



**VTCT**

EPA SERVICES

# **END-POINT ASSESSMENT GUIDE**

**VTCT Level 2 End-point Assessment for Beauty Professionals**

**(Beauty and Make-up Consultant)**

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# End-point Assessment Guide - Content

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# End-point Assessment

## Purpose

This End-point Assessment guide sets out the format and requirements of the End-point Assessment for the Beauty Professionals Standard (Beauty and Make-up Consultant). The End-point Assessment will be conducted by an Apprenticeship Assessor and the apprentice will be graded either Fail, Pass or Distinction.

The End-point Assessment will consist of a knowledge test and a practical observation, based on holistic grading criteria, to assess the skills, knowledge and behaviours of the apprentice. The apprentice will demonstrate that they can complete a range of services on a number of customers to industry standards and within commercial timings. The apprentice's knowledge and understanding of the underpinning theory related to the safe working practices, professionalism and values, and core behaviours will be assessed by the knowledge test. The apprentice's safe working practices, professionalism and values and core behaviours will be assessed by practical observation.

The table below provides an overview of the End-point Assessment stage.

Assessment method	Areas assessed	Assessed by	Overall Grading
1. Knowledge test (must be successfully completed before the practical observation)  2. Practical observation	<ul style="list-style-type: none"> <li>• Professionalism and values</li> <li>• Safe working practices</li> <li>• Core behaviours</li> <li>• Instruct the use and application of skincare products and make-up</li> <li>• Advise and demonstrate a range of beauty retail products, tools and equipment for the:               <ul style="list-style-type: none"> <li>- eyelashes and eyebrows</li> <li>- face, neck and skin</li> <li>- nails</li> </ul> </li> <li>• Advise and demonstrate promotional activities to customers</li> <li>• Advise, demonstrate and sell beauty products to customers</li> <li>• Advise and demonstrate perfumery recommendations to customers</li> </ul>	1. Online, administered by End-point Assessment Organisation (EPAO)  2. Apprenticeship Assessor	Fail/Pass/Distinction

## End-point Assessment Knowledge Test

The Apprentice will be required to successfully complete a knowledge test prior to undertaking the practical observation. The knowledge test will be administered by the End-point Assessment Organisation (EPAO) at a day and time to suit the apprentice.

**The End-point Assessment knowledge test will take a maximum of one hour.**

## Knowledge test requirements:

Title	The apprentice will know and understand:
<b>Professionalism and values</b>	Beauty and Make-up Consultant legal, industry and organisational requirements relating to: <ul style="list-style-type: none"> <li>• relevant product protocol guidelines</li> <li>• procedures</li> <li>• organisational requirements, customs and regulations dealing with diplomatic correctness, precedence and etiquette</li> <li>• time and self-management principles</li> <li>• equality and diversity</li> <li>• industry and organisational standards of appearance</li> <li>• The Sale of Goods and Services Act</li> <li>• Consumer Rights Act, GDPR and the Data Protection Act, and their application within the beauty retail and related industries</li> <li>• how to facilitate a positive customer journey</li> <li>• the types and uses of verbal and non-verbal communication</li> <li>• how to resolve customer problems and when to escalate to get a satisfactory outcome</li> </ul>
<b>Safe working practices</b>	Legal, industry and organisational requirements relating to: <ul style="list-style-type: none"> <li>• tools, equipment, materials and products</li> <li>• workplace cleaning requirements and waste disposal</li> <li>• supplier or manufacturer’s instructions</li> <li>• customer preparation and protection</li> <li>• direct and indirect cross-infection</li> <li>• methods that promote environmental and sustainable working practices</li> <li>• how to reduce risk of injury to self and others: posture, personal hygiene, protection</li> <li>• health and safety legislation and practice</li> </ul>
<b>Instruct the use and application of skincare products and make-up</b>	Methods of demonstrating basic skincare and make-up application techniques and use of tools and equipment.
<b>Advise and demonstrate a range of beauty retail products tools and equipment for the:</b> - eyelashes and eyebrows - face, neck and skin - nails	Fundamental knowledge of retail products, tools and equipment and application methods for the: <ul style="list-style-type: none"> <li>• eye and brow including: hair removal, eyebrow artistry and their effects, colour eyelashes</li> <li>• face and skin including: the basic anatomy and physiology of the face and the structure and function of the skin</li> <li>• nails and skin including: the basic anatomy and physiology of hands and feet and the structure and function of the skin</li> </ul>
<b>Advise and demonstrate promotional activities to customers</b>	Venue and legal requirements, promotion planning, selling skills, and budgeting.
<b>Advise, demonstrate and sell beauty recommendations to customers</b>	Service and product promotion techniques, how to make a sale, buying signals. The principles of brand awareness, pricing structures. Principles of stock rotation and maintenance.
<b>Advise and demonstrate perfumery recommendations to customers</b>	History, origins, types, brands, skin reaction, the principles of blending fragrances, the psychological effects of fragrances and relationship to olfactory and limbic systems.

## End-point Assessment Practical Observation

The apprentice will be observed by the Apprenticeship Assessor completing a range of services on a number of customers to industry standards and within commercial timings.

The skills, knowledge and behaviours set out in the Occupational Standards will be assessed through practical observation by the Apprenticeship Assessor. The Apprenticeship Assessor may use oral questioning during the practical observation where clarification may be required.

The End-point Assessment practical observation will require the apprentice to work on a **minimum of one customer**. The employer and/or training provider is responsible for providing a range of suitable customers that allows the apprentice to demonstrate the skills, knowledge and behaviours required.

The practical observation can take place at the employer's workplace such as a retail store, a realistic working environment or at a venue agreed with the End-point Assessment Organisation.

**The End-point Assessment practical observation will take a maximum of four hours (+ 10% at the discretion of the Apprenticeship Assessor) excluding breaks.**

The End-point Assessment is carried out by an Apprenticeship Assessor who assesses the apprentice's skills, knowledge and behaviours through practical observations.

