

UCO90 – Business and Entrepreneurship in the Hair and Beauty Sector.

LO1: Understand the Structure and Concept of the Hair and Beauty Businesses

The Purpose and Structure of a Business

- **Definition** – any organisation that makes goods or provides services.
- **Purpose** – producing goods, supplying services, distributing products
- **Reason** – fulfilling a business opportunity, providing goods and/or services, personal aims and objectives
- **Structure** – sole trader, partnership, public limited company (PLC), private limited company (LTD), franchise, concession, independent/freelance, not for profit organisation

Business Opportunities & Interrelated Industries

Business opportunities –

- beauty salons, hair salons, barbers, spas, nail bars, brow bars, complementary therapy centres, tanning salons, men-only salons, specialist hairdressers, mobile hairdressers/barbers/therapists, aesthetic clinics

Carers and progression –

- Career/training pathways – T Level, apprenticeship, further education, private training, higher education
- Career opportunities – hairdresser, barber, colour technician, beauty therapist, spa therapist, massage therapist, nail technician, make-up artist, educator, product sales consultant
- Career progression levels – junior stylist, senior therapist/stylist, consultant, salon manager, salon owner
- Type of employment – contracted, self-employed

Interrelated industries –

- leisure and tourism, fashion, health and fitness, fashion design and buying, education and training, theatre and media, retail, product manufacturing and distribution, aesthetic nursing

Historic Development of Hair and Beauty Industries Over the Last 50 Years

- **The evolution and development** of the industry from general hairdressers and beauty salons to specialised salons – blow-dry bars, nail bars, male grooming, aesthetic clinics, spas
- **Technological advances** – hair replacement systems, nail systems, eyelash and eyebrow treatments, airbrush make-up, laser treatments, non-medical and clinical aesthetics

GROSS DOMESTIC PRODUCT (GDP)

- Contribution to the UK economy
- The measure of the market value of all goods and services produced within a country in a year or other time frame
- Providing employment opportunities
- Increasing spending
- Greater consumer choice of products and services
- Support to other sectors and industries

Legislations and Environmental Influences

- **Key legislation and regulations** – Health and Safety at Work Act, Trade Descriptions Act, General Data Protection Regulations, consequences of not meeting legal requirements
- **Health, safety and hygiene** – sanitisation, sterilisation, cross-infection, disinfection, personal protective equipment, infectious conditions
- **Code of practice**, code of ethics, benefits of trade and professional organisations and associations
- **Sustainability within the hair and beauty sector** – social, ecological and economic, short and long term environmental effects, social cost, renewable and non-renewable sources, ethical businesses, environmental laws

Common Hair and Beauty Treatments and Services

- **Hairdressing** – shampooing, cutting, colouring, perming, relaxing, styling, thermal styling, extensions, wrapping, braiding
- **Barbering** – shampooing, cutting, fading, patterns, beard shaping and trimming, shaving, colouring, styling
- **Beauty therapy** – facials, eye treatments, hair removal, tanning, make-up
- **Spa therapy** – massage therapies, body wraps, hydrotherapy
- **Nails** – manicure, pedicure, gel polish, nail enhancements, nail art
- **Make-up artistry** – fashion and photographic make-up, camouflage make-up, occasion/bridal makeup, theatrical and media make-up, prosthetics

UCO90 – Business and entrepreneurship in the hair and beauty sector.

LO2: Understand Enterprise and entrepreneurship in the hair and beauty sector

Characteristics and Objectives of an Entrepreneur

- **Characteristics of an entrepreneur** – charismatic, driven, hardworking, motivated, dedicated, risk takers, enthusiastic, organised, innovative, good communicator, analytical ability, decision maker
- **Objectives of an entrepreneur** – to be their own boss, to be in charge of their own destiny, to take risks, work flexibly, to pursue an interest, earn more money for personal profit, identify a gap in the market that could help expand a personal vision, job and personal satisfaction
- **Well known hair and beauty entrepreneurs** – Anita Roddick, Max Factor, Jeffree Star, Vaniti Parti, Vidal Sassoon

Identifying a Business Opportunity

- **How to identify a business opportunity** - Identifying gaps in the market, identifying consumer needs, initiating ideas, following an interest or a hobby, fulfilling a social or ethical goal, identifying supply and demand from competition in the area/industry, improving current products and services
 - **Market research** – identify what competitors offer, identify supply and demand requirements, pricing, quality, availability, unique selling points (USP)
 - **How to make goods**, products and services stand out from competition

Entrepreneurship and the associated benefits

- **Definition** –A legal entity possessing the right to conduct business on its own. Entrepreneurs spot opportunities and gaps in the market. They will develop new ideas for products and services by combining the resources available to them
- **Benefits to the economy and society** – new businesses, employment opportunities, increased customer choice, improved business performance and choice

Business Planning

- **Reasons why businesses create business plans** -business plans help you consider all of the elements you are going to need for your new business to be a success.
- **Benefits and drawbacks of business planning** - It allows organizations to be proactive rather than reactive, It sets up a sense of direction, It increases operational efficiency, It helps to increase market share and profitability, It can make a business more durable. Drawback are - Time consuming process, requiring research, analysis and interpretation the purpose of and methods for setting objectives, how finances are raised
- **How to develop and write a business plan** - Business idea, business aims and objectives, target market, resources, sources of finance, simple cash budget (estimated revenue and costs), marketing mix – the four Ps (product, price, place, promotion)

UCO90 – Business and entrepreneurship in the hair and beauty sector.

LO3: Understand Marketing and its Role in the Promotion of Hair and Beauty Products and Services

Principles of marketing

- **Definition of marketing** - Action or business of promoting and selling products or services, including market research and advertising.
- **Role of marketing in achieving customer retention and satisfaction** - Plays an important role in establishing relationships between customers and the organizations offering to the market. It gives us the confidence to want to try a new product in the market as opposed to situations where the products enter the market without publicity.
- **Market segmentation** (how segmentation works – gender, age, race, location, income), marketing mix, marketing communication methods

The Marketing Mix

- **The 4 Ps and how they are used in marketing**
 - **Product** – nature of the product or service (product, tool, equipment, hair and/or beauty service), unique selling points (USPs), key features and benefits (convenience, comfort, added value, product differentiation)
 - **Price** – pricing strategies (discounted launch, competitor pricing/undercutting, and seasonality)
 - **Place** – location (in-store, outlets, internet, exhibitions)
 - **Promotion** – methods (direct and indirect marketing, advertising, public relations, sales promotions, joint activities), materials (brochures, adverts, signs and displays, press releases), links with other industries
- **The consequences of false advertising** – trade descriptions, myths, exaggerations, falsehoods

Factors Influencing Marketing Objectives

- **Internal and external factors influencing marketing objectives**
 - **Internal factors** – financial, human resources, technology, company strategies
 - **External factors** – competitors, economy, market dynamics, legal factors, ethical factors, social demographics

Market Types and their Characteristics

- **Mass market** – high number of sales, large number of competitors, wide customer base, low profit margins
- **Niche market** – sales volume low, small number of customers, specialised products, high profit margins

Purpose and Approach to Market Research

- **Purpose of market research** – used to identify competition in the market, business opportunities, gaps in the market, level of demand for products/services, clients' needs and preferences
- **Approaches to researching current competition** – qualitative and quantitative data, primary research (observations, surveys, interviews, feedback cards), secondary research (statistics, websites, published information)
- **Analysis of market research** findings and results to inform future marketing and business activities

The safety of cosmetic ingredients used within the industry

- **Ingredients that are classed as prohibited or restricted in the UK** –hydroquinone, hydrogen peroxide, benzyl salicylate, citronellol
- **Ingredients that are classed as toxic in the UK** –formaldehyde, parabens, phthalates, triclosan, coal tar
- **The effects of dangerous and toxic cosmetic ingredients on human health** –irritated skin, rashes, redness on the skin, difficulty breathing, acne, bitterness on the tongue, allergies, UV sensitivity, internal organ damage, autoimmune disease, hormonal imbalances, reproductive problems, carcinogenic

UCO91 – Anatomy, physiology and cosmetic science.

LO1: Understand the Role of Cosmetic Ingredients.

The function of common cosmetic ingredients used within the hair and beauty industry

- **Common cosmetic ingredients** – phthalates, parabens, titanium dioxide, formaldehyde, UV filters, glycerine, hydrogen peroxide, pigments, lanolin, squalene, urea, collagen, oils (for example mineral, castor, vegetable), dimethicone, vitamin E, sodium laureth sulfate, alpha and beta hydroxy acid, fragrances, dihydroxyacetone, aloe vera, plant extracts
- **The function of cosmetic ingredients** – preservation, antioxidants, soothing agents, stimulating, antiseptic, astringent, skin conditioning, abrasives, bulking agents, protecting agents, foaming agents, propellants, humectants, emulsifiers, emollients, oxidising agents, stabilisers, developers

Common cosmetic ingredients derived from animal products and the role of animal testing

- **Ingredients derived from animal products** – retinol, gelatin, lanolin, hyaluronic acid, keratin
- **Reasons why animals are used for testing cosmetic ingredients** – medical field has tested on animals for a long time, practising surgical procedures and testing medicines and cosmetics for safety. Companies test compounds to determine whether the substances will cause an allergic reaction or severe adverse reaction if applied to skin, hair and nails
- **Alternative safety testing for cosmetic ingredients** – reliable and realistic alternative safety tests for cosmetic ingredients, non-animal test methods, include using human cells and tissue studies on human volunteers and growing artificial human skin

Cosmetic products and their effects on the skin, hair and nails

- **Types of cosmetic products** –
 - **Skin products** – eye make-up remover, cleanser, toner, moisturiser, exfoliants/scrubs, face masks
 - **Make-up products** – foundation, concealer, powder, blusher, shader, highlighter, bronzer, eyeshadow, eyebrow pencil, eye-pencil/liquid eye-liner, mascara, lipstick, lip-liner pencil, lip gloss
 - **Nail products** – nail polish remover, cuticle cream, hand lotion/cream, base coat, nail polish, top coat
 - **Hair cleansing and conditioning products** – shampoo, surface conditioner, restructurants
 - **Hair styling and finishing products** – setting/blow-drying lotion, mousse, creams, gel, heat protector, serum/oil, hairspray, wax
 - **Shaving products** – pre-shave lotion, shaving cream, aftershave lotion, moustache wax, beard oil

The importance of maintaining the pH value of cosmetic products

- **The pH value of cosmetic products** – acids and alkalis
- **Methods of testing pH values of ingredients or solutions for hair products, skin products, nail products** – litmus paper, universal indicator
- **Why the correct pH value is important** – the effect of the incorrect pH on the hair, skin and nails

UCO91 – Anatomy, physiology and cosmetic science.

LO2: Understand the Structure and Function of the Integumentary System.

The Skin

- **Epidermis** – top layer of the skin, it is made up of 5 layers
- **Dermis** – middle layer of the skin, it is made up of 2 layers and contains sweat glands, sebaceous glands, hair follicles, arrector pili muscles, nerve endings, dermal papillae, a rich blood supply
- **Subcutaneous layer/Hypodermis** – lower layer of the skin, it is made up of adipose tissue, (fat cells)
- **Functions of the skin** – secretion, heat regulation, absorption, protection, excretion, sensation and vitamin D production
- **The purpose of the acid mantle** – creates a natural defence to attacks from bacteria, viruses and other potential contaminants that might penetrate the skin. The acid mantle is made of sebum and sweat (very fine, slightly acidic film with a pH between 4.5 and 6.2; slightly acidic)
- **The common diseases and disorders of the skin** - Infectious skin conditions - ringworm, cold sores, impetigo, scabies - Non-infectious skin conditions – eczema, dermatitis, psoriasis, acne
- **Characteristics of skin types** – Normal, oily, dry, combination
- **Characteristics of skin conditions** – Dehydrated, sensitive, mature
- **Characteristics of male skins** - Thicker and firmer due to containing more collagen. Oilier than female skin due to higher levels of male (androgen) hormones. The sebaceous glands are more active, increasing the production of sebum. Male skin can often be sensitive and dry due to shaving
- **Common variations in skin physiology** – Absorbency, skin thickness, heat regulation, water retention

The Hair

- **Cuticle** - outermost layer of the hair, protects the hair shaft
- **Cortex** - middle layer of the hair, forms the bulk and contains the pigment of the hair
- **Medulla** - central core of the hair, contains soft thin transparent cells
- **Hair bulb** - forms the base of the hair follicle, contains living cells that divide and grow
- **Inner/outer root sheath** surrounds and protects the growing hair
- **Dermal papilla** surrounded by the hair bulb, provides the blood supply necessary for hair growth
- **Functions of the hair** – to provide protection to the eyes, nose, ears and skull, heat regulation (preserves body heat), sensation (detects changes to the environment)
- **The common diseases and disorders of the hair and scalp** - Infectious hair and scalp conditions – ringworm, folliculitis, head lice (infestations) - Non-infectious hair and scalp conditions – alopecia areata, seborrhoea, sebaceous cyst, barber's itch
- **Hair conditions** - Chemically damaged, environmentally damaged, virgin hair, - dry hair
- **Hair defects** - Split ends (split, dry ends of hair), damaged cuticle (rough, dull hair shaft)
- **Hair characteristics** - Texture, density, porosity, elasticity
- **Characteristics that may affect the scalp** – Oily, dry, dandruff affected

Intrinsic and extrinsic factors that can affect the integumentary system

- **Intrinsic factors** – genetics, hormonal imbalance, Fitzpatrick skin types classification I-VI, health conditions
- **Extrinsic factors** – stress, diet, medication, UV exposure, climate, incorrect product use, lifestyle

The Nail

- **Nail plate** -found on top of the nail bed, protects the nail bed
- **Cuticle** - found at the base of the nail, protects the matrix from infection
- **Lunula** - a light half-moon shape, defines the base of the nail plate
- **Nail wall** - found at the sides of the nail plate, cushions and protects the nail plate and grooves
- **Nail bed** - found under the nail plate, provides the rich blood supply
- **Free edge** - extends beyond the fingertip protects the fingers and toes
- **Matrix** - living part of the nail, produces new nail cells
- **Function of the nail** – to provide protection to the end of the toes and fingers, increases dexterity (help to pick up small things), used for adornment
- **Common diseases and disorders of the nail** - Infectious nail conditions – ringworm, paronychia, warts, ingrown toenails - Non-infectious nail conditions – overgrown cuticles, nail biting, pitting, hang nails, white spots (leuconychia)
- **Common nail conditions and characteristics** - Brittle nails, soft nails, ridged nails, peeling nails, discoloured nails

UCO91 – Anatomy, physiology and cosmetic science.

LO3: Understand the Development of Hair and Beauty Products.

