



Image courtesy of iStockphoto.com/SV Photo

209

Apply make-up

Applying make-up is a very creative but also personal treatment to carry out on clients. Some clients may have worn make-up for years and want a new look. Some may not have worn make-up before and are wanting ideas and advice. Others will want make-up for a special occasion such as a wedding. In this unit, you will learn how to consult with the client, and select products appropriate for their skin type, colour and age. You will be able to practise application techniques in order to create a balanced look that meets the client's treatment plan. The end result will make your client feel – and look – amazing.

Assignment mark sheet

Unit 209 Apply make-up

Your assessor will mark you on each of the practical tasks in this unit. This page is used to work out your overall grade for the unit. You must pass **all** parts of the tasks to be able to achieve a grade. **For each completed practical task, a pass equals 1 point, a merit equals 2 points and a distinction equals 3 points.**

What you must know

Task 1a: produce an information sheet

Task 1b: produce a fact sheet

Task 1c: anatomy and physiology

Or tick if covered by a GOLA online test

Tick when complete

What you must do

Task 2: apply make-up

Grade

--

Points

--

Overall grade

--

Candidate name:

--

Candidate signature:

Date:

--

Assessor signature:

Date:

--

Quality assurance co-ordinator signature
(where applicable):

Date:

--

External Verifier signature
(where applicable):

Date:

--



What does it mean?

Some useful words are explained below

Aftercare advice

Advice given to the client following a make-up treatment in order to maintain the look and prevent any adverse reactions.

Blushers

These come in a variety of different forms including creams, powders and liquids, and are used to enhance the cheekbones.

Body language

A way of communicating to our clients or colleagues using our bodies but not using speech.

Concealer

A product used to cover any imperfections, usually applied before foundation.

Contra-action

An unfavourable reaction which may occur either during or after the treatment, eg skin swelling.

Contra-indication

A condition that will prevent the make-up treatment being carried out, eg conjunctivitis.

Dehydrated

A skin condition where the surface is tight and parched, often with very fine lines.

Environmental conditions

The appropriate conditions necessary to carry out a professional make-up treatment. Covers areas such as warmth, lighting, privacy and music.



Eyeshadow

Product applied to the eyes; may be in powder, cream or gel form.



Face shape

The shape of the client's face; common ones include square, round, oval, oblong and diamond. This affects the make-up products and techniques that may be used for best results.



Foundation

A make-up product used all over the face to enhance the natural colour, providing an even base on which to work; also gives the skin protection.

Highlighter

Product used to draw attention to an area or feature.

Shader

Product used to take attention away from a feature.

Skin texture

A term that refers to whether the skin is thin or thick (sometimes called fine or coarse).

Treatment plan

A plan that has been discussed and agreed with the client during the consultation and will be followed to achieve the required look.

Buy good quality make-up brushes as they will last you a lifetime.

What you must know

You must be able to:

- 1 describe workplace requirements for preparing yourself, the client and the work area
- 2 state the environmental conditions suitable for applying make-up
- 3 describe different consultation techniques used to identify treatment objectives
- 4 describe the importance of carrying out a detailed skin analysis
- 5 describe how to select products, tools and equipment to suit the client's treatment needs, skin type and condition
- 6 identify skin types, conditions and characteristics
- 7 describe the contra-indications which prevent or restrict make-up application
- 8 state how to communicate and behave in a professional manner
- 9 describe health and safety working practices
- 10 state the importance of positioning yourself and the client correctly throughout the treatment

Continues on next page



Follow in the footsteps of... “ *Afshan Islam*”

Afshan is a Level 3 Media Make-Up student at Sheffield City College. Afshan opened her own women-only hair and beauty salon called 'Beauty Beneath' in 2008. The salon caters especially for women who wear headscarves. Afshan was also the Level 3 NVQ City & Guilds Make-up Competition winner in 2009. She did the make-up for Meicia Simson (winner of *Britain's Next Top Model*, 2009), who was the front cover model for the Level 3 NVQ Logbook. Eventually, Afshan hopes to become a professional make-up artist. **Look for the pink quote marks to see what she has to say to you!**



- 11 state the importance of using products, tools, equipment and techniques to suit the client's treatment needs, skin type and condition
- 12 describe how to use corrective methods to suit the client's treatment needs, skin types and condition
- 13 state the contra-actions that may occur during and following treatments and how to respond
- 14 state the importance of completing the treatment to the satisfaction of the client
- 15 state the importance of completing treatment records
- 16 state the aftercare advice that should be provided
- 17 describe the structure and functions of the skin
- 18 describe diseases and disorders of the skin
- 19 explain how natural ageing, lifestyle and environmental factors affect the condition of the skin and muscle tone
- 20 state the position and action of the muscles of the head, neck and shoulders
- 21 state the names and position of the bones of the head, neck and shoulders
- 22 describe the structure and function of the blood and lymphatic system for the head, neck and shoulders

“

Updating portfolios and networking with photographers will get yourself noticed within the fashion, hair and make-up industries. This will support your good reputation.