**The End-point Assessment practical observation will consist of:**

Reference to the standard	Service	Elements reference
Instruct the use and application of skincare products and make-up	<p>a. The Apprenticeship Assessor will observe the instruction, delivery and evaluation of a basic skincare routine and make-up application on a customer to include:</p> <ul style="list-style-type: none"> <li>• <b>one</b> make-up look:               <ul style="list-style-type: none"> <li>- minimal make-up</li> <li>- natural make-up</li> <li>- intense make-up</li> <li>- special occasion make-up</li> </ul> </li> <li>• an adaption of the initial look to create a further look</li> </ul> <p>b. The apprentice must show that they have:</p> <ul style="list-style-type: none"> <li>• used <b>all</b> consultation techniques</li> <li>• identified the customer's skin type and condition</li> <li>• used a minimum of <b>three</b> skincare products</li> <li>• used a minimum of <b>four</b> tools</li> <li>• used a minimum of <b>nine</b> make-up products</li> <li>• used <b>all</b> instructional techniques</li> <li>• used <b>all</b> techniques to evaluate</li> <li>• provided advice, demonstrations and recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Element 1</b> - Technical skills</li> <li>• <b>Element 2</b> - Employability skills</li> </ul>

<p><b>Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers for the:</b></p> <ul style="list-style-type: none"> <li>- eyelashes and eyebrows</li> <li>- face, neck and skin</li> <li>- nails</li> </ul> <p><b>Advise and demonstrate perfumery recommendations to customers</b></p>	<p>a. The Apprenticeship Assessor will observe the apprentice identifying the targets for sales and creation of prospective sales by:</p> <ul style="list-style-type: none"> <li>• using the appropriate questioning techniques</li> <li>• using a minimum of <b>three</b> sales techniques</li> </ul> <p>b. The Apprenticeship Assessor will observe the apprentice providing advice and demonstration of a range of beauty retail products, perfume products, tools and equipment including:</p> <ul style="list-style-type: none"> <li>• <b>one</b> eyelash or eyebrow product/tool/equipment to include either: <ul style="list-style-type: none"> <li>- hair removal</li> <li>- eyebrow artistry</li> <li>- colour eyelashes</li> </ul> </li> <li>• <b>one</b> face, neck and skin product/tool/equipment including: <ul style="list-style-type: none"> <li>- facial and specialist skincare products</li> </ul> </li> <li>• <b>one</b> nail product/tool/equipment including: <ul style="list-style-type: none"> <li>- specialist nail products</li> </ul> </li> <li>• evaluating and establishing the customer's fragrance preference and recommending an appropriate fragrance choice</li> </ul> <p>The apprentice must show that they have:</p> <ul style="list-style-type: none"> <li>• demonstrated appropriate product knowledge</li> <li>• provided clear communication and have used <b>all</b> customer communication techniques</li> </ul> <p>c. The Apprenticeship Assessor will observe the apprentice carrying out stock maintenance. The apprentice must show that they have:</p> <ul style="list-style-type: none"> <li>• completed stock maintenance for a product range</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Element 1</b> - Technical skills</li> <li>• <b>Element 2</b> - Employability skills</li> </ul>
<p><b>Complete promotional activities</b></p>	<p>a. The Apprenticeship Assessor will observe the apprentice planning, preparing, implementing and evaluating promotional activities to support beauty retail sales for a specific beauty product and/or service</p> <p>b. The apprentice must show that they have:</p> <ul style="list-style-type: none"> <li>• undertaken a minimum of <b>one</b> presentation of promotional activity</li> <li>• used a minimum of <b>three</b> types of resources</li> <li>• identified a minimum of <b>one</b> objective for the promotional activity</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Element 1</b> - Technical skills</li> <li>• <b>Element 2</b> - Employability skills</li> </ul>

## Occupational Standards

The knowledge test and practical observation will assess the apprentice's professionalism and values, safe working practices and core behaviours.

Core skills	The apprentice will be able to:	The apprentice will know and understand:
<b>Professionalism and values</b>	<p>Carry out and maintain organisational and beauty retail industry duties and requirements for professionalism: meet organisational and industry standards of appearance; maintain expected image and etiquette; implement equality and diversity protocols; work under pressure; observe time management and self-management; maintain and manage a work area; complete services in a commercially viable time and to a high standard; demonstrate a passion for the beauty retail industry; facilitate a positive customer journey and experience whilst maintaining confidentiality and consumer rights; communicate effectively with customers recognising when to apply different verbal and non-verbal communication skills; solve problems quickly and effectively as they emerge within the scope of responsibilities; and seek assistance from a senior member of staff when required.</p>	<p>Beauty and Make-up Consultant legal, industry and organisational requirements relating to: relevant product protocol guidelines, procedures, organisational requirements, customs and regulations dealing with diplomatic correctness, precedence and etiquette. Pricing, incentives and promotional structures; time and self-management principles; equality and diversity; industry and organisational standards of appearance. The Sale of Goods and Services Act, Consumer Rights Act and the Data Protection Act, GDPR and their application within the beauty retail and related industries; how to facilitate a positive customer journey; the types and uses of verbal and non-verbal communication; how to resolve customer problems; and when to escalate to get a satisfactory outcome.</p>
<b>Safe working practices</b>	<p>Meet legal, industry and organisational requirements: maintain effective, hygienic and safe working methods and safety considerations; adhere to workplace, supplier's or manufacturer's instructions for the safe use of equipment, materials and products; maintain the customer's modesty, privacy and comfort; minimise risks of cross-infection, injury or fatigue; promote environmental and sustainable working practices; ensure personal hygiene and protection meets industry and organisational requirements.</p>	<p>Legal, industry and organisational requirements relating to: tools, equipment, materials and products; workplace cleaning requirements and waste disposal; supplier or manufacturer's instructions; customer preparation and protection; direct and indirect cross-infection; methods that promote environmental and sustainable working practices; how to reduce risk of injury to self and others: posture, personal hygiene, protection; health and safety legislation and practice.</p>



<b>Core behaviours</b>	
These behaviours ensure that customers receive a positive impression of both the organisation and the individual:	<ol style="list-style-type: none"> <li>1. Personal and professional ethics: demonstrates a commitment to quality, maintains honesty, integrity and confidentiality that meets industry standards</li> <li>2. Flexible and positive attitude: adapts positively to changing work priorities and patterns when new tasks need to be completed or requirements change</li> <li>3. Maintain customer care principles and practices: show customers respect at all times and in all circumstances, demonstrate customer empathy, sensitivity and awareness</li> </ol>

