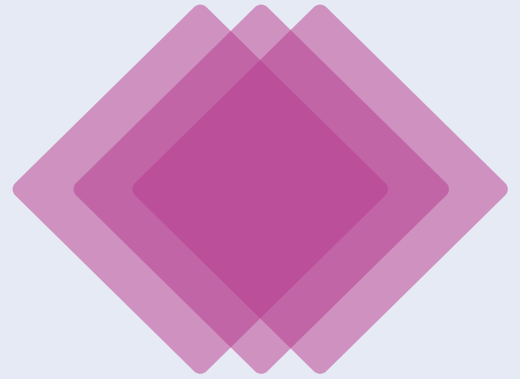
# Knowledge

## Learning outcome 1

### Be able to communicate in a salon environment

| You can:                                                                  | Portfolio reference/<br>Assessor initials* |
|---------------------------------------------------------------------------|--------------------------------------------|
| b. Identify the effects of positive and negative attitudes and behaviours |                                            |

\*Assessor initials to be inserted if orally questioned.



## Learning outcome 2

### Be able to present a professional image and maintain personal hygiene in a salon

| You can:                                                   | Portfolio reference/<br>Assessor initials* |
|------------------------------------------------------------|--------------------------------------------|
| b. Identify how to promote a professional image in a salon |                                            |
| c. Identify how to maintain personal hygiene               |                                            |

\* Assessor initials to be inserted if orally questioned.

# Unit content

This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

## Learning outcome 1: Be able to communicate in a salon environment

### Communication:

**Verbal** – speaking manner and tone, professional, supportive, respectful, sensitive to client, appropriate vocabulary and open questioning related to treatment/service.

**Non-verbal** – eye contact, body language, listening.

**Written** – electronic, digital or paper-based, clear and concise, attention to spelling, grammar and presentation of written information.

**Visual aids** – photographs, colour charts, digital media, magazines and images, can provide inspiration and assist the client's understanding.

**Adapting and tailoring approaches** – for different clients, for example, new and existing clients, according to age, health conditions.

**Clarification** – checking client understanding of proposed treatment/service and expected outcomes, checking client's comfort and wellbeing throughout the treatment/service.

### Positive attitudes and behaviour towards other people:

**Examples of positive attitude** – adopt a positive expressive manner/body language, nod in agreement, maintain eye contact, positive behaviour, teamwork, efficient working practices, efficient use of time, professional manner towards clients and other salon staff, job satisfaction.

**Outcome of positive attitude** – client satisfaction, pride in work, good team morale, increased client loyalty, increased salon profitability, respect for self and others.

### Negative attitude/behaviour towards other people:

**Examples of negative attitude** – negative facial expressions, frowning, avoiding eye contact, arms folded, slouching, shoulder shrugging, abrupt and unhelpful responses, tense salon atmosphere.

**Outcome of negative attitude** – create an uncomfortable or awkward environment for clients and colleagues, low staff morale, unpleasant atmosphere/working environment, unpleasant client experience, loss of clients and salon reputation, risk of unemployment and potential loss of business.

## Learning outcome 1: Be able to communicate in a salon environment (continued)

### **Adapting communication to suit different people:**

Use a level of vocabulary to suit your client, avoid technical language/ jargon, keep to the subject matter, pronounce words distinctly, vary pitch of voice for client, adapt language style to suit the audience, allow opportunities for others to express their views, adopt a professional and informative approach with all clients, ensuring they understand you as you go along, use a variety of different communication methods to ensure you are fully understood, use inclusive language.

### **Key considerations when dealing with all clients:**

Greet the client respectfully and in a friendly manner, communicate with the client in a way that makes them feel valued and respected, treat the client courteously and be helpful at all times, check client comfort regularly throughout service, avoid over familiarity, adapt your behaviors to respond effectively to different client behaviors.

### **Key considerations when dealing with clients with health conditions or impairments:**

**Hearing impaired** – use visual aids and clear speech, face client, allow for lip reading, hearing loop.

**Visually impaired** – use clear speech, use descriptive language, tactile surfaces.

**Physical disability** – sit at client's level, communicate in the same way you communicate with every other client. .

## Learning outcome 2: Be able to present a professional image and maintain personal hygiene in a salon

**Professional ethical conduct:** Follow health and safety and organisational policies and procedures and code of conduct, demonstrate integrity, respect, flexibility and adaptability, co operate with others, value client(s), use appropriate language, maintain a polite, cheerful and welcoming manner (friendly facial expressions, positive attitude, eye contact, open body language), maintain confidentiality, demonstrate respect for clients, colleagues and competitors, avoid gossip, take pride in work, maintain punctuality, uphold employer and client loyalty, work within limits of own authority and ability.

