



ENG

# CURRICULUM OF EXCELLENCE

NEW STANDARDS FOR BEAUTY PROFESSIONALS



**BUILDING OPPORTUNITIES IN BEAUTY SECTOR**  
EU LIFELONG LEARNING PROGRAMME

ITA • HRV • DEU • TUR • SVN • MLT • BEL



## INTRODUCTION

**1.1** Project BOBS,  
objectives and motivation

Pag. 5

**1.2** Description of partners  
involved in project

Pag. 7

**1.3** The road of project BOBS

Pag. 10



## RATIONALE: SOCIO-DEMOGRAPHIC CHANGES WILL TRANSFORM THE BEAUTY SECTOR

**2.1** The need of new training  
programs and new health and  
hygiene standards in salons and  
beauty centers

Pag. 13

**2.2** The point on socio-demographic  
changes and the relation with beauty  
sector

Pag. 14

**2.3** Focus on health and safety  
regulations

Pag. 15

**2.4** Focus on professional training  
for senior and junior operators

Pag. 16



## BOBS OUTPUTS: TRAINING MODULES ITALY-BELGIUM-SLOVENIA-TURKEY

**3.1** The study of relevant socio-demo-  
graphic changes in customers profiles  
for the beauty sector (Italy)

Pag. 20

**3.2** The importance of prevention and  
safety in salons and beauty centers  
(Belgium)

Pag. 23

**3.3** Physical exercises for professionals  
for a longlife working (Slovenia)

Pag. 26

**3.4** Specific care in beauty sector  
for Muslim customers (Turkey)

Pag. 28



## BOBS OUTPUTS: TRAINING MODULES GERMANY-MALTA-CROATIA

**3.5** The role of the “master” teacher  
for trainees (Germany)

Pag. 31

**3.6** Specific treatments and products  
required in beautician sector for  
ethnic people (Malta)

Pag. 33

**3.7** Specific treatments needed for  
older people (Croatia)

Pag. 35



## THE INTEGRATION OF TRAINING BOBS' MODULES INTO INSTITUTIONAL TRAINING PROGRAMS

**4.1** Proposal of integration of  
national training programs

Pag. 41



## CONCLUSIONS

**5.1** Relevant aspects to be  
underlined

Pag. 47

**5.2** Some pictures of project  
BOBS experience

Pag. 50



## INTRODUCTION

### 1.1 PROJECT BOBS, OBJECTIVES AND MOTIVATION

With the Leonardo da Vinci program, the European Union supports and encourages training, exchange of knowledge and skills to facilitate personal development and participation of individuals in the European labour market. Within the measure “multilateral partnerships”, projects for the development of cooperation activities between organizations are supported, especially in the field of education and vocational training. Within this program, in the years 2013-2015, an important cooperation initiative was implemented in the field of hairdressing and beauty between the following European partners:

1. Confartigianato Vicenza (Italy) – lead partner
2. Unie Belgische Kappers /union coiffeurs Belge vzw-asbl (Belgium),
3. Friseur- und Kosmetik-Innung Frankfurt am Main (Germany),
4. Hrvatska obrtnička komora-Obrtnička komora Zagreb (Croatia),
5. Območna obrtno-podjetniška zbornica Krško (Slovenia),
6. Hair and Beauty Federation of Malta (Malta)
7. Mersin Union of Chambers of tradesmen and artisans (Turkey).

The aim of the project “BOBS - Building opportunities in beauty sector” was to promote the exchange of knowledge between professionals of different nationalities operating in the hairdressing and beauty sectors, with the aim to promote a common growth and enhance their profession, sharing the European best practices. At the beginning of this project the partners identified three main strategic issues affecting the future of the beauty (hairdressers and cosmeticians) sector. They are:

1. the training of young workers by beauty professionals;
2. the socio-demographic changes determining different trends in fashion and personal care;
3. the respect of health and hygiene regulations in beauty salons for the safety of customers and professionals.

In the light of what above, the Partners considered it essential to activate an effective dialogue aimed at exchanging information and best practices at European level, actively involving all the key actors of the sector: workers, shop owners, trainees and trainers. The basic idea was to start from a comparison among the different existing situations in the participating countries, in order to develop a common approach and a common language in the mentioned topics and to promote the exchange of best practices between hairdressers and beauticians from different European countries. The outcomes of this important project have been translated into a “curriculum of excellence” that includes actions aimed at the vocational training and at the everyday activity of hairdressers and beauticians.

In order to achieve the aims of the project, it

involved several key actors: teachers/trainers and VET professionals from vocational training centres, craft chambers and business associations which have the chance to exchange information, knowledge and “good practices” on issues of mutual interest to the participating organisations.

Moreover, the strategic role of the partners was to initiate a dialogue with local/regional public authorities in charge of VET for the beauty sector, in order to raise their awareness on the strategic topics and possibly stimulating the development of new regulations or legislation. At this respect, every partner shared the decision to ensure a wide dissemination of the achieved results, using all the available channels (in-house organs, press conferences, leaflets, traditional and social media, web-based tools).