<b>Beauty and Make-up consultant skills</b>	<b>The apprentice will be able to:</b>	<b>The apprentice will know and understand:</b>
Instruct the use and application of skincare products and make-up	Consult, prepare, plan and deliver basic skincare and make-up instruction, and evaluate the success of skincare and make-up instruction with customers to meet individual customer needs, occasions and skin type/condition	Methods of demonstrating basic skincare and make-up application techniques and use of products, tools and equipment, how to tailor skincare and make-up instruction to meet individual customer needs, occasions and skin type/condition.
Advise and demonstrate a range of beauty retail products, tools and equipment for the: <ul style="list-style-type: none"> <li>- eyelashes and eyebrows</li> <li>- face, neck and skin</li> <li>- nails</li> </ul>	Advise and demonstrate a range of beauty retail products, tools and equipment to customers including: <ul style="list-style-type: none"> <li>• methods used to enhance the appearance of the eyes and brows including: hair removal, eyebrow artistry and their effects, colour eyelashes</li> <li>• methods used to improve and maintain the condition of the face and neck, including facial and specialist skincare products</li> <li>• methods used to enhance the appearance of the nails and hand, feet and skin, including specialist nail products</li> </ul>	Fundamental knowledge of retail products, tools and equipment and application methods for the: <ul style="list-style-type: none"> <li>• eye and brow including: hair removal, eyebrow artistry and their effects, colour eyelashes. The advice customers require to select, attach, maintain and remove semi-permanent and temporary eyelash products</li> <li>• face and skin including: specialist skincare products. The basic anatomy and physiology of the face and the structure and function of the skin</li> <li>• nails and skin including: specialist nail products. The basic anatomy and physiology of hands and feet and the structure and function of the skin</li> </ul>
Complete promotional activities	Plan, prepare, implement and evaluate promotional activities to support beauty retail sales.	Venue and legal requirements, promotion planning, selling skills, and budgeting.
Advise, demonstrate and sell beauty products to customers	Identify the targets for sales and creation of prospective sales, inform and gain the customer's commitment to purchasing the additional services/products. Carry out stock rotation and maintenance.	Service and product promotion techniques, how to make a sale, buying signals. The principles of brand awareness, pricing structures, and product ranges. Principles of stock rotation and maintenance.
Advise and demonstrate perfumery recommendations to customers	Evaluate and establish customers' fragrance preferences and recommend appropriate fragrance choices.	History, origins, types, brands, skin reaction, the principles of blending fragrances, the psychological effects of fragrances and relationship to olfactory and limbic systems.

## Entry requirements for End-point Assessment

To be eligible for the End-point Assessment the apprentice must meet the following Gateway requirements:

- Meet the minimum duration for the apprenticeship programme, which is 12 months
- Complete the on-programme part of the Level 2 Diploma for Beauty Professionals - Beauty and Make-up Consultant qualification
- Achieve Level 1 mathematics and Level 1 English qualifications (or relevant equivalent) either during or before their apprenticeship
- Take the assessment for Level 2 qualification (or equivalent) in mathematics and English, however they do not have to achieve mathematics and English at this level prior to completing their apprenticeship

## Delivery and location of the End-point Assessment

The End-point Assessment knowledge test may be taken either on the employer's premises or off-site. The knowledge test will be taken in a controlled environment; the definition of a 'controlled environment' will be clearly defined and explained by the EPAO prior to scheduling the knowledge test and will include environmental requirements such as lighting, space, privacy and the requirements for an invigilator to follow VTCT's End-point Assessment Instructions for Conducting Examinations.

The End-point Assessment practical observation can take place at the employer's workplace such as a retail store, a realistic working environment or at a venue agreed with the EPAO. The observation should be carried out at a time that avoids seasonal periods or low levels of trading and reflects typical working conditions in a retail environment.

The realistic working environment must meet the following principles:

- All End-point Assessment practical observations must be carried out under realistic commercial conditions
- Any potential conflicts of interest must be declared
- The working area must conform to current health and safety legislation and commercial practice
- The range of services, professional salon products, tools, materials and equipment must be current and available for use
- All by-laws, legislation or local authority requirements that have been set down in relation to the type of work that is being carried out must be taken into full account
- The employer or training provider is responsible for providing equipment, tools and products. All equipment and tools must be in good working order
- The End-point Assessment practical observation will require the apprentice to work on a minimum of **one** customer. The employer and/or training provider is responsible for providing suitable customers for the End-point Assessment

In addition, the following must be adhered to:

- A maximum of **six apprentices** can be assessed at any one time by the Apprenticeship Assessor during the practical observation
- Only the Apprenticeship Assessor and customers can speak to the apprentice during the End-point Assessment practical observation

## Assessment controls – Knowledge Test

Each knowledge test will be assessed by multiple choice questions and will be available online and on-demand. The EPAO has the responsibility for scheduling the End-point Assessment.

The head of training is responsible for ensuring that all relevant personnel involved in the examination process follow **VTCT's End-point Assessment Instructions for Conducting Examinations**.

1. The knowledge test will be on-screen and marked by computer. All apprentices will complete their tests on-screen away from the day-to-day pressures of work and in a 'controlled' environment.
2. The knowledge test may be taken either on the employer's premises or off-site. The knowledge test will be taken in a controlled environment; the definition of a 'controlled environment' will be clearly defined and explained by the EPAO prior to scheduling the knowledge test and will include environmental requirements such as lighting, space, privacy and the requirements for an invigilator to follow VTCT's End-point Assessment Instructions for Conducting Examinations.
3. The knowledge test will be externally set and marked by the EPAO; questions have been written using the language, tone and style expected for the level of the Standard.
4. Knowledge tests will be invigilated in line with the requirements, set out by the EPAO, to identify a suitable person to invigilate the on-demand test.
5. The knowledge test will consist of 40 multiple choice questions with one mark allocated per question.
6. The results of the online knowledge test will be immediately available in the e-testing system. Sufficient time (four weeks) must be allowed for the marking and notification of results of the alternative method.
7. An apprentice is allowed to re-sit the knowledge test twice if a pass grade has not been achieved. If they do not pass at the third attempt they will have to undertake further learning/training before re-taking a new End-point Assessment knowledge test.