**Practitioner health and well-being:**

Maintain correct posture when performing services, sitting, lifting and carrying, use working methods to avoid work related injuries, for example, Repetitive Strain Injury (RSI), perform regular hand exercises, maintain correct standing posture, even weight distribution, ensure own positioning delivers appropriate techniques, prevents injury, promotes optimum results, allows for visual checks, maintain appropriate space between client and self. Regular water/rest breaks to prevent dehydration and fatigue. Prevent contact dermatitis – wear gloves when using chemicals, wash and dry hands regularly and use moisturiser/barrier cream as appropriate.

**Client:** Position to achieve accurate service, comfort and minimise fatigue and injury, sat upright, back straight and supported, two feet flat on floor, legs uncrossed, avoid getting clothing wet, avoid excess pressure on the neck (backwash/basin, front wash basins) provide with a towel to prevent products entering eyes.

**Work area:** Prepare in accordance with organisational requirements and health and safety standards, clean and hygienic – clean/disinfect/sanitise/sterilise work area, tools and equipment, sufficient ventilation, appropriate room temperature, lighting, ambience, music, hygienic set up of chair and trolley, effective, ergonomic positioning of necessary products, tools and equipment to allow for ease of access, movement and safe practice.

**Infection Prevention:** Prevention of cross-infection, for example, hand hygiene – hand-washing, hand sanitising, respiratory hygiene, cough etiquette, use of PPE, cleaning, sanitisation, disinfection, sterilisation, waste disposal.

**Management of health and safety at work:**

Clean, tidy, safe standards of working, remove spillages, report slippery surfaces, remove/report obstacles, clear access to trolleys and equipment, clean/disinfect/sanitise/sterilise work areas/surfaces, equipment and tools as appropriate, no smoking/vaping, eating, drinking or drugs.



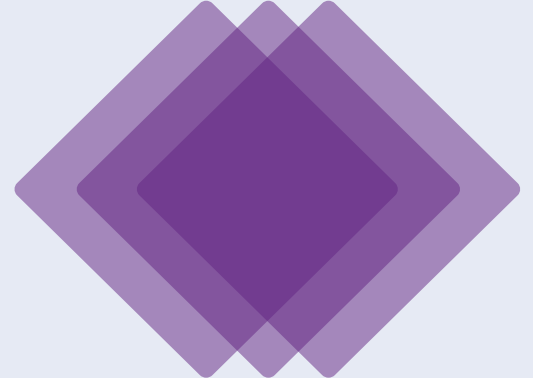
## Learning outcome 2: Be able to present a professional image and maintain personal hygiene in a salon (continued)

**General hygiene:** Clean/disinfect work area/surfaces, clean/sterilise/sanitise tools and equipment, fresh towels for each client, place dirty towels in a covered bin, dispense products with a pump or spray, use disposables as appropriate to service, no smoking/vaping, maintain personal hygiene, replace loose lids (uncapped bottles and pots) sanitise hairdresser/barber's hands before, during and after services.

**Working in accordance with current health and safety legislation:** Health and Safety at Work Act, Management of Health and Safety at Work Regulations, Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR), Health and Safety (First Aid) Regulations, Manual Handling Operations Regulations, Control of Substances Hazardous to Health Regulations (COSHH), Personal Protective Equipment at Work Regulations (PPE), Electricity at Work Regulations, Workplace (Health, Safety and Welfare) Regulations, Provision and Use of Work Equipment Regulations, Equality Act, Data Protection Act (UK General Data Protection Regulations (GDPR)), Environmental Protection Act.

**Professional appearance:** Clean professional uniform, unobtrusive jewellery or piercings, hair clean and styled, closed in footwear, personal hygiene and cleanliness (shower/bath, cover cuts and abrasions, deodorant or antiperspirant, avoid use of overpowering fragrance), oral hygiene (clean teeth, fresh breath), nails (appropriate in length, clean, in good condition and maintained).

**Client preparation and care:** Preparing for and performing a service taking into account any specific requirements and diverse needs the client may have, working in accordance with current equality legislation. Before/during treatment – wash and sanitise hands between clients, cover cuts and wounds with plaster, wear personal protective equipment.



# Notes

Use this area for notes and diagrams.

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