## 1.2 DESCRIPTION OF PARTNERS



**CONFARTIGIANATO VICENZA (ITALY) – LEAD PARTNER**

Confartigianato Vicenza, Craft and SMEs Association, aims at developing a sustainable and competitive economy in Europe, where SMEs play a vital role. Confartigianato Vicenza is the largest business association in Italy. It supports and offers specialised services to more than 17,000 member companies (1,500 in the beauty sector). With a wide array of services, Confartigianato Vicenza is well positioned to facilitate the growth and development of a larger pool of SMEs with a variety of effective consulting services tailored to meet the needs of SMEs. In relation to the beauty sector, it promotes the growth of the enterprise through actions of protection and trade representation in order to reinforce the image of the “beauty professional” and it develops provincial, regional and European level initiatives to affirm the typically made in Italy ability to take care of the appearance of people.



**HRVATSKA OBRTNIČKA KOMORA-OBRTNIČKA KOMORA ZAGREB (CROATIA)**

OKZ, the Croatian Chamber of Crafts, promotes,

coordinates and represents the common interests of all craftsmen in front of the bodies of local and regional self-government; expresses opinions and suggestions in the decision-making process concerning the handicraft trade. It promotes, organises and participates in the process of education of young craftsmen, participates in licensing workshops for practical training, deals with preparations for the Master Craftsman’s certificate examination and training to perform handicraft business, as well as helps with record-keeping. OKZ represents the interests of the craftsmen through national and EU projects and it wants to develop cooperation with other Chambers, professional associations and institutions in EU. OKZ’s hairdressers’ and beauticians’ guild is established with the aim of solving and introducing specific issues of common interest at the Chamber level, promoting and improving the activities (round tables, hair shows at local, national and international level).



**FRISEUR- UND KOSMETIK-INNUNG FRANKFURT AM MAIN (GERMANY)**

The hairdressers’ and cosmetics’ guild in Frankfurt is one of the biggest hairdresser’s guilds in Germany with its own office and approximately 170 guild members, all of which have their own hairdresser’s/ cosmetics business. As a corporation under public law it represents hairdresser-specific interests with the main focus on: active participation of the hairdressers’ professional education, promoting technical training,

realizing of professional events, fairs, fashion premieres, specialised exhibitions, taking care of the common mind and the professional honour, consultancy and information all around collective agreements, consultation pertaining to labour law by suitable professional lawyers. The hairdressers' and cosmetics' guild endeavours to ensure that the educational offer is covering the whole apprenticeship and continuing education area: it arranges workshops for trainees, journeymen and masters, offers retraining to the hairdresser and courses for the re-entrance in the hairdresser's occupation.



#### MERSIN UNION OF CHAMBERS OF TRADESMEN AND ARTISANS (TURKEY)

It is an occupational organisation established upon 5362nd law of Tradesmen and Artisans Occupational Organisations. The main focus of the Chamber is to meet the professional and technical needs of the tradesmen and artisans and the people who work with them, to facilitate occupational activities, to provide with the professional education, to make the honesty and trust dominant over the relationships between the member of the profession and with the people. It cooperates with public organizations, research institutes, vocational high schools, and universities.



#### OBMOČNA OBRTNO-PODJETNIŠKA ZBORNICA KRŠKO (SLOVENIA)

It's a professional organization of craftsmen and small businesses. The Chamber of Craft covers two areas: Krško and Kostanjevica na Krki. OOOZ Krško promotes, coordinates and represents the common interests of all craftsmen in front of the bodies of local and regional self (government). It promotes, organises and participates in the process of educations of craftsman and in the education of students. OOOZ Krško represent the interests of the craftsmen through national and international projects and, in order to coordinate and address professional issues, tradesman and craftsman are organized into guilds. Hairdressers' and beauticians' guild is established with the aim of solving and introducing specific issues of common interest: it organizes hair shows, round tables, participation at international competitions.



#### HAIR AND BEAUTY FEDERATION OF MALTA (MALTA)

HBF was founded in 2007 by a group of people from the Hair and Beauty Industry with the sole aim of promoting the highest standards within the industry. It is a non-profit organisation which represents the hairdressers and beauticians in Malta. The aims of the organisation is to promote high educational standards within the field in order to have best practices in

place within the industry. Its role extends also to networking with the various authorities towards setting the standards in the industry for the benefit of the consumer and of the industry. The role of HBF is to bring together all parties within the hair, beauty and nails industry to collaborate in issues relating to the industry in a professional and ethical manner. HBF is also a member of Coiffure EU, the European representative association of hairdressers.



#### UNIE BELGISCHE KAPPERS /UNION COIFFEURS BELGE VZW-ASBL (BELGIUM)

Since the beginning, the goal of UBK/UCB was to bring Belgian hairdressers together. In recent years, UBK/UCB has focussed mainly on the needs and the positive evolution within the hairdressing sector, determining and implementing strategies on different levels such as education, artistic and social services. UBK/UCB's stated goals are as follows: education optimisation, the support and the motivation of the journey to employment, the modern hairdresser's information on an artistic and a creative level and the support and aid on social, accounting, economic and legal topics. Hairdressers can contact UBK/UCB about any kind of problems they might encounter: together, they will look for the most suitable solution. As sectorial organisation, the mission of UBK/UCB is to be the beating heart of the hairdressing sector and to strive for a better professionalism and for the improvement of the hairdressing trade.