## Assessment controls – Practical Observation

An overview of the assessment controls which apply to the End-point Assessment is detailed in the table below:

Control description	Conditions
<b>Dress code</b>	Apprentices are expected to look professional and wear the uniform as required by their employer on the day of the End-point Assessment practical observation. This must be in accordance with health and safety requirements (no open toe shoes).
<b>Health and safety</b>	Apprentices must comply with health and safety legislation and are responsible for ensuring the safety of themselves and their customers during the End-point Assessment practical observation. Where the Apprenticeship Assessor identifies a high risk of harm, the practical observation will be stopped. If this happens, the Apprenticeship Assessor will explain their reason(s) and use their judgment as to whether or not the apprentice should continue with the assessment.
<b>Punctuality and timing</b>	Apprentices must arrive at least 30 minutes before the start of the practical observation. In instances where the apprentice may arrive late they must inform their training provider as soon as possible so the Apprenticeship Assessor is aware. Where possible, the Apprenticeship Assessor will aim to accommodate the apprentice but not at the cost of disrupting the other apprentices' End-point Assessment practical observations. All services must be completed in a commercially acceptable timeframe and in accordance with the Assessment Plan, which is a maximum of four hours (+10% at the discretion of the Apprenticeship Assessor) for beauty and make-up consultancy, excluding breaks.
<b>Environment</b>	End-point Assessment practical observations must take place in a realistic working environment under controlled assessment conditions. The apprentice must be able to work independently on their customers in a dedicated working space, without visible distractions. If on arrival the Apprenticeship Assessor deems the environment unsuitable because it does not meet the specified venue requirements, the End-point Assessment practical observation may be delayed or cancelled.
<b>Mobile phones and tablets</b>	Apprentices and customers are permitted to use mobile phones/tablets for consultation purposes, product recommendations and imagery. The use of mobile phones and tablets for other purposes are prohibited. For exceptional circumstances where a customer is likely to need access to their mobile phone, the apprentice must communicate the circumstances to the Apprenticeship Assessor who will then make suitable arrangements.
<b>Resources and preparation</b>	<p>A full range of products, tools and equipment is required for the End-point Assessment practical observation and must be available for the apprentice to use.</p> <p>All preparation of the work area, tools and equipment should be undertaken by the apprentice. Sterilisation of all tools and equipment can take place prior to the practical observation.</p>

<b>Requirements for customers</b>	<p>Customers must meet the following requirements:</p> <ul style="list-style-type: none"> <li>• Be 16 years old or older</li> <li>• Be willing to have the application of basic skincare products and make-up</li> <li>• Provide signed consent to participate</li> <li>• Not be contra-indicated for any service, and complete a customer declaration form prior to the End-point Assessment practical observation taking place</li> </ul> <p>The employer and training provider should support and advise the apprentice on customer selection. Customers can be familiar to the apprentice. The employer and or training provider is responsible for providing customers/ clients for contingency purposes (in the event of any factors rendering the observation void).</p>
<b>Collaboration</b>	<p>The End-point Assessment practical observation itself is an assessment of individual performance and does not allow collaboration between apprentices.</p> <p>The customer shall not discuss the apprentice’s performance or provide any advice during the End-point Assessment practical observation. If the Apprenticeship Assessor feels collaboration rules are breached then the apprentice’s End-point Assessment practical observation may be terminated.</p>
<b>Breaks</b>	<p>Apprentices are allowed a maximum of a 15 minute break every two hours and this must be agreed between the apprentice and Apprenticeship Assessor. The apprentice will plan their breaks on their End-point Assessment schedule. Collaboration controls will apply during break periods.</p>
<b>Oral questioning</b>	<p>The Apprenticeship Assessor may ask the apprentice questions during the End-point Assessment practical observation where clarification is required. The questions should pertain only to the observation and the knowledge, skills and behaviours being tested in this method. Any necessary questioning will be completed during the practical observation. Knowledge, skills and behaviours observed and answers to any questions must be documented by the Apprenticeship Assessor. Collaboration with peers and customers is not permitted. Customers must not provide any advice or give prompts to the apprentice if the questions are asked during the End-point Assessment practical observation.</p>

## How the End-point Assessment is graded

Each assessment method will be graded Fail, Pass or Distinction. The overall grade will be based on the grades achieved in the two End-point Assessment methods; knowledge test and practical observation.

### Knowledge test

To achieve a pass in the knowledge test the apprentice must achieve a set percentage of 70-84% of correct answers to Pass the assessment. The apprentice must achieve a higher set percentage of 85% or more of the correct answers to gain a Distinction in the assessment. The knowledge test must be successfully completed, and a minimum Pass grade achieved before the practical observation can take place.

### Practical observation

<p><b>Element 1</b> - Technical skills</p>	<ul style="list-style-type: none"> <li>• Instruct the use and application of skincare products and make-up               <ul style="list-style-type: none"> <li>- Graded Fail/Pass only, using holistic grade descriptors</li> </ul> </li> <li>• Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers               <ul style="list-style-type: none"> <li>- Graded Fail/Pass/Distinction using holistic grade descriptors and assessed over all technical skills</li> </ul> </li> <li>• Complete promotional activities               <ul style="list-style-type: none"> <li>- Graded Fail/Pass only, using holistic grade descriptors</li> </ul> </li> </ul>
<p><b>Element 2</b> - Employability skills</p>	<p>Graded Fail/Pass/Distinction using holistic grade descriptors and assessed over all technical skills.</p> <p>Apprentices must achieve a minimum of a Pass in all technical skills and employability skills to achieve an overall Pass for the practical observation.</p> <p>To achieve an overall Distinction for the practical observation, the apprentice must achieve a Distinction in Element 1 Technical skills – Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers and a Distinction in Element 2 – Employability skills.</p>

The holistic grading rubric, which has been shaped by employers, contains two or three levels of performance, Fail/Pass or Fail/Pass/Distinction. Employers developed a broad description of the characteristics that define each grade which have been further amplified into grade descriptors for each element of the End-point Assessment practical observation. The Apprenticeship Assessor evaluates the performance of the apprentice for each element, based on the overall quality and impressionistic judgement on which grade descriptor most closely matches the observed performance.

In this holistic, standards-based assessment, the Apprenticeship Assessor observes apprentice performance for each element and then directly maps its quality to the descriptors on the holistic grading rubric. Although the Apprenticeship Assessor may note specific features that may stand out while appraising performance, arriving at a holistic judgement for each element of the End-point Assessment practical observation is foremost.

**Element 1:** Technical skills. The holistic grading criteria related to this element of the practical observation are based on the grade profiles contained within the Beauty and Make-up Consultant Assessment Plan.

