



211

Instruction on make-up application

Instruction on make-up application can be carried out one-to-one with a client in the form of a make-up lesson, giving advice and guidance on looks and techniques that would suit them and getting them to repeat the process on themselves. Alternatively you could carry out a make-up demonstration in front of an audience. You will learn how to consult with the client, giving clear recommendations and using a make-up plan, selecting appropriate products for the skin type, colour and age. You will be able to identify skin types, conditions, face shapes and other facial features and learn techniques to make the most of these features. You will practise application techniques in order to create a balanced look that meets the client's make-up plan. You will also learn how to transfer this look to a make-up chart so your client could reproduce the look at home.

Assignment mark sheet

Unit 211 Instruction on make-up application

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 GOLLA online test

Tick when complete

What you must do

Task 2: instruct on make-up application

Grade

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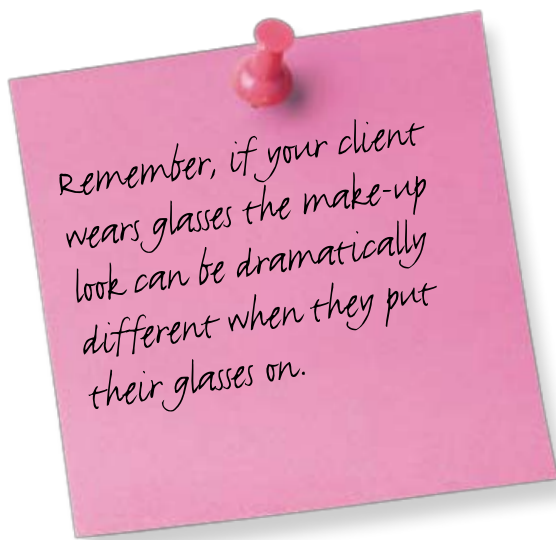
Points

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Overall grade

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Candidate name:

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Candidate signature: Date:

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Assessor signature: Date:

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Quality assurance co-ordinator signature (where applicable): Date:

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External Verifier signature (where applicable): Date:

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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.



Image courtesy of Anthony Braden

Image courtesy of Anthony Braden

Image courtesy of iStockphoto.com/da-kuk

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 make-up treatments
- 3 describe different consultation techniques used to identify treatment objectives
- 4 describe how to select products, tools and equipment to suit the client's treatment needs, skin types and conditions
- 5 identify skin types, conditions and characteristics
- 6 describe the contra-indications which may prevent or restrict treatment
- 7 state how to communicate and behave in a professional manner
- 8 describe health and safety working practices
- 9 state the importance of positioning yourself and the client correctly throughout the treatment
- 10 state the importance of using products, tools, equipment and techniques to suit the client's treatment needs

Continues on next page

Revision tip

Make sure all your make-up is clean and neatly laid out on the trolley. This will not only save you time but also looks professional.



Follow in the footsteps of... *Saffron Swain*

Saffron trained in NVQ Levels 2 and 3 Beauty Therapy at Bedford College. Afterwards she did a course in Theatrical and Media Make-up at Brush Strokes. She has worked as a Beauty Consultant for Elizabeth Arden and a Make-Up Artist and Counter Coach for Bobbi Brown. As part of her job at Elizabeth Arden, Saffron visited hospitals to help cancer patients apply make-up. Saffron now works for Laura Mercier as a Regional Make-Up Artist. She also does wedding and special occasion make-up. Saffron wants to take her make-up skills all over the world!

Look for the pink quote marks to see what she has to say to you!



Image courtesy of www.sarahbmakeup.co.uk

- 11 state the importance of instructing the client on make-up application to promote understanding
- 12 describe the importance of evaluating the effectiveness of the make-up instruction with the client
- 13 describe the use and purpose of make-up tools, equipment and products
- 14 state the contra-actions that may occur during and following treatments and how to respond
- 15 state the importance of completing the treatment to the satisfaction of the client
- 16 state the importance of completing treatment records
- 17 state the aftercare advice that should be provided
- 18 describe the structure and function of the skin
- 19 state the position and action of the muscles of the head, neck and shoulders
- 20 state the names and position of the bones of the head, neck and shoulders

Revision tip

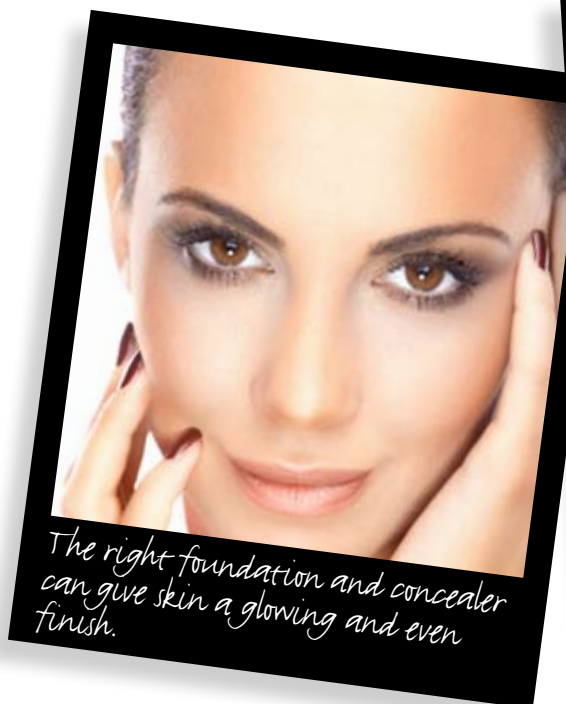
Don't overload your brushes with make-up powder as most of it will end up on the wrong areas of the face or on the floor.

