ginaconway
ACADEMY
centre for educational excellence

Knowledge Study Pack

Consultation



Student Name:

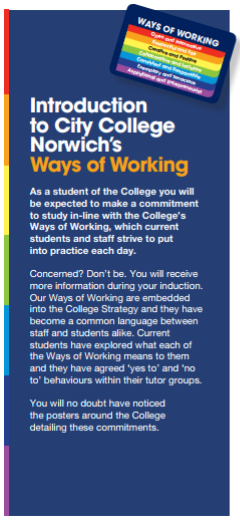
Unit 201: Consultation

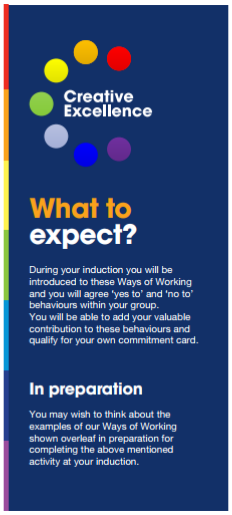
Handout 1: Salon-ready behaviours

As a learner, and as a future hairdressing professional, there are values and behaviours which are expected of you.
Each learning centre or college will have its own induction process which will introduce you to the centre's mandate or set of values and behaviour standards. Your tutor may distribute it to you if you have not yet received it.
Typical positive behaviours which are encouraged in new learners would include:

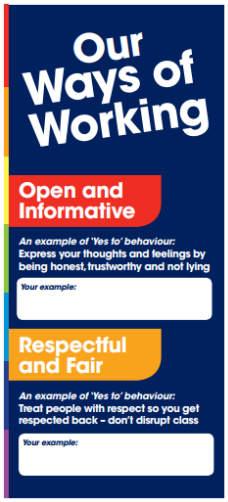
- being open to new opportunities and to learning
- showing respect for fellow learners, tutors and all people you come into contact with
- being creative about solving problems
- being positive and maintaining a 'can do' attitude
- being responsible; for example, turning up on time and completing work to deadlines
- being collaborative in working with fellow learners.

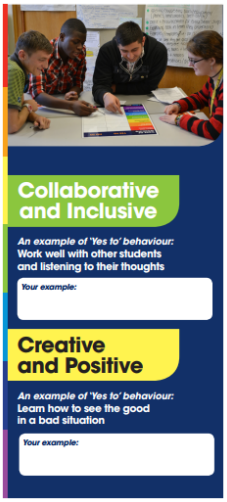
These are all positive attributes which will help you to be 'salon-ready' when you complete your qualifications. Consider how these values can translate into positive behaviours in a salon or barbershop environment. For example, being respectful and kind to clients, being positive and helpful to colleagues, collaborating with a team of other professionals, and arriving at the salon on time and ready to work are all crucial values for hairdressing professionals to fulfil.

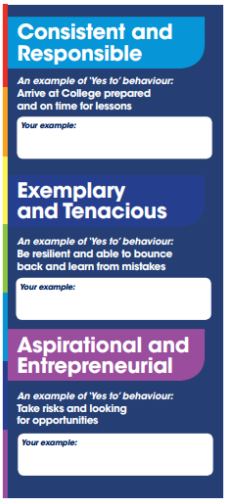












Handout 2: Identifying client requirements

You must always carry out a thorough **consultation** with your client to identify:

- the service objective
- your client's needs
- whether you are able to carry out their request.

During the consultation you should tell the client how long the service should take.

You may use different communication styles with different clients, depending on your rapport with them. However, it is important to remain professional and communicate effectively at all times, whilst tailoring your communication to the individual.

You will, however, still need to remain professional throughout the service and ensure that your communication skills are effective and clear.

Communication tips:

- Ask a series of open questions – starting with **'what', 'how', 'when'** and **'why'** – will help you to obtain specific answers from your client about his requirements.
- Finish the conversation with closed questions to confirm that you have both understood. To help your client choose a style, you can use magazines, mobile devices or printed photos in a stylebook.
- Always listen carefully and hear what your client is asking you to achieve. Repeat any instructions back to clarify what has been agreed and discussed.
- Make sure that you keep a record of all of your clients' responses.
- As the data protection laws changed in 2018, it may be useful to follow the link below to make sure that your knowledge on keeping clients' data is fully up to date: https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/the-right-to-be-informed/

Handout 3: Communication skills

Communication is important in order to understand client requirements, ensure they understand what is possible with their chosen style and any aftercare advice, to build a rapport and make the client feel comfortable, so that they are happy with the service and will want to return. Here are some tips:

Put the client at ease

Avoiding those embarrassing silences when you don't know what to say and you are aware that the client is watching you very closely can be difficult. To break the silence, try asking your client questions about their hair and previous styles. You could also talk to them about films, TV, places they've visited, latest fashions and trends.

Don't:

- use of slang or bad language
- speak too fast
- use too many technical terms
- talk at the client
- interrogate
- ask very personal questions
- discuss religion, politics or sensitive subjects.

Do:

- know when to speak and when to listen
- be natural – don't try too hard
- try to relax and keep calm
- Take an interest in your clients
- actively listen and respond
- smile and make eye contact.