This element is made up to the following services:

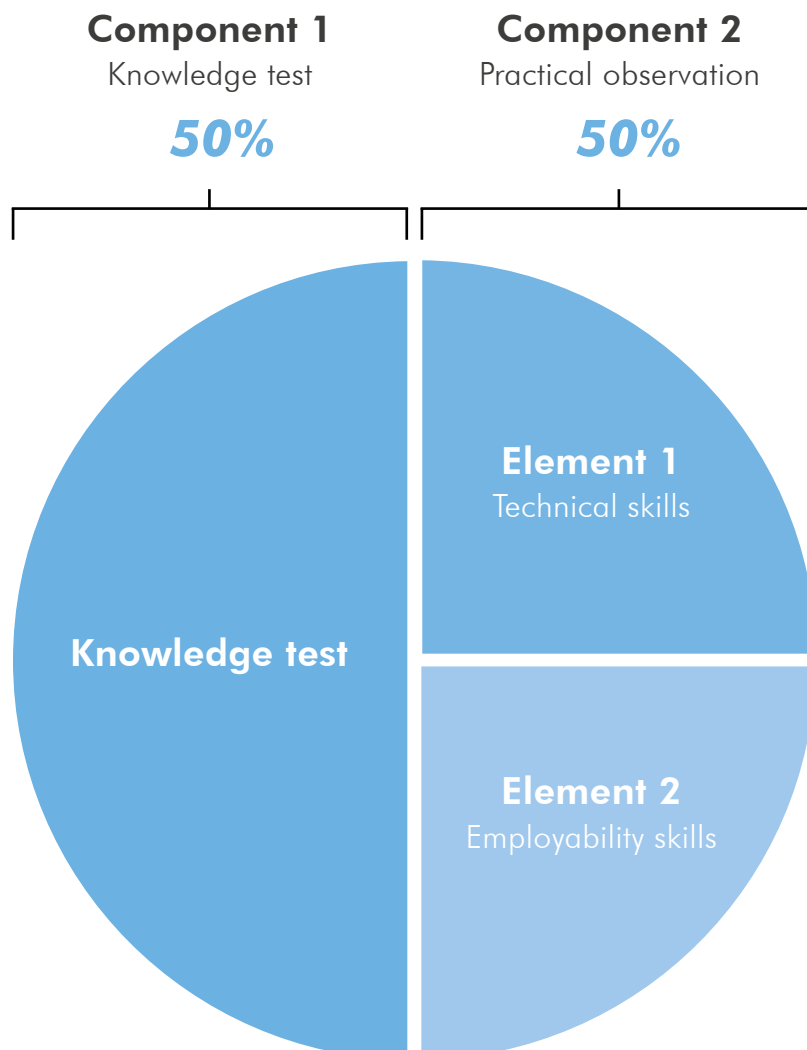
- Instruct the use and application of skincare products and make-up – graded as a Fail/Pass
- Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers – graded as a Fail/Pass/Distinction
- Complete promotional activities – graded as a Fail/Pass

**Element 2:** Employability skills. The holistic grading criteria relating to this element of the practical observation are based on the professional behaviours specified in the Beauty and Make-up Consultant Standard and represent the grade profiles contained within the Beauty and Make-up Consultant Assessment Plan. The grade allocated to this aspect of the End-point Assessment will be determined as a result of the Apprenticeship Assessor’s holistic judgement on the apprentice’s performance throughout the End-point Assessment practical observation. This element is graded as a Fail/Pass/Distinction.

The table below illustrates the assessment method for each component:

Component	Knowledge Test	Practical Observation
<b>Component 1</b> Online examination	✓	
<b>Component 2</b> Element 1 - Technical skills		✓
<b>Component 2</b> Element 2 - Employability skills		✓

The percentage contribution of each element to the overall End-point Assessment grade is shown in the graph below:



# Calculating the overall End-point Assessment grade

**Each component will be graded Fail/Pass/Distinction.**

## **Component 1:**

### **End-point Assessment knowledge test:**

#### **Grading**

To achieve a Pass in the End-point Assessment knowledge test the apprentice must achieve a set percentage of 70-84% of correct answers to Pass the assessment. The apprentice must achieve a higher set percentage of 85% or more of the correct answers to gain a Distinction in the assessment.

## **Component 2:**

### **End-point Assessment practical observation:**

- There are two elements to the End-point Assessment practical observation that each contain holistic grading criteria:
  - Technical skills
  - Employability skills
- The technical skills element is further broken down into the following services:
  - Instruct the use and application of skincare products and make-up
  - Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers
  - Complete promotional activities

All components and elements must be passed in order for the apprentice to achieve the End-point Assessment.

### **Overall End-point Assessment grade**

To achieve a Pass an apprentice must achieve a Pass in both the practical observation and the knowledge test. If either of the components are not achieved, the apprentice would not achieve the overall End-point Assessment.

To achieve a Distinction an apprentice must achieve a Distinction in both the practical observation and the knowledge test. If a Pass is achieved in one component and a Distinction is achieved in the other, the apprentice would achieve a Pass overall for the End-point Assessment.



# Notes

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# Element 1 - Technical skills

## 1 - Instruct the use and application of skincare products and make-up

The apprentice will be assessed providing a basic skincare routine and make-up application on a customer.

### **Instruct, deliver and evaluate a basic skincare routine, one make-up application and one make-up adaption**

- One of the following make-up looks
  - minimal make-up
  - natural make-up
  - intense make-up
  - special occasion make-up
- An adaption of the initial look to create a further look

### **Range of techniques, resources, products, tools and equipment required.**

#### **The apprentice must show they have:**

- Used **all** consultation techniques
  - questioning
  - listening
  - visual
  - manual
  - written
- Correctly identified the customer's skin type
  - oily
  - dry
  - combination
- Correctly identified the customer's skin condition
  - sensitive
  - dehydrated
  - mature

# Element 1 - Technical skills

## Range of techniques, resources, products, tools and equipment required continued.

### The apprentice must show they have:

- Used a **minimum of three** skincare products
  - cleansing
  - toning
  - moisturising
  - primers
  
- Used a **minimum of four** tools
  - disposable items
  - sponges
  - brushes
  - tweezers
  - spatulas
  
- Correctly and appropriately used a **minimum of nine** make-up products
  - foundations
  - concealers
  - face powders
  - highlighters
  - shaders
  - bronzers
  - cheek colour
  - eyebrow products
  - eye colour products
  - eye liners
  - mascaras
  - lip liners
  - lip colour products

# Element 1 - Technical skills

## Range of techniques, resources, products, tools and equipment required continued.

### The apprentice must show they have:

- Used **all** instructional techniques
  - skills demonstration
  - use of visual aids
  - verbal explanation
  - use of written instructions and recommendations
- Used **all** techniques to evaluate
  - questioning
  - listening
  - visual/image
  - manual
  - the effects of lighting
- Provided advice, demonstration and recommendations on **all**
  - tools and equipment
  - facial/skincare products for the face and neck
  - eye and brow products
  - make-up products

# Element 1 - Holistic grading criteria

## 1 - Instruct the use and application of skincare products and make-up

The apprentice must practically demonstrate that they meet all of the requirements of the End-point Assessment as set out in the Beauty and Make-Up Consultant Assessment Plan.