### 1.3 THE ROAD OF PROJECT BOBS

Since 2009, some partners of the present initiative started collaborating at EU level in order to find common solutions to specific problems affecting the hair and beauty sectors. Every organisation showed strong interest in going further with this collaboration with the aim to: enlarge the exchange of best practices, progressively adopt jointly identified effective measures that favour the growth of the sector, develop a close collaboration and identify a common approach with specific respect to the training sector and the opportunity to update and upgrade the present training programs, so to make them more consistent with the sector's future challenges and then anticipate the companies' (SMEs) needs.

In order to strengthen the methodology of co-operation, to better define the framework of the "information exchange" in the key topics and to identify common solutions to common problems, Confartigianato Vicenza (project coordinator) and the other partners considered the development of a common project at EU level as an essential step to take. In fact, the pro-active involvement of different organisations from different countries with specific knowledge related to the beauty sector was necessary to widen the network, enrich the potential source of know how in the areas of main interest for the future of the sector.

The above was the necessary assumption for the cooperation between partners, that were called upon to analyse the following issues of strategic importance for the beauty sector:

- understanding the socio-demographic change in Europe today: changes in the profiles of beauty salons' customers;
- the importance of shared sanitary requirements for the activities of personal care, to guarantee the beauty salons;
- the training of young workers (VET): how to support the transition of knowledge and responsibilities between senior professionals and young workers who are approaching these professions.

As a consequence, in the period 2013-2015 the organizations involved took part in several international meetings, analysing each time different issues connected with the topics listed above. Specifically the schedule of the meetings was as follows:

1. 22nd – 25th November 2013, Vicenza (Italy)

*Kick-off meeting: Presentation of partner organisations and the management of project "BOBS".*

2. 21st – 24th March 2014, Mersin (Turkey)

*Second transnational meeting: Survey on socio-demographic changes in the seven participating countries.*

3. 3rd – 6th May 2014, Frankfurt am Main (Germany)

*Third transnational meeting: Master hairdressers' and young workers' training.*

4. 18th – 22nd October 2014, Antwerp (Belgium)

*Fourth transnational meeting: Health and hygiene regulations in hair and beauty salons.*

5. 28th February – 3rd March 2015, Malta (Malta)

*Fifth transnational meeting: The construction of the curriculum of excellence.*

6. 7th – 10th June 2015, Zagreb and Krsko (Croatia and Slovenia). *Sixth and final meeting: Development of the curriculum of excellence and dissemination of the project BOBS outcomes.*

Starting from the first transnational meeting, during which partners met each other for the first time, a road map to build a network of relations, to develop a common approach in the topics selected for discussion, to promote the exchange of best practices between hairdressers and beauticians from different European countries was agreed upon. The first steps were the development and adoption of the official project logo, (which symbolises the cooperation between the involved organizations in the name of the beauty sector), and decision about which topics had to be discussed over the meetings.

Once the plan was confirmed, at each meeting project partners developed common solutions for shared problems. First of all, each partner presented to the others the data and analysis concerning the current scenario in their corresponding countries, including future trends regarding the beauty sector. Secondly, reports and surveys were produced to ensure a comparison of the situation in the different countries. The surveys and questionnaires would be filled out locally by the actors involved in decision-making in

the sector and then the results would be presented during the international meetings among all partners. All the information collected in these transnational meetings was used to develop the curriculum of excellence, as the final output of the project. Throughout the activities all partners have ensured the active participation of professionals from hair and beauty sectors from each country: organising hair and beauty shows opened to hairdressers and beauticians, visiting hair salons and beauty centres in each country, involving VET professionals, teachers and pupils of training schools, defining some local meetings with local authorities and administrators who needed to be informed about the objectives and the results of the project.





## 2

# RATIONALE: DEMOGRAPHIC CHANGES WILL TRANSFORM THE BEAUTY SECTOR

## 2.1 THE NEED FOR NEW TRAINING PROGRAMS AND NEW HEALTH AND HYGIENE STANDARDS IN HAIR SALONS AND BEAUTY CENTRES

What is the profile of the beauty professional for the coming future? What kind of skills should he/she have and develop in order to remain competitive in the labour market? The beauty sector is characterised by constant developments, following the evolution of customs and trends. Companies and professionals working in this field are called to face this challenge, in order to take care of the wellbeing of their customers, paying attention to new aesthetic canons defined more and more by globalisation.

For this reason, the study of the socio-demographic changes in Europe and how these will determine important changes in customer needs has become increasingly important. Starting from this point, several changes will happen also regarding hygiene and safety requirements, both for hair and beauty professionals and clients. Moreover, the training of workers and the transfer of skills from senior operators to younger workers will play a strategic role. For this reason with the project BOBS we aimed to imagine the evolution of hair and beauty professionals over the next 15-20 years, as a result of significant socio-demographic changes on-going in the European continent, which is involved in a progressive mutation as result of two main factors:

- The increase of the average age of population, determined by the falling birth rate and increased life expectancy
- The growing phenomenon of migration.