Have all your products ready before the make-up application.

Make

Always give your client advice on how to touch up their make-up look throughout the day or evening.

“

Take the time to really practise your talents and perfect your make-up skills.

After cleansing, toning
and moisturising the face,
either blot with a tissue or
leave for five minutes before
applying foundation.



Pre-up

What you must do

Practical observations

This page shows what you need to do during your practical task. You can look at it beforehand, but you're **not** allowed to have it with you while carrying out your practical task. You must achieve **all** the criteria; you can achieve 1 mark, 2 marks or 3 marks for the criteria indicated with *****.

- 1 Prepare yourself, the client and the work area for make-up
- 2 Use suitable consultation techniques to identify treatment objectives *****
- 3 Carry out a skin analysis
- 4 Provide clear recommendations to the client *****
- 5 Position yourself and the client correctly throughout the treatment
- 6 Select and use products, tools and equipment for make-up treatments to suit the client's treatment needs, skin type and condition *****
- 7 Follow health and safety working practices
- 8 Communicate and behave in a professional manner
- 9 Complete the treatment to the satisfaction of the client *****
- 10 Record the results of the treatment correctly
- 11 Provide suitable aftercare advice *****

Totals

Grade

Candidate signature and date

Assessor signature and date

Conversion chart

Grade	Marks
Pass	11–13
Merit	14–18
Distinction	19–21

Please tick when all pre-observation requirements have been met.

Apply make-up		
1		
1	2	3
1		
1	2	3
1		
1	2	3
1		
1	2	3
1		
1	2	3

What you must do

Practical observations descriptors table

This table shows what you need to do to achieve 1, 2 or 3 marks for the criteria indicated with * on the previous page.

	1 mark	2 marks	3 marks
2 Use suitable consultation techniques to identify treatment objectives	Basic consultation carried out. Examples: closed questions used throughout, questioning covers contra-indications.	Good consultation carried out. Examples: open and closed questions, positive body language, questioning covers contra-indications, general health, lifestyle and expectations.	Thorough consultation carried out. Examples: open and closed questions, positive body language, questioning covers contra-indications, general health, lifestyle and expectations.
4 Provide clear recommendations to the client	A basic treatment plan is recommended. Examples: objectives of the treatment identified.	A good treatment plan is recommended. Examples: objectives of the treatment identified, taking into account skin type/condition and client expectations.	A thorough treatment plan is recommended. Examples: objectives of the treatment identified, taking into account skin type/condition, general health, medication, client lifestyle, expectations, occasion established, colour preferences and current use of make-up.
6 Select and use products, tools and equipment for make-up treatments to suit the client's treatment needs, skin type and condition	Some consideration given to treatment objectives (eg occasion, lighting, skin type and conditions) and adaptation of the treatment. Examples: Range of products and tools used.	Consideration given to all treatment objectives (eg occasion, lighting, skin type and conditions, make-up duration). Examples: Full range of products, tools and techniques used, finished make-up blended well.	Consideration given to all treatment objectives (eg occasion, lighting, skin type and conditions, make-up duration). Examples: Full range of products, tools and techniques used, corrective eye make-up applied and contouring techniques used, finished make-up blended well.

Continues on next page

What you must do

Practical observations descriptors table (continued)

This table shows what you need to do to achieve 1, 2 or 3 marks for the criteria indicated with * on the previous page.

	1 mark	2 marks	3 marks
9 Complete the treatment to the satisfaction of the client	The treatment is completed within the agreed time and brought to a satisfactory close.	The treatment is completed within the agreed time and the client is shown the result.	The treatment is completed within the agreed time, brought to a satisfactory close, the client is shown the result, result adapted if necessary, client is assisted where necessary.
11 Provide suitable aftercare advice	Basic aftercare advice is provided including possible contra-actions.	Good level of aftercare advice includes homecare products and future treatments.	Excellent aftercare advice includes homecare products, application and removal techniques and future treatment and recommendations.



“

Your priority should be to use your skill to make clients feel beautiful. It is a great achievement to make clients feel confident about themselves.

Comment form

Unit 209 Apply make-up

This form can be used to record comments by you, your client, or your assessor.

Make sure the type of make-up is suited to the skin type.

