

CO2A5 – VTCT Level 1/2 Technical Award in the Study of Hair and Beauty

Revision list
LO1 Understand the structure and concept of hair and beauty businesses

The purpose of a business
Taught content
<ul style="list-style-type: none"> • Definition of a business – what is a business • Purpose of a business – producing goods, supplying services, distributing products • Reasons for starting a business – fulfilling a business opportunity, providing goods and/or services, personal aims and objectives

Business structures and their advantages and disadvantages
Taught content
<ul style="list-style-type: none"> • Business structure – sole trader, partnership, public limited company (PLC), private limited company (LTD), franchise, concession, independent/freelance, not for profit organisation

The scope of opportunities for hair and beauty businesses
Taught content
<ul style="list-style-type: none"> • Hair and beauty businesses – beauty salons, hair salons, barbershops, spas, nail bars, brow bars, complementary therapy centers, freelance hairdressers/barbers/beauty therapists, aesthetic clinics

Career pathways and progression opportunities available in the hair and beauty sector
Taught content
<ul style="list-style-type: none"> • Career/training pathways – T Level, apprenticeship, further education, private training, higher education • Career opportunities – hairdresser, barber, colour technician, beauty therapist, spa therapist, massage therapist, nail technician, make-up artist, educator, product sales consultant • Career progression levels – junior therapist/stylist, senior therapist/stylist, consultant, salon/barbershop manager, salon/barbershop owner

- Type of employment – contracted, self-employed

The common hair and beauty services and treatments

Taught content

- Hairdressing – shampooing, cutting, colouring, perming, relaxing, styling, thermal styling, extensions, wrapping, braiding
- Barbering – shampooing, cutting, fading, patterns, beard shaping and trimming, shaving, colouring, styling
- Beauty therapy – facials, eye treatments, hair removal, tanning, make-up
- Spa therapy – massage therapies, body wraps, hydrotherapy
- Nails – manicure, pedicure, gel polish, nail enhancements, nail art
- Make-up artistry – fashion and photographic make-up, camouflage make-up, occasion/bridal make up, theatrical and media make-up, prosthetics

Business links and interdependencies within the hair and beauty sector

Taught content

- Interrelated industries – examples include: leisure and tourism, fashion, health and fitness, fashion design and buying, education and training, theatre and media, retail, product manufacturing and distribution, aesthetic nursing

The hair and beauty sector's contribution to the UK economy

Taught content

- Contribution to the UK economy – (i.e. contribution to Gross Domestic Product (GDP)), providing employment opportunities, increasing spending, greater consumer choice of products and services, support to other sectors and industries

Legislation and working practices influencing businesses

Taught content

- Key legislation and regulations – Health and Safety at Work Act, Trade Descriptions Act, General Data Protection Regulations, consequences of not meeting legal requirements
- Health, safety and hygiene – sanitisation, sterilisation, cross-infection, disinfection, personal protective equipment, infectious conditions

- Code of practice, code of ethics, benefits of trade and professional organisations and associations

The environmental influences on hair and beauty businesses

Taught content

- Sustainability within the hair and beauty sector – social, ecological and economic, short and long term environmental effects, social cost, renewable and non-renewable sources, ethical businesses, environmental laws

The historical development of hair and beauty industries over the last 50 years

Taught content

- The evolution and development of the industry from general hairdressers and beauty salons and barbershops to specialised salons – examples include: blow-dry bars, nail bars, barbershop with personal care (this may include services such as hot towel shaving, sculpting, waxing, threading and tinting of facial hair), aesthetic clinics, spas
- Technological advances – hair replacement systems, nail systems, eyelash and eyebrow treatments, airbrush make-up, laser treatments, non-medical and clinical aesthetics

LO2 Understand enterprise and entrepreneurship in the hair and beauty sector

Entrepreneurship and the associated benefits

Taught content

- Define the term enterprise and what is meant by an entrepreneur
- Benefits on the economy and society – new businesses, employment opportunities, increased customer choice, improved business performance and choice

The characteristics and objectives of an entrepreneur

Taught content

- Characteristics of an entrepreneur – examples include: charismatic, driven, hardworking, motivated, dedicated, risk takers, enthusiastic, organised, innovative, good communicator, analytical ability, decision maker
- Objectives of an entrepreneur – examples include: to be their own boss, to be in charge of their own destiny, to take risks, work flexibly, to pursue an interest, earn more money for personal profit, identify a gap in the market that could help expand a personal vision, job and personal satisfaction
- Well known hair and beauty entrepreneurs – examples include: Anita Roddick, Max Factor, Jeffree