The impact of manufacturing on the environment

- **Environmental sustainability** - Sustainable and ethical beauty and hair products/brands (vegan, natural/ hypoallergenic, organic, cruelty free, alcohol free, dermatologically tested), reusable/refillable glass bottles, bar soaps instead of liquid soap, aluminium packaging, products that use native ingredients (less air miles used for transportation), using renewable sources, cosmetic companies that are PETA approved (People for the Ethical Treatment of Animals)
- **Effects on the environment** –
 - **Social and environmental impact of palm oil farming** – rainforest destruction, damage to climate, endangering life of primates
 - **The impact of pollution on the planet** – landfill, air pollution, pollution of waterways and oceans with non-biodegradable chemicals and products (single use plastics, microbeads, toxic chemicals such as formaldehyde)

The historical evolution of hair and beauty products from ancient times to the 21st century

- Historical timeline – **Ancient Egyptians** – both men and women wore make-up, the higher the status of the person, the heavier the application of make-up. Wigs were worn to declare the status of the person. Kohl was used to draw thick, distinctive black lines to give an almond shape around the eyes and to protect the skin from the sun
- **Ancient Greeks and Romans** – olive oil was mixed with ground charcoal, soot or ash to make eyeshadow, eyebrow filler and eyeliner, to create heavy dark eyebrows or a unibrow. Hair was made brighter with the use of lotions, ointments and beeswax –
- **Renaissance period** – blonde hair was considered to be angelic, substances such as alum, sulphur and soda were commonly used to lighten the hair. White lead powder was used to create a pale ivory skin. Egg whites were used as foundation for a taut and shiny complexion
- **Victorian era** – Queen Victoria publicly declared that make-up was improper and vulgar. Hair was washed with cool water and vinegar. Sparse eyebrows and eyelashes were improved by using mercury as a nightly eye treatment. Wafers containing arsenic were nibbled to help maintain a pale complexion
- **Twentieth century** – bright red lips were an iconic look of the early twentieth century. Eyelashes were heavily defined using a wax-based cake mascara. The first lip gloss was developed by Max Factor. The multi-step skincare system was launched in the mid twentieth century along with anti-ageing products. Heavy petroleum jellies and mineral oils were used to style hair into quiffs. The latter end of the twentieth century introduced highlights, rainbow hair dyes along with bright coloured eyeshadows and pearlised lipsticks
- **Twenty first century** – the smoky eye look was introduced along with eyelash extensions and eyebrow pomade to create perfectly defined eyebrows. Heat defence leave-in conditioners and heat protection sprays helped to maintain smooth sleek hair. Natural and organic ingredients replaced animal and synthetic derived cosmetic ingredients. Bar soap was replaced by scented liquid soap. The European Union implemented an animal testing ban on finished cosmetic products

The development of a hair or beauty product from conception to launch

- **Product development process** - Design brief, formulation, sourcing, quality and compliance, packaging, product validation, marketing campaign, launch
- **Specialists involved in the development process** – Cosmetic Chemists, Toxicologists, Microbiologists and Regulatory Experts
- **Formulation of products** – compatibility, stability, preservation, types of mixtures (solutions, solvents, solubility, emulsions, gels, suspensions) the effects of the formulation on the skin and hair, patenting hair and beauty formulas (trade secrecy with manufacturer ‘special products’)
- **Relevant legislations and regulations** – Cosmetic Products (Safety) Regulations, Cosmetic Products Enforcement Regulations, Trade Descriptions Act

UCO92 – Design in the Hair and Beauty Sector

LO1: Understand Design Briefs in the Hair and Beauty Sector

Different Types of Design Briefs

- **Definition of a design brief** – a document for a project developed by a team or an individual in consultation with a client, outlining aims and objectives, timelines and marketing specifications to achieve what the client wants
- **Definition of a client** – an organisation (designer, product company), or person (an individual requiring a make-up design for a photoshoot, event) who uses the services of a professional company or person
- **Types of briefs** –
 - **Creative brief** – used for visual designs, copy, advertising and websites, etc., usually directional (has a target market, a message, etc.) - magazines, product launches, fashion shows
 - **Product design brief** – a plan to design the goals and attributes of a product- , a new product design (target audience, packaging, ingredients, etc.), plans for a theatre production (characters, costumes, scenes and settings)

The environmental, social and economic challenges when carrying out a design brief

- **The impact of consumption of resources on the planet** – limited resources, unlimited resources, disposal of waste, global footprint, recycling, costings, sustainability, pollution
- **Inclusivity** – respecting different race, cultures, genders, beliefs, ages, disabilities (equality and diversity)

Problem solving during a design brief project

- **Problem solving methods** – thought showers, troubleshooting, mind mapping, word play, working in groups, challenge ideas, the 5 whys technique

Design principles

- **Definition of design principles** – rules to help guide important decision making throughout a project and help to develop a well-designed, attractive and effective presentation
- **Basic design principles** – research, clarity, make it concise and to the point, make it memorable, make it balanced, clearly communicated, meet the needs of the brief

The use of research approaches to help develop and inspire ideas for a design brief

- **Approaches to research** – primary and secondary methods; qualitative and quantitative approaches
- **Finding information** – sources - internet, social media, professional and trade magazines, journals and periodicals, books, historical archives, photographs, paintings, films, television, theatre, local and national newspapers, business owners, industry professionals, customers
- **Analysing collected information** – in terms of relevance, quality and reliability; collating information to generate themes and ideas; combining hair, beauty and fashion components; discarding inappropriate information; aligning ideas to client needs/target market and specified brief

UCO92 – Design in the Hair and Beauty Sector

LO2: Know How to Plan and Develop a Design Brief Project.

Interpret and Plan a Design

Brief.

Client needs – ideas, research, organisations and products, style, function and purpose of brief, audience, age, race, gender, occupation, location, income, what needs to be produced/created, time restraints, costs, products, equipment, tools and materials needed

- **Creative constraints** – availability of resources and materials, viability of ideas, technical requirements
- **Personal intentions** – personal skills, building on strengths, self-development/CPD to be able to complete the brief
- **The target audience** – tailoring the presentation to meet the target audience/clients' needs and requirements, timescales, feasibility, importance of analysis prior to developing design ideas

Importance of Developing and Reviewing

Action Plans

- **Purpose of an action plan/development plan** – a document that lists steps that need to be completed to achieve a goal that is set, goal can be set by self or others, used in education and project management
- **Key points in an action plan/development plan** – what actions will take place, who will carry out the actions (yourself or client), when they will take place and for how long, what resources are needed, communication (who should know what), SMART targets – specific, measurable, achievable, realistic and timebound
- **Regular reviews** to modify and update, learning from mistakes, evolution of ideas
- **Timescales**, reviews for targets (short term, medium term, long term), what is working and what is not, discuss with mentor/line manager/trainer, adaptation of action plan, consider whether current support is appropriate, identify new support, identify new resource

Presenting Design Brief Ideas

- **Presentation ideas** – use technical skills to create an idea, use supporting visual aids containing useful, inspiring information such as diagrams, story boards, mood boards, PowerPoint presentations, webinars, blogging, client's website linking to the design brief theme
- **Components** – hair, make-up, body art, nails, prosthetics, wigs, clothing/costumes, footwear, accessories and props
- **Materials and media** – photographs, images, textiles, fabrics, swatches, colours, products, product labels, objects, accessories, text
- **Look and feel** – dark, glossy, slick, modern, edgy, hard, aggressive, soft, muted, round, layered, elegant, realistic, colourful, rough, sketchy, bright, illustrative
- **Quality points** – innovative and attractive, scale and proportion, balance of text, materials, images and accessories, relevance to client needs/target market and specified brief

Artistic Principals for Presenting Design Brief Ideas

Experimentation using a variety of ideas, techniques and materials

- **Formal elements** – line, tone, shape, form, pattern, texture, colour, space, balance, emphasis, movement, pattern, repetition, proportion, variety
- **Frame and composition** – rule of thirds, golden ratio, grids, perspective, direction
- **Visual language** – use of colour, materials, shapes, lines, fonts
- Look at others' work for inspiration

UCO92 – Design in the Hair and Beauty Sector

Review Work Based on the Needs of the Client

- **Purpose of collating evidence for review**
 - **To show progression/improvement made** – use photographic evidence, practise and record presentations
- **Methods of reviewing work**
 - **Listening** – clients/customers/peers/trainers, positive/negative evaluation, collating varied methods of information provides a clear evaluation of image
 - **Written feedback** – specifically designed form or questionnaire
 - **Verbal feedback** – first impressions, first voiced opinion usually genuine response, face-to-face, tone of voice (enthusiastic, lack of enthusiasm)
 - **Body language** – positive, negative, indifferent - Photographic evidence – pictures, film footage, sketch

LO3: Know How to Plan and Develop a Design Brief Project.

Communicate and Present Design Brief Ideas

- **Communicating design brief ideas**
 - **Avoid technical language** where possible, always respond and consider clients'/customers' confidentiality and requirements
 - **Verbal** – speaking (tone of voice, language used, how quickly and clearly), questioning (open, closed, probing)
 - **Non-verbal** – body language, positive attitude (posture, facial expressions, hand gestures, distance), listening (be patient, try to understand)
- **Presenting design brief ideas**
 - **Formal/informal presentation**, an actual board or via computer software, PowerPoint presentation, portfolio, additional props, prepared speech/prompt cards, professional, varied communication skills (body language, tone, clarity, projection of voice), interpersonal skills
 - **Plan, prepare relevant information**, samples, images, models before the presentation, practise before the final presentation, follow the mood board/plan during the presentation, work in an organised and methodical way, speak clearly, keep to the plan
 - **Look and feel of presentation**, use of colours and textures, how components, materials and media complement one another and how they satisfy the client needs/target market and hair and beauty brief

Reflective Practice and Reviewing Own Performance

- **Identify what went well and what could have gone better**, reflect on areas for improvement, what could be done differently next time, self-evaluation of strengths and weaknesses (SWOT)

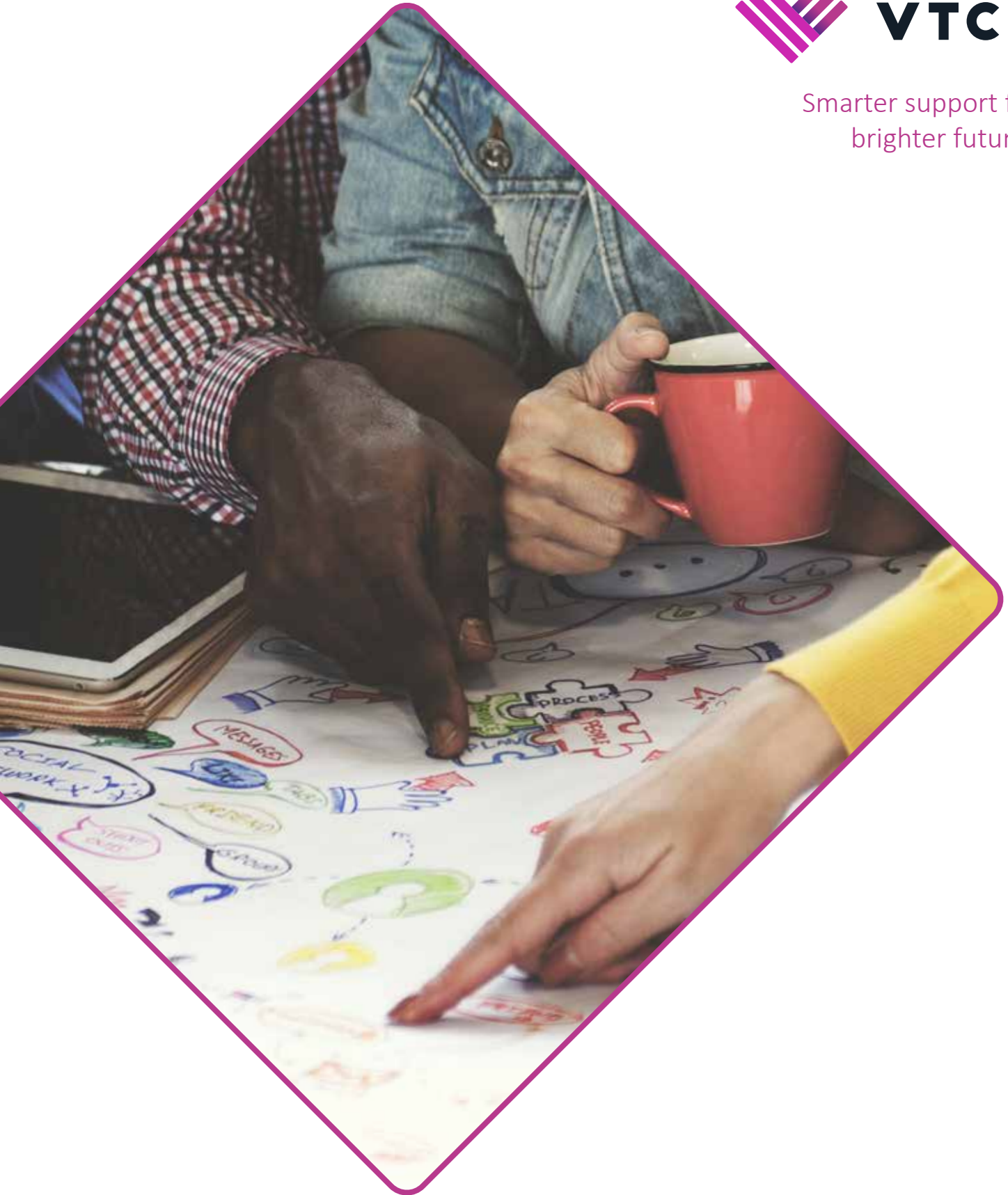
The Importance of Feedback

- **Definition of feedback**
 - **Structured**, clear and constructive guidance that one person offers to another on what has been achieved and areas requiring development; can be verbal and/or written
- **Importance of feedback**
 - **Review** and update action plan/development plan
 - **Influence** individuals to do something differently, or to change their approach, recognise and reward effort, improve the quality of the work they do, build and maintain relationships, influence motivation and manage performance
 - **Responding to feedback**
 - **Listen, reflect, ask** for support in improving, ask for direction if not meeting the design brief, plan next steps
 - **Use outcomes** of review and reflection to inform future action planning



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CO2A5

Specimen Assessment Material



Specimen Assessment Materials

This document contains specimen assessment materials for the Assessment by Examination and Non-exam Assessment for VTCT's Level 1/2 Technical Award in the Study of Hair and Beauty qualification.

The mark schemes for both assessments follow directly after the assessment materials in this booklet.



S 001 AM 201 P001 LE100



VTCT

Specimen Assessment Material

CO2A5.EX1 – Technical Award in the Study of Hair and Beauty

603/7128/6

Please write clearly in block capitals.

Centre number										
Learner number										
Surname										
Other names										
Learner signature										
Date										

Time allowed: 100 minutes

Instructions

- Use black ink
- Answer all questions
- You must answer questions in the spaces provided
- Do all rough work in this book. Cross through any work you do not want to be marked

Information

- There are four sections to this paper
- All sections should be attempted
- There are 80 marks available on this paper
- The marks for the questions are shown in brackets

Advice

- Please read each question carefully before answering



Section A

There are 16 marks allocated to this section.

We recommend that you spend 15 minutes on this section.

Answer **all** questions in the spaces provided.

1. State **two** personal characteristics required to become a successful entrepreneur in the hair and beauty sector.

[2 marks]

2. Identify **one** purpose of a business.

[1 mark]



3. Which of the following hair and beauty business structures is owned and operated by an individual?

- | | |
|--------------------------|-------------------------------|
| <input type="checkbox"/> | A Not for profit organisation |
| <input type="checkbox"/> | B Private limited company |
| <input type="checkbox"/> | C Public limited company |
| <input type="checkbox"/> | D Sole trader |

[1 mark]

4. Which of the following beauty businesses would traditionally offer services such as massage therapy, body wraps and hydrotherapy?

