

ETHICAL REQUIREMENTS OF THE BEAUTY THERAPY INDUSTRY

There are Values, Behaviours and Skills which underpin all aspects of the Beauty Therapy Industry. No matter how well qualified a Therapist or Technician you are, a lack of these will hinder your ability to reach your full potential within your chosen career.

PLEASE GO INTO GROUPS OF 4 – 5 PEOPLE
GO ON....MIX YOURSELVES UP A BIT!

In your groups discuss what you think the **Values** which underpin the beauty industry may be. 5 minutes only!

Someone take a note of the groups ideas.

Now do the same for the **Behaviours** you think a Beauty Industry professional should display and also for the **Skills** that a professional should have developed.

Everyone is new to this – there are no silly answers! Reflect on times when you have experienced customer service and how that impacted on your opinion of that organisation.

10 more minutes...

VALUES:

Kathryn has started at Salon @ the campus 2 weeks ago.

Kathryn has refused to take part in Facial Treatments as she does not want to remove her own make up.

Kathryn doesn't think she will be good at Facial Treatments and only likes working with one person in the group.

Kathryn has gossiped to her friend in the group about two other class members who were at school with her seven years ago.

Do you think Kathryn will become successful in her Facial Treatments class? Why do you think this?

What key values do you think are missing from Kathryn's approach to her learning?

VALUES:

- Willingness to learn
- Flexible working attitude
- Team worker
- Positive attitude
- Personal and professional ethics

BEHAVIOURS:

Fiona has arrived late for work with inappropriate clothing and footwear – she enters the salon talking and laughing loudly on her mobile and ignores her regular client waiting at the reception area.

10 minutes later she greets the client and at consultation the client indicates she would like to change her choice of treatment.

Fiona tells the client that there is no time today and she should know that she should have phoned to change her appointment.

What professional behaviours do you think Fiona is lacking?

BEHAVIOURS:

- Meeting the salon's standards of behaviour.
- Greeting the client respectfully and in a friendly way.
- Communicating with the client in a way that makes them feel valued and respected.
- Treating the client courteously and helpfully at all times.
- Adapting behaviour to respond effectively to different client behaviour.
- Checking with the client you have fully understood their expectations.
- Responding promptly and positively to the client's questions and comments.
- Recognising information that the client might find complicated and checking whether they fully understood.
- Meeting both organisational and industry standards of appearance.

SKILLS:

Emma is dealing with an elderly client who has difficulty hearing, she is trying to find out if the facial product range the salon uses has an ingredient she is allergic to before booking.

The discussion has gone on for 10 minutes and Emma is now shouting at the client and telling her that she cannot possibly tell her if the ingredient is contained as she doesn't know what type of facial the therapist will give her.

The client doesn't understand or know the types of facial or what she really wants and the discussion is getting louder and going nowhere.

- What could Emma do to effectively help the client ?
- Is Emma displaying professional skills?

SKILLS:

- The ability to self manage
- Excellent verbal and non verbal communication using the most appropriate ways of communicating with the client
- Responding promptly to a client seeking assistance
- Quickly locating information that will help the client
- Providing the client with information they need about services and products offered by the organisation

**COMPARE THE ANSWERS WITH THE
ANSWERS YOUR GROUP LISTED.**

HOW DO YOURS COMPARE?

**DO YOU NOW HAVE A BETTER
UNDERSTANDING OF THE PARTICULAR
VALUES, BEHAVIOURS AND SKILLS WHICH
ARE REQUIRED TO BE SUCCESSFUL IN THE
BEAUTY INDUSTRY?**