If you say the wrong thing, don't panic. Apologise if you cause offence or a client complains. We are only human and you will learn from your mistakes.

Listen to those more experienced hairdressers around you who have a great rapport with their clients. Try to model your approach on them until you are more confident.

Handout 4: Equality and diversity

The Equality Act (2010) lays down laws to prevent discrimination against anyone on the grounds of:

- race or ethnic origin
- sexual orientation
- marriage or civil partnership status
- pregnancy
- religion or beliefs
- age
- disability.



The Equality Act applies to both the employer and the employees within a business so it is important that everyone understands the effects of not adhering to it as they could be held liable.

The Act includes protection against intimidation and bullying through **victimisation** and **harassment**.

It is important to treat all colleagues and clients with equal respect and to ensure their dignity at all times.

- Ensure that the salon is equipped for disabled clients – this includes having a wheelchair accessible door, toilet, and basins/workstations that are adjusted to the correct height.
- Ask the client how they wish to be addressed – transgender or gender fluid clients may have a preferred name or pronoun (for example, being referred to as ‘they’ rather than ‘he’ or ‘she’).
- Don’t make assumptions about a client based on their age, ethnicity, gender, ability or beliefs. Always ask the client about their preferred style and opinions, using open questions.
- Be careful not to make jokes which some people may find offensive.

Diversity means embracing differences between individuals. To ensure that your clients feel welcomed, , included and represented, it is important that your posters, social media images and style books reflect a range of people with different hair types, ages, ethnicities and genders and levels of physical ability.

Handout 5: Values and behaviours

Values are our working ethics, the moral code we work to, and our principles and beliefs. Every person is unique and his or her personal views will vary, but when working in the hairdressing and barbering sector we need to standardise our ideals, and follow and promote the expected industry values, including:

- willingness to learn and keep your skills up to date
- being prepared for issues which arise (such as clients not turning up, staff absence, services over-running, changing fashions) and dealing with these calmly and professionally
- thinking of new ideas to help promote the salon and offer new services and products to increase profitability
- being a good team player with a flexible approach
- presenting yourself in a professional manner, in terms of appearance and personal hygiene
- treating everyone with dignity and respect, and promoting equality and diversity.

Specific **behaviours** to demonstrate these values include:

- greeting clients when they arrive, taking their coat and asking if they would like a drink
- building a good rapport with clients and giving them attention, no matter how busy you are
- remaining calm under pressure and seeing if anyone else can cover if a stylist is absent
- responding to client calls politely and efficiently
- responding calmly to complaints, gathering information and referring to your manager as necessary
- using positive body language
- asking open questions and not making assumptions about clients
- checking client comfort throughout the service
- explaining what is happening throughout the service
- maintaining good personal hygiene, having neat hair and clean nails, wearing clean clothes and ensuring you have fresh breath
- not eating, chewing gum or being on your mobile phone in front of clients
- cleaning up any spillages and keeping the salon clean and tidy
- maintaining environmental and sustainable working practices by switching off dryers and other electrical equipment when not in use, recycling packaging where appropriate and disposing of waste safely.

Handout 6: Social media

Social media can really enhance your career and the service you provide to your clients.

Showcasing your designs on social media opens you up immediately to a global audience. By using visual sites such as Instagram and Pinterest, you can gain followers and your work can be critiqued by all areas of the hairdressing industry and from outside it as well. Social media is a fast and receptive way of showing your design skills and can open doors into the wider world of design and hairdressing. Your portfolio is built instantly as soon as you upload your designs. Planning your design is vitally important so you can counteract negativity from the fast-paced world of social media, ensuring you have every angle covered.



Social media sites and blogging have made many people famous. They are also hard work and you must be committed to updating them regularly and experimenting with new designs. Social media move very quickly and if you do not, then you will be long forgotten. Be prepared for the fabulous feedback and be aware of the negative and more sinister trolls. The gains of doing well on social media are it's free advertising for you and the salon.

Pros of social media:

- Instantly obtainable images sent out globally.
- A huge audience to showcase your designs to.
- It can promote you and the salon.
- Minimum outlay (as many social media sites are free to use).

Cons of social media:

- Be prepared to deal with negative comments online.
- Your work can easily be copied and reproduced.

- You need to spend time replying to comments and uploading images.
- Whatever the type of social media you use, you need to consider whether you will manage it with colleagues or on your own.

Which sites to use:

Pinterest and Instagram are two sites which are great for getting inspiration and sharing images. You can use these in your consultations with clients.