- | | |
|--------------------------|---------------------------------|
| <input type="checkbox"/> | A Aesthetic clinics |
| <input type="checkbox"/> | B Beauty salons |
| <input type="checkbox"/> | C Complementary therapy centres |
| <input type="checkbox"/> | D Day spas |

[1 mark]



7. Which of the following is a characteristic of a niche market?

- | | |
|--------------------------|------------------------|
| <input type="checkbox"/> | A High number of sales |
| <input type="checkbox"/> | B Low profit margins |
| <input type="checkbox"/> | C Specialised products |
| <input type="checkbox"/> | D Wide customer base |

[1 mark]

8. Identify **two** approaches to research that a business can use to carry out market research.

[2 marks]



9. Which of the following is an internal factor influencing marketing objectives?

- | | |
|--------------------------|-------------------|
| <input type="checkbox"/> | A Competitors |
| <input type="checkbox"/> | B Economy |
| <input type="checkbox"/> | C Human resources |
| <input type="checkbox"/> | D Market dynamics |

[1 mark]

10. Which of the following is a guideline under the General Data Protection Regulation?

- | | |
|--------------------------|---|
| <input type="checkbox"/> | A Individuals cannot request access to their own personal data |
| <input type="checkbox"/> | B Names and addresses are not classed as personal data |
| <input type="checkbox"/> | C Paper based personal data is not covered under this regulation |
| <input type="checkbox"/> | D Personal data should not be stored for longer than it is needed |

[1 mark]



Section C

There are 16 marks allocated to this section.

We recommend that you spend 15 minutes on this section.

Answer **all** questions in the spaces provided.

15. Identify **one** method of testing the pH value of cosmetic ingredients or solutions.

[1 mark]

16. Explain the effects of an alkaline cosmetic product on the hair.

[3 marks]



17. Which of the following is the natural pH value of the hair?

- | | | |
|--|---|-----------|
| | A | 2.5 – 3.5 |
| | B | 4.5 – 5.5 |
| | C | 6.5 – 7.5 |
| | D | 8.5 – 9.5 |

[1 mark]

18. Which of the following is a common symptom of alopecia areata?

- | | | |
|--|---|--|
| | A | An itchy scalp and a rash on the back of the neck |
| | B | Gradual loss of hair in patches from the scalp |
| | C | Raised spots and bumps that appear within the skin |
| | D | Small yellow spots around the hair follicle |

[1 mark]



S 001 AM 201 P001 LE100

19. Identify **one** characteristic of male skin.

[1 mark]

20. Which of the following nail structures is responsible for producing new cells?

- | | | |
|--------------------------|---|------------|
| <input type="checkbox"/> | A | Cuticle |
| <input type="checkbox"/> | B | Lunula |
| <input type="checkbox"/> | C | Matrix |
| <input type="checkbox"/> | D | Nail plate |

[1 mark]



21. Describe **one** function of the skin.

[2 marks]

22. Which of the following is the purpose of the Trade Descriptions Act?

- A To ensure products are of a satisfactory quality and are fit for purpose
- B To prevent products being sold that may cause damage to human health
- C To prohibit the use of false or misleading information to describe products
- D To safeguard against products containing prohibited substances

[1 mark]



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25. Which of the following is the purpose of a humectant?

- | | |
|--------------------------|-------------------------|
| <input type="checkbox"/> | A To create a foam |
| <input type="checkbox"/> | B To help retain water |
| <input type="checkbox"/> | C To improve shelf life |
| <input type="checkbox"/> | D To increase density |

[1 mark]

26. Identify **one** infectious skin condition.

[1 mark]

TOTAL FOR SECTION C = 16 MARKS



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TOTAL FOR SECTION D = 24 MARKS

TOTAL FOR PAPER = 80 MARKS

END OF EXAM



Specimen Assessment Material

Mark Scheme – Technical Award in the Study of Hair and Beauty

603/7128/6

Section A

1. State **two** personal characteristics required to become a successful entrepreneur in the hair and beauty sector.

[2 marks]

Marks for this question: AO1 = 2

Award **one** mark for each characteristic stated up to a maximum of **two** marks.

- Charismatic
- Driven
- Hardworking
- Motivated
- Dedicated
- Risk taker
- Enthusiastic
- Organised
- Innovative
- Good communicator
- Analytical ability
- Decision maker

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



2. Identify **one** purpose of a business.

[1 mark]

Marks for this question: AO1 = 1

Award **one** mark for **one** purpose identified up to a maximum of **one** mark.

- Producing goods
- Supplying services
- Distributing products
- Making a profit
- Filling gaps in the market
- Fulfilling business opportunities
- Benefiting the society
- Making technological advancements
- Creating opportunities

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

3. Which of the following hair and beauty business structures is owned and operated by an individual?

[1 mark]

Marks for this question: AO1 = 1

D – Sole trader

4. Which of the following beauty businesses would traditionally offer services such as massage therapy, body wraps and hydrotherapy?

[1 mark]

Marks for this question: AO1 = 1

D – Day spas



5. Explain how the hair and beauty sector benefits the manufacturing industry.

[3 marks]

Marks for this question: AO2 = 3

Award **one** mark for each benefit explained up to a maximum of **three** marks.

- The hair and beauty sector creates a demand for manufactured goods and materials, for example, salon equipment or products **(1)**. This provides an increased opportunity for manufacturers to develop goods and materials to supply the industry **(1)**. This generates income to sustain the manufacturing business **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses from the learners.

6. Which of the following is a characteristic of a business franchise?

[1 mark]

Marks for this question: AO2 = 1

C – Proven business model

7. Which of the following is a characteristic of a niche market?

[1 mark]

Marks for this question: AO1 = 1

C – Specialised products



8. Identify **two** approaches to research that a business can use to carry out market research.

[2 marks]

Marks for this question: AO1 = 2

Award **one** mark for each approach to research identified up to a maximum of **two** marks.

- Qualitative data
- Quantitative data
- Primary research
- Secondary research

9. Which of the following is an internal factor influencing marketing objectives?

[1 mark]

Marks for this question: AO1 = 1

C – Human resources

10. Which of the following is a guideline under the General Data Protection Regulation?

[1 mark]

Marks for this question: AO1 = 1

D – Personal data should not be stored for longer than it is needed

11. Explain the difference between sterilisation and disinfection.

[2 marks]

Marks for this question: AO2 = 2

Award **two** marks for explaining the difference between sterilisation and disinfection up to a maximum of **two** marks.

- Sterilisation is the killing of all microorganisms and their spores, whereas disinfection only eliminates most harmful microorganisms but not their spores.



Section B

Joanne has recently qualified as a hairdresser and is exploring her employment options. Her initial plan is to set up a mobile business as a self-employed hairdresser, providing services to clients within a 5 mile radius of her home village. While preparing her business loan application, Joanne has been offered a full-time employed position within a large city salon situated 15 miles away.

12. Critically appraise the mobile business option and the full-time employed option. In your answer you should consider:

- The advantages and disadvantages of each employment option
- A justification of the employment option that would be most beneficial for Joanne

[9 marks]

Marks for this question: AO1 = 3, AO2 = 3, AO3 = 3

Band	Marks	Descriptor	AO
3	7-9	Knowledge of the mobile business option and the full-time employed position is relevant and comprehensive. A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links between the mobile business option and the full-time employed position with relevance to the situation. A critical analysis of the mobile business option and the full-time employed position is conducted to make substantiated judgements and valid conclusions.	AO1 AO2 AO3
2	4-6	Knowledge of the mobile business option and the full-time employed position is mostly accurate and, at times, appropriate subject specific terminology is used. Links are made between the mobile business option and the full-time employed position with relevance to the situation. Analysis of the mobile business option and full-time employed position is appropriate to form plausible judgements and conclusions.	AO1 AO2 AO3
1	1-3	Knowledge of the mobile business option and the full-time employed position is limited. Information contained inaccuracies and the subject specific terminology is basic. Links between the mobile business option and the full-time employed position lacks relevance to the situation. Analysis is basic and judgements are straightforward.	AO1 AO2 AO3
NYA	0	No relevant content.	



Possible content may include:

AO1 – Knowledge of the advantages and disadvantages of each employment option

Mobile business

- Location of business
- Travel costs
- Transport of equipment
- Initial start-up costs
- Management of own self-assessment
- Flexible working hours
- No employee benefits
- Sole responsibility
- Insurance requirements
- Greater earning potential
- Newly qualified, no prior experience

Full-time employment

- Location of the salon
- Travel costs
- No start-up costs
- No self-assessment
- No flexibility on working hours
- Employee benefits
- Pay security
- Limit to earning potential
- Staff development and training

AO2 – Application of understanding of the advantages and disadvantages of each employment option

Mobile business

- Location of business – is in a remote area so may be challenging to build a client base
- Travel costs – for getting to client's houses, for example: petrol, running of the car, maintenance
- Transporting equipment and products – appropriate transport will be required to move equipment and products to and from client's houses
- High initial start-up costs for the business – due to amount of products and equipment required
- Management of self-assessment accounts – responsible for doing own accounts and tax returns due to being self-employed
- Flexibility in working hours and appointments offered – due to being own boss and having the freedom to make own decisions
- No employee benefits – for example, self-employed workers are not entitled to holiday pay or statutory sickness pay as they do not have an employer



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- Sole responsibility of the success of the business – there is no shared responsibility so have to rely on own decisions
- Insurance requirements and costs – adequate insurance will need to be taken out to protect self and clients
- Greater earning potential – as there are no set hours, extra hours can be worked if desired
- Newly qualified hairdresser – therefore may need support of peers, however, this would not be available, no existing client base

Full-time employment

- Location of the salon – salon is 15 miles away, so there will be additional travelling time to and from work
- Travel costs – getting to and from work, for example; petrol, train or bus fares
- No start-up costs – working for an employer means there will be no financial outlay, no requirement for a business loan
- No self-assessment – tax and National Insurance will be deducted at source
- No flexibility on working hours – hours will be contracted and may not allow for flexibility
- Employee benefits – for example, there will be entitlement for holiday and sick pay as a contracted member of staff
- Pay security – the amount of salary earned each month will generally be the same
- Limit to earning potential – there may not be an option to work additional hours or earn more money
- Staff development and training – this may be available as an employee, for example training in new treatments or services

AO3 – Justification of the employment option that would be most beneficial for Joanne

Justification of mobile business option

- Travel costs – there will be travel costs for getting to and from clients houses but some of this could be covered in the prices charged for treatments and services whereas with the full-time option travel costs would be an additional cost
- High initial start-up costs for the business – there will be high initial start-up costs but the business will belong to Joanne and the business loan could be repaid overtime, all of the money earned will be Joanne's leading to a greater earning potential
- Flexibility in working hours and appointments offered – as Joanne would be her own boss she would be able to work hours around home life, work weekends and evenings, longer hours if required to build the business up instead of having to work inflexible contracted hours as an employee

Justification of full-time employment option

- Location of the salon – the salon is a busy salon in the city centre so Joanne would be able to gain a lot of experience and support from people around her and build up a clientele of her own, whereas if she took the mobile option she has no experience of the industry, no client base and no one to offer her support



- Travel costs – these will be lower due to working in one location and not having to travel to and from people’s houses
- No initial start-up costs – Joanne would not need to invest in a business loan as the salon would normally provide all of the equipment and products
- No self-assessment – Joanne would not need to do her own self-assessment and manage her own accounts as tax and National Insurance will be deducted by the employer, this would save time and money paying an accountant
- Employee benefits – as an employee Joanne would be entitled to employee benefits which may include holiday pay, statutory sick pay, bonus schemes, commission and rewards
- Pay security – Joanne will not have to worry about how much money she will be earning each month as the monthly salary will be generally the same, this will make financial planning much easier
- Staff development and further training – this may be available and would help with personal development and career progression

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 9 marks



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According to the Federation of Small Businesses, at the start of 2020 there were 5.94 million small businesses in the UK. Small and medium size business enterprises (SMEs) account for 99.9% of the business population. Between 2019 and 2020, the total business population grew by 113,000 (1.9%).

13. Evaluate the benefit of entrepreneurship to the economy and society.

[9 marks]

Marks for this question: AO1 = 3, AO2 = 3, AO3 = 3

Band	Marks	Descriptor	AO
3	7-9	Knowledge of the benefit of entrepreneurship to the economy and society is relevant and comprehensive. A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links between entrepreneurship and the benefits to the economy and society. A critical evaluation is conducted to make substantiated judgements and valid conclusions of entrepreneurship and the benefits to the economy and society.	AO1 AO2 AO3
2	4-6	Knowledge of the benefit of entrepreneurship to the economy and society is mostly accurate and at times, appropriate subject specific terminology is used. Relevant links are made between entrepreneurship and the benefits to the economy and society. Some evaluation to make plausible judgements and conclusions of the benefit of entrepreneurship to the economy and society.	AO1 AO2 AO3
1	1-3	Knowledge of the benefit of entrepreneurship to the economy and society is limited. Information contained inaccuracies and the subject specific terminology is basic. Links between entrepreneurship and the benefits to the economy and society lack relevance. Evaluation is basic and judgements are straightforward.	AO1 AO2 AO3
NYA	0	No relevant content.	



Possible content may include:

AO1 – Knowledge of the benefit of entrepreneurship to the economy and society

- New businesses
- Employment opportunities
- Contribution to GDP
- Increased customer choice
- Improved business performance
- Support to other sectors and industries

AO2 – Application of understanding of the benefit of entrepreneurship to the economy and society

- New businesses – created in response to unmet needs or gaps in the market
- Employment opportunities – provided through new business initiatives
- Contribution to GDP – businesses create opportunities for increased customer spending
- Increased customer choice – entrepreneurs create new products/services offering more choice to customers
- Improved business performance – competition drives businesses' performance
- Support to other sectors and industries – new businesses require services from other sectors and industries, for example manufacturing

AO3 – Evaluation of the benefit of entrepreneurship to the economy and society

- New businesses and employment options – entrepreneurs are innovative and take the opportunity to provide a product or service that is not currently available on the market. These new businesses create jobs for people which supports communities by raising living standards and quality of life
- Contribution to GDP and support to other sector and industries – the design and development of new products and services offers support to other sectors and industries by increasing demand for their services. This has an impact on the income for other sectors and industries; examples of this may include web design companies, product manufacturers, etc. This increasing demand for products and services contributes to the overall amount of goods made and services provided within the country within a specified time period (GDP). GDP represents economic production and growth and when the economy is healthy there are lower levels of unemployment and wages increase, improving living standards
- Improved customer choice and business performance – entrepreneurs create diversity in products and services for customers. New products meet customer needs and drive competition within the industry. This encourages businesses to perform at a higher level, offering improved goods and services to meet the needs of the customers

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 9 marks



A salon apprentice has been tasked with designing a marketing strategy for the promotion of a new beauty therapy treatment. For the marketing strategy to be successful the apprentice will need to consider how to address each of the 4 Ps within the marketing mix.

14. Evaluate the role of the 4 Ps in a marketing strategy.

[6 marks]

Marks for this question: AO2 = 3, AO3 = 3

Band	Marks	Descriptor	AO
3	5-6	A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links between the 4 Ps and their role in a marketing strategy. A critical evaluation is conducted to make substantiated judgements and valid conclusions of the role of the 4 Ps in a marketing strategy.	AO2 AO3
2	3-4	Relevant links are made between the 4 Ps and their role in a marketing strategy and at times, appropriate subject specific terminology is used. Some evaluation to make plausible judgements and conclusions of the role of the 4 Ps in a marketing strategy.	AO2 AO3
1	1-2	Application of knowledge of the role of the 4 Ps in a marketing strategy is limited. Links between the 4 Ps and their role in a marketing strategy lack relevance. Evaluation is basic and judgements are straightforward.	AO2 AO3
NYA	0	No relevant content.	