Star, Vaniti Parti, Vidal Sassoon

Identifying a business opportunity

Taught content

- How to identify a business opportunity – Identifying gaps in the market, identifying consumer needs, initiating ideas, following an interest or a hobby, fulfilling a social or ethical goal, identifying supply and demand from competition in the area/industry, improving current products and services
- Market research – identify what competitors offer, identify supply and demand requirements, pricing, quality, availability, unique selling points (USP) – How to make goods, products and services stand out from the competition

Business planning

Taught content

- Reasons why businesses create business plans – the benefits and drawbacks of business planning
- The purpose of and methods for setting objectives – how finances are raised
- How to develop and write a business plan – business idea, business aims and objectives, target market, resources, sources of finance, simple cash budget (estimated revenue and costs) • Marketing mix – the four Ps (product, price, place, promotion)

LO3 Understand marketing and its role in the promotion of hair and beauty products and services

The principles of marketing

Taught content

- Definition of marketing
- Role of marketing in achieving customer retention and satisfaction
- Market segmentation (how segmentations works – gender, age, race, location, income), marketing mix, marketing communication methods

The factors influencing marketing objectives

Taught content

- Internal and external factors influencing marketing objectives
 - Internal factors – financial, human resources, technology, company strategies - External factors – competitors, economy, market dynamics, legal factors, ethical factors, social demographics

The marketing mix

Taught content

- The 4 Ps and how they are used in marketing
 - Product – nature of the product or service (product, tool, equipment, hair and/or beauty service), unique selling points (USPs), key features and benefits (convenience, comfort, added value, product differentiation)
 - Price – pricing strategies (discounted launch, competitor pricing/undercutting and seasonality)
 - Place – location (in-store, outlets, internet, exhibitions)
 - Promotion – methods (direct and indirect marketing, advertising, public relations, sales promotions, joint activities), materials (brochures, adverts, signs and displays, press releases), links with other industries
- The consequences of false advertising – trade descriptions, myths, exaggerations, falsehoods

The purpose and methods of market research

Taught content

- Purpose of market research – used to identify competition in the market, business opportunities, gaps in the market, level of demand for products/services, clients' needs and preferences • Approaches of researching current competition – qualitative and quantitative data, primary research (observations, surveys, interviews, feedback cards), secondary research (statistics, websites, published information)
- Analysis of market research findings – results to inform future marketing and business activities

The market types and their characteristics

Taught content

- Mass market – high number of sales, large number of competitors, wide customer base, low profit margins
- Niche market – sales volume low, small number of customers, specialised products, high profit margins

LO1 Understand the role of cosmetic ingredients

The function of common cosmetic ingredients used within the hair and beauty industry

Taught content to include:

- Common cosmetic ingredients – examples include: phthalates, parabens, titanium dioxide, formaldehyde, UV filters, glycerine, hydrogen peroxide, pigments, lanolin, squalene, urea, collagen, oils (for example mineral, castor, vegetable), dimethicone, vitamin E, sodium laureth sulfate, alpha and beta hydroxy acid, fragrances, **dihydroxyacetone, aloe vera, plant extracts**
- The function of cosmetic ingredients – examples include: preservation, antioxidants, soothing agents, stimulating, antiseptic, astringent, skin conditioning, abrasives, bulking agents, protecting agents, foaming agents, propellants, humectants, emulsifiers, emollients, oxidising agents, stabilisers, developers

The safety of cosmetic ingredients used within the hair and beauty industry

Taught content to include:

- Ingredients that are classed as prohibited and restricted in the UK – examples include: hydroquinone, hydrogen peroxide, benzyl salicylate, citronellol
- Ingredients that are classed as toxic in the UK – examples include: formaldehyde, parabens, phthalates, triclosan, coal tar
- The effects of dangerous and toxic cosmetic ingredients on human health – examples include: irritated skin, rashes, redness on the skin, difficulty breathing, acne, bitterness on the tongue, allergies, UV sensitivity, internal organ damage, autoimmune disease, hormonal imbalances, reproductive problems, carcinogenic