As a result, Europe's population will be growing old and multi-ethnic.

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## 2.2 THE POINT ON SOCIO-DEMOGRAPHIC CHANGES AND THE RELATION WITH BEAUTY SECTOR

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Migration to foreign countries involves several countries and focuses on highly skilled people moving abroad in order to find better job opportunities, to enrol into University courses, to seek a career advancement, or simply to search for better living conditions. The countries of destination are generally other European countries, the USA or Australia.

Usually, in the countries involved in project BOBS, immigrants work in hair salons/beauty centres that are owned by entrepreneurs from the same cultural origin/nationality. Some hair salons that serve veil-wearing Muslim women do not employ male hairdressers. Other salons set aside a working day for those customers, during which male customers are banned (this includes even sales reps; even other customers' sons and husbands are not allowed to enter the salon).

Salon owners sometimes decide to operate targeted marketing actions to attract foreign customers: they adopt a friendlier approach, offering customers a more private environment. Both in the hairdressing salons and in beauty centres, professional operators are fully aware of the need to recruit foreign staff, acquire knowledge of foreign languages and carry out training on ethnic origins and features.

From the hygiene and safety points of view, sanitary requirements in hair and beauty salons need to be fully respected, comparing at the same time the regulations existing in the various EU Countries. Over all, more emphasis has to be put on safety conditions

both for workers and customers, and also on the use of cosmetic products based on more natural ingredients. As a consequence of the changes of population, a special attention must be put in relation to the new specialisations that will arise with specific respect to nutrition, diets, dermatology and cosmetology. An increase in semi-permanent and tattoo make up is expected, with the specific aim to improve the physical aspect of the customers. In the future, staff of beauty salons should also include a personal trainer and salon advisers in order to better fulfil the different needs of contemporary customers, including foreigners.

In the beauty sector, it would be useful to progressively overcome the present situation, in which customers of foreign origin usually go to salons owned by foreigners.



Due to the increase of foreign population, salon owners must specialise and offer more treatments, providing their staff with appropriate training, in order to promote more business and integration. Above all, understanding of the changes will be a “plus” for salons owners wishing to grow and innovate.



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## 2.3 FOCUS ON HEALTH AND SAFETY REGULATIONS

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Our society is increasingly getting old and multiracial, and the different social and religious customs will have more and more relevance. Also, regarding the sanitary requirements, more attention must be put in salons and beauty centres towards the new needs in beauty treatments and the guarantees to be offered to clients. For this reason a correct information and training on professionals working in beauty salons are the basic conditions to ensure that beauty treatments will be carried out safely. For example, some measures can be adopted as the followings:

- using practical tools (handbook, posters, manuals) should be provided inside beauty salons, to remind the rules to be followed during hair or beauty treatments or the operations required in relation to the workplace (for example: the correct way to wash the hands, disinfect or sterilize working tools, properly use the equipment);
- paying attention to the use of cosmetics, by reading the labels and the substances contained for the correct use and in relation to different needs and customers' requirements;
- keeping the workplace always clean and in order ensure more safety both for operators and clients;
- avoiding “physical stress” or “work stress” through training and relaxation techniques and with daily exercises. It is important also to respect working schedules and to divide the tasks among colleagues, to take breaks, to avoid prolonged efforts or incorrect positions at work.

Although there are definite rules, in every country

beauty professionals often forget to respect the basic instructions for hygiene and safety in beauty salons. Therefore, it would be necessary to implement an effective campaign on safety and prevention: in countries where this is done, the statistics show that workplace injuries or illnesses have decreased. Moreover, more controls and inspections in hair and beauty salons can effectively guarantee the protection of both the workers and the customers: this aspect should not be seen as a threat, but as an opportunity for salons to demonstrate their service quality.

## 2.4 FOCUS ON PROFESSIONAL TRAINING FOR SENIOR AND JUNIOR OPERATORS

The basic condition for professionals working in the beauty sector is the awareness that lifelong training is fundamental to obtain the new skills in preparation for beauty sector trends and in relation to the transfer of skills between senior operators and youth workers who start working in this field.

Taking part in training sessions and update seminars



is important not only to maintain a professional high level, but also to prevent stress, illness and to enhance the safety of professionals and others. The challenges determined by socio-demographic changes need to be faced first of all during compulsory training or professional training: more space should be given to the knowledge of foreign languages, history, civics, and cultural education. The subjects to be treated could be the following:

1. ethnic features and their effects on skin and hair: for example, hairdressers need to be taught about extensions, straightening, weaving, cutting techniques for African and Asian hair, dry hair product, keratin treatments, colouring and decolouring of non-European hair. Beauticians express that make up needs are very different depending on the different ethnic groups (e.g. Oriental and African and Arab). This is because for some people make up has to be heavier reflecting the preference of those people who have darker skins.