Possible content may include:

AO2 – Application of understanding of the role of the 4 Ps in the marketing strategy

- Product – this refers to the product or service that the business is offering, for example, the product USP, how and where will the customer use it
- Price – this refers to the cost that the customer pays for the product, for example, what is the value of the product, how will the price compare with competitors
- Promotion – this refers to how the product is going to be advertised and promoted to the customer, when is the best time to promote, how will the target audience be reached
- Place – this refers to the location where the product is going to be sold, for example, where would customers look for the product, in a store, online

AO3 – Evaluation of the role of the 4 Ps in the marketing strategy

- Each element of the 4 Ps is interrelated and they need to work together for the marketing strategy to be successful. Any change within one of these elements will affect another
- The 4 Ps will need to change and evolve if customer needs and requirements change or if the needs of the business change
- The customer is the focal point of the marketing mix and the objective is to achieve a satisfied and loyal customer

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 6 marks



Section C

15. Identify **one** method of testing the pH value of cosmetic ingredients or solutions.

[1 mark]

Marks for this question: AO1 = 1

Award **one** mark for **one** method identified up to a maximum of **one** mark.

- Litmus paper
- Universal indicator

Maximum 1 mark

16. Explain the effects of an alkaline cosmetic product on the hair.

[3 marks]

Marks for this question: AO2 = 3

Award **one** mark for each effect explained up to a maximum of **three** marks.

- Products with a high alkaline pH can cause the cuticle to swell and lift which leaves the cortex exposed **(1)**. This can result in the hair not holding moisture, becoming frizzy and dull, prone to breakage, and tangling **(1)**. Mild alkaline products allow colour penetration more easily **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 3 marks

17. Which of the following is the natural pH value of the hair?

[1 mark]

Marks for this question: AO1 = 1

B – 4.5 - 5.5



18. Which of the following is a common symptom of alopecia areata?

[1 mark]

Marks for this question: AO1 = 1

B – Gradual loss of hair in patches from the scalp

19. Identify **one** characteristic of male skin.

[1 mark]

Marks for this question: AO1 = 1

Award **one** mark for **one** characteristic identified up to a maximum of **one** mark.

- Male skin is often sensitive and dry due to shaving
- Male skin appears thicker and firmer due to containing more collagen
- Male skin has more active sebaceous glands
- Male skin has larger pores
- Male skin is oilier due to increased sebum production

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 1 mark

20. Which of the following nail structures is responsible for producing new cells?

[1 mark]

Marks for this question: AO1 = 1

C – Matrix



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21. Describe **one** function of the skin.

[2 marks]

Marks for this question: AO2 = 2

Award **two** marks for **one** function described up to a maximum of **two** marks.

- The skin contains sensory nerves which carry impulses to the brain that respond to sensations, such as heat, cold, touch, pressure, pain, and itch
- The skin uses various mechanisms to control body temperature including perspiration and insulation
- The skin absorbs oily substances, such as topical medical creams and the sun's ultraviolet rays
- The skin protects the body against bacterial infections and the damaging effects of the sun's ultraviolet rays
- Small amounts of waste products such as urea, water and salt are removed from the body as sweat which is excreted from the sweat glands
- The sebaceous glands are responsible for secreting sebum, which lubricates the skin's surface, provides a waterproof coating and helps to maintain healthy skin
- During exposure to sunlight, the sun's ultraviolet rays penetrate into the epidermis and produce vitamin D

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 2 marks

22. Which of the following is the purpose of the Trade Descriptions Act?

[1 mark]

Marks for this question: AO1 = 1

C – To prohibit the use of false or misleading information to describe products

23. Which of the following is a toxicologist's role during the development of a cosmetic product?

[1 mark]

Marks for this question: AO2 = 1

B – To assess the potential health risks of using chemicals



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24. State **one** extrinsic and **one** intrinsic factor that can affect the integumentary system.

[2 marks]

Marks for this question: AO1 = 2

Award **one** mark for **one** intrinsic factor and **one** mark for **one** extrinsic factor stated up to a maximum of **two** marks.

- Intrinsic factors – genetics, hormonal imbalance, Fitzpatrick skin types classification I-VI, health conditions
- Extrinsic factors – stress, diet, medication, UV exposure, climate, incorrect product use, lifestyle

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 2 marks

25. Which of the following is the purpose of a humectant?

[1 mark]

Marks for this question: AO1 = 1

B – To help retain water

26. Identify **one** infectious skin condition.

[1 mark]

Marks for this question: AO1 = 1

Award **one** mark for **one** condition identified up to a maximum of **one** mark.

- Ringworm
- Cold sore
- Impetigo
- Scabies

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 1 mark



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TOTAL FOR SECTION C = 16 MARKS



Section D

The skin covers the entire external surface of the human body and is one of the largest organs of the body. The skin is unique and its characteristics are determined mostly by genes and ethnicity.

27. Evaluate how skin physiology can vary across ethnic groups.

[9 marks]

Marks for this question: AO1 = 3, AO2 = 3, AO3 = 3

Bands	Marks	Descriptor	AO
3	7-9	Knowledge of how skin physiology can vary across ethnic groups is relevant and comprehensive. A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links between the variations of skin physiology and ethnic groups. A critical evaluation is conducted to make substantiated judgements and valid conclusions on how skin physiology can vary between ethnic groups.	AO1 AO2 AO3
2	4-6	Knowledge of how skin physiology can vary across ethnic groups is mostly accurate and at times, appropriate subject specific terminology is used. Relevant links are made between the variations of skin physiology and ethnic groups. Some evaluation to make plausible judgements and conclusions on how skin physiology can vary between ethnic groups.	AO1 AO2 AO3
1	1-3	Knowledge of how skin physiology can vary across ethnic groups is limited. Information contains inaccuracies and the subject specific terminology is basic. Links between the variations of skin physiology and ethnic groups lacks relevance. Evaluation is basic and judgements are straightforward.	AO1 AO2 AO3
0	0	No relevant content.	



Possible content may include:

AO1 – Knowledge of how skin physiology can vary across ethnic groups

- Absorbency
- Skin thickness
- Heat regulation
- Water retention

AO2 – Application of understanding of how skin physiology can vary across ethnic groups

- Absorbency – the more darkly pigmented the skin tone is, the less UV light it will absorb in comparison to lighter pigmented skin
- Skin thickness – mid to darker pigmented skin is marginally thicker than a lighter pigmented skin
- Heat regulation – lighter pigmented skin has more body hair per square inch than darker pigmented skin, darker pigmented skin perspires more easily and can cope with heat better than lighter pigmented skins
- Water retention – darker pigmented skin has more moisture in the surface layers of the skin than lighter pigmented skin

AO3 – Evaluation of how skin physiology can vary across ethnic groups

- Absorbency – a darkly pigmented skin results in a slower rate of ageing and is more protected so does not burn as easily but conversely, because of this protection, darker pigmented skin requires a longer exposure to the sun to produce vitamin D. Because of the lack of natural protection from the sun, skin cancer is more common in lighter pigmented skin
- Skin thickness – there is more protection in darker pigmented skin as the dermis is thicker and more compact. It is more resistant to wrinkling and sagging as we age
- Heat regulation – darker pigmented skin originates from hotter climates where less hair is needed to keep the body warm. In darker pigmented skin sweat glands are bigger allowing easier perspiration and heat regulation
- Water retention – mid to lighter pigmented skin has a higher percentage of the waxy substance (ceramides) that helps create a barrier in the skin to retain moisture, but darker pigmented skin sheds more easily than lighter pigmented skin

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 9 marks



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Five hundred million tonnes of plastic are produced annually worldwide. In 2020, 900% more plastic was generated compared to 1980. By 2050, the ocean will contain more plastic than fish. The hair and beauty sector must work in collaboration to design products and processes that help conserve natural resources and protect global eco systems.

28. Describe how cosmetic products can be sustainable and justify why hair and beauty businesses should be aware of their impact on the environment.

[9 marks]

Marks for this question: AO1 = 3, AO2 = 3, AO3 = 3

Bands	Marks	Description	AO
3	7-9	Knowledge of how cosmetic products can be sustainable is relevant and comprehensive. A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links between how cosmetic products can be sustainable and the impact hair and beauty businesses have on the environment. A comprehensive justification is conducted to make substantiated judgements and valid conclusions on why hair and beauty businesses should be aware of their impact on the environment.	AO1 AO2 AO3
2	4-6	Knowledge of how cosmetic products can be sustainable is mostly accurate and at times, appropriate subject specific terminology is used. Relevant links are made between how cosmetic products can be sustainable and the impact hair and beauty businesses have on the environment. Some justification is provided to make plausible judgements and conclusions on why hair and beauty businesses should be aware of their impact on the environment.	AO1 AO2 AO3
1	1-3	Knowledge of how cosmetic products can be sustainable is limited. Information contains inaccuracies and the subject specific terminology is basic. Links between how cosmetic products can be sustainable and the impact hair and beauty businesses have on the environment lacks relevance. The justification provided is basic and judgements are straightforward.	AO1 AO2 AO3
0	0	No relevant content.	



Possible content may include:

AO1 – Knowledge of how cosmetic products can be sustainable

- Recyclable product packaging
- Cruelty free products
- Renewable sources
- Native ingredients
- Organic ingredients

AO2 – Application of understanding of how cosmetic products can be sustainable

- Recyclable product packaging – use of reusable/refillable bottles, bio-degradable product packaging
- Cruelty free products – the use of product ingredients that are not tested on animals
- Renewable sources – sourcing ingredients that do not have a negative effect on the environment
- Native ingredients – sourcing ingredients that are local to the area to reduce the need for unnecessary transportation
- Organic ingredients – sourcing organic ingredients which are kinder to the environment and do not contain harmful chemicals

AO3 – Justification of why hair and beauty businesses should be aware of their impact on the environment

- Environmental sustainability – for a hair and beauty business to be sustainable they must respect the environment as much as possible by limiting their impact on air, land and water pollution. Hair and beauty businesses have a responsibility to reduce their carbon footprint and help to minimise climate change
- Negative effect on a business – if a hair and beauty business does not follow sustainability it will not meet consumer needs and the growing market demands for sustainable products, resulting in a negative effect on hair and beauty businesses reputation and a loss of profit
- Social and ethical responsibility – hair and beauty businesses have a responsibility to adopt sustainable working practices to help preserve natural resources within the environment and improve the health and welfare of society

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 9 marks



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During the formulation of new cosmetic products, necessary tests must be conducted to ensure that the ingredients pose little risk to human health. Exposure to specific cosmetic ingredients has been linked to a number of serious health problems.

29. Assess the effect of **two** toxic cosmetic ingredients on human health.

[6 marks]

Marks for this question: AO2 = 3, AO3 = 3

Bands	Marks	Description	AO
3	5-6	A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links between toxic cosmetic ingredients and their effects on human health. A critical analysis is conducted to make substantiated judgements and valid conclusions of the effect of toxic cosmetic ingredients on human health.	AO2 AO3
2	3-4	Relevant links are made between toxic cosmetic ingredients and their effects on human health and at times, appropriate subject specific terminology is used. Analysis is appropriate to make plausible judgements and conclusions of the effects of toxic cosmetic ingredients on human health.	AO2 AO3
1	1-2	Application of knowledge of the effects of toxic cosmetic ingredients on human health is limited. Links between the effects of toxic cosmetic ingredients on human health lacks relevance. Analysis is basic and judgements are straightforward.	AO2 AO3
0	0	No relevant content.	



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Possible content may include:

AO2 – Application of understanding of the effect of two toxic cosmetic ingredients on human health

- Formaldehyde – is a chemical that can be absorbed through the skin and has been linked to cancer and allergic skin reactions
- Parabens – are endocrine-disrupting chemicals that can be absorbed through skin, blood and the digestive system
- Phthalates – is a chemical that is linked to endocrine disruption, cancer and developmental and reproductive toxicity
- Triclosan – is a chemical that is known to cause endocrine disruption, toxin accumulation, and increased production of bacteria resistant to antibiotics
- Coal tar – is a chemical known to be a carcinogen and to produce skin tumours and neurological damage

AO3 – Assess the effect of two toxic cosmetic ingredients on human health

- Formaldehyde – overexposure can cause irritation of the eyes, nose, and throat. Professional keratin hair smoothing treatments can contain formaldehyde releasing chemicals. Using these can raise indoor air concentrations of formaldehyde to levels that could be a potential hazard and may cause damage to the nasal cavities and in extreme cases cancer
- Parabens – disrupt hormone function, and are linked to an increased risk of breast cancer and reproductive toxicity. Parabens are absorbed easily by the skin and can stay in the body tissues and fluids, mimicking the hormone oestrogen
- Phthalates – are absorbed easily by the skin and over exposure has been linked to asthma, breast cancer, obesity and type II diabetes, neurodevelopmental issues, behavioural issues, altered reproductive development and male fertility issues
- Triclosan – interferes with the thyroid hormone metabolism and may be a potential endocrine disruptor. Children exposed to triclosan compounds at an early age have an increased chance of developing allergies, asthma and eczema
- Coal tar – causes the skin to shed dead cells from its top layer and slow down the growth of skin cells. There is an increased risk of cancer in people who use coal tar to treat psoriasis or atopic dermatitis

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses.

Maximum 6 marks

TOTAL FOR SECTION D = 24 MARKS

TOTAL FOR PAPER = 80 MARKS



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END OF EXAM



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Assessment Objectives

Question number	AO1	AO2	AO3	Total mark
1	2			2
2	1			1
3	1			1
4	1			1
5		3		3
6		1		1
7	1			1
8	2			2
9	1			1
10	1			1
11		2		2
12	3	3	3	9
13	3	3	3	9
14		3	3	6
15	1			1
16		3		3
17	1			1
18	1			1
19	1			1
20	1			1
21		2		2
22	1			1
23		1		1
24	2			2
25	1			1
26	1			1
27	3	3	3	9
28	3	3	3	9
29		3	3	6
Total	32	30	18	80



S 001 AM 201 P001 LE100

Document History

Version	Document Owner	Issue Date	Changes	Role
v1.0	Head of Assessment	11/02/2021	First published	Head of Technical Development
v2.0	Head of Assessment	15/07/2021	Updates to questions and marking guide	Head of Technical Development
v3.0	Head of Assessment	01/04/2022	Minor formatting	Head of Assessment
v4.0	Head of Assessment	09/02/2023	Addition of front cover and index	Head of Assessment



VTCT



Specimen Assessment Material

Internal Synoptic Assignment - Learner Pack

CO2A5 - VTCT Level 1/2 Technical Award in the Study of Hair and Beauty

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1. Information for Learners

The internal synoptic assignment contributes 60% towards your overall qualification grade. You should therefore ensure that the work that you submit is completed to the best of your ability.

You will be assessed on how you demonstrate and synoptically apply your knowledge, understanding and skills from the breadth of content within the three mandatory units. The internal synoptic assignment is mapped against five Assessment Objectives (AOs). These assessment objectives will be used to holistically assess your evidence for the internal synoptic assignment.

The assessment objectives are shown in the table below:

AO1	Demonstrate knowledge and understanding The focus of this AO is for learners to recall key principles, theories and concepts related to the hair and beauty sector.
AO2	Apply knowledge and understanding The focus of this AO is for learners to apply their knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector.
AO3	Analyse and evaluate knowledge and understanding The focus of this AO is for learners to develop analytical and evaluative skills to inform reasoned judgements with appropriate justifications.
AO4	Demonstrate and apply relevant skills and techniques The focus of this AO is for learners to demonstrate innovative and creative skills in a range of hair and beauty sector contexts.
AO5	Evaluate and draw conclusions to inform development The focus of this AO is for learners to develop skills in reflective practice on their individual performance to inform personal development.