Common cosmetic ingredients derived from animal products and the role of animal testing

Taught content to include:

- Ingredients derived from animal products – examples include: retinol, gelatin, lanolin, hyaluronic acid, keratin
- Reasons why animals are used for testing cosmetic ingredients – medical field has tested on animals for a long time, practising surgical procedures and testing medicines and cosmetics for safety. Companies test compounds to determine whether the substances will cause an allergic reaction or severe adverse reaction if applied to skin, hair and nails
- Alternative safety testing for cosmetic ingredients – reliable and realistic alternative safety tests for cosmetic ingredients, non-animal test methods, include using human cells and tissue studies on human volunteers and growing artificial human skin

The importance of maintaining the pH value of cosmetic products

Taught content to include:

- The pH value of cosmetic products – acids and alkalis
- Methods of testing – pH values of ingredients or solutions for hair products, skin products, nail products – litmus paper, universal indicator
- Why the correct pH value is important – the effect of the incorrect pH on the hair, skin and nails

Cosmetic products and their effects on the skin, hair and nails

Taught content to include:

- Types of cosmetic products – examples include:
 - Skin products – eye make-up remover, cleanser, toner, moisturiser, exfoliants/scrubs, face masks
 - Make-up products – foundation, concealer, powder, blusher, shader, highlighter, bronzer, eye-shadow, eyebrow pencil, eye-pencil/liquid eye-liner, mascara, lipstick, lip-liner pencil, lip gloss
 - Nail products – nail polish remover, cuticle cream, hand lotion/cream, base coat, nail polish, top coat
 - Hair cleansing and conditioning products – shampoo, surface conditioner, restructurants
 - Hair styling and finishing products – setting/blow-drying lotion, mousse, creams, gel, heat protector, serum/oil, hairspray, wax
 - Shaving products – pre-shave lotion, shaving cream, aftershave lotions, mustache wax, beard oil

LO2 Understand the structure and function of the integumentary system

The anatomy and physiology of the skin

Taught content to include:

- Structure and function of the skin
 - Epidermis – is the top layer of the skin, it is made up of 5 layers (basal cell layer, prickle cell layer, granular layer, clear layer, horny layer)
 - Dermis – is the middle layer of the skin, it is made up of 2 layers and contains many appendages including sweat glands, sebaceous glands, hair follicles, arrector pili muscles, nerve endings, dermal papilla, a rich blood supply
 - Subcutaneous layer/Hypodermis – is the lower layer of the skin, it is made up of adipose tissue, (fat cells which act as energy reserves and provide protection to the underlying structures)
 - Functions of the skin – secretion, heat regulation, absorption, protection, excretion, sensation and vitamin D production
 - The purpose of the acid mantle – creates a natural defense to attacks from bacteria, viruses and other potential contaminants that might penetrate the skin. The acid mantle is made of sebum and sweat (the acid mantle is a very fine, slightly acidic film with a pH between 4.5 and 6.2; slightly acidic)

 - The common diseases and disorders of the skin
 - Infectious skin conditions – examples include: ringworm, cold sores, impetigo, scabies (infestation)
 - Non-infectious skin conditions – examples include: eczema, dermatitis, psoriasis, acne

 - Characteristics of skin types
 - Balanced – fine texture, no visible pores, even colour, no blemishes
 - Oily – shiny, enlarged pores, congestion, blackheads (comedones), sallow appearance
 - Dry – lack of oil in the skin, dry to touch, thin, flaky patches, fine texture, broken capillaries and whiteheads (milia)
 - Combination – usually oily T-zone is present with dilated pores and blackheads, normal to dry skin on the cheeks, but this skin type can be a combination of any skin conditions and types

 - Characteristics of skin conditions
 - Dehydrated – skin lacks moisture, looks dull, may feel dry, itchy and tight, fine lines are visible, lacks elasticity, can be found on any skin type
 - Sensitive – visible as redness on skin with low levels of pigmentation and darker patches on skin with higher levels of pigmentation, increased reactivity
 - Photo-aged – pigmentation changes, wrinkling, decreased elasticity, uneven texture, broken capillaries

 - Characteristics of male skins
 - thicker and firmer due to containing more collagen. Oilier than female skin due to higher levels of male (androgen) hormones. The sebaceous glands are more active, increasing the production of sebum. Male skin can often be sensitive and dry due to shaving
- Common variations in skin physiology