2. religious/cultural aspects and their impact on people behaviour: cultural and social differences have to be better understood and integrated in order to better meet the needs of the various ethnicities. Due to the specific needs and requests of non-European and Oriental population, beauty and hair professionals have to gain more insight into the socio-cultural requirements of non-European customers. Therefore, religious and cultural differences could influence, restrict or enhance the range of treatments on offer: such as more foot care for Africans, or specific treatments served by female staff for Muslim ladies who wear the veil.

3. foreign languages: this is considered a basic skill to

approach foreign customers

4. educational school programs: more specialisation of roles and responsibilities inside hair and beauty salons according to ethnic origin, more training in a dermatology clinic and more practical work in beauty salons.

5. marketing: training should focus on psychosocial and business competences in beauty sector, increasing the use of social networks and mobile applications in advertising, counselling, etc.

6. treatments for older people.

As a consequence, keeping the pace with of a world in constant rapid change, is also important that professionals can exhibit their certifications and their CVs be constantly updated, so that it is possible at any time to assess one's acquired skills. Consequently, a "quality mark" should be recognized for operators who maintain a high level of professionalism thanks to constant and continuous training.

In the following chapter, new training modules developed after project BOBS experience will be presented. It will contain more details and solutions to face the new challenges for the future of beauty professionals and in order to increase their skills and lifelong training.



# TRAINING MODULES

ITALY, BELGIUM, SLOVENIA, TURKEY

## 3.1 THE STUDY OF RELEVANT SOCIO-DEMOGRAPHIC CHANGES IN CUSTOMERS PROFILES FOR BEAUTY SECTOR (ITALY)

Will socio-demographic changes determine new standards of treatment for customers of hairdresser salons and beauty centres? To answer this question,

we need to analyse some important data about the European population forecasts.

According to a UN projection on the distribution of population, in 2010 in Europe there were 738.200.000 inhabitants (11% of the world's population) but in 2050 Europe will be the 7% of the world population with a demographic trend in continuous decline. Another projection on EU citizens in 2025 shows that people over the age of 65 years (older people and pensioners) will be 35% of its entire population, and that the population of non-EU heritage will be 45% of the European population (Source: Eurocultura).

The rapid growth of the world's population has been constant in the recent years and will continue for the next thirty years. It is estimated that the world population will be 8.5 billion in 2025 and the fastest growth rates are recorded in the poorest countries. The higher increase will be in Africa, where 767



million people in 2000 will reach 1.5 billion in 2025, while the Asian continent will be the most densely inhabited with nearly 5 billion people.

Europe is already involved in migration flows and this phenomenon is increasing, since the main cause of migration arises from imbalances (economic, social, ecological, political) between industrialised countries and developing ones. Migration trends will double over the next two or three decades, and they will determine massive flow from poor countries to richer ones. Urban growth will increase constantly, but the cities will have less ability to provide economic opportunities and even modest levels of essential services to new immigrants.

The causes of future migrations won't be only determined by economic inequalities, but also due the ecological (progressive desertification of large areas, salinization, deforestation) and political (refugees) issues.

According to this scenario, the more realistic assumptions regarding future migration flows are as follows:

- despite the limited capacity to absorb new workers, it is quite likely that the flow of migrants from the developing countries to industrialised ones in Western Europe will continue, in order to fill jobs unwanted by local workers;
- the continued existence of an underground economy, especially in Southern Europe and the Mediterranean, encourage and support illegal immigration.

According to UN projections, the population of European countries will not increase, but will remain constant due to immigration from countries bordering the Mediterranean Sea basin. This phenomenon,

coupled with the decline in fertility and the raising of life expectancy in European countries, will determine the progressive ageing of the population and the increase of a multi-ethnic society. In this context, it is very important to analyse the socio-cultural approach of people towards the differences: the low level of social acceptance of immigrants from the local population, which sees in the presence of immigrants the loss of their ethnic-cultural identity, the competition between social classes in terms of market employment and access to social services, can be a threat for the beauty industry as well.

However, by looking at this issue from a different point of view, differences can be seen as an asset, and the existence between different cultures (that in the same country can compare and exchange best





practices) can be a stimulating factor for the economy and, more generally, for the whole society, a factor of extraordinary progress. Especially in the beauty industry, the variety of cultures in a given area, with their characteristics, ethnic, religious and cultural traditions, can be a great opportunity and can help develop new treatments and care in the field of personal care and beauty.

For this reason, the awareness that more preparation is needed in relation to the treatment of people coming from foreign countries and to their physical features, habits, religious and cultural aspects must

be widespread among beauty professionals. In the future, new professional services could arise thanks to specific dermatological and nutritional needs of different ethnic groups. The beauty sector must be prepared for these challenges and the main roads to improve our approach to customers in the coming years are the lifelong training on the knowledge of the specific needs coming from different cultures. Above all, understanding of the changes will be a “plus” for salons owners wishing to grow and innovate.



### 3.2 THE RESPECT OF HEALTH AND HYGIENE REGULATIONS IN BEAUTY SALONS FOR THE SAFETY OF CUSTOMERS IN BEAUTY SALONS AND PROFESSIONALS (BELGIUM)

The importance of prevention has become an integral part of our beauty sector. It is also important to share experiences and learn from each other. For this module, we have relied on the Belgian legislation and its implementation in practice.