2. Internal Synoptic Assignment

Specimen Assessment Material

VTCT Level 1/2 Technical Award in the Study of Hair and Beauty

TO BE ISSUED TO LEARNERS AT THE START OF THE 12 WEEK ASSESSMENT PERIOD

Internal Synoptic Assignment	
Approved for use	SAMPLE
Learner name	
Learner registration number	
Centre number	
Teacher/Assessor name	
Date issued	
Final deadline	

Instructions for learners

- Read the assignment brief and each task carefully
- Ensure that you complete each of the tasks in full
- You must submit the required evidence at the end of each of the timed tasks
- Once the evidence has been submitted for assessment, no further amendments to the evidence can be made
- Your work must be completed in normal class time under the supervision of your teacher/assessor
- The work that you produce must be your own
- The total time for this internal synoptic assignment is 20 hours

3. Synoptic Assignment Tasks

You are required to submit the following evidence for this internal synoptic assignment:

Task 1	A review of the impact of the manufacturing process on the environment.
Task 2	A report justifying your product idea, the potential market demand and any direct competitors.
Task 3	A design brief to communicate your product idea to the target audience.
	An evaluation of the overall success of your design brief presentation.
Task 4	An evaluation of your overall performance for the internal synoptic assignment making recommendations for your personal development.

Reflective Journal

As you progress through each of the tasks within this internal synoptic assignment you are required to complete a reflective journal. This journal will support you in completing your overall performance evaluation.

Assessment coverage grid

The table below indicates the learning outcomes and assessment objectives covered within each task.

Task	UCO90			UCO91			UCO92			Assessment Objective				
	LO1	LO2	LO3	LO1	LO2	LO3	LO1	LO2	LO3	AO1	AO2	AO3	AO4	AO5
Task 1	✓					✓				✓	✓			
Task 2		✓	✓				✓			✓	✓	✓		
Task 3	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Task 4									✓					✓

4. Assignment Brief

Following the recent campaigns to raise awareness of the effect that hair and beauty businesses are having on the natural environment and the increasing customer demand for eco-friendly products, Serenity skin and haircare has decided to launch a new range of sustainable products to add to its already existing product portfolio. This move will

set the new direction for the company which aims to reduce significantly its impact on the environment and set an example within the hair and beauty industry.

As a cosmetic scientist working for a hair and beauty product manufacturing company, you have been asked to design a key/hero product for one of Serenity's new proposed product ranges. To enable you to consider ways in which to address sustainability, you will need initially to research the effect that manufacturing a new product has on the environment. You will then need to conduct further research into the hair and beauty product market to inspire your idea and gauge the demand and level of competition that exists for your new product, before seeing your product through to the design and development stage.

You are required to design a key/hero product for one of the following new proposed ranges:

- A men's skincare range
- A make-up range for diverse skin
- A unisex haircare range



Task 1

The first stage of the product development process will involve carrying out research into hair and beauty product manufacturing. This task will focus on the negative impact that the manufacturing process has on the environment.

Suggested formats to present this task include a slide deck (e.g. PowerPoint) or a written/word-processed document.

For this task you should:

- Research the negative effects of the manufacturing process on the environment
- Use appropriate research methods and sources to find information
- Present a review of the impact of the manufacturing process on the environment, this should include:
 - An explanation of the negative effects of the manufacturing process on the environment
 - Use of pictures, diagrams, charts to further validate your findings

For this task you will be assessed on:

- Use of research to present facts about the negative effects of the manufacturing process on the environment (AO1)
- Explanation of the links between the manufacturing process and negative effects on the environment (AO2)
- Use of terminology relevant to the industry and topic area (AO1, AO2)

Task 2

This stage of the product development process requires you to investigate the current trends and market leaders in eco-friendly products within the hair or beauty industry to get an understanding of what competitors are offering and to provide inspiration for your product development.

Suggested formats to present this task include a slide deck (e.g. PowerPoint) or a written/word-processed document.

For this task you should:

- Investigate the current trends and market leaders in eco-friendly product ranges within the hair or beauty industry
- Use appropriate research methods and sources to find information
- Identify an idea for a new hair or beauty product to fill a market gap
The product must be for one of the following ranges:
 - A men's skincare range
 - A make-up range for diverse skin
 - A unisex haircare range
- Produce a report justifying your product idea, the potential market demand and any direct competitors

For this task you will be assessed on:

- Use of research to present facts of current product trends and inform ideas for your product development (AO1)
- Understanding of the links between current product trends and market gaps (AO2)
- Evaluation of your research findings to justify your product idea, market demand and direct competition (AO3)
- Use of terminology relevant to the industry and topic area (AO1, AO2)

Task 3

This stage of the design process requires you to design your new hair or beauty product. To support the design concept, you are required to produce a design brief presentation that will provide a rationale for your product design.

As one of Serenity's missions is to reduce its impact on the environment, you will need to consider the measures that can be taken within the design of your product to ensure environmental sustainability.

Suggested formats to present this task include a slide deck (e.g. PowerPoint) or a written/word-processed document. You may also wish to include visual presentation of your design brief, for example, a moodboard.

For this task you should:

- Produce a design brief presentation to communicate your idea to the target audience
- Include the following in your design brief:
 - Aims and objectives of the design brief
 - Product specific information (type of product, key ingredients, formulation, features and benefits, packaging, USP, etc.)
 - How you have addressed sustainability
 - Resources required
- Evaluate the overall success of your design brief presentation and how it meets the needs of your target audience

For this task you will be assessed on:

- Use of research to inform selection and present facts on ingredients, principles and techniques (AO1)
- Explanation of ingredients, principles and techniques chosen to inform the product design relevant to the brief (AO2)
- Evaluation of research findings to justify choice of ingredients, principles and techniques (AO3)
- Interpretation of the brief to link appropriate ingredients, principles and techniques (AO4)
- Use of innovative presentation techniques and principles to communicate your design idea to the target audience (AO4)
- Evaluation of the overall success of your design brief presentation and how it meets the needs of your target audience (AO5)
- Use of terminology relevant to the industry and topic area (AO1, AO2)

Task 4

For the final stage of the design process you will need to reflect on your overall performance for this internal synoptic assignment and make recommendations for future development.

Suggested formats to present this task include a slide deck (e.g. PowerPoint) or a written/word-processed document.

For this task you should:

- Review your reflective diary to inform your evaluation
- Evaluate your overall performance across the internal synoptic assignment to inform your personal development
- Include the following in your evaluation
 - What went well and why?
 - What did not go well and why?
 - Make recommendations for your personal development

For this task you will be assessed on:

- Reflection and evaluation of your performance across the internal synoptic assignment to inform your personal development (AO5)

5. Reflective Journal

Task no.	Breakdown of each task	Resources required	Progress to date	Notes/reflections	Evidence submitted

Task no.	Breakdown of each task	Resources required	Progress to date	Notes/reflections	Evidence submitted

6. Grading Learner Evidence

Each grade descriptor has been further contextualised to the theme and tasks within this internal synoptic assignment.

Assessment Objectives	Weightings	NYA	Band 1 Descriptors *	Band 2 Descriptors *	Band 3 Descriptors *	
AO1 - Demonstrate knowledge and understanding	10%	The learner evidence does not meet the task requirements and assessment objective.	The learner demonstrates basic knowledge and understanding of a limited range of concepts, theories and principles relating to business, entrepreneurship, design, anatomy, physiology and cosmetic science. The learner's information contains inaccuracies and everyday language is primarily used. Subject specific terminology, if used, is basic and at times incorrect.	The learner demonstrates mostly accurate and appropriate knowledge and understanding from a range of concepts, theories and principles relating to business, entrepreneurship, design, anatomy, physiology and cosmetic science. The learner, at times, uses appropriate subject specific terminology.	The learner demonstrates relevant and comprehensive knowledge and understanding from a range of concepts, theories and principles relating to business, entrepreneurship, design, anatomy, physiology and cosmetic science. The learner uses appropriate subject specific terminology consistently through their evidence.	
			0 marks	1-2 marks	3-4 marks	5-6 marks
			Examples of demonstration of knowledge and understanding: facts and information about the effects of the manufacturing process on the environment, current product trends, selection of appropriate product ingredients, product formulations, sustainability considerations.			
			<ul style="list-style-type: none"> A limited range of knowledge demonstrated across the tasks Knowledge is basic and contains inaccuracies Everyday language is generally used 	<ul style="list-style-type: none"> A range of knowledge demonstrated across the tasks Knowledge is mostly accurate and appropriate Use of subject specific terminology at times 	<ul style="list-style-type: none"> A range of knowledge demonstrated across the tasks Knowledge is relevant and comprehensive Subject specific terminology is used consistently 	

Assessment Objectives	Weightings	NYA	Band 1 Descriptors *	Band 2 Descriptors *	Band 3 Descriptors *
AO2 - Apply knowledge and understanding	15%	The learner evidence does not meet the task requirements and assessment objective.	The learner applies their understanding of the concepts, theories and principles relating to business, entrepreneurship, design, anatomy, physiology and cosmetic science in a limited way. Links between topics and concepts lack relevance to the situation and everyday language is primarily used.	The learner applies their understanding of the concepts, theories and principles relating to business, entrepreneurship, design, anatomy, physiology and cosmetic science to select information and makes relevant links in both familiar and unfamiliar contexts. The learner, at times, uses some appropriate subject specific terminology.	The learner applies their knowledge and critical understanding of concepts, theories and principles relating to business, entrepreneurship, design, anatomy, physiology and cosmetic science to select a wide range of information and makes clear and appropriate links in both familiar and unfamiliar contexts. The learner uses a wide range of subject specific terminology.
		0 marks	1-3 marks	4-6marks	7-9marks
		Examples of application of knowledge and understanding: explanation of links between the manufacturing process and the negative effects on the environment, links made between current product trends and market gaps, explanation of ingredients, principles and techniques chosen with relevance to the brief.			
			<ul style="list-style-type: none"> Limited application of knowledge across the tasks Links between topics and the brief lack relevance Everyday language is generally used 	<ul style="list-style-type: none"> Knowledge is applied across the tasks Information is selected to make relevant links between topics and the brief Use of subject specific terminology at times 	<ul style="list-style-type: none"> Knowledge and critical understanding is applied across the tasks A wide range of information is selected to make clear and appropriate links between topics and the brief Subject specific terminology is used consistently

Assessment Objectives	Weightings	NYA	Band 1 Descriptors *	Band 2 Descriptors *	Band 3 Descriptors *
AO3 - Analyse and evaluate knowledge and understanding	20%	The learner evidence does not meet the task requirements and assessment objective.	The learner uses and describes a limited range of principles relating to business, entrepreneurship, design, anatomy, physiology and cosmetic science to draw basic lines of reasoning and straightforward judgements.	The learner appropriately analyses and provides some evaluation of principles relating to business, entrepreneurship, design, anatomy, physiology and cosmetic science to make plausible judgements and appropriate conclusions.	The learner critically analyses and evaluates the principles relating to business, entrepreneurship, design, anatomy, physiology and cosmetic science to make reasoned, substantiated judgements and valid conclusions.
		0 marks	1-4 marks	5-8 marks	9-12 marks
		Examples of analysis and evaluation of knowledge and understanding: justification of product idea, market demand and direct competition, how it will meet the needs of the target audience, ingredients chosen and effect on the hair and skin, principles for combining ingredients, how sustainability has been addressed, resources required.			
			<ul style="list-style-type: none"> A limited range of principles applied for the product idea and design Judgements made for the product idea and design are straightforward 	<ul style="list-style-type: none"> Appropriate analysis with some evaluation of the principles applied for the product idea and design Plausible judgements and appropriate conclusions are made for the product idea and design 	<ul style="list-style-type: none"> Critical analysis and evaluation of the principles applied for the product idea and design Substantiated judgements and valid conclusions are made for the product idea and design

Assessment Objectives	Weightings	NYA	Band 1 Descriptors *	Band 2 Descriptors *	Band 3 Descriptors *
AO4 - Demonstrate and apply relevant skills and techniques	40%	The learner evidence does not meet the task requirements and assessment objective. 0 mark	The learner demonstrates basic, technical skills with limited experimentation and innovation, which results in a partially complete outcome. 1-5 marks	The learner demonstrates effective and appropriate technical skills, with some experimentation and innovation, which results in a mostly complete outcome. 6-10 marks	The learner demonstrates a wide range of relevant, creative, technical skills with experimentation and innovation, which results in a complete and effective outcome. 11-15 marks
			Examples of application of relevant technical skills: interpretation of the design brief to link appropriate ingredients, use of design principles and techniques, innovative product idea and design.		
			<ul style="list-style-type: none"> Basic technical skills with limited innovation demonstrated in the design, development and presentation of the product idea Design brief outcome is partially met 	<ul style="list-style-type: none"> Effective and appropriate technical skills with some innovation are demonstrated in the design, development and presentation of the product idea Design brief outcome is mostly met 	<ul style="list-style-type: none"> A wide range of innovative relevant and creative technical skills are demonstrated in the design, development and presentation of the product idea Design brief outcome is effective and met in full
			The learner is able to communicate the basic meaning of the design ideas to the intended audience. 1-3 marks	The learner is able to communicate some meaning of the design ideas to the intended audience. 4-6 mark	The learner is able to use effective products to communicate design ideas to the intended audience. 7-9 mark
			Examples of communication of design idea to the target audience: innovative use of components, materials and media to present design ideas, methods of communication and presentation are appropriate for the target audience.		
			<ul style="list-style-type: none"> The basic meaning of the design ideas is communicated to the target audience 	<ul style="list-style-type: none"> Some meaning of the design ideas is communicated to the target audience 	<ul style="list-style-type: none"> Effective use of products to communicate design ideas to the target audience

Assessment Objectives	Weightings	NYA	Band 1 Descriptors *	Band 2 Descriptors *	Band 3 Descriptors *
AO5 - Evaluate and draw conclusions to inform development	15%	The learner evidence does not meet the task requirements and assessment objective. 0 marks	The learner makes straightforward judgements about their performance, skills, approach and accomplishments within their own work and makes simple suggestions for future activity. 1-2 mark	The learner makes clear reflective judgements about their performance, skills, approach and accomplishments within their own work and makes viable recommendations for future activity. 3-4 mark	The learner critically analyses and reflects on their performance, skills, approach and accomplishments within their own work and produces convincing reflective judgements with viable recommendations for future activity. 5-6 marks
		Examples of evaluation to inform development: evaluation of the overall success of the design brief presentation in meeting the needs of the target audience, evaluation of overall performance for the internal synoptic assessment, what went well and why, what did not go well and why, recommendations for personal development.			
		<ul style="list-style-type: none"> • Straightforward judgements on own performance across the tasks • Simple suggestions made for future development 	<ul style="list-style-type: none"> • Clear and reflective judgements on own performance across the tasks • Viable recommendations for future development 	<ul style="list-style-type: none"> • Critical analysis and reflection on own performance across the tasks • Reflective judgements with viable recommendations for future development 	

7. Declaration of Authenticity

Learners

The work you submit for your assessment must be your own. Should you copy from someone else, allow another learner to copy from you, or plagiarise in any other way, you may be disqualified for the unit concerned.

Declaration by learner

I declare that this assignment is my own work and that the sources of information and material I have used (including the internet) have been fully identified and referenced as required. I have produced the attached work without assistance other than that which is acceptable under the scheme of assessment.

Learner name			
Learner signature		Date	

Declaration by Teacher/Assessor

I confirm that:

1. The learner's work was conducted under the conditions laid out by the specification.
2. I have authenticated the learner's work and am satisfied that to the best of my knowledge, the work produced is solely that of the learner.