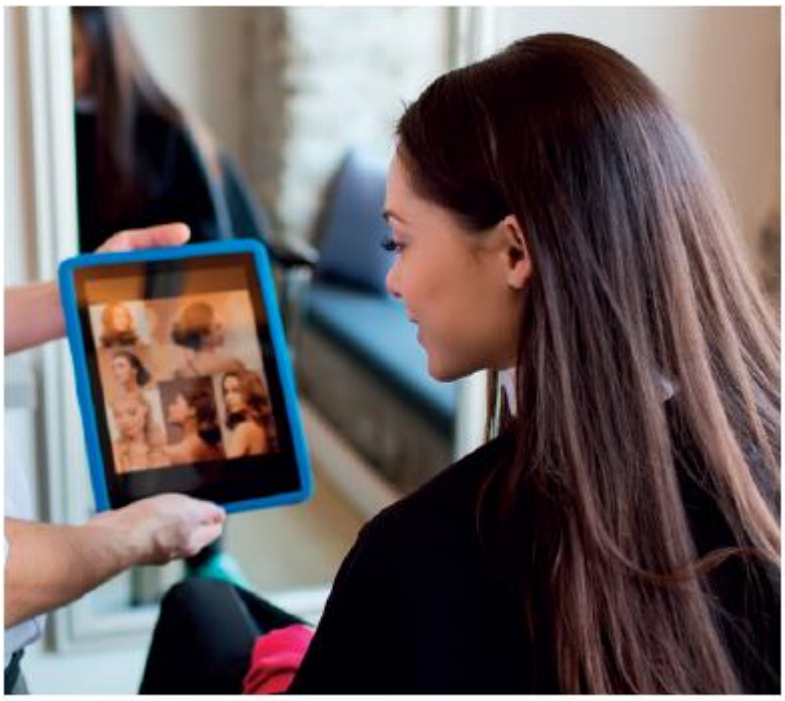
On Instagram, you can follow the world's leading hairdressers and fashion houses to find out next seasons 'must have' look.

Instagram allows you to share images, so your clients can follow the salon and look at styles before they enter the salon

Pinterest allows you to build boards, for instance a board for short haircuts or colour.

Searching on the wider internet is a vast resource and not only includes social media sites but access to images from around the world.

Facebook allows you to build relationships with your customers, by promoting your salon, posting special offers and messaging your followers.



Use a tablet as a visual style aid

Handout 7: Legislation

Health and safety legislation

The Health and Safety at Work Act 1974 (HASAWA) imposes duties on employers to ensure that they provide a safe place of work for everybody affected by their activities. This Act also imposes a duty on employees to ensure that they comply with the employers' safety arrangements and do not behave in a way that endangers others. The Act applies to people who are self-employed too.

The HASAWA is an enabling Act that allows the government to make further laws known as 'regulations' with attached approved codes of practices (ACOP) that detail how employers must comply with them.

The Workplace (Health, Safety and Welfare) Regulations require everyone in the workplace to help maintain a safe and healthy working environment. You and your employer should follow **environmentally friendly** working practices, including maintaining equipment, ventilation, temperature, lighting, keeping the salon clean and tidy and providing toilet and break facilities.

The Provision and Use of Work Equipment Regulations (PUWER) require that all the equipment in the salon (both new and second-hand) must be used for its intended purpose only and kept in good working condition.

The Local Government (Miscellaneous Provisions) Act requires all businesses to be registered with the local authority, first so that the government knows they exist and second so they can be monitored and regulated. Your employer must make sure they take the relevant steps to register for the services they are offering.
A business must show that its standards meet the rules and regulations set out in the local council's by-laws. By-laws are a set of laws that deal with local issues and tell a business how it must act with regards to health and safety, hygiene and cleanliness. Specific by-laws relate to specific business practices. Some councils have a downloadable copy of their by-laws on their website.
This Act also gives local authorities the power to inspect business premises and to act if something falls below the required standard. The owner can receive an improvement notice, be fined and/or the business shut down if the issues are serious.

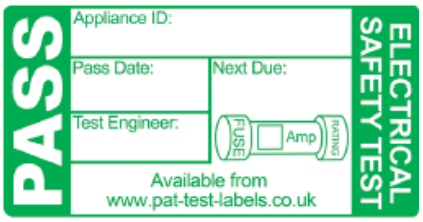
Various chemicals are hazardous (e.g. cleaning substances and bleach). **The Control of Substances Hazardous to Health (COSHH)** Regulations identify dangerous chemicals. Hazardous substances can enter the body through ingestion, absorption or inhalation. A hazardous substance in the workplace can put a person's health at risk and cause disease or injury, such as asthma, cancer or dermatitis. Hazardous substances must be identified by specific symbols which you should be able to recognize.

Be aware that substances that seem to be harmless can be hazardous if used or stored incorrectly. A risk assessment should be carried out for each substance used in the salon.



Hazard labels

The Electricity at Work Regulations (EAWR) require all electrical appliances to be used with caution and handled correctly. Electrical equipment must be maintained in a condition suitable for use, checked and tested on a routine basis.





The Regulatory Reform (Fire Safety) Order 2005 requires all premises to have basic standards of fire prevention and control and an emergency exit route.
Every business must carry out a fire risk assessment, which should be reviewed annually or following any changes. It assesses how to prevent a fire and, in the event of a fire, how to control it.



Personal Protective Equipment (PPE) at Work Regulations 1992 - Gloves, aprons, masks and eye protection for salon employees as well as your uniform and shoes all come under the Personal Protective Equipment (PPE) at Work Regulations. Protective equipment used for the client is not covered by these regulations. It is important that you wear the appropriate PPE to protect yourself from harm when you are working with chemicals, and to minimise cross-infection.