In Belgium we organise workshops to publicise the rules of prevention, well-being and safety in the salon. The content of these workshops is based on the following contents:

- Agreements on prevention and well-being
- Rights and obligations
- Skin-allergies
- Ergonomics
- The salon
- Good workings ethics

The content of these workshops is based on the law

of the well-being of an employee, that is based on 7 items:

1. safety
2. psycho-social elements
3. ergonomics
4. improvement
5. health
6. environment
7. hygiene
8. risk assessment

In these workshops we highlighted types skin problems, causes of ergonomic problems. But also how we can protect ourselves and adopt good postures. We explain the students about incorrect movements and risks like falling and tripping, electric risks, etc.

For the risk assessment ; we developed an online interactive risk assessment called OiRA. We started with it in 2013 at national level and it was developed for hairdressers and schools. A flyer explaining the importance of a risk assessment was distributed among hairdressers and schools. OiRA contains 7 modules and 59 statements, the 7 modules are based on:

- Skin protection
- Cosmetics
- Equipment and maintenance
- Furniture and work position
- Tools en clothes
- Work organisation
- Employees en prevention

Our organisation developed also other tools in the context of prevention: Risk management @ the salon; a brochure with tips, that explains the risks of the

profession of a hairdresser; a poster on the establishment of a hair salon into account the health risks for the hairdressing sector; an awareness campaign; pregnancy policy in hairdressing salons; information and examples of each tool, you can find on [www.coiffure.org](http://www.coiffure.org)

In project BOBS we also talked about Safehair, It's an EU financed project. The project SafeHair will support the implementation of occupational health and safety standards in hairdressing for the European Union. It is important to start to learn with these insights to the people who appeal. So they have the right attitude from the beginning, use personal protective equipment and realise the importance of prevention. All this helps to ensure that they can exercise their profession longer and under better conditions.





### 3.3 PHYSICAL EXERCISES FOR PROFESSIONALS FOR A LONG AND HEALTHY LIFE AT THE WORK PLACE (SLOVENIA)

Our body is created for movement. By moving our body we stay healthy and reduce the risk of developing diseases. In the national programs of population health is one of the key elements in the prevention of occupational diseases identified by the importance of movement, implementing specific exercises, which help prevent diseases.

The work in the beauty and hairdressing sector is static, using repetitive movements, and it can lead to occupational diseases. The most common occupational diseases in the beauty and hairdressing sector are defects of the spine, pain in the arms and legs. Also in relation of the subject “health and hygiene conditions” for beauty centres and hairdressing salons the

importance of physical exercise needs to be underlined, because it is a key factor in maintaining health. People must put health at the first place: this cannot be ignored by the hairdressers and the beauticians, called to maintain the health of themselves and also of their employees. Healthy people operating in beauty sector is the right measure to avoid the loss of earnings due to diseases.

As recommended by health organisations, there are many guidelines for the implementation of physical exercise that people can perform at home, at work and on the move. We recommend beauty professionals that in their work process they include specific movements and exercise. It is also important that the relevance of physical exercise is communicated in the learning process among pupils in training schools for hairdressing and beauty sector.

In the workplace, hairdressers and beauticians could do a lot of physical exercises as they were in a fitness centre, but particular exercises are specific for them: we focused primarily on simple exercises for the upper part of the spine, neck and hands. These simple exercises can be performed anywhere, since it is not necessary for the execution of specific devices. Exercises can be performed in the workplace, as they only take a minute or two.

In addition to the exercises, which are included in the project, we also recommend:  
Perform the exercises every day in your free time,  
Take the stairs instead of the lift,  
Take advantage of a break for exercise,  
Go to work by foot, if that is not too far,

Avoid stress;  
Avoid standing in an unnatural position for a prolonged period of time;  
Pay attention to the tense muscles of the shoulder girdle (relax your shoulder);  
Maintaining physiological curve of the spine (position!)  
Go for a walk! Walking, jogging, swimming (especially swimming backstroke) have a positive influence in your mood, reduce back pain and stress.  
WARNING! If the pain in your neck gets worse, if there is a sharp pain that goes into the arm or if you notice a loss of strength in the arm muscles, see your doctor as soon as possible. Remember that a healthy mind can only be in a healthy body!





### 3.4 SPECIFIC CARE IN BEAUTY SECTOR FOR MUSLIM CUSTOMERS (TURKEY)

There are no strict rules on these issues in Turkey where Muslim customers represent more than 90% of the population. Some sections of the populations have more extreme beliefs, such as veiled women and conservative men that are also seen as lagging behind modern life customs.

All of the women know that hair is the most precious and most important part of the beauty routine. Hairdressers are the artists of beauty with their magic hands make the women feel good and beautiful. Hairdressers and women have a relationship that creates a dependency between them. If a wo-

man trust to her hairdresser, she is open to any suggestions, make her feel good about herself and make her look more beautiful, even they let the big changes to be applied on their look.

The men mostly go to hairdressers for a haircut, covering white hair or for the more functional needs such as shaving but the expectations of women are more complex. Sometimes to catch a little happiness, sometimes to reflect the changes in their life to their appearance and they go to the hairdresser to follow fashion and trends.

