



Skills Training & Livelihood Enhancement

ASSISTANT BEAUTY THERAPIST

A woman with dark hair pulled back, looking directly at the camera. She has light-colored eyes and is wearing pink lipstick. In the background, there are several beauty products, including a tall pink bottle with a black pump dispenser and a smaller jar. The overall aesthetic is clean and professional.

CHAPTER 1

Discovering the Beauty Industry

1.1 BEAUTY INDUSTRY

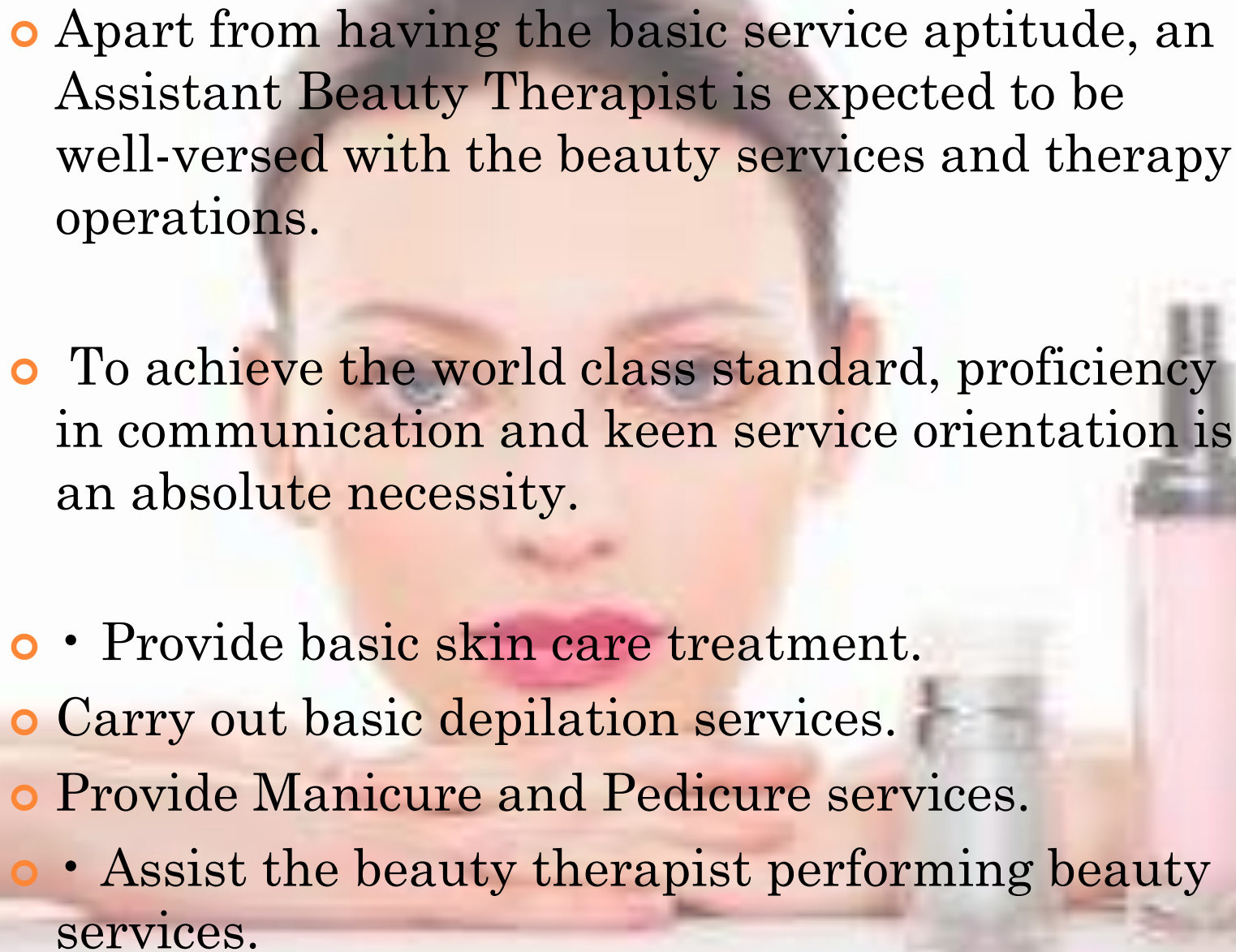
- The Global beauty industry has been one of the most fascinating areas of world economy. The industry has been witnessing dramatic changes for quite some time now. These shifts are mostly socio economic and cultural in nature. The industry has been able to pull a huge demand of products and services from the consumers. worldwide and globalization is the biggest factor behind an extraordinary production of the products and services in this sector.

1.2 CAREER PROSPECTS

- The global fashion industry is estimated to buy the world are Euro, which is about 2% of the world economy. An estimated 4 million people around the world are employed in this industry, within segments like. Fashion design, Materials sourcing, Manufacturing, Distribution, Marketing, Retailing. Advertising, Communications, Publishing, Consulting etc. This course will be focusing on the role and responsibilities of a Beauty Therapist.

1.3 KNOWING THE JOB ROLE OF AN ASSISTANT BEAUTY THERAPIS

- An Assistant Beauty Therapist needs to be aware of the basics of beauty therapy, health and hygiene, safety aspects and should be knowledgeable about various beauty products.
- The job function involves performing basic Depilation, Manicure. Pedicure and basic face care services and also assists the Beauty Therapist in providing advanced services.
- The person also assists in salon ambience maintenance and also does various odd jobs in the salon including selling of salon retail products.

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- Apart from having the basic service aptitude, an Assistant Beauty Therapist is expected to be well-versed with the beauty services and therapy operations.
 - To achieve the world class standard, proficiency in communication and keen service orientation is an absolute necessity.
 - • Provide basic skin care treatment.
 - Carry out basic depilation services.
 - Provide Manicure and Pedicure services.
 - • Assist the beauty therapist performing beauty services.

1.4 FEW MAJOR BEAUTY INDUSTRIES

- Top beauty brands available in India that are loved for different reasons.
- • **Lakme-**
It is one of the most trusted brand for beauty products that belongs to the Unilever group, has never failed to satisfy its customers. The winning combination of quality and price that is not too heavy on the pocket, has made a big consumer base for Lakme. Lip liners and lipsticks, nail paints, eye shadows, eye liners, foundations and blushes, are few of the most sold products.
- • **L'Oreal-**
The next product in the line is L'Oreal. The biggest hit of this brand is its star collection of lipsticks. L'Oreal also offers a marvellous range of hair care products like shampoos, conditioners masques, serums etc. L'Oreal is undoubtedly one of the finest product available in India.