Teacher/Assessor name			
Teacher/Assessor signature		Date	

8. Synoptic Assignment Marking Grid

Learner Name			
Assessment Objectives	Explanation of Marks Awarded	Teacher/Assessor Mark	Internal Moderator Mark
AO1 - Demonstrate knowledge and understanding			
AO2 - Apply knowledge and understanding			
AO3 - Analyse and evaluate knowledge and understanding			
AO4 - Demonstrate and apply relevant skills and techniques			
AO5 - Evaluate and draw conclusions to inform development			
Total Mark			
Teacher/Assessor Final Justification			Final Mark

Declaration

Teacher/Assessor Name	
Date	
Signature	

Internal Moderator Name	
Date	
Signature	

Document History

Version	Document Owner	Issue Date	Changes	Role
v1.0	Head of Assessment	11/02/2021	First published	Head of Technical Development
v2.0	Head of Assessment	15/07/2021	Amendments to suggested formats	Head of Technical Development
v3.0	Head of Assessment	01/04/2022	Minor formatting	Head of Assessment
v4.0	Head of Assessment	09/02/2023	Addition of front cover and index	Head of Assessment



Specimen Assessment Material

CO2A5.EX1 – Technical Award in the Study of Hair and Beauty

603/7128/6

Please write clearly in block capitals.

Centre number										
Learner number										
Surname										
Other names										
Learner signature										
Date										

Time allowed: 120 minutes

Instructions

- Use black ink
- Answer all questions
- You must answer questions in the spaces provided
- Do all rough work in this book. Cross through any work you do not want to be marked

Information

- There are four sections to this paper
- All sections should be attempted
- There are 80 marks available on this paper
- The marks for the questions are shown in brackets

Advice

- Please read each question carefully before answering



Section A

There are 16 marks allocated to this section.

Answer **all** questions in the spaces provided.

1. **State one** feature of a not-for-profit organisation.

[1 mark]

2. **Identify two** types of hair and beauty businesses.

[2 marks]



3. **Select** the training pathway that is only available to people aged 18 years or above:

- | | | |
|--------------------------|---|-------------------|
| <input type="checkbox"/> | A | apprenticeship |
| <input type="checkbox"/> | B | further education |
| <input type="checkbox"/> | C | higher education |
| <input type="checkbox"/> | D | private training |

[1 mark]

4. **Select** the personal care service a client may receive in a barbershop:

- | | | |
|--------------------------|---|-------------------------|
| <input type="checkbox"/> | A | eyelash extensions |
| <input type="checkbox"/> | B | hair transplant service |
| <input type="checkbox"/> | C | manicure and pedicure |
| <input type="checkbox"/> | D | waxing and threading |

[1 mark]



5. **Explain one** contribution the hair and beauty sector makes to the UK economy.

[2 marks]

6. **Describe one** way of identifying a potential business opportunity in the hair and beauty sector.

[2 marks]



7. Which of the following are the focus areas for effective marketing?

- | | | |
|--------------------------|---|---|
| <input type="checkbox"/> | A | People, promotion, price and planning |
| <input type="checkbox"/> | B | Place, packaging, product and processes |
| <input type="checkbox"/> | C | Positioning, product, people and price |
| <input type="checkbox"/> | D | Product, price, place and promotion |

[1 mark]

8. **Identify two** different industries that link to the hair and beauty sector.

.....

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.....

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.....

.....

[2 marks]



9. **Select** the feature of a mass market:

- | | | |
|--------------------------|---|----------------------|
| <input type="checkbox"/> | A | low profit margins |
| <input type="checkbox"/> | B | low sales volumes |
| <input type="checkbox"/> | C | small customer base |
| <input type="checkbox"/> | D | specialised products |

[1 mark]

10. **Select** the marketing segmentation strategy that targets customers based on gender, age, and income:

- | | | |
|--------------------------|---|----------------------------|
| <input type="checkbox"/> | A | behavioural segmentation |
| <input type="checkbox"/> | B | demographic segmentation |
| <input type="checkbox"/> | C | geographic segmentation |
| <input type="checkbox"/> | D | psychographic segmentation |

[1 mark]



11. **Explain** the difference between renewable energy **and** non-renewable energy.

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[2 marks]

TOTAL FOR SECTION A = 16 MARKS



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[6 marks]

TOTAL FOR SECTION B = 24 MARKS



Section C

There are 16 marks allocated to this section.

Answer **all** questions in the spaces provided.

15. **State one** effect on the skin of using a product with a pH value of 7 and above.

[1 mark]

16. **Identify two** effects toxic cosmetic ingredients can have on human health.

[2 marks]



17. Which of the following describes a mixture of oil and water?

- | | | |
|--|---|----------|
| | A | Emulsion |
| | B | Gel |
| | C | Solution |
| | D | Solvent |

[1 mark]

18. Which of the following was used to create a taut and shiny skin complexion in the Renaissance period?

- | | | |
|--|---|-----------|
| | A | Arsenic |
| | B | Charcoal |
| | C | Egg white |
| | D | Olive oil |

[1 mark]



21. Which of the following is classed as a toxic ingredient?

- | | | |
|--|---|-------------------|
| | A | Benzyl salicylate |
| | B | Coal tar |
| | C | Hydrogen peroxide |
| | D | Titanium dioxide |

[1 mark]

22. **Identify two** negative effects that palm oil farming has on the environment.

.....

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.....

.....

[2 marks]



23. Which of the following is derived from animal products?

- | | |
|--------------------------|----------------|
| <input type="checkbox"/> | A Citronellol |
| <input type="checkbox"/> | B Dimethicone |
| <input type="checkbox"/> | C Hydroquinone |
| <input type="checkbox"/> | D Retinol |

[1 mark]

24. Which of the following describes nails that are thin, flaky and generally short?

- | | |
|--------------------------|---------------|
| <input type="checkbox"/> | A Brittle |
| <input type="checkbox"/> | B Discoloured |
| <input type="checkbox"/> | C Peeling |
| <input type="checkbox"/> | D Ridged |

[1 mark]



25. **Explain** the effects of shampoo products on the hair.

[2 marks]

TOTAL FOR SECTION C = 16 MARKS



Exemplar Paper

Mark Scheme – Technical Award in the Study of Hair and Beauty 603/7128/6

Section A

1. **State one** feature of a not-for-profit organisation.

[1 mark]

Marks for this question: AO1 = 1

Award **one** mark for stating a feature of a not-for-profit organisation, up to a maximum of **one** mark.

- the owners do not make a profit **(1)**
- all money earned through the business is diverted back into the business **(1)**
- all profits made are used for charitable or social enterprises to help specific groups of people **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



2. **Identify two** types of hair and beauty businesses.

[2 marks]

Marks for this question: AO1 = 2

Award **one** mark for **each** type of business identified, up to a maximum of **two** marks.

- beauty salon **(1)**
- hair salon **(1)**
- blow-dry bar **(1)**
- barbershop **(1)**
- make-up studio/bar/counter **(1)**
- spa **(1)**
- nail bar **(1)**
- brow bar **(1)**
- complementary therapy centre **(1)**
- aesthetic clinic **(1)**
- freelance/independent hairdresser, barber, beauty therapist or make-up artist **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



3. **Select** the training pathway that is only available to people aged 18 years or above:

[1 mark]

A	apprenticeship	Incorrect answer because this training pathway is allowed from the age of 16.
B	further education	Incorrect answer because this training pathway is allowed from the age of 16.
C	higher education	Correct answer because this training pathway does not allow the students under the age of 18 to enrol.
D	private training	Incorrect answer because this training pathway may be allowed from the age of 16.

Marks for this question: AO1 = 1

C – higher education

Plausibility scale

Most correct answer

Least correct answer

C

D

A

B



4. **Select** the personal care service a client may receive in a barbershop:

[1 mark]

A	eyelash extensions	Incorrect answer because this general service is most likely to be a beauty salon service.
B	hair transplant service	Incorrect answer because this is an advanced specialist treatment which most likely takes place in a clinic.
C	manicure and pedicure	Incorrect answer because this general service is most likely to be a beauty salon service.
D	waxing and threading	Correct answer because this general service of waxing and threading of eye-brows is a barbershop service.

Marks for this question: AO1 = 1

D – Waxing and threading

Plausibility scale

Most correct answer

Least correct answer

D

C

B

A



5. **Explain one** contribution the hair and beauty sector makes to the UK economy.

[2 marks]

Marks for this question: AO2 = 2

Award **one** mark for each part of an explanation, up to a maximum of **two** marks.

- the hair and beauty industry provides employment opportunities **(1)**,
 - which contributes to the UK economy by employed people paying taxes **(1)****or**
 - which contributes to the UK economy by employed people spending money **(1)**
- the hair and beauty industry provides consumers with a range of products and services **(1)**,
 - which contributes to the UK economy with increased consumer spending and purchasing **(1)****or**
 - which increases spending **(1)****or**
 - which increases employment opportunities **(1)**
- the hair and beauty industry contributes to the UK economy by providing support to other sectors and businesses, by purchasing stock, equipment, provisions and services **(1)**, which leads to more people paying taxes and spending money **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



6. **Describe one** way of identifying a potential business opportunity in the hair and beauty sector.
[2 marks]

Marks for this question: AO2 = 2

Award **one** mark for each part of a description, up to a maximum of **two** marks.

- identifying a gap in the market to ensure there is a need for the business **(1)** to enable it to flourish and be profitable **(1)**
- identifying the consumer needs and wants **(1)** to ensure the business offers services and products that customers require **(1)**
- identifying what the competition offer is **(1)** to ensure there is a demand for services and that the business can supply the demand **(1)**
- pursuing a business opportunity that is based around a hobby or personal interest **(1)**
 - to ensure the business venture is challenging and enjoyable **(1)**

or

 - where the business benefits people/groups/communities **(1)**
- pursuing a business opportunity as a social entrepreneur **(1)** where the business benefits people/groups/communities **(1)**
- pursuing a business opportunity with ethical values and goals **(1)**
 - where the business inspires confidence/trust/public acceptance through sustainable working practices **(1)**

or

 - to ensure improved employee performance/customer loyalty **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



7. Which of the following are the focus areas for effective marketing?

[1 mark]

A	People, promotion, price and planning	Incorrect answer because these are not the 4 Ps in marketing mix/focus for effective marketing.
B	Place, packaging, product and processes	Incorrect answer because these are not the 4 Ps in marketing mix/focus for effective marketing.
C	Positioning, product, people and price	Incorrect answer because these are not the 4 Ps in marketing mix/focus for effective marketing.
D	Product, price, place and promotion	Correct answer because these are the 4 Ps in marketing mix/focus for effective marketing.

Marks for this question: AO1 = 1

D – Product, price, place and promotion

Plausibility scale

Most correct answer

Least correct answer

D	C	B	A
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8. **Identify two** different industries that link to the hair and beauty sector.

[2 marks]

Marks for this question: AO1 = 2

Award **one** mark for each industry identified, up to a maximum of **two** marks.

- leisure and tourism **(1)**
- fashion/fashion design and buying **(1)**
- health and fitness – spa/gym/exercise centre **(1)**
- education and training **(1)**
- theatre **(1)**
- media – TV/film **(1)**
- retail **(1)**
- product manufacturing **(1)**
- product distribution **(1)**
- aesthetic nursing **(1)**
- marketing – products/treatments/services/bloggng/vlogging **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



9. **Select** the feature of a mass market:

[1 mark]

A	low profit margins	Correct answer because this is a characteristic of a mass market.
B	low sales volumes	Incorrect answer because this is a characteristic of a niche market.
C	small customer base	Incorrect answer because this is a characteristic of a niche market.
D	specialised products	Incorrect answer because this is a characteristic of a niche market.

Marks for this question: AO1 = 1

A – Low profit margins

Plausibility scale

Most correct answer

Least correct answer

A	B	C	D
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10. **Select** the marketing segmentation strategy that targets customers based on gender, age and income:

[1 mark]

A	behavioural segmentation	Incorrect answer because this is based on customers' reactions to purchasing processes.
B	demographic segmentation	Correct answer because this is based on customers' age, gender and income.
C	geographic segmentation	Incorrect answer because this is based on customers' location and geographical boundaries.
D	psychographic segmentation	Incorrect answer because this is based on customers' behaviour, lifestyle, attitudes and interests.

Marks for this question: AO1 = 1

B – Demographic segmentation

Plausibility scale

Most correct answer

Least correct answer

B	A	D	C
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11. **Explain** the difference between renewable energy **and** non-renewable energy.

[2 marks]

Marks for this question: AO2 = 2

Award **one** mark for each part of an explanation, up to a maximum of **two** marks.

- a renewable energy source can replenish itself, such as wind, sunshine/UV Rays and timber **(1)**, *whereas* non-renewable energy has a limited supply, such as gas, oil and coal **(1)**
- a renewable energy source is better for the environment as it produces less toxins **(1)**, *whereas* non-renewable energy is harmful to the environment and releases greenhouse gasses into the atmosphere/affecting global warming **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



Section B

A school student is planning their future career pathway. They are hoping to open their own hair or beauty business as soon as they have finished their training.

Initially they wanted to complete an apprenticeship in the hair and beauty sector, however, they are now considering enrolling on a full-time hair or beauty course at a college of further education.

12. **Evaluate** the training pathway options that the student is considering.

Your response should include:

- the advantages **and** disadvantages of each training pathway
- a justification of the training pathway that you feel would be most beneficial for the student.

[9 marks]

Marks for this question: AO1 = 3, AO2 = 3, AO3 = 3

Band	Marks	Descriptor	AO
3	7-9	<p>AO1 Knowledge of the advantages and disadvantages of the training pathways is relevant and comprehensive.</p> <p>AO2 A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links between the advantages and disadvantages of the training pathways with relevance to the situation.</p> <p>AO3 Justifications of the most beneficial training pathway for this student provide substantiated judgements and valid conclusions.</p>	AO1 AO2 AO3
2	4-6	<p>AO1 Knowledge of the advantages and disadvantages of the training pathways is mostly accurate and, at times, appropriate subject specific terminology is used.</p> <p>AO2 Links are made between the advantages and disadvantages of the training pathways with relevance to the situation.</p> <p>AO3 Justifications of the most beneficial training pathway for this student is appropriate to form plausible judgements and conclusions.</p>	AO1 AO2 AO3
1	1-3	<p>AO1 Knowledge of the advantages and disadvantages of the training pathways is limited. Information contained inaccuracies and the subject specific terminology is basic.</p> <p>AO2 Links between the advantages and disadvantages of the training pathways lack relevance to the situation.</p> <p>AO3 Justifications of the most beneficial training pathway for this student is basic and judgements are straightforward.</p>	AO1 AO2 AO3
NYA	0	No relevant content.	



Possible content may include:

AO1 – Knowledge of the advantages and disadvantages of the training pathways

Advantages for Apprenticeship:

- monthly/weekly income
- off-the-job training
- industry experience
- recognised training pathway
- possibility of employment
- working with industry skilled professionals

Disadvantages for Apprenticeship:

- need to be employed
- working full-time (30 hours)
- often takes 12 months plus
- only predetermined skills are covered in the curriculum offer
- need to work at the weekends
- minimal statutory annual leave

Advantages for full-time college:

- full-time training/learning
- wide curriculum offer/course options
- funded courses
- full-time training/learning is only on for 12-20 hours a week
- full-time training/learning is only on weekdays
- more holiday opportunities
- only takes 9 months

Disadvantages for full-time college:

- lack of industry experience
- larger class sizes
- fixed curriculum offer.