In the selection of hairdressers, professional knowledge and skills, as well as the hygiene of the salon, the environment, the pursuit of fashion trend is very important. However, the final choice depends on the ability to understand and communicate of the hairdresser.

Turkish women love the famous brands, brand image reliability is important. They care that the products they use are of high quality. Turkish women who follow trends closely establish a close and permanent relationship with hair experts they go to. They want to be informed, to be trained and to live different experiences during the service of product of course, in the face with an expert about that topic.

The women who constitute 50% of the population of our country have different preferences about the beauty sector. One of the most distinct choices for women in Turkey who have conservative beliefs (with headscarf) go to the hairdressers or to the salons which have only female employees.

Approximately 10% of our female population, looks after all their personal care by themselves at home and they do not receive services from this sector. In recent years, conservative women who look after their own appearance, invested large amounts in skin care products and makeup. Veiled women spent large sums on body care products, eyelash perm, permanent make-up and wrinkle treatments.

Syrian women who escape from the civil war and are going to foreign countries as refugees are also predominant in our country. Due to their conditions and because they live a life constantly on the move, there is no clear information about the preferences

of the Syrian women in beauty sector.

The balance between faith and beauty can be difficult to achieve for Muslim women. Many of the major cosmetic products, contain alcohol, or products derived from animals that are forbidden by Islam. While the “Halal” label is in use in many Muslim countries, especially in the food industry, only Malaysia has published the standard guide, in June 2010, for Ha-

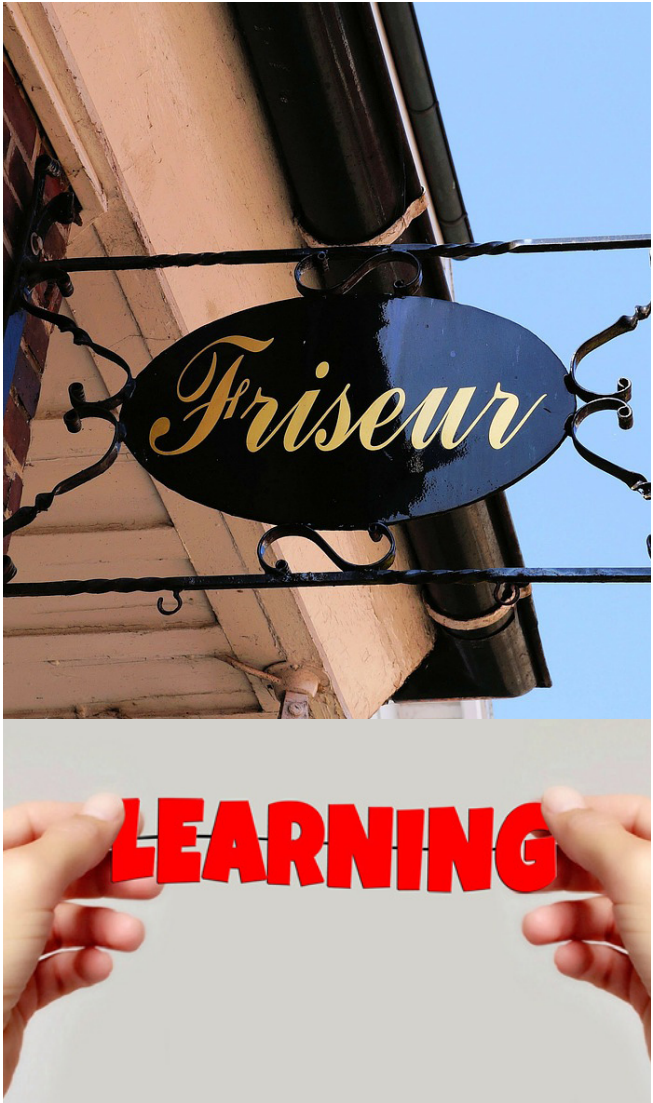


hal-certified cosmetics. The brands making a mark in this sector, tend to be smaller companies set up by entrepreneurs who understood that they had a business opportunity that nobody else had exploited until then. For example, Wardah, which is particularly popular in Indonesia.

Their line of products is made from natural and halal-approved ingredients, and it is designed specifically for Asian Muslim women’s skins. They are now moving towards expanding to the broader public as more and more non-Muslim women have chosen their products as they consider them to be a ‘safer’ choice for their skin.

In terms of marketing, these brands tend to take a two-pronged approach. They are clear that the ingredients are halal-friendly and the second reflects the lifestyle of the audience. Research has shown, that marketing by Western brands fails to appeal to Muslim women because it shows “an ostentatious type of beauty” that doesn’t speak to who Muslims are or what they look for. In a similar vein, Henkel launched its Gliss Restore & Refresh line last year in the Middle East, which it claims is the first hair care specifically for veiled hair. Colgate-Palmolive, meanwhile, has introduced a halal toothpaste. As the demand increases, brands need to cater not just the basic needs for halal cosmetics in general but also for different age groups and lifestyles.