- Common variations in skin physiology

- Absorbency – the more darkly pigmented the skin tone is, the less UV light it will absorb in comparison to lighter pigmented skin. The benefit of this is that it results in a slower rate of aging and is more protected so does not burn as easily but conversely because of this protection, darker pigmented skin requires a longer exposure to the sun to produce vitamin D. Because of the lack of natural protection from the sun, skin cancer is more common in lighter pigmented skin
 - Skin thickness – mid to darker pigmented skin is marginally thicker than a lighter pigmented skin. The dermis in darker pigmented skin is thicker and more compact, offering more protection, and as we age it is more resistant to wrinkling and sagging
- Heat regulation – lighter pigmented skin has more body hair per square inch than darker pigmented skin, this is due to darker pigmented skin originating from hotter climates where less hair is needed to keep the body warm. Sweat glands are bigger in darker pigmented skin, enabling them to perspire more easily and cope with heat better than lighter pigmented skins
- Water retention – darker pigmented skin has more moisture in the surface layers of the skin than lighter pigmented skin. Mid to lighter pigmented skin has a higher percentage of the waxy substance (ceramides) that helps create a barrier in the skin to retain moisture, but darker pigmented skin sheds more easily than lighter pigmented skin

The anatomy and physiology of the hair

Taught content to include:

- The structure and the function of the hair
 - Structure of the hair
 - the cuticle – outermost layer of the hair, protects the hair shaft)
 - the cortex – middle layer of the hair, forms the bulk and contains the pigment of the hair
 - the medulla – central core of the hair, contains soft thin transparent cells
 - hair bulb – forms the base of the hair follicle, contains living cells that divide and grow
 - inner/outer root sheath – surrounds and protects the growing hair
 - dermal papilla – surrounded by the hair bulb, provides the blood supply necessary for hair growth
 - Functions of the hair – to provide protection to the eyes, nose, ears and skull, heat regulation (preserves body heat), sensation (detects changes to the environment)
- The common diseases and disorders of the hair and scalp
 - Infectious hair and scalp conditions – examples include: ringworm, folliculitis, head lice (infestations)
 - Non-infectious hair and scalp conditions – examples include: alopecia, seborrhoea,

* Combination: when more than one individual hair classification type is identified

- Hair conditions

- Chemically damaged – coarse texture, dull, split ends, tangles easily, hair breakage/loss, weak no elasticity
- Environmentally damaged – dull, coarse texture, split ends, hair loss, no elasticity
- Non-chemically treated hair – completely unprocessed, unpermed/uncoloured/untreated, smooth texture, shiny, holds curl well, relatively easy to comb while wet, good elasticity, no breakage, minimal split ends
- Dry hair – dull, breaks and splits easily, coarse texture

- Hair defects

- Split ends (split, dry ends of hair), damaged cuticle (rough, dull hair shaft)

- Hair characteristics

- Texture – fine/medium/coarse hair
- density – fine/medium/thick
- porosity – damage to cuticle layer, ability to absorb water
- elasticity – strength of hair

- Characteristics that may affect the scalp

- Oily – overactive sebaceous glands produce too much sebum making the hair and scalp look greasy and dull
- Dry – not enough sebum is produced resulting in an itchy, flaky, tight dry scalp
- Dandruff affected – white or grey flakes of skin present on scalp and in the hair (more noticeable on dark hair), resulting in itchy, red scalp accompanied with greasy patches

The anatomy and physiology of the nail

Taught content to include:

- The structure and function of the nail
 - Structure of the nail
 - nail plate – found on top of the nail bed, protects the nail bed
 - cuticle – found at the base of the nail, protects the matrix from infection
 - lunula – a light half-moon shape, defines the base of the nail plate
 - nail wall – found at the sides of the nail plate, cushions and protects the nail plate and grooves
 - nail bed – found under the nail plate, provides the rich blood supply
 - free edge – extends beyond the fingertip protects the fingers and toes
 - matrix – living part of the nail, produces new nail cells
 - Function of the nail – to provide protection to the end of the toes and fingers, increases dexterity (help to pick up small things), used for adornment
- Common diseases and disorders of the nail
 - Infectious nail conditions – examples include: ringworm, paronychia, warts, ingrown toenails
 - Non-infectious nail conditions – examples include: overgrown cuticles, nail biting, pitting, hang nails, white spots (leuconychia)
- Common nail conditions and characteristics
 - Brittle nails – very hard, inflexible, tend to break easily
 - Soft nails – thin, weak, lack lustre, break/peel easily
 - Ridged nails – may have been damaged at the matrix, rippled, unsmooth appearance
 - Peeling nails – thin, flaky, tend to be short
 - Discoloured nails – the nail plate can be discoloured by using incorrect nail polish and chemicals