You are sometimes required to move equipment and stock around the salon, and this is called manual handling. Always follow the **Manual Handling Operations Regulations**. There are correct ways to lift objects so you do not injure yourself.

Your employer's responsibility under the regulations is to carry out risk assessments on all employees for manual lifting to make sure they are able to lift boxes and other heavy objects without causing injury.

Your responsibility under the regulations is to always ask yourself: 'Can I lift this?' If the answer is 'no', then don't. Ask for help. If the answer is 'yes', remember to bend your knees and keep your back straight. Lift the weight with your thigh muscles, not your back, and keep the item you are lifting close to your body. Even if a box is light, you should ask for help if it obscures your view.

The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) require the following occurrences to be reported to the HSE immediately by telephone and then in writing within ten days of the incident:

- injuries resulting in over seven days' loss of work (including non-working days)
- injuries (eg falls) sustained by you, your colleagues, clients or visitors to the workplace that result in three or more days off work
- major injuries, such as amputation, dislocation, fractures (not fingers or toes), loss of sight and any other eye injuries
- any work-related incident where a person has had to spend more than 24 hours in hospital
- accidents and injuries sustained from violence in the workplace
- death in the workplace
- diseases, such as **occupational** dermatitis or work-related asthma
- dangerous occurrences (e.g. a gas leak) even if they occur outside working hours and no one is injured.

The Health and Safety (First Aid) Regulations apply to all workplaces in the United Kingdom – including those with fewer than five employees and those with self-employed staff. The regulations require the protection of everyone in the workplace by making sure risk

assessments are carried out to prevent accidents and injuries at work. It is **advisable** that at least one person has undertaken first aid training.

Every salon should also have a First Aid box. The appointed person should check the contents of the first aid container frequently and make sure it is restocked if anything is used. They should make sure items are disposed of safely when they reach their expiry date.



The Health and Safety (Display Screen Equipment) Regulations protect the health of people who work with display screen equipment (DSE). This includes computer workstations or visual display units (VDU) (ie computer screens). It applies to people, such as salon receptionists, who use DSE for long periods at a time as part of their job. It does not apply to occasional use, such as making appointments. Long-term use is often associated with neck, shoulder, back or arm pain, fatigue and eyestrain. DSE work is not risky but users need to follow good practice, such as setting up their workstations well and taking periodic breaks. Employers need to carry out risk assessments and train staff in correct equipment usage.

Environmental Protection Act 1990 - any waste products from the salon must be disposed of correctly so you do not pollute the environment or harm others. You must always dispose of products by following the MFIs and local by-laws. All staff must be trained and be made aware of how to dispose of waste in a safe way.

The EU Directive – Amendment Number 2010/4/EU to Cosmetic Products Directive amends an existing Directive concerning cosmetic products numbered 76/768/EEC. The amendment sets conditions, in particular maximum concentration limits on two chemicals used in hair colours, so they are specifically regulated.

Consumer legislation

The Data Protection Act 2018 covers how client personal data is collected and stored. Personal details should only be collected if needed (for example, contact numbers and medical information) and should be securely stored and disposed of when no longer required. Data should be accurate and kept up to date. Personal information cannot be transferred to any third parties or used for marketing purposes without the client opting in to consent to this.

The Consumer Protection Act 1987 safeguards staff and clients from products that do not reach a reasonable level of safety. It is now possible to sue a supplier even without proof of the supplier being **negligent** under the Sale of Goods Act. An employee using the product in the salon can sue if a product is faulty (even though your employer purchased it).

The Consumer Contracts Regulations make sure that when goods are purchased over the phone, from the internet or by mail order the consumer has the right to receive a refund. If there was a delivery charge this must also be refunded. However, costs incurred by the client to return the item are not included.

Services, faulty goods and materials provided with those services or treatments are covered within the **Supply of Goods and Services Act.** The Act makes sure that:

- a service is carried out with skill and reasonable care
- a service is carried out within a reasonable amount of time
- a service meets what it claims to do
- the charge for the service is reasonable
- any goods supplied in the course of the services are of a satisfactory quality and fit for the purpose
- a consumer has the right to have goods replaced, repaired or compensated if they are of poor quality or are not fit for the purpose for which they have been supplied.

The Sale of Goods Act and the Sale and Supply of Goods Act cover consumer rights including:

- goods being of satisfactory quality
- the conditions under which goods might be returned after purchase
- whether the goods are fit for their intended purpose
- goods being free from faults or defects.

If these are not followed the consumer has the right to a replacement or refund.

The Trade Descriptions Acts 1968 and 1972 prevent services or products:

- being falsely described or false claims being made as to quality, price or purpose
- being falsely advertised or displayed.

Your responsibilities under the Act are to:

- describe services and products accurately. You need to know your product information well so that you can do this
- not make any false claims about a service or product.

The Prices Act 1974 requires the price of products or services to be displayed clearly. A treatment price list needs to be visible and product prices need to be clearly marked either on the item or on the shelf where they are displayed.