AO2 – Application of understanding of the advantages and disadvantages of the training pathways

Advantages for Apprenticeship:

- monthly/weekly income – when working as an employee, apprentices are paid whilst they are learning
- off-the-job training – mandatory 20% off-the-job training to ensure that there is dedicate training/learning time in case the employer isn't giving quality on-the-job training/learning opportunities
- industry experience – real hands-on salon/barbershop experience, working on paying clients
- recognised training pathway – employers and potential clients recognise the benefits of apprenticeships
- possibility of employment – at the end of the apprenticeship an employer will be familiar with their skills, and they will be familiar with the workplace/business



- working with industry skilled professionals – the apprentice will be able to observe the skills they are learning and ask questions as to why they are being performed in a certain way, which will aid the learning process

Disadvantages for Apprenticeship:

- need to be employed – apprentices must have employment to be able to complete this training pathway
- working full-time (30 hours) – often apprentices work up to 40 hours per week, with 20% off-the-job and 80% work
- often takes 12 months plus – each level of an apprenticeship is at least 12 months
- only predetermined skills are covered in the curriculum offer – apprenticeships go up to level 3 only and the whole qualification must be completed and additional courses may be required to cover certain skills
- need to work at the weekends – apprentices will have to work every weekend as hair and beauty is a service industry
- minimal statutory annual leave – only entitled to minimum of 20 days paid holiday a year

Advantages for full-time college:

- full-time training/learning – at full-time college you can focus on learning the skills and the theory
- wide curriculum offer/course options – full-time colleges offer various levels of learning and specialised subjects. There are also multiple short courses can be paid for to gain the equivalent skills and knowledge in a shorter period of time for most hair and beauty routes
- funded courses – full-time college is free for 16-19 years, there are also bursaries available to support travel and kit costs
- full-time training/learning is only on for 12-20 hours a week – this allows time for caring responsibilities or part-time work
- full-time training/learning is only on weekdays – no weekend attendance which allows time for caring responsibilities or part-time work
- more holiday opportunities – full-time training/learning is during the academic year from September to June
- only takes 9 months – full-time training/learning is only during the academic year from September to June

Disadvantages for full-time college:

- lack of industry experience – attending a college full-time may mean the student does not experience the day to day working practices of real salon/barbershop life or working on real paying clients
- larger class sizes – class sizes vary, but are typically greater than 10, often as high as 25
- fixed curriculum offer – have to complete maths and English alongside the vocational qualification.

A03 – Justification of the training pathway that would be most beneficial for the student

Apprenticeship:

- the training required will take at least 2 -3 years to be qualified to at least level 3, but over that time the student would have a thorough understanding of the business and working with clients
- although some of the specialist skills may not be taught on the apprenticeship, short courses in specialised areas can be completed as part-time study alongside working and earning



- the experience gained in the salon/barbershop will be valuable and they could experience advanced roles/management before they branch out on their own and open their own business
- they can gain valuable skills and salon/barbershop life experiences before starting out in business themselves

Full-time college:

- although full-time college sometimes limits work experience, the student could easily carry out work experience alongside the full-time college, and for some courses, this is also mandatory
- full-time college is usually 15-25 hours per week, so the student would be able to have time to work and/or gain industry experience
- the student can choose the course to complete. There are a range of courses available in basic and advanced skills that the student may progress through.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.

Maximum 9 marks



A hair and beauty business owner is concerned by the decline in client visits. They are exploring reasons why the number of clients visiting the business has reduced. Their objective is to identify factors that may be causing this decline.

The business owner plans to carry out primary market research, using the following **three** approaches:

- emailing a satisfaction survey out to clients
- placing a comment box on the reception desk
- interviewing previous clients who no longer visit the salon.

13. **Evaluate** the effectiveness of the **three** market research approaches in meeting the business owner’s objective.

Your response should include:

- the advantages **and** disadvantages for each of the planned market research approaches
- a justification for the market research approach that would be most beneficial in meeting the business owner’s objective.

[9 marks]

Marks for this question: AO1 = 3, AO2 = 3, AO3 = 3

Band	Marks	Descriptor	AO
3	7-9	<p>AO1 Knowledge of the advantages and disadvantages of the planned market research approaches are relevant and comprehensive.</p> <p>AO2 A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links between the advantages and disadvantages of the planned market research approaches with relevance to the situation.</p> <p>AO3 Justifications on the planned market research approach that would be most beneficial for the business owner provides substantiated judgements and valid conclusions.</p>	AO1 AO2 AO3
2	4-6	<p>AO1 Knowledge of the advantages and disadvantages of the planned market research approaches are mostly accurate and, at times, appropriate subject specific terminology is used.</p> <p>AO2 Links are made between the advantages and disadvantages of the planned market research approaches with relevance to the situation.</p> <p>AO3 Justifications on the planned market research approach that would be most beneficial for the business owner is appropriate to form plausible judgements and conclusions.</p>	AO1 AO2 AO3
1	1-3	<p>AO1 Knowledge of the advantages and disadvantages of the planned market research approaches are limited. Information contained inaccuracies and the subject specific terminology is basic.</p>	AO1 AO2 AO3



		<p>AO2 Links between the advantages and disadvantages of the planned market research approaches lacks relevance to the situation.</p> <p>AO3 Justifications on the planned market research approach that would be most beneficial for the business owner is basic and judgements are straightforward.</p>	
NYA	0	No relevant content.	

Possible content may include:

AO1 – Knowledge of the advantages and disadvantages of the planned market research approaches
Advantages of emailing a satisfaction survey out to clients:

- identifies gaps in the market
- measures client satisfaction
- identifies client needs and preferences
- identifies the range of client groups attracted to the product/business

Disadvantages of emailing a satisfaction survey out to clients:

- unable to identify the level of demand for products/service
- time consuming to collate data
- survey fatigue
- incorrect feedback
- questions are ignored

Advantages of placing a comment box on the reception desk:

- measures client satisfaction
- identifies the range of client groups attracted to the product/business

Disadvantages of placing a comment box on the reception desk:

- unable to identify the level of demand for products/service
- not a full representation of client feedback

Advantages of interviewing previous clients who no longer visit the salon, to identify:

- the competition
- reasons for leaving the salon
- reasons for going to another salon
- client satisfaction
- level of demand for products/service
- client needs and preferences



- the client groups attracted to the other businesses

Disadvantages of interviewing previous clients who no longer visit the salon:

- time consuming
- escalating frustrations of an already dissatisfied client.

AO2 – Application of understanding of the advantages and disadvantages of the planned market research approaches

Advantages of emailing a satisfaction survey out to clients:

- identifies gaps in the market – surveys may inform the business owner of any services or products that current clients would like to have made available to them in the salon
- measures client satisfaction – client surveys will inform them if clients are satisfied or dissatisfied with elements of the business – costs, products, staff, client care/service, services offered etc.
- identifies client needs and preferences – surveys may inform the business owner of any changes to their clients' needs and preferences
- identifies the range of client groups attracted to the product/business – the business owner can see the types of clients that the business is currently attracting

Disadvantages of emailing a satisfaction survey out to clients:

- unable to identify the level of demand for products/service – surveys will not inform the business owner of any changes to the demand for services of products that previous clients would like
- time consuming to collate data – collecting customer insights through email is a multi-step process that may take a lot of time to analyse and may not be possible to create successful strategies with the limited data received
- survey fatigue – poorly designed surveys with convoluted questions tend to increase the non-response rate. It may not be possible to create successful strategies with the limited data received
- incorrect feedback – the respondents may give biased answers as they feel the need to give socially desirable responses
- questions are ignored – if the content of the question is not clear or if the respondent doesn't feel like it is relevant to them they may leave the question unanswered

Advantages of placing a comment box on the reception desk, to identify:

- measures client satisfaction – the business owner can see if the clients are happy with the service they are receiving
- identifies the range of client groups attracted to the product/business – the business owner can see the types of clients that the business is currently attracting

Disadvantages of placing a comment box on the reception desk:

- unable to identify the level of demand for products/service – this type of research will not tell the business owner if less clients are requesting certain services/products or why, or what service/products they are requesting and getting elsewhere



- not a full representation of client feedback – only more ‘vocal’ clients will leave feedback which may lead to a disproportionate response from either extremely satisfied or dissatisfied clients

Advantages of interviewing previous clients who no longer visit the salon, to identify:

- the competition – this type of research will identify if there could be lots of salons/barbershops or new salons/barbershops opened nearby creating a competitive market
- reasons for leaving the salon – this type of research will identify why previous client no longer come to the salon
- reasons for going to another salon – this type of research will identify why previous clients are now going to another salon
- client satisfaction – this type of research will identify why clients were dissatisfied with the salon
- level of demand for products/service – this type of research will identify if there may be a decrease in the demand in some services being offered by the salon and an increase in service demand for other services that their business is currently not offering
- client needs and preferences – this type of research will identify if clients may have changed their needs, such as needing services less often to suit their income, job, or hairstyle/beauty regime, personal interests. Also, clients’ preferences may mean they are choosing the competition because it is closer to home, more fashion focused, has friendlier staff, better music/coffee etc.
- the client groups attracted to the other businesses – this type of research will identify what client groups are attracted to other businesses – the age, gender, location, race, income, lifestyle and interests of the clients visiting the salon/barbershop and not returning to the salon/barbershop

Disadvantages of interviewing previous clients who no longer visit the salon:

- time consuming – finding the details of clients who haven’t returned to the salon may be difficult
- escalating frustrations of an already dissatisfied client – the former client may feel even more aggrieved for being hassled when they have already demonstrated their ‘dislike’ by not returning. This may then lead to further damage to the business reputation.

AO3 – Justification for the market research approach that would be most beneficial in meeting the business owner’s objective.

Satisfaction survey:

- by carrying out client satisfaction surveys and asking clients for feedback, the business owner can see exactly what is working well in the business and what clients like and dislike
 - they can get positive and developmental feedback from the clients, so they can then ensure they continue to offer all the positives that the client likes
- they can identify any negative comments and areas to improve these may include offering new services, completing staff training, amending prices or introducing new products to the salon

Comment box:



- they can then ensure they continue to offer all the positives that the client likes
- if they notice any areas of improvement, they can rectify these and maybe offer new services, complete staff training and amend prices/products available

Interviewing previous clients who no longer visit the salon:

- by interviewing previous clients who no longer visit the salon, the business owner can find out more about the competition locally, the reasons why clients have left the salon and the reasons for going to another salon
- they can find out if clients were dissatisfied enough to leave and go elsewhere or if they failed to client needs and preferences
- they can find out the types of clients attracted to other products and businesses, so they know the market group they are attracting or losing.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.

Maximum 9 marks



A business owner is dissatisfied with the increasing costs of purchasing retail products. They are considering developing their own products and they need to create a business plan to help them develop their idea and their brand.

14. **Evaluate** the reasons for the business owner to create a business plan.

Your response should include:

- the benefits **and** drawbacks of creating a business plan
- a justification for creating a business plan for the business owner.

[6 marks]

Marks for this question: AO2 = 3, AO3 = 3

Band	Marks	Descriptor	AO
3	5-6	AO2 A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links knowledge for the benefits and drawbacks of creating a business plan. AO3 A justification for creating a business plan for the business owner provided substantiated judgements and valid conclusions.	AO2 AO3
2	3-4	AO2 Relevant links are made for the benefits and drawbacks of creating a business plan. AO3 A justification for creating a business plan is appropriate to form plausible judgements and conclusions.	AO2 AO3
1	1-2	AO2 Links between the benefits and drawbacks of creating a business plan lacks relevance. AO3 A justification for creating a business plan is basic and judgements are straightforward.	AO2 AO3
NYA	0	No relevant content.	



Possible content may include:

AO2 – Application of understanding of the benefits and drawbacks of business planning

Benefits of creating a business plan:

- it allows people to see the business as a whole picture and they help to identify the key focus of the business's objectives and goals
- they help businesses with managing their cash flow by looking at profit and loss scenarios and/or options for repayment plans
- they help with the setting of priorities and assist with managing the change, such as reviewing the progress and processes for what is and isn't working

Drawbacks to creating a business plan:

- they are time-consuming to create and can be expensive
- many people lack the expertise to create the detail required for an accurate business plan and often they cannot be executed as a written plan intended, as the plan does not always work in the real world
- they cannot be expected to be followed completely and should be used as a guide
- they can stop the development process from flowing if it is too rigid, as the plan does not always allow for flexibility and change.

AO3 – Justification for completing a business plan

- by completing a business plan the business owner may be able to attract investors as the plan will help to show all parties the formal business plan and everyone will understand the objective of the plan
- the business plan will help the business owner think through the plan; how feasible is it - what steps need to be taken, such as reviewing the competition or customer demand for new retail brands and how to market their product
- it will help the business to select strategies that will aid them in meeting their goals and objectives and set a timeline for developing their own brand
- it will allow the business owner to assign accountability for what's expected, by when and by whom
- it will help them to manage cash flow and expenditure – how much money is needed to fund the business objective, how will they raise funds/capital and over what time period, when it pay itself back
- it will enable the business owner to plan, design and create the brand alongside their usual day to day work, so they can look at how the plan fits in alongside the general running of their business

whereas if they do not create a business plan

- the business owner may not get anyone to invest in the brand



- the business owner risks developing a retail brand that there is no demand for – they may spend too much time designing and developing the brand and spending money on the brand for no reason, with no benefit and no financial return
- this could impact the business overall and affect the cash flow of the business which in turn may cause the owner to have to close the business and sell the salon/barbershop to pay debts
- this would affect the employment of any staff, and the clients would need to go to another salon/barbershop for their services.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.

Maximum 6 marks



Section C

15. **State one** effect on the skin of using a product with a pH value of 7 and above.

[1 mark]

Marks for this question: AO1 = 1

Award **one** mark for stating an effect the skin of using a product with a pH value of 7 and above, up to a maximum of **one** mark.

- pH7 and above will dry out the skin/damage the skin /cause a skin reaction /cause skin sensitivity - burns/redness/erythema **(1)**
- pH7 and above will make the skin feel taut/tight due to lost natural oils **(1)**.



16. **Identify two** effects toxic cosmetic ingredients can have on human health.

[2 marks]

Marks for this question: AO1 = 2

Award **one** mark for each effect identified, up to a maximum of **two** marks.

- irritation to the skin/burns/infection **(1)**
- rashes **(1)**
- redness/dark patches on the skin **(1)**
- breathing difficulties **(1)**
- acne **(1)**
- bitter taste on the tongue **(1)**
- allergies **(1)**
- UV sensitivity **(1)**
- internal organ damage **(1)**
- autoimmune disease **(1)**
- hormonal imbalances **(1)**
- reproductive problems **(1)**
- carcinogenic **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



17. Which of the following describes a mixture of oil and water?

[1 mark]

A	Emulsion	Correct answer because this type of mixture is oil and water.
B	Gel	Incorrect answer because this type of mixture is set to a semi solid mass.
C	Solution	Incorrect answer because this type of mixture is a minor component distributed within a larger component.
D	Solvent	Incorrect answer because this type of mixture dissolves in other substances.

Marks for this question: AO1 = 1

A- Emulsion

Plausibility scale

Most correct answer

Least correct answer

A

C

B

D



18. Which of the following was used to create a taut and shiny skin complexion in the Renaissance period?

[1 mark]

A	Arsenic	Incorrect answer because waffles containing arsenic were nibbled on to maintain pale skin in Victorian era.
B	Charcoal	Incorrect answer because olive oil and ground charcoal for eyeshadow by the ancient Greeks and Romans.
C	Egg white	Correct answer because egg white is used to create a taut and shiny complexion in the Renaissance period.
D	Olive oil	Incorrect answer because olive oil and ground charcoal for eyeshadow by the ancient Greeks and Romans.

Marks for this question: AO1 = 1

C – Egg White

Plausibility scale

Most correct answer

Least correct answer

C

D

B

A



19. **Describe** the difference between a normal/balanced skin type **and** a combination skin type.

[2 marks]

Marks for this question: AO2 = 2

Award **one** mark for each part of a description, up to a maximum of **two** marks.