The holistic grading criteria should be used by the Apprenticeship Assessor to determine an overall grade for each technical component.

Instruct the use and application of skincare products and make-up	
<p><b>Fail</b></p> <input type="checkbox"/>	<p>The apprentice paid undue care to hygienic and safe working practices throughout the service. The apprentice did not prepare themselves or the working area appropriately. The apprentice did not adequately prepare the customer and demonstrated incorrect techniques when using products, tools and equipment for a skincare and make-up service. The apprentice failed to use techniques to ensure customer comfort. The apprentice did not meet the service outcomes – examples include: inappropriate application of skincare products, uneven application of the foundation and inappropriate colour choices for the make-up look and customer characteristics. The apprentice provided inappropriate instructions to the customer on the use and application of the skincare and make-up products. The apprentice did not successfully evaluate the skincare and make-up instruction resulting in the customer's individual needs and expectations not being met.</p>
<p><b>Pass</b></p> <input type="checkbox"/>	<p>The apprentice ensured they had a professional appearance and prepared the working area thoroughly. The customer was prepared for the service and the appropriate products, tools and equipment were selected and used effectively to meet the customer's objectives. The apprentice used techniques to ensure customer comfort throughout the service. Correct techniques were used by the apprentice during the skincare and make-up service for example: appropriate application of skincare products and make-up colours and tones to meet the make-up look required for the customer. The apprentice provided comprehensive instructions to the customer on the use and application of the skincare and make-up products. The apprentice effectively evaluated the overall success of the skincare and make-up instruction to meet the customer's individual needs and expectations.</p>

## 2 - Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers

The apprentice will be assessed on providing advice, demonstration and selling a range of beauty retail products, tools and equipment to customers:

### Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers:

- Identify the targets for sales and the creation of prospective sales, inform and gain the customer's commitment to purchasing the additional services/products
- **One** eyelash or eyebrow product/tool/equipment including:
  - methods used to enhance the appearance of the eyes and brows including:
    - hair removal
    - eyebrow artistry and its effects
    - colour eyelashes
- **One** face, neck and skin product/tool/equipment including:
  - methods used to improve and maintain the condition of the face and neck including:
    - facial and specialist skincare products
- **One** nail product/tool/equipment including:
  - methods used to enhance the appearance of the nails and hand, feet and skin including:
    - specialist nail products
- Evaluate and establish customers' fragrance preferences and recommend an appropriate fragrance choice
- Carry out stock maintenance

# Element 1 - Technical skills

## Identify the targets for sales and the creation of prospective sales.

### The apprentice must show they have:

- Used the appropriate questioning techniques
  - open questions (encouraging the conversation and finding out about customer tastes)
  - reducing questions  
(use with comparison products: "do you prefer this fragrance or that fragrance?")
  - closed questions (getting agreement from the customer on their choice)
  - active listening
  
- Used a **minimum of three** sales techniques
  - traffic stopping
  - overcoming objections
  - responded to buying signals
  - in-store and online promotions
  - effective product placement
  - attractive product displays
  - link selling of matching products to customer's purchase
  - current/seasonal displays

# Element 1 - Technical skills

**Advise and demonstrate a range of beauty retail products, perfume products, tools and equipment.**

The apprentice must show they have:

- Demonstrated appropriate product knowledge including:
  - price
  - features
  - actions
  - benefits
  - precautions
  - ingredients
  - brand guidelines
- Provided clear communication and have used **all** customer communication techniques
  - questioning – open and closed questions
  - listening
  - visual
  - manual

**Carry out stock maintenance.**

The apprentice must show they have:

- Completed stock maintenance for a product range



# Element 1 - Holistic grading criteria

## 2 - Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers

The apprentice must practically demonstrate that they meet all of the requirements of the End-point Assessment as set out in the Beauty and Make-Up Consultant Assessment Plan

The holistic grading criteria should be used by the Apprenticeship Assessor to determine an overall grade for each technical component.

<b>Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers</b>	
<b>Fail</b> <input type="checkbox"/>	The apprentice demonstrated weak brand recognition skills, resulting in inappropriate products, tools and equipment being selected and inadequate advice being provided to the customer. The apprentice lacked the skills to effectively demonstrate how to use the selected products, tools and equipment to meet the customer requirements. The apprentice demonstrated ineffective sales techniques and lacked the knowledge and understanding for promoting a product range, or how to recognise the customer's purchasing signals. The apprentice carried out ineffective stock control and did not meet the minimal requirements for stock maintenance.
<b>Pass</b> <input type="checkbox"/>	The apprentice's brand recognition skills were comprehensive and showed evidence of knowledge and understanding of product ranges, allowing appropriate advice to be provided to the customer. The apprentice confidently selected and demonstrated how to use products, tools and equipment to meet the customer requirements. The apprentice used promotions and incentives to effectively demonstrate and promote a range of products, tools and equipment, creating opportunities for maximising retail sales. The apprentice demonstrated effective stock control and met the necessary requirements when carrying out stock maintenance.
<b>Distinction</b> <input type="checkbox"/>	In addition to the pass criteria: The apprentice offered bespoke beauty, retail and service advice that went beyond the basic, and was backed up with evidence of an in-depth understanding of link selling and promotions. The apprentice demonstrated depth of knowledge and understanding when summarising the features and benefits of selected products, tools and equipment. The apprentice tailored the demonstration for the selected products, tools and equipment to meet the specific needs of the customer. The apprentice was able to overcome barriers to selling by combining brand and product knowledge, to provide 'up selling' enhanced sales techniques. The apprentice was capable of combining and adapting selected service techniques and methods, whilst using products, tools and equipment to maximise their effects on the customer. All influencing factors were considered in order to provide a bespoke service for the customer. The customer's and employer's expectations were exceeded by the services provided by the apprentice.

# Element 1 - Technical skills

## 3 - Complete promotional activities

The apprentice will be assessed in planning, preparing, implementing and evaluating promotional activities to support beauty retail sales for a specific beauty product and/or service.