Handout 8: Analyse the hair and scalp

Preparation checklist:

- ✓ Check your own personal hygiene.
- ✓ Make sure your tools and equipment are close to hand to avoid over-stretching.
- ✓ Place your styling chair correctly to maintain good posture.
- ✓ Prepare your client with suitable PPE.
- ✓ Make sure your client's hair is free from product build-up.
- ✓ Detangle the hair with your hands, then a brush, and finally a wide-toothed comb.
- ✓ Make sure the treatment chosen for your client will be suitable. You will need to perform a very thorough hair and scalp analysis.
- ✓ Always record answers to your questions and gain and record agreement before any treatment begins.



Checking the scalp

The scalp should provide the best possible environment to grow top quality hair.
Before carrying out a service it is important to check that there are no cuts, abrasions, infections or infestations. If you discover any skin disorders on the head during your inspection and the scalp has any areas that are open or weeping do not proceed with the service.

While you are checking the health of the scalp, it would be a good time to question your client regarding previous services and ask if the client has ever experienced scalp sensitivity or if they have any known allergies.

Infections and infestations

Your scalp check is an ideal time to also look for evidence of infestations. Infestations are caused by parasites or insects living and feeding off the body. Examples are scabies and head lice, both of which are infections and could be passed on to others.





If you notice any signs of infestation, such as a rash, or brown or clear scars/eggs on the hair shaft, do not proceed with the service. You may require the assistance of a senior member of your salon team as you will need to inform you client of the infestation. Once the client has left the salon, ensure that you sterilise all gowns, towels and equipment that has been used.

Non-infectious conditions cannot be passed from one person to another, so they are not contagious. But if there is broken skin it is not recommended to carry out salon services as this will cause discomfort to the client. Always seek approved medical advice.

Hair growth patterns

Growth patterns will limit the cutting style you can achieve. You can adapt the cutting method to incorporate growth patterns but you must be aware of the limitations they impose. Not only will a growth pattern limit the cutting service – it will also impact on the styling service.



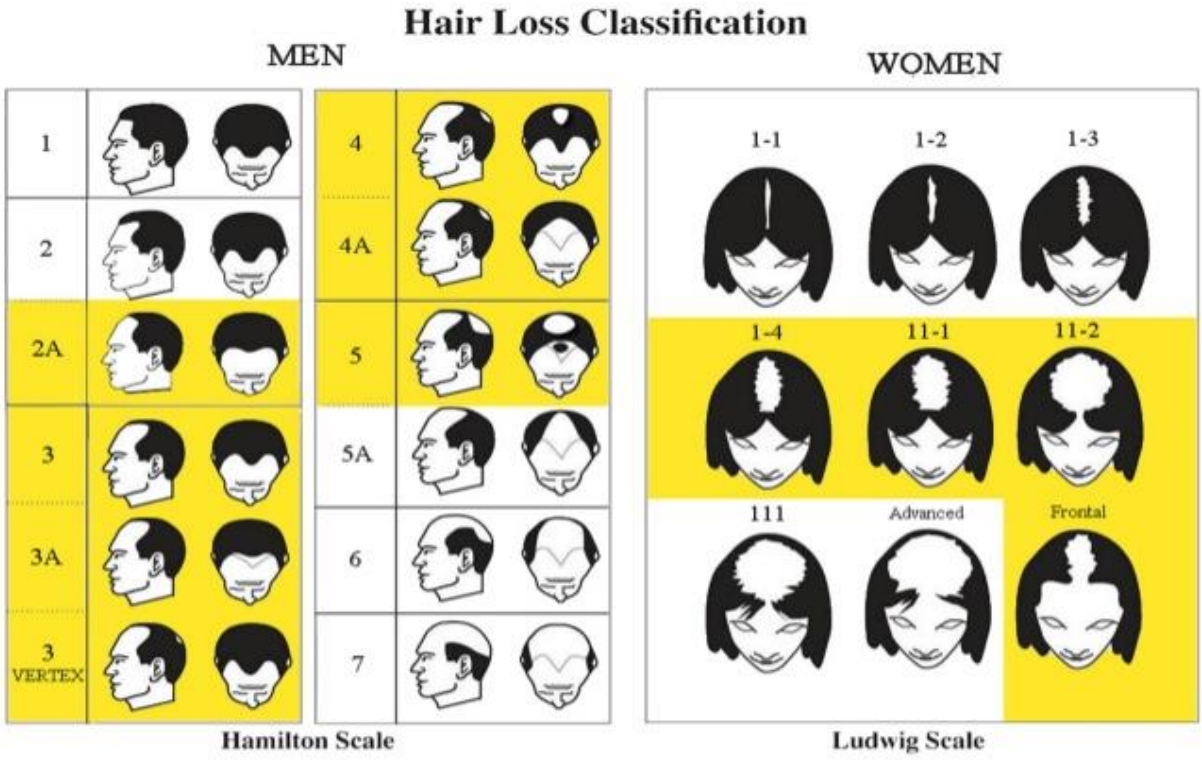
Double crown



Nape whorl

Hair loss

- **Pattern** – hair is lost in a pattern on the head. Pattern hair loss can occur in men and women, and can be due to genetic factors in men and hormonal changes in women. The **Hamilton scale** is used to determine male pattern hair loss and the **Ludwig scale** to determine female pattern hair loss.
- **Diffuse** – hair is shed most commonly in the telogen phase of the hair growth cycle. Diffuse hair loss can affect men and women at any age and may be due to stress, nutrition or hormone imbalances. It may be acute or chronic.
- **Patchy** – this type of hair loss, in patches on the scalp, can be hereditary, due to shock or stress, or due to an autoimmune condition. It can be scarring or non-scarring.



Analyse hair

The type of hair that you are working with will influence the style that you can create. The hair classification chart will help you to recognise each hair type.

There are four basic types of hair:

- type 1 – straight hair
- type 2 – wavy hair
- type 3 – curly hair
- type 4 – very curly/z-pattern hair.

Straight hair	Wavy hair			Wavy-curly hair		Tight-curly hair	Kinky-curly hair	Kinky hair	Z-pattern hair
1	2A	2B	2C	3A	3B	3C	4A	4B	4C
									

Texture

Hair texture can affect the choice of hairstyles. Coarse-textured hair might not suit the desired look; you will need to recommend styling products to help achieve a smoother result. If the hair is fine, it may not be able to hold the style that your client has requested; you might need to use supporting hair products.

Density

Density can affect the choice of style that can be created.

Abundant hair might need specific products to control its volume to achieve the desired look. Consider whether abundant hair will enhance the look; if not, suggest alternatives.

If the hair is sparse, there may not be a sufficient amount of it to achieve the look chosen by your client. Be tactful when informing the client of this: try to suggest alternative styles that would suit sparser hair and don't forget to recommend products that can help the hair to look denser.





Porosity

Hair that is damaged is likely to be porous – this can affect the technique you use and client comfort. If the hair is porous and the cuticles are open then it is more likely to tangle and this may cause client discomfort.

You should use a wider-toothed comb and spray the hair with leave-in conditioner to aid the combing process.

The open cuticles of porous hair can make the hair look dull, so use finishing products that will create a shine.



Elasticity



Elasticity can affect the styling techniques and outcomes.
If the hair is weak, it may not be able to hold the style and any shape that you create may quickly drop out.

It is essential to use heat protective products on hair with high elasticity.
Carry out an elasticity test before beginning your service.

Handout 9: Influencing factors

Below is a checklist of influencing factors that may have an impact on your ability to create the style that you client is requesting.

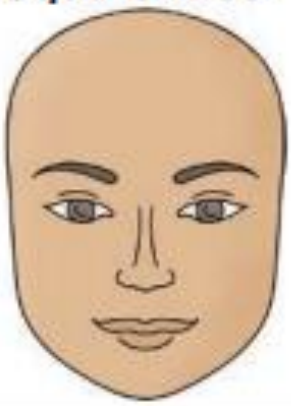
Work through the entries and make sure that you consider them before starting each service.

- ❑ Client's current hair style
- ❑ Hair length
- ❑ Face shape
- ❑ Head shape
- ❑ Facial features
- ❑ Hair texture
- ❑ Male pattern baldness
- ❑ Infections or infestations
- ❑ Hair growth patterns
- ❑ Hair classifications
- ❑ Hair porosity
- ❑ Hair elasticity

Think of ways in which you could adapt your technique for any of the influencing factors listed above.

Handout 10: Face shapes

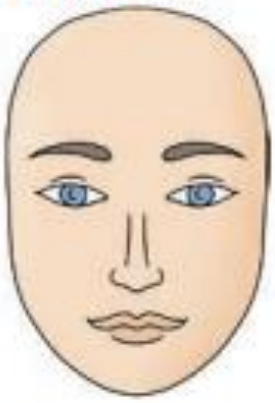
Square face



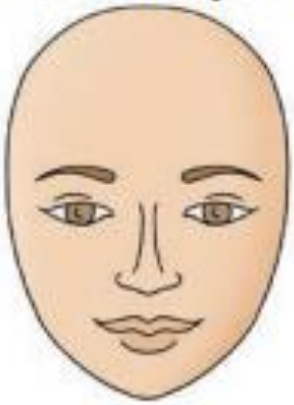
Oblong/long face



Oval face



Heart-shaped face



Round face



Handout 11: Proving client advice and recommendations

- Ensure your client feels comfortable in the consultation and service process.
- Maintain confidentiality.
- Gather information through open questioning.
- Check for contra-indications and scalp conditions and advise the client to refer to a GP or trichologist if you are unable to proceed with the service.
- Be mindful of your client's expectations during the consultation process – if the request a style which you cannot achieve, give their hair length, type or condition, explain why and suggest an alternative.
- Keep a record of your client's services and treatments, including any contra-indications, so that you have this for medical and legal purposes, and to ensure consistency.
- Check that your client understands and agrees to the treatments or services you are going to perform.
- Provide aftercare advice on what products and equipment the client should use to maintain their style, and how long the style will last. Recommend any further treatments or services which you feel will benefit the client, and book them in for their next appointment.

Handout 12: Treatable scalp and skin conditions

To identify skin conditions, a thorough examination of the scalp is required in order to make recommendations to the client.

Skin conditions can be classified as infectious (bacterial, fungal, viral), hereditary or medical. You must ensure you are clear on the type of condition presented by the client. Certain non-infectious conditions, such as dandruff, can be dealt with in the salon. You can also carry out a service on other non-infectious conditions such as psoriasis or eczema following medical advice.

If a client presents a skin condition unknowingly, you must recommend the correct course of action and inform your colleagues of your decision or support them in their consultation.

Condition	Symptom	Cause	Treatment
Eczema 	Excessively dry skin, red when itched. Weeping with small blisters can occur.	Allergic reactions to certain food types or chemical irritants. It has a tendency to flare up at certain times. Usually in adults a lifelong condition.	GP usually treats with a steroid-based cream and a change in diet. In severe cases referral to a dermatologist. Stay clear of heavily fragranced hair products, as they can become an irritant.
Keloids 	Overgrown area of rubbery scar tissue, larger than the original wound.	Not fully known, but it is believed to be a problem with the **fibroblasts** that produce scar tissue. It is thought a poor immune system, hormones and genetics may play a part in their cause.	GP in certain cases – treatment is with steroid injections. In severe cases surgery is used to remove the excess tissue.
Sebaceous cyst (also known as epidermal cysts) 	A lump under the skin. Commonly found on the scalp, ears, face and back.	Blocked sebaceous glands and swollen hair follicles.	Medical referral to GP or trichologist.
Contact dermatitis 	Signs can be redness, itching, scaling and blistering. If left untreated the skin can crack and bleed.	Allergic contact dermatitis is caused by sensitising. Irritant contact dermatitis is caused by chemicals and wet work.	Ensure hands are dried well after washing. GP may recommend specialised creams.

Scalp conditions



Dandruff

Dandruff (pityriasis capitas) is a scaling of the scalp, which may or may not be associated with sebum (produced by the sebaceous glands, which are an appendage of the hair follicle). The appearance is of small white or grey scales on the surface of the scalp. They can be localised or diffuse. Dandruff mainly affects adults, post-puberty, and is rarely found in children. It can become quite severe in the teenage years.

This condition can be treated with scalp treatments such as trichologists' kerotolytic scalp ointments which contain salicylic acid to remove excess scales. It can also be controlled through diet and lifestyle. Regular scalp treatments will need to be applied to control the scales. Dandruff cannot be cured, only controlled. Generally, it is not a pruritic condition. If there is any erythema or excessive excoriations this could be signs of a different type of scalp issue. In such a case a qualified trichologist would need to carry out an in-depth consultation to identify and diagnose.

Seborrhoea is where an individual hair produces excessive sebum. Every hair follicle has a sebaceous gland, hence fine hair appears greasy compared to coarse hair. Per square inch we have more fine hair than coarse hair, which explains why clients complain more about greasy hair when their hair texture is fine than when it is coarse. Seborrheoa can be treated with scalp treatments which absorb and remove excess oil and sebum. The following techniques should be taken into account for seborrhoea.

- Shampoo daily to control the condition, creating a healthy environment for hair to grow.
- Apply shampoo prior to the wetting agent. This avoids causing surface tension between the water and the surfactant.
- Use tepid rather than hot water to avoid over-stimulation of the glands.
- Do not massage the scalp as this will stimulate the sebaceous glands and exacerbate the condition.
- Use your fingertips and a gentle rotary movement to avoid stimulating the sebaceous glands, but remember to advise your client of what you are doing as they may feel that they are not getting a good shampoo service.
- Avoid applying conditioner to the root/scalp area.



Seborrhoea

Seborrhoeic dermatitis appears as greasy scales which form crusts. The scalp is erythemic (the skin is red or inflamed) and moist. It can also affect the eyebrows, the sides of the nose and the top of the back. Its cause is unknown and it is exacerbated by anxiety, stress and certain foods. The condition can be controlled by topical treatments (such as creams applied to the skin), diet and lifestyle.



Psoriasis is a genetically determined disorder which affects the skin and scalp. It presents itself as bright pink demarcation plaques covered in silvery scales. Increased hair shedding is common with this condition, if the scalp is affected. Salon-based treatment consists of using of kerotolytic-based products containing salicylic acid, anti-bacterial shampoos and corticosteroid scalp lotions. The condition can be controlled but not cured. It is affected and aggravated by stress.

Worksheet 1: Good and bad customer service experience (learner)

Use the table below to record your previous customer service experiences – both good and bad – and share this with your group. These findings will help you to achieve customer service excellence.

Good experience	Bad experience	How did you feel?

Worksheet 2: Client discussion topics

Use the internet and social media to research current topics in the news, or style trends, which you could discuss with clients. Remember to avoid politically sensitive topics which could cause offence. Use the table below to record these ideas, then think of some specific questions you could ask around them. The first row has been completed as an example.

