

# End-point Assessment Example Scenarios

## Beauty Professionals (Beauty and Make-up Consultant)

The Apprenticeship Assessor will observe the Apprentice completing a range of services on a number of customers to an industry standard and within commercial timings.

### Observation:

The observation will take a minimum 3½ hours to maximum 4 hours in total, excluding breaks.

**The apprentice will be required to complete a minimum of two activities to complete the following:**

- One basic skincare routine
- One make-up look:
  - minimal make-up
  - natural make-up
  - intense make-up
  - special occasion make-up
- One adaption of the initial look to create a further make-up look
- Advise and demonstrate a range of beauty retail products, tools and equipment for the:
  - eyelashes and eyebrows
  - face, neck and skin
  - nails
- Recommend perfumery products
- Carry out stock maintenance
- Complete promotional activities

### Example activity scenario:

**Total time:** 3hrs 45mins

Activity 1 completed on a customer (2hrs 55min )	Timings
Consultation	10 minutes
<ul style="list-style-type: none"> <li>• Instruct, deliver and evaluate a basic skincare routine</li> <li>• Advise and demonstrate <b>one</b> face, neck and skin product, tool and equipment including:               <ul style="list-style-type: none"> <li>- facial and specialist skincare products</li> </ul> </li> </ul>	40 minutes
<ul style="list-style-type: none"> <li>• Instruct, deliver and evaluate <b>one</b> make-up look to include either:               <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> </ul>	40 minutes
<ul style="list-style-type: none"> <li>• Create a further make-up look and evaluate the success of the make-up look</li> <li>• Advise and demonstrate <b>one</b> eyelash or eyebrow product, tool and equipment to include either:               <ul style="list-style-type: none"> <li>- hair removal</li> <li>- eyebrow artistry</li> <li>- colour eyelashes</li> </ul> </li> </ul>	45 minutes
<ul style="list-style-type: none"> <li>• Advise, demonstrate and sell a range of nail products, tools and equipment to include:               <ul style="list-style-type: none"> <li>- specialist nail products</li> </ul> </li> <li>• Evaluate and establish the customer's fragrance preference and recommend an appropriate fragrance choice</li> </ul>	25 minutes
Complete stock maintenance for a product range	15 minutes
<b>Activity 2 (50 minutes)</b>	
Implement and evaluate a presentation of <b>one</b> promotional activity of a specific beauty product and/or service. (Use the resources required and identify the objective of the promotional activity)	50 minutes
<b>Total Time</b>	3hrs 45mins

## Document amendment history page

Version	Document Owner	Issue Date	Changes	Role
v0.4	Assessment	24/07/2020	First draft for internal consultation	Subject Matter Expert - Beauty
v0.09	Assessment	11/11/2020	Branding and formatting	Qualifications Administrator
V0.10	Assessment	12/11/2020	Appraisal	Qualifications Administrator
v0.11	Assessment	16/11/2020	Grammatical changes	Regulation Officer
v0.12	Assessment	25/11/2020	Technical review	Subject Matter Expert – Beauty Quality Lead (Apprenticeship)
v1	Assessment	01/12/2020	Full version	Qualifications Administrator

## Document Review

Role	Review Status
Quality Lead (Apprenticeship)	Draft reviewed
Subject Matter Expert- Assessment (SS)	Reviewed

## Document Owner

Document Owner	Document shared with
Assessment	Quality

## Document Sign-off

Role	Sign-off Date
Quality Lead (Apprenticeship)	25/11/2020