

3038-002 and 502 March 2018

3038-21 Level 2 Technical Award in Hair and Beauty Studies

Q	Knowledge answer(s)	Guidance	Max marks
1a	1 mark for each correct answer, up to 2 marks: <ul style="list-style-type: none"> • Beauty therapy salon (1) • Nail technology bar (1) • Spa therapy salon (1) • Media make-up artistry business (1) 	Accept any two.	2
1b	1 mark for each correct answer, up to 3 marks: <ul style="list-style-type: none"> • Cutting (1) • Styling (1) • Colouring (1) • Perming (1) • Head massage (1) • Consultation (1) • Hair extensions (1) 	Accept any three.	3
2	1 mark for each correct answer, up to 3 marks: <ul style="list-style-type: none"> • Use of rice powder to make facial skin white (1) – today some cultures still whiten their skin (1) / considered upper class (1) • Eyebrows shaved off (1) – today, eyebrows are painted or tattooed on (1) • Bright red rose-bud lips to cover natural lip-line (1) – today lip-fillers are commonly used to make lips look plumper (1) females still aim for a fuller lip by using lip liner (1) • Traditionally charcoal was used on the eyes (1) – today girls favour thick, black flicked eye liner 	To achieve full marks, candidates must add an explanation point to at least one key feature. (i.e. not solely bullet points)	3
3a	Green		1
3b	0-3	Accept any individual value within the range.	1

Q	Knowledge answer(s)	Guidance	Max marks
3c	<p>1 mark for each correct answer, up to 4 marks:</p> <ul style="list-style-type: none"> • acids close the cuticle (1) which makes hair shine (1) when the cuticle is closed colour is less likely to fade (1) and the hair is easier to comb when the cuticle is smooth (1) and breaks less readily (1) • acids stop oxidation (1) so that chemical damage is minimised (1) • to ensure the scalp is at its acid mantle (1) which protects the skin (scalp) from bacterial infections and keeps skin healthy (1) 	A maximum of 2 marks can be awarded if only identification points provided.	4
4	<p>1 mark for each correct answer, up to 4 marks:</p> <p>Through a process of reduction (1), excess skin (keratin) is softened (1) and lifts from the nail plate (1) due to its high alkalinity (1)</p>		4
5a	<p>A) Epidermis (1) B) Dermis (1) C) Subcutaneous layer / hypodermis / adipose/ fatty tissue (1)</p>		3
5b	<p>Blood provides nutrients to the skin (1) and helps to maintain body temperature (1)</p>		2
6a	<p>1 mark for each correct answer, up to 2 marks:</p> <ul style="list-style-type: none"> • Impetigo (1) • Carbuncles (1) • Folliculitis (1) 	Accept any two.	2
6b	<p>1 mark for each correct answer, up to 6 marks:</p> <ul style="list-style-type: none"> • Depending on where on the head or body the infection is, it may have to be worked around so that contact is not made (1) this is due to it being infectious (1) • The service may have to be stopped (1) referral to a GP (1) • Advice should be given to client about when they can return to the salon (1) 		6

Q	Knowledge answer(s)	Guidance	Max marks
	<ul style="list-style-type: none"> • It's important to not name specific diseases if not medically trained (1) • Legal implications of maintaining health and safety (1) to safeguard against being sued by the client/safeguard salon's reputation (1) (with an explanation such as clients may sue / reputation of salon etc) • If contact has been made with a disease then methods of hygiene control should be carried out (1) to avoid passing it on (1). 		
7	<p>1 mark for each correct answer, up to 6 marks:</p> <p>Cosmetic Products (Safety) Regulations (2008) - relates to the use of any cosmetic product on a client (1) ensures products are safe to use on skin, hair or scalp, nails etc. (1) to be legal they must be labelled with ingredients (1) Name and address of manufacturer and/or supplier (1) Country of origin (1) Best before (1) Warnings and precautionary information (1) Batch number or lot code (1) Details regarding the function of the product (1) Declared contents value-must comply with the Weights & Measures Act 1985 (1) Warning / Precautionary statements (1)</p>		6
8	<p>1 mark for each correct answer, up to 6 marks:</p> <p>Ingredient: Parabens (1)</p> <p>Function: Preservative (1) anti-fungicidal (1) anti-bacterial (1)</p> <p>Ingredient: Emollient (1)</p> <p>Function: To provide occlusivity (acting as a barrier) (1) To smooth the skin (1)</p> <p>Ingredient: Stabilisers (1)</p> <p>Function: To maintain shelf life (1)</p>	<p>Award 1 mark for any of the following ingredients up to a maximum of 3 marks.</p> <p>Award 1 mark for each function only if relevant to ingredient (up to a maximum of 3 marks)</p>	6