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Always be aware of new products and tools on the market. New inventions will make your work easier and better!

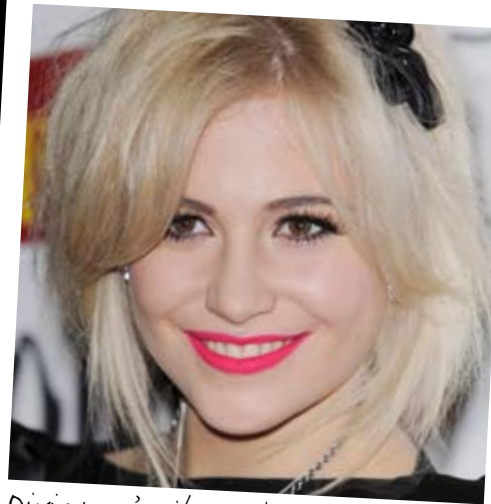
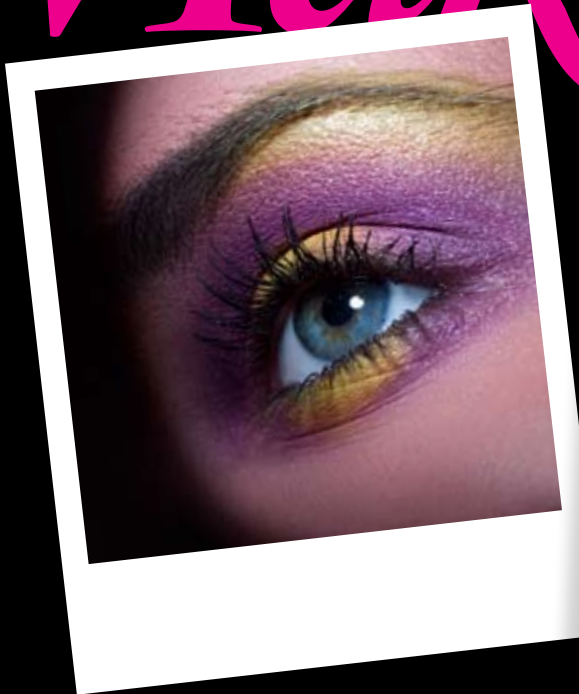
Image courtesy of iStockphoto.com/Giorgio Gruizza (left)

Image courtesy of iStockphoto.com/luxtagirl (right)



With experience you will learn which products and colours are popular and to keep a close eye on fashion trends.

Make-up



Pixie Lott's vibrant lip colour gives her a sophisticated look.



It is always best to apply several thin coats of mascara rather than one thick, heavy coat, as the lashes have a tendency to clog.

application

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Making a feature of both the eyes and lips at the same time can be overpowering. Choosing to feature just one area at a time can be stunning!



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 instruction
- 2 Use suitable consultation techniques to identify treatment objectives *****
- 3 Provide clear recommendations to the client *****
- 4 Position yourself and the client correctly throughout the treatment
- 5 Select and use products, tools and techniques to suit client treatment needs, skin types and conditions *****
- 6 Instruct the client on make-up application to promote understanding *****
- 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 *****

Total

Grade

Candidate signature and date

Assessor signature and date

Conversion chart

Grade	Marks
Pass	11–13
Merit	14–19
Distinction	20–23

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

Instruct on make-up application

1		
1	2	3
1	2	3
1		
1	2	3
1	2	3
1		
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 covered contra-indications.	Good consultation carried out. Examples: open and closed questions, positive body language, questioning covered contra-indications, general health, lifestyle and expectations.	Thorough consultation carried out. Examples: open and closed questions, positive body language, questioning covered contra-indications, general health, lifestyle and expectations.
3 Provide clear recommendations to the client	A basic treatment plan is recommended. Example: 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.
5 Select and use products, tools equipment and techniques to suit client treatment needs, skin types and conditions	Some consideration given to the make-up lesson objectives (eg occasion, lighting, skin type and condition) and adaptation of make-up application. Range of products and tools used.	Consideration given to all make-up lesson objectives (eg occasion, lighting, skin type and condition, make-up duration). Full range of products, tools and techniques used. Finished make-up blended well.	Consideration given to all make-up lesson objectives (eg occasion, lighting, skin type and condition, make-up duration). Full range of products and tools 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 page 9.

	1 mark	2 marks	3 marks
6 Instruct the client on make-up application to promote understanding	Basic communication techniques used, instructions are clear. Client given minimal instruction on products used for each stage of the make-up application.	Good communication techniques used, including open and closed questions and active listening. Client is given clear instructions on products used and the reasons why. Client is given the opportunity to apply make-up. Client asked to confirm understanding.	A range of communication techniques used, including open and closed questions, active listening, awareness of own and client's body language. Client is given clear instructions on products and techniques used and the reasons why. Client is encouraged to apply make-up. Client asked to confirm understanding.
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, the client is shown the result and the treatment is brought to a satisfactory close.	The treatment is completed within the agreed time, brought to a satisfactory close and the client is shown the result. The result is adapted if necessary. The client is assisted where necessary.
11 Provide suitable aftercare advice	Basic aftercare advice is provided including possible contra-actions. Provides the client with written instructions .	Good level of aftercare advice to include homecare products and future treatments.	Excellent aftercare advice to include homecare products, application and removal techniques and future treatment and recommendations.



Face shape, colouring, bone structure and hair are all individual factors to consider when applying make-up.

Comment form

Unit 211 Instruction on make-up application

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

Translucent powder on black skin can give a chalky appearance; it may be better to choose a bronze powder.



Image courtesy of Creative Nail Design