The intrinsic and extrinsic factors that can affect the integumentary system

Taught content to include:

- Intrinsic factors – genetics, hormonal imbalance, Fitzpatrick skin types classification I-VI, health conditions
- Extrinsic factors – stress, diet, medication, UV exposure, climate, incorrect product use,

LO3

The historical evolution of hair and beauty products from ancient times to the 21st century

Taught content to include:

- Historical timeline – examples include:
 - Ancient Egyptians – both men and women wore make-up, the higher the status of the person, the heavier the application of make-up. Wigs were worn to declare the status of the person. Kohl was used to draw thick, distinctive black lines to give an almond shape around the eyes and to protect the skin from the sun
 - Ancient Greeks and Romans – olive oil was mixed with ground charcoal, soot or ash to make eyeshadow, eyebrow filler and eyeliner, to create heavy dark eyebrows or a unibrow. Hair was made brighter with the use of lotions, ointments and beeswax
 - Renaissance period – blonde hair was considered to be angelic, substances such as alum, sulfur and soda were commonly used to lighten the hair. White lead powder was used to create a pale ivory skin. Egg whites were used as foundation for a taut and shiny complexion
 - Victorian era – Queen Victoria publicly declared that make-up was improper and vulgar. Hair was washed with cool water and vinegar. Sparse eyebrows and eyelashes were improved by using mercury as a nightly eye treatment. Wafers containing arsenic were nibbled to help maintain a pale complexion
 - Twentieth century – bright red lips were an iconic look of the early twentieth century. Eyelashes were heavily defined using a wax-based cake mascara. The first lip gloss was developed by Max Factor. The multi-step skincare system was launched in the mid twentieth century along with anti-ageing products. Heavy petroleum jellies and mineral oils were used to style hair into quiffs. The latter end of the twentieth century introduced highlights, rainbow hair dyes along with bright coloured eyeshadows and pearlised lipsticks
 - Twenty first century – the smoky eye look was introduced along with eyelash extensions and eyebrow pomade to create perfectly defined eyebrows. Heat defense leave-in conditioners and heat protection sprays helped to maintain smooth sleek hair. Natural and organic ingredients replaced animal and synthetic derived cosmetic ingredients. Bar soap was replaced by scented liquid soap. The European Union implemented an animal testing ban on finished cosmetic products

The development of a hair or beauty product from conception to launch

Taught content to include:

- Product development process
 - Design brief, formulation, sourcing, quality and compliance, packaging, product validation, marketing campaign, launch
 - Specialists involved in the development process – Chartered Chemists, Toxicologists, Microbiologists and Regulatory Experts
 - Formulation of products – compatibility, stability, preservation, types of mixtures (solutions, solvents, solubility, emulsions, gels, suspensions) the effects of the formulation on the skin and hair, patenting hair and beauty formulas (trade secrecy with manufacturer 'special products')
 - Relevant legislations and regulations – Cosmetic Products (Safety) Regulations, Cosmetic Products Enforcement Regulations, Trade Descriptions Act

The impact of manufacturing on the environment

Taught content to include:

- Environmental sustainability
 - Sustainable and ethical beauty and hair products/brands (vegan, natural/hypoallergenic, organic, cruelty free, alcohol free, dermatologically tested), reusable/refillable glass bottles, bar soaps instead of liquid soap, aluminum packaging, products that use native ingredients (less air miles used for transportation), using renewable sources, cosmetic companies that are PETA approved (people for the ethical treatment of animals)
- Effects on the environment
 - Social and environmental impact of palm oil farming – examples include: rainforest destruction, damage to climate, endangering life of primates
 - The impact on the planet of pollution – examples include: landfill, air pollution, pollution of waterways and oceans with non-biodegradable chemical and products (single use plastics, microbeads, toxic chemicals such as formaldehyde, acetone)