Q	Knowledge answer(s)	Guidance	Max marks
	<p>Ingredient: Humectants (1)</p> <p>Function: To preserve moisture content(1)</p> <p>Ingredient: UV filters (1)</p> <p>Function: For protection from UV radiation (1)</p> <p>Ingredient: Pigments (1)</p> <p>Function: To add colour to the product (1)</p> <p>Ingredient: Emulsifiers (1)</p> <p>Function: To mix immiscible ingredients (1)</p> <p>Ingredient: Exfoliators (1)</p> <p>Function: To remove flakes of dead skin (1)</p>		
9a	<p>1 mark for each correct answer, up to 2 marks:</p> <ul style="list-style-type: none"> • Leaflets (1) • Business cards (1) • Signs (1) • Window displays (1) • Product displays (1) • Emails (1) • Newspaper/magazine articles/adverts • Social media (1) • TV (1) 	Accept any two.	2
9b	<p>1 mark for each correct answer, up to 3 marks:</p> <ul style="list-style-type: none"> • Material fits the target audience (1) – explanations relevant to : • Gender e.g. images on promotional material are relevant and do not discourage genders (1) e.g. colours used are not too feminine for male products (1) 	<p>A maximum of 1 mark can be awarded if only identification point is provided.</p> <p>Candidates must provide a minimum of two explanation points to achieve full marks. (these examples are not exhaustive candidates may have others).</p>	3

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	<ul style="list-style-type: none"> • Age (1) different ages will be attracted to certain types of promotional material. E.g. more sophisticated, expensive looking material for an older age group and a funky / colourful / modern approach for younger ages, perhaps endorsed by a celebrity for example (1) • Placement (1) depending on the target, where the material is placed will attract types of audience. E.g. Images on Instagram for a younger demographic and leaflets on a leisure centre reception for a mixture of audience (1) • Culture (1) certain designs may be more appealing to different cultures such as minimalistic and mono-bloc designs may attract a Western culture and intricate and multi-coloured designs may attract Eastern cultures (e.g.) (1) 		
10	<p>Indicative content may include but is not limited to the below considerations:</p> <p>Financial factors:</p> <ul style="list-style-type: none"> • The state of the economy • Viability of the business • Types of businesses already in place and the services they provide to understand the target market • Pricing structures for services <p>Promotional material:</p> <ul style="list-style-type: none"> • The use of design for promotion of the new business • Suggested types of design appropriate to marketing the new business • Brand logos • Promotional materials • Target market <p>Ethical and social factors:</p> <ul style="list-style-type: none"> • Factors concerning social diversity and inclusion 	<p>Band 1 (1 – 4 marks) Response shows a few correctly identified factors with limited explanations. Discussion is not well developed or balanced.</p> <p>To access the higher marks in the band, the discussion will include an attempt at a greater level of explanation.</p> <p>Band 2 (5 – 8 marks) Detailed response covering a reasonable range of factors to consider, showing some depth of understanding through the explanation of how the factors affect the business. Attempted to draw some conclusions from the discussion.</p> <p>To access the higher marks in the band, the response will be clear, balanced with accurate points made which are supported and justified.</p> <p>Band 3 (9 – 12 marks) Thorough and accurate response covering a broad range of relevant factors that are prioritised with discussion and shows an in-depth level of understanding of why and how the</p>	12

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	<ul style="list-style-type: none"> • Factors concerning cultural diversity and inclusion <p>Staff and other businesses:</p> <ul style="list-style-type: none"> • Expertise of nail technicians • Qualifications required for each of the posts • The services that each member of staff may offer • Whether linked industries can help in promotion; how they link <p>Requirements of legislations relevant to advertising</p>	<p>factors affect the business. Relevant and appropriate conclusions are drawn.</p> <p>To access the higher marks in the band, the discussion will be comprehensive, well balanced, presented in a logical way with conclusions which are fully justified.</p>	
		Total marks	60