Muslim women in the beauty sector with more accurate description radical Muslim women in the beauty sector have various reasons for living the difficulties about their beliefs. In Muslim belief, it will arouse a desire to see the hair of a woman other than one’s own wife, and other than her hands, feet, face and any place on her body is not halal. Therefore, for this reason radical Muslim women prefer the salons and hairdressers that only have female employees



# BOBS OUTPUTS: TRAINING MODULES

GERMANY, MALTA, CROATIA

## 3.5 THE ROLE OF THE “MASTER” TEACHER FOR TRAINEES

From trainee to trainer. Only a well-trained hairdresser master can train qualified experts and enable them to comply with the required standards of quality. A good education protects from unemployment and facilitates mobility of qualified experts within the domestic market and opens respectively enlarges an international provision of services like it is successfully practiced in Germany.

The fight against youth unemployment and the security of global competitiveness of the middle class are two central challenges. To achieve both of them effectively within the European Union, the dual education system with its structures as well as the master title in the hairdresser’s handcraft are suitable instruments.

The dual education system as a basis for a well-founded education provides the handicraft and the

whole economy with the necessary young-blood since this education is tailored to suit the market needs. Considering the upcoming demographic changes the handicraft sector has already to fight for qualified young people.

STEPS AND POSSIBILITIES FOR THE EDUCATION OF HAIRDRESSERS: ►

The master certificate guarantees the client with high-quality services. Therefore, this qualification can be regarded as a higher grade and a personal seal of quality for handicraft work.

A self-employed master in the hairdresser’s handicraft is an employer, manager and trainer in one person. For this role he gets prepared whilst qualifying for the master title. During his master education he acquires the necessary knowledge of professional and theoretical practice and all the economic, legal and professional knowledge which enables him or her to manage a company successfully.

Summarising, it can be said that the installation and the development of the dual education system and the standards of quality and qualification within the rest of the European Union have to be emphatically supported to enable cross-border education and vocational training programs and also identical formation and implementation.

“STEPS AND POSSIBILITIES FOR THE EDUCATION OF HAIRDRESSERS”



Advanced level- second year  
Salon and professional school



Middle level - second year  
Salon and professional school

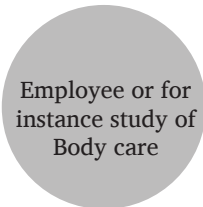


Basic level - first year  
Salon and professional school

JOURNEYMAN’S EXAMINATION



MASTER EXAMINATION



The targets for Europe must be:

- Implementation of the dual education system in Europe
- Maintenance of the dual education system in Germany
- Youth unemployment can be avoided by the dual education or it can at least be minimised
- Quality and professionalism in the hairdresser’s craft
- Protection and obligation of the master title for the hairdresser’s craft
- Working with young hairdresser



3.6 SPECIFIC TREATMENTS AND PRODUCT REQUIREMENTS IN THE BEAUTY SECTOR FOR CUSTOMERS OF DIFFERENT ETHNIC ORIGIN (MALTA)

Ethnic hair and skincare provision to persons of non-European origin, has exploded during the last two decades and have grown to high percentage since 1990. Thus, the future therapist or hairdresser has to acquire an understanding of different needs of people (potential clients) of non-European ethnicity or descendant of immigrants with regards to both physical differences, cultural practices and their implications.

Due to the above societal changes, our proposal is that students within the hair and beauty sector are made aware of these physiological and cultural differences in order to respect and satisfy the needs of their future clientele. The above conclusion has been discussed through project BOBS and it is clear that in the coming years, the hair and beauty sector has to be trained in order to adapt to the diverse needs of society mainly related with different ethnicity.

Proposed module in beauty sector training Curriculum  
The following short module envisaged to enhance the skills of future hairdressers and beauty therapists during their training as today most of the training provided is focused on the needs of European-origin population (Caucasian).

Learners should be able to:

Knowledge Skills

1. Understand the diversity from a hair and/or beauty perspective of persons having non-European ethnicity.

- 2. Understand and know the diversity from a hair and/or beauty perspective of persons having different cultural needs.
- 3. Understand the differences in hair and skin structure of the clientele from different ethnic backgrounds.
- 4. Be able to adapt treatments for different ethnic types of hair and skin structure.
- 5. Understand and know different methods of application of treatments and services to offer “ non-Caucasian” according to the hair and skin structure.

Skills

- 1. Communicate effectively in an inclusive manner with persons of different ethnic origin.
- 2. Advise clients according to different ethnic hair and skin structure.
- 3. Apply hair and/or beauty treatments for different ethnic hair and skin structure.

Competences

- 1. Knowledgeable about the differences of hair and/or beauty of persons with different ethnic origins
- 2. Understand and advise clients of different ethnicity with regards to hair and beauty.
- 3. Apply hair and skin treatment methods for different ethnic needs.

The following aspects should considered in this module:

Hair:

- 1. Structure of the hair
- 2. Requests of certain services considering ethnicity (for example braiding for Afro hair, straightening for Europeans)
- 3. Methods of applying certain services considering ethnicity
- 4. Cultural aspects such as cutting and styling of hair of a female in the presence of males

- 5. Considerations regarding the contents of products e.g. