

Why Work as a... Beauty and Make-Up Consultant

A solution for your training needs and career progression

ROLE OVERVIEW

A beauty and make-up consultant typically works in a department store, or other retail environment; they use their knowledge to demonstrate, promote and recommend the use, benefits and application of a range of retail beauty products, covering: make-up, skin care, nail care and perfumery. They do this in accordance with legal requirements, brand guidelines, pricing and promotional structures and organisational protocols.

KEY POINTS

- **Level:** 2
- **Duration:** 12 months + End Point Assessment
- **Entry requirements:** You may be required to undertake training in maths and English. See [HERE](#) for more information
- **Career progression:** Options include Beauty Therapist, Retailer, Customer Service Specialist, Retail Team Leader

KNOWLEDGE REQUIREMENTS

- Legal, industry and organisational requirements relating to: tools, equipment, materials and products
- Pricing, incentives and promotional structures
- How to tailor skin care and make-up instruction to meet individual customer needs, occasions and skin type/condition
- Fundamental knowledge of retail products tools and equipment and application methods for the nails and skin
- Service and product promotion techniques, how to make a sale, buying signals
- History, origins, types, brands, skin reaction, the principles of blending fragrances, the psychological effects of fragrances and relationship to olfactory and limbic systems

SKILL REQUIREMENTS

- Carry out and maintain organisational and beauty retail industry duties and requirements for professionalism
- Maintain effective, hygienic and safe working methods and safety considerations
- Consult, prepare, plan and deliver basic skin care and make-up instruction
- Methods used to enhance the appearance of the eyes and brows including: hair removal, eyebrow artistry and their effects, colour eyelashes
- Plan, prepare, implement and evaluate promotional activities to support beauty retail sales

BEHAVIOUR REQUIREMENTS

- Personal and professional ethics: demonstrates a commitment to quality, maintains honesty, integrity and confidentiality that meets industry standards
- Flexible and positive attitude: Adapts positively to changing work priorities and patterns when new tasks need to be completed or requirements change
- Maintain customer care principles and practices: show customers respect at all times and in all circumstances, demonstrate customer empathy, sensitivity and awareness