- balanced skin is healthy and has a fine texture with no visible pores, congestion, blackheads or blemishes **(1)** *whereas*, combination skin usually has an oily T-zone and the cheeks may be normal to dry/can be a combination of skin types and conditions **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



20. **Describe** the differences between a dry scalp **and** a dandruff affected scalp.

[2 marks]

Marks for this question: AO2 = 2

Award **one** mark for each part of a description, up to a maximum of **two** marks.

- a dry scalp is an itchy, flaky, tight scalp **(1)** *whereas*, dandruff affected scalp has white/grey flakes of skin present on the scalp/in the hair and an itchy/red scalp, accompanied with greasy patches **(1)**
- a dry scalp does not have enough sebum/moisture/oil, **(1)** *whereas*, dandruff affected scalp can be caused from a build-up of products/products not removed sufficiently **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



21. Which of the following is classed as a toxic ingredient?

[1 mark]

A	Benzyl salicylate	Incorrect answer because this is a restricted ingredient.
B	Coal tar	Correct answer because this is classed as a toxic ingredient in the UK.
C	Hydrogen peroxide	Incorrect answer because this is a restricted ingredient.
D	Titanium dioxide	Incorrect answer because this is a common cosmetic ingredient.

Marks for this question: AO1 = 1

B - Coal tar

Plausibility scale

Most correct answer

Least correct answer

B

A

C

D



22. **Identify two** negative effects that palm oil farming has on the environment.

[2 marks]

Marks for this question: AO1 = 2

Award **one** mark for each effect identified, up to a maximum of **two** marks.

- destruction to the rainforests **(1)**
- damage to the climate **(1)**
- increased CO² /decreased O² in the atmosphere **(1)**
- endangering the life of primates/animals **(1)**
- reduction in farmland – food/crops **(1)**
- increased flood risk **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



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23. Which of the following is derived from animal products?

[1 mark]

A	Citronellol	Incorrect answer because this ingredient is chemically extracted from plants.
B	Dimethicone	Incorrect answer because this ingredient is chemically produced.
C	Hydroquinone	Incorrect answer because this ingredient is chemically produced.
D	Retinol	Correct answer because this ingredient is derived from animal products.

Marks for this question: AO1 = 1

D – Retinol

Plausibility scale

Most correct answer

Least correct answer

D	C	A	B
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24. Which of the following describes nails that are thin, flaky and generally short?

[1 mark]

A	Brittle	Incorrect answer because these are very hard, inflexible and tend to break easily.
B	Discoloured	Incorrect answer because these are changes caused by health, nail polish or infection.
C	Peeling	Correct answer because this is the description of peeling nails.
D	Ridged	Incorrect answer because these are rippled and unsmooth in appearance.

Marks for this question: AO1 = 1

C – Peeling

Plausibility scale

Most correct answer

Least correct answer

C

B

A

D



25. **Explain** the effects of shampoo products on the hair.

[2 marks]

Marks for this question: AO2 = 2

Award **one** mark for each part of an explanation, up to a maximum of **two** marks.

- The cleansing agent molecule is attracted to the dirt/oil/debris on the hair and scalp **(1)**. The dirt/oil/debris are trapped in the emulsion and washed away with water **(1)**
or
- The hydrophilic head (water loving) is attracted to the water and the hydrophobic tail (water hating / oil loving) is attracted to the dirt/oil/debris to join them together **(1)**. The push and pull effect of the shampoo massage causes the shampoo to lather and remove the dirt/oil/debris from the scalp and hair **(1)**.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.



Section D

Manufacturers of cosmetic products must understand the functions of each ingredient used in hair and skin products. Some ingredients are added to enhance the product itself and others may benefit the user of the product.

A product brand designer added the following cosmetic ingredients to their new hair conditioner:

- preservatives
- stabilisers
- antiseptic

26. **Evaluate** the effects that these cosmetic ingredients would have on the hair conditioning product.

Your response should include:

- The advantages **and** disadvantages of adding the **three** ingredients to hair conditioner
- A justification for adding **one** of these ingredients to the hair conditioner.

[9 marks]

Marks for this question: AO1 = 3, AO2 = 3, AO3 = 3

Bands	Marks	Descriptor	AO
3	7-9	<p>AO1 Knowledge of the cosmetic ingredients is relevant and comprehensive.</p> <p>AO2 A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links on the advantages and disadvantages to adding these ingredients with relevance to the situation.</p> <p>AO3 Justifications for adding the ingredients provide substantiated judgements and valid conclusions.</p>	AO1 AO2 AO3
2	4-6	<p>AO1 Knowledge of the cosmetic ingredients is mostly accurate and at times, appropriate subject specific terminology is used.</p> <p>AO2 Links are made between the advantages and disadvantages to adding these ingredients to hair conditioner with relevance to the situation.</p> <p>AO3 Justifications for adding the ingredients is appropriate to form plausible judgements and conclusions.</p>	AO1 AO2 AO3



1	1-3	<p>AO1 Knowledge of the cosmetic ingredients is limited. Information contains inaccuracies and the subject specific terminology is basic.</p> <p>AO2 Links between the advantages and disadvantages to adding these ingredients to hair conditioner lacks relevance to the situation.</p> <p>AO3 Justifications of adding the ingredients to hair conditioner is basic and judgements are straightforward.</p>	<p>AO1 AO2 AO3</p>
0	0	No relevant content.	

Possible content may include:

AO1 – Knowledge of the cosmetic ingredients

Advantages:

- preservatives – these help to prolong the shelf life of the product
- stabilisers – enhance the stability of the product
- antiseptic effects – prevent the growth of bacteria/viruses

Disadvantages

- preservatives – may cause allergic reactions
- stabilisers – may make the product too thick
- antiseptic effects – may be harsh on the hair

AO2 – Application of understanding of the advantages and disadvantages of using these ingredients in hair conditioner

Advantages:

- preservatives – these help to prolong the shelf life of the product by keeping the product free from microorganisms – such as germs, bacteria, yeast and fungi, which cause the product to break down, become unfit for use and can cause infection
- stabilisers – these ingredients thicken and enhance the stability and performance of the product and help to maintain their functions. They control the pH levels and hold emulsions together to ensure ingredients retain their individual properties
- antiseptic effects – prevent the growth or slow down the growth of microorganisms within the product

Disadvantages:

- preservatives – if not used correctly the product becomes unfit for use and can cause infection, preservatives may cause an allergic reaction, preservatives may affect the stability of the main ingredient



- stabilisers – these ingredients thicken the product and may make some hair conditioners too thick to coat the hair evenly
- antiseptic effects – some antiseptic ingredients are toxic to health and too harsh on the hair, some ingredients may cause an allergic reaction, or be harmful to the environment.

AO3 – Justification for adding these ingredients to the hair conditioner

- preservatives – adding these ingredients to the hair conditioner help to prolong the shelf life of the product by keeping the products free from microorganisms, this benefits the consumer as the product will be more cost effective, stable and last longer
- stabilisers – adding these ingredients to hair conditioner will help to thicken the product and enhance its performance which helps the consumer when they use the product at home as it is more stable. By controlling the pH levels, it smooths the cuticles and coats the hair better
- antiseptic effects – by adding these ingredients to hair conditioner it prevents the growth or slows down the growth fungi or bacteria within the product and therefore the product will last longer and not spoil by growing mould, discolouring, or smelling unpleasant.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.

Maximum 9 marks



A client attends the salon for a facial treatment. During the service, the client discusses their concerns regarding the condition of their skin as they spend the winter months abroad in a sunny climate and they have just had their 50th birthday.

27. **Evaluate** how intrinsic **and** extrinsic factors can affect the skin.

Your response should include:

- the intrinsic **and** extrinsic factors that affect the skin
- a justification of how **one** of these factors can influence the condition of the client's skin.

[9 marks]

Marks for this question: AO1 = 3, AO2 = 3, AO3 = 3

Bands	Marks	Description	AO
3	7-9	<p>AO1 Knowledge of intrinsic and extrinsic factors is relevant and comprehensive.</p> <p>AO2 A wide range of appropriate subject specific terminology and information is used to make clear and appropriate links between how intrinsic and extrinsic factors affect the client's skin.</p> <p>AO3 Justifications of how these factors influence the client's skin condition provide substantiated judgements and valid conclusions.</p>	AO1 AO2 AO3
2	4-6	<p>AO1 Knowledge of intrinsic and extrinsic factors is mostly accurate and at times, appropriate subject specific terminology is used.</p> <p>AO2 Relevant links are made between how intrinsic and extrinsic factors affect the client's skin.</p> <p>AO3 Justifications of how these factors influence the client's skin condition is appropriate to form plausible judgements and conclusions.</p>	AO1 AO2 AO3
1	1-3	<p>AO1 Knowledge of intrinsic and extrinsic factors is limited. Information contains inaccuracies and the subject specific terminology is basic.</p> <p>AO2 Links between how intrinsic and extrinsic factors affect the client's skin lacks relevance.</p> <p>AO3 Justifications of how these factors influence the client's skin condition is basic and judgements are straightforward.</p>	AO1 AO2 AO3



0	0	No relevant content.	
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Possible content may include:

AO1 – Knowledge of the intrinsic factors that affect this client’s skin

Intrinsic factors:

- genetics
- hormonal imbalances.

Extrinsic factors:

- UV exposure
- climate.

AO2 – Application of understanding of how intrinsic factors affect this client’s skin

Intrinsic factors:

- genetics – inherited genes from biological parents, such as the skin type which will determine how much pigment there is in their skin. Lower amounts of pigment/melanin will be more sensitive to sunlight
- hormonal imbalances – the skin will alter in appearance (dry and/or sensitive) as part of the natural ageing process due to hormonal changes to the body.

Extrinsic factors:

- UV exposure – too much exposure to the sun can cause the skin to age (lines and wrinkles) and increases the risk of skin cancer
- climate – extreme temperatures can affect the skin causing damage, dryness and ageing of the skin. Too hot and people sweat – this can lead to breakouts and heat rash. Too cold or high altitudes can lead to tight, red, rough skin, dehydration, dryness and cause rapid signs of ageing.

AO3 – Justification of how these factors influence the client’s skin condition

Intrinsic factor of genetics:

- people whose parents showed early signs of ageing are likely to experience the same ageing signs
- people with low levels of skin pigmentation will have greater risks to skin sensitivities, irritations, sunburn and will show signs of ageing earlier than someone with greater skin pigmentation
- for people with medium to high levels of pigmentation, they will be less prone to sun damage and premature ageing, their skin is usually thicker and this means less wrinkles as they age
- to reduce the effects of aging on the skin it is important to use skin moisturisers and have a quality skincare regime to help the skin maintain a more youthful appearance.



Intrinsic factor of hormone imbalances:

- the skin alters in appearance as part of the natural ageing process due to hormonal changes and a decrease in hormonal activity in the body
- the hormonal changes affect collagen and elastin production which can cause dryness, acne, fine lines and wrinkles, skin laxity and rosacea
- the skin loses elasticity and gets thinner and can crack, giving the appearance of fine lines and wrinkles
- to reduce the effects of aging on the skin it is important to use skin moisturisers and have a quality skincare regime to help the skin maintain a more youthful appearance

Extrinsic factor of UV exposure:

- following the exposure to more UV rays in the sunnier climates, the client has therefore experienced more damage to their skin
- UV rays cause damage to skin cells, accelerate the ageing process and causes premature ageing
- exposure to pollution and UV rays can be limited by covering the skin and using sunscreens with SPF, UVA and UVB protectors.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.

Maximum 9 marks



A business owner has had an idea for developing a new skin care range for clients who suffer with rosacea, to help improve their skin condition.

The business owner has created a design brief and researched what is required. They are now looking into whether they should continue with the next stages of the product development process.

The next stages are:

- engaging specialists
- formulation of the product

28. **Evaluate** the purpose of the next **two** stages in the development process.

Your response should include:

- the purpose of the next **two** stages of the development process
- a justification for conducting the **two** stages.

[6 marks]

Marks for this question: AO2 = 3, AO3 = 3

Bands	Marks	Description	AO
3	5-6	AO2 A wide range of appropriate subject specific terminology and information is used for the purpose of the next stages on the development process. AO3 A justification for conducting the two stages provided substantiated judgements and valid conclusions.	AO2 AO3
2	3-4	AO2 Relevant links are made for the purpose of the next stages on the development process. AO3 A justification for conducting the two stages is appropriate to form plausible judgements and conclusions	AO2 AO3
1	1-2	AO2 Links between for the purpose of the next stages on the development process lacks relevance. AO3 A justification for conducting the two stages for this client is basic and judgements are straightforward.	AO2 AO3
0	0	No relevant content.	



Possible content may include:

AO2 – Application of understanding the impact of the next stages of the development process

Specialists for the development process may include:

- chartered chemists – chemistry professionals who research and develop new cosmetics
- toxicologists – professional field scientists who understand the harmful effects that chemicals, substances or situations have on people, animals and the environment
- microbiologists – cosmetic professionals who study microorganisms and understand the process of creating a cosmetic product from end to end, to ensure formulas are robust and safe
- regulatory experts – professional experts whose role it is to ensure the product meets local, national, international and industrial regulations

Formulation of products:

- the business owner will need a formula for their products to check for compatibility, stability, and preservation
- they will need to identify the types of mixtures required (solutions, solvents, solubility, emulsions, gels, suspensions) and the effect their formula will have on the skin
- they should patent the formula when it is finalised.

AO3 – Justification for conducting of the different stages of the design process

Specialists for the development process:

- the business owner will need specialists for the development process to ensure that the finished product is:
 - safe to use on human skin without causing death or harm
 - performs as it is supposed to / advertised to – improve the skins condition / appearance of rosacea
 - compliant with all legislation and regulation to ensure that the business owner cannot be found liable

Formulation of products:

- the business owner will need a formula for their products to check for compatibility, stability, and preservation – the product will require an active ingredient to create the impact and change required to the skin. The ingredient formula must be compatible and safe to use, so not to cause harm to human health. The ingredients must be compatible with each other and stable. Many ingredients can breed microorganisms, so preservatives must be added to extend the life of the product
- the business owner will need to identify the types of mixtures required. This could be solutions – a mixture made when a solute dissolves in a solvent, solvents – a liquid a substance dissolves in, solubility – the ability to dissolve, emulsions – a mixture of oil and water, gels – a liquid that is



dispersed with a medium solid and sets to a semi solid mass, or a suspension – a solid particle dispersed in a bulk of liquid

- the business owner will need to identify what effect their formula will have on the skin, to ensure the product can actual do what is it intended to do
- the business owner should patent the formula when it is finalised. This grants the property right to the inventor of the product, giving them the exclusive rights to the patented process and design. The ingredients cannot be patented, only the formula in how they are mixed can be.

The indicative content of the mark scheme is not exhaustive, markers should use professional judgement to award other worthy responses. This may include contextualised examples relating to the hair and beauty sector.

Maximum 6 marks

TOTAL FOR SECTION D = 24 MARKS

TOTAL FOR PAPER = 80 MARKS

END OF EXAM



Assessment Objectives

Question number	AO1	AO2	AO3	Total mark
1	1			1
2	2			2
3	1			1
4	1			1
5		2		2
6		2		2
7	1			1
8	2			2
9	1			1
10	1			1
11		2		2
12	3	3	3	9
13	3	3	3	9
14		3	3	6
15	1			1
16	2			2
17	1			1
18	1			1
19		2		2
20		2		2
21	1			1
22	2			2
23	1			1
24	1			1
25		2		2
26	3	3	3	9
27	3	3	3	9
28		3	3	6
Total	32	30	18	80



Document History

Version	Document Owner	Issue Date	Changes	Role
v1.0	Head of Assessment	08.11.2023	First published	Head of Assessment