### Complete a presentation of one promotional activity of a specific beauty product and/or service

- Use the resources required
- Identify the objective of the promotional activity

### Range of techniques, resources, products, tools and equipment required.

#### The apprentice must show they have:

- Undertaken a **minimum of one** presentation of promotional activity
  - demonstrations
  - displays
  - brand campaign
- Used a **minimum of three** types of resources
  - products to be promoted
  - tools and equipment
  - promotional literature – leaflets
  - samples of promotional products
  - promotional material; posters, banners, dummy boxes
  - counter appointment book
- Identified a **minimum of one** objective for the promotional activity
  - to enhance the organisation's or company's image
  - to increase business
  - to promote a range of products
  - to promote a particular service
  - to target a particular group of customers

# Element 1 - Holistic grading criteria

## 3 - Complete promotional activities

The apprentice must practically demonstrate that they meet all of the requirements of the End-point Assessment as set out in the Beauty and Make-Up Consultant Assessment Plan.

The holistic grading criteria should be used by the Apprenticeship Assessor to determine an overall grade for each technical component.

Complete promotional activities	
<b>Fail</b> <input type="checkbox"/>	The apprentice did not adequately plan and prepare for the promotional activity resulting in incorrect resources being selected. The apprentice's delivery of the promotional activity was at a pace that was unsuitable for the customer and the commercial timeframe for the organisation. The apprentice demonstrated a lack of understanding when promoting the features and benefits of the products and/or services. The apprentice was unable to respond effectively to the customer's questions and queries. The apprentice did not meet their set objectives or provide a sufficient evaluation for the promotional activity.
<b>Pass</b> <input type="checkbox"/>	The apprentice effectively prepared and planned for the promotional activity selecting a range of resources. The promotional activity was delivered within the commercial timeframe for the organisation and met the needs of the customer. The apprentice followed their set objectives for the promotional activity and demonstrated comprehensive knowledge of the features and benefits for the products and/or services. The apprentice responded effectively to customer's questions and queries on products and/or services. The apprentice used suitable methods to gain feedback, enabling them to draw conclusions on the effectiveness of the promotional activity.

# Element 2 - Employability skills

The holistic grading criteria should be used by the Apprenticeship Assessor to determine an overall grade across the technical components.

## Employability skills – Assessed throughout all End-point Assessment Services

Instruct the use and application of skincare products and make-up

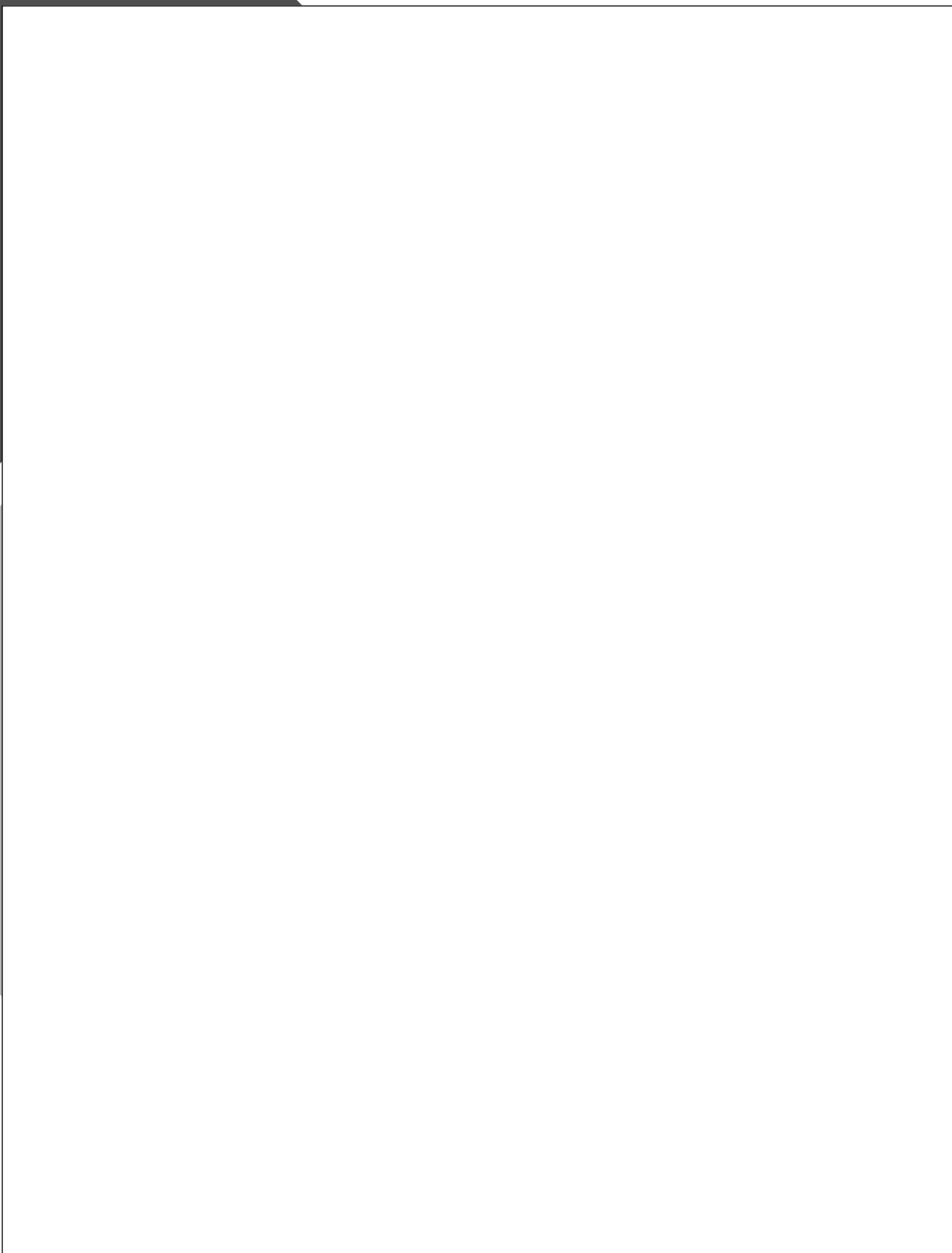
Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers

Complete promotional activities

### Employability skills

<p><b>Fail</b></p> <p><input type="checkbox"/></p>	<p>The apprentice lacked the skills required for running a beauty and make-up consultancy counter, with minimal adherence to brand guidelines and/or organisation requirements. The apprentice's working practice was haphazard showing a lack of professional image, safe working practices and an ineffective approach to customer relationships. The apprentice did not demonstrate effective consultation skills and there was a lack of attention paid to customer satisfaction and comfort. The apprentice did not demonstrate a commitment to quality and did not maintain honesty, integrity and confidentiality that meets industry standards. The apprentice did not demonstrate sustainable and commercial working practices. The apprentice did not provide advice or recommendations to the customer and did not remain focused throughout the service, resulting in the minimum customer service standard expected by employers not being achieved.</p>
<p><b>Pass</b></p> <p><input type="checkbox"/></p>	<p>The apprentice was capable of running a beauty and make-up consultancy counter in accordance with brand guidelines and organisational requirements. The apprentice demonstrated safe and hygienic working practices at all times. The apprentice demonstrated appropriate planning and organisational skills, including time management during the provision of all services. The apprentice used a range of communication and questioning techniques which were structured to clarify the customer's requirements. The apprentice showed the customer respect at all times, demonstrating empathy, sensitivity and an awareness of the customer's needs. Customer comfort and satisfaction was maintained throughout all consultancy services. The apprentice demonstrated a commitment to quality, maintaining honesty, integrity and confidentiality that meets industry standards. The apprentice remained focused and adapted positively to changing work priorities and patterns when new tasks needed to be completed or the customer's requirements changed. The apprentice demonstrated sustainable and commercial working practices, using products and resources economically throughout all consultancy services. The customer's and employers' service expectations were successfully met.</p>
<p><b>Distinction</b></p> <p><input type="checkbox"/></p>	<p><i>In addition to the pass criteria:</i></p> <p>The apprentice performed at a significant level above that expected within their job role, consistently exceeding requirements across the areas of the standard being assessed. The apprentice consistently demonstrated attention to detail, excellent planning, organisation and time management skills in all aspects of their work. The apprentice adapted communication techniques by using open and closed questions to clarify the customer's service objectives. Customer comfort was considered throughout the service and the apprentice continually went the extra mile to ensure the satisfaction of the customer. The apprentice demonstrated ergonomic working methods throughout the services. The customer's and employer's expectations were exceeded by the services provided by the apprentice.</p>

# Notes

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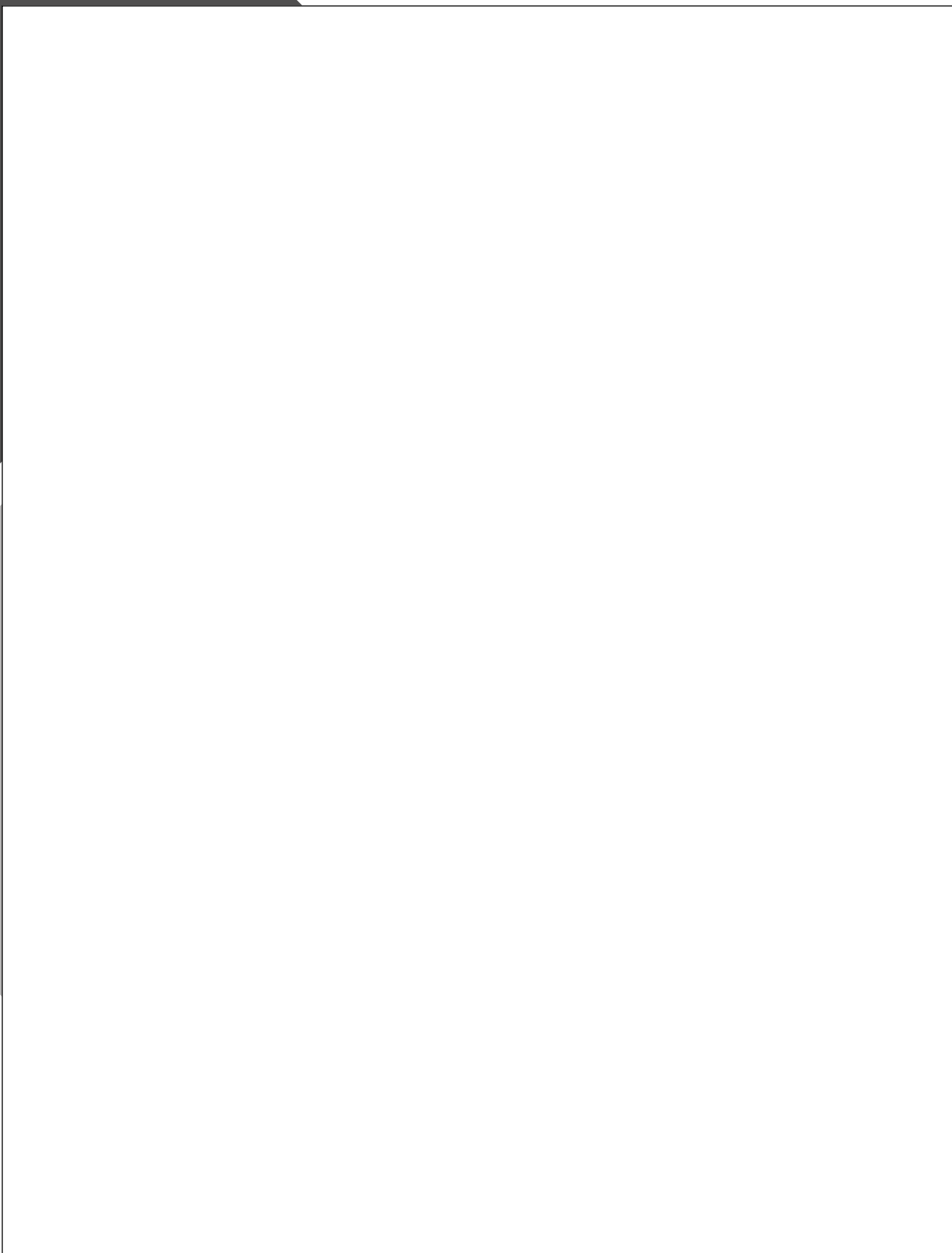
# End-point Assessment overall grade record

Element 1 - Technical skills	F	P	D
Instruct the use and application of skincare products and make-up	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advise, demonstrate and sell a range of beauty retail products, tools and equipment to customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complete promotional activities	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Element 2	F	P	D
Employability skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Overall grade:**

# Notes

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