Topic	**Questions I could ask**
The new TV series of Strictly Come Dancing	*Are you watching Strictly this year? Who is your favourite dancer? What did you think of the Movie Week styles?*

Worksheet 3: Equality and diversity

1. Give a description of diversity.

2. Give a description of equality.

3. List nine characteristics the Equality Act 2010 protects against.

4. Do equal opportunities mean treating everyone the same?

5. A 56-year-old student is refused a student loan because of their age, is this legal?

6. Do equal opportunities mean that all groups gain the information and skills needed to benefit equally from job opportunities and services?

Worksheet 4: Values and behaviours (learner)

Discuss in pairs what you would do if you encountered the following scenarios:

1. You have accidentally got permanent colour on the collar of your client's shirt.

2. A client arrives late and there may not be time to carry out their service.

3. A client is angry as their appointment is running late. They raise their voice and cause a scene.

4. A colleague has confided in you that they have taken some hairdressing products from the retail stand for personal use.

5. A colleague has taken a client's phone number from their record card for personal use.

6. A transgender client arrives for a hair extensions service. They are nervous during the consultation.

When you and your colleague have discussed how you would deal with the above scenarios, use your skills to present your answers to other colleagues. Clearly explain why and how you came to your conclusions.

Worksheet 5: Prepare for your client – checklist (learner)

It is important to prepare yourself and your work area before carrying out any hair service. The exercise below will help you to remember all the things that you must do before your client arrives. The list has been started to help you; once you have completed it, you can keep it and use it in the future.

- ✓ Make sure that all the tools and equipment are safe and fit for purpose.
- ✓ Make sure that all the tools and equipment have been sterilised.

Worksheet 6: Social media

Research social media platforms used by your favourite hairdresser. For example, do they have a Facebook, Instagram or Pinterest page? What activities do they carry out on each platform and how are these used for different purposes?

Record your findings in the table below, ready to discuss with your group.

Hairdresser researched:_____

Social media platform (add the link)	**How this is used**

Worksheet 7: Legislation quiz

Which one of the following best describes the Consumer Contracts Regulations?

A. For purchases made at a distance, ie online, by phone, by email. For example, the retailer must explain the delivery arrangements and cancellation rights, display information about their geographical address, and the client's rights about returns and postage costs to do with returns.

or

B. Ensures the safety standards of consumer goods and goods used in the workplace, ie prohibition of the sale and manufacture of unsafe goods, making the manufacturer or seller of defective products responsible for any damage caused. Anyone who suffers personal injury, damage to personal property or death can take legal action against the producers, importers or own-branders.

Which Act/set of legislation is being described by the statements below?

1. Only authorised staff have access.
2. They are recorded accurately and kept up to date.
3. They are only used for official use.
4. They are destroyed securely if out of date.
5. If they are held on a computer system, the salon is registered with the Data Protection Registrar.
6. Not to be shared with any third party.

Consumer Protection Legislation
Data Protection Act
Trade Descriptions Act
Consumer Rights Act

The Trade Descriptions Act 1968/1972 prevents services or products being falsely described or false claims being made about quality, price or purpose, and prevents services or products being falsely advertised or displayed.

True or false?

Worksheet 8: Adapt your techniques for influencing factors (learner)

The table below lists the factors which may affect your ability to carry out your styling service. Look at each influencing factor and state how you may be able to adapt your technique to overcome them.

Factor	**Technique adaptation**
Round face shape	
Oblong face shape	
Square face shape	
Facial features	
Male pattern baldness	
Hair growth patterns	
Hair classification	Type 1
	Type 2
	Type 3
	Type 4

Worksheet 9: Face shapes and volume reduction

Label the face shapes below and see what difference volume reduction can make (there is a clue in the images).








1)
2)
3)
4)
5)
6)

Worksheet 10: Aftercare advice (learner)

Scenario:

You have created a uniform layer style and added a quasi colour for a client with mid-length Type 2 hair. Complete the table below with the aftercare advice that you would give to this client.

	Advice given
How to maintain the look	
Additional services	
Products	
Time interval between services	

Worksheet 11: The hair growth cycle

In your own words, identify and explain the stages of hair growth and what is happening to the hair at each stage.







Worksheet 12: Treatable hair and scalp conditions (learner)

Complete the table below for each hair and scalp condition:

	Symptoms	**Treatment/service implications**
Eczema		
Keloids		
Sebaceous cyst		
Dandruff		
Oily scalp		
Split ends		
Damaged cuticle		

Worksheet 13: Maths activity – calculate the cost of maintaining a relaxer

Use the information below to calculate the approximate cost of maintaining a relaxer. Remember that there are 52 weeks in a year!

Price list

Relaxer	£65
Cut and blow-dry	£40
Blow-dry	£20
Treatment	£15
Retail products	£15

The recommended interval time for a relaxer is a minimum of approximately eight weeks – how many relaxer services can a client have in one year?

After carrying out a relaxer it is very important to have a trim. This should be maintained every six weeks – how much will this cost?

Keeping the hair in optimum condition is highly recommended for someone who has a relaxer service. A client should have a treatment and blow- dry every four weeks – how much will this service cost?

Adding all of the service costs together, how much will it cost to maintain a relaxer throughout the year?