



Australian Government

SHBBCCS004 Demonstrate retail skin care products

Release: 1

SHBBCCS004 Demonstrate retail skin care products

Modification History

No equivalent unit.

Application

This unit describes the performance outcomes, skills and knowledge required to demonstrate skin care products for the purpose of retail cosmetic sales.

It requires the ability to identify the client's skin type and select and apply appropriate personal skin care products. It includes skin cleansing, product application and demonstration. The operator provides product advice in order to assist the customer in making a decision to purchase a product or products from a retail skin care range.

This unit applies to those who work in retail environments where beauty or skin care products are sold. These can include beauty and hairdressing salons, retail outlets and department stores. In these environments, they work in a team but have responsibility for maintaining their own product and treatment knowledge.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Client Services

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1. Prepare client for skin cleansing.
 - 1.1. Prepare the service area and self, according to workplace policy and procedures and legal requirements, ensuring availability of product stock and skin treatment accessories.
 - 1.2. Discuss and identify skin care requirements and preferences with client.
 - 1.3. Identify the client's skin type and skin condition.
 - 1.4. Question the client to determine any contraindications and advise the client accordingly.
 - 1.5. Protect client hair and clothing from product spillage during demonstration.
2. Cleanse the skin.
 - 2.1. Identify suitable cleansing products for client's skin type and different areas of the body.
 - 2.2. Apply cleansing products in a prescribed sequence according to workplace procedures and manufacturer product instructions.
 - 2.3. Thoroughly cleanse the client's skin and remove all make-up.
3. Apply skin care products.
 - 3.1. Identify and select skin care products suitable for identified skin type and skin condition.
 - 3.2. Clearly explain the product features and benefits and method of application to client.
 - 3.3. Apply the products in sequence according to workplace procedures and manufacturer product instructions.
 - 3.4. If requested, remove the products, following sequence described in manufacturer product instructions.
 - 3.5. Evaluate results against client expectations and specified outcomes.
4. Advise on further product use.
 - 4.1. Advise client regarding suitable home-care products and treatments from the product range.
 - 4.2. Explain product use and demonstrate application as required.
 - 4.3. Explain possible product reactions to client.
 - 4.4. Safely dispose of treatment waste, and clean and restock service area for next service according to workplace procedures.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	• read, interpret and comprehend manufacturers' product information and instructions.
Oral communication skills to:	• use active listening and open and closed questioning to determine customer requirements and preferences • interact with clients in a polite and friendly manner • provide clear product and application advice, along with information regarding possible product reactions to clients.
Numeracy skills to:	• select and demonstrate appropriate product quantities • time services according to client and workplace requirements.
Problem-solving skills to:	• respond to contraindications and adverse effects.
Technology skills to:	• access online publications and internet resources that build knowledge for providing advice to clients • use client software to book client for service, record stock data and product purchases.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>

Assessment Requirements for SHBCCS004 Demonstrate retail skin care products

Modification History

No equivalent unit.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- provide safe and appropriate skin care product demonstrations to five different clients that together address each of the following skin types and conditions:
 - normal
 - dry
 - oily
 - combination
- for each of the above clients:
 - select suitable cleansers according to skin type
 - prepare the face and perform a face cleansing procedure
 - apply retail skin care products from workplace range, selected according to the client's skin type and condition
 - advise on home-care products
- for one client, present information and answer questions on a range of products explaining:
 - features and benefits
 - typical skin types and skin conditions that will benefit
 - instructions for use
 - possible adverse effects.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- workplace product range and manufacturer instructions and product information:
 - product leaflets, brochures, booklets
 - internet sites
 - product labels
- legal requirements relevant to advice and sale of beauty and skin care products:
 - state or territory and local health and hygiene regulations relevant to product demonstration

- occupational health and safety
- workplace policies and procedures relevant to:
 - selecting and applying skin care products
 - the sale of skin care products
 - care and maintenance of the service area
- types of skin cleansing products:
 - cleansers
 - toners
 - moisturisers
 - masks
 - exfoliants
- types of skin care products:
 - emollients
 - humectants
 - moisturisers
 - occludents
 - remedial products
- anatomy and physiology of the skin as they relate to skin care products, including a simplified cross-section of the skin
- skin types:
 - normal
 - dry
 - oily
 - combination
- skin conditions:
 - sensitive
 - dehydrated
 - damaged
 - mature
- acne physical appearance of:
 - skin types
 - normal skin
 - minor skin blemishes
 - inflammation arising from skin care products
- features of skin care products:
 - purpose and use of products
 - effects and benefits
 - ingredients, at a basic level of understanding
 - complementary products
 - brand options and comparable types

- directions for use
- cost
- storage requirements
- contraindications to specific skin care products identified in product information:
 - allergies
 - client use of isotretinoin
- appearance of contraindications which restrict use of skin care product:
 - bacterial, viral or fungal infections
 - acne
 - impetigo
 - lice
 - scabies
 - rashes
 - boils and carbuncles
 - sunburn
 - candidiasis
 - other visible non-normal skin.

Assessment Conditions

Skills must be demonstrated in a retail skin care industry environment; this can be:

- a retail skin care workplace or
- a simulated retail skin care workplace set up for the purpose of skills assessment.

Assessment must ensure access to:

- clients with different skin types and skin care product requirements, who have the expectation that the services provided reflect those of a commercial business
- retail display area
- a retail skin care range
- hand washing facilities:
 - basin
 - hot and cold running water
 - liquid soap
 - single use towels or hand dryer
- relevant workplace documentation:
 - product information for defined range listing ingredients, formulations, labelling and guidelines for use
 - product price lists
 - manufacturer safety data sheets for skin care products
- workplace policy and procedures relevant to:
 - selling, displaying and demonstrating products

- health and hygiene
- cleaning and environmental protection practices.

Assessment must ensure use of beauty products from a comprehensive professional range for at least one of the following:

- nail care
- make-up
- skin care.

Assessment activities that allow the individual to:

- provide advice within commercially realistic speed, timing and productivity
- demonstrate competency in an environment reflective of real work situations
- manage tasks and contingencies in the context of the job role.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors and:

- hold a qualification as a beautician or beauty therapist
- have worked as a beautician for at least three years where they have applied the skills and knowledge of this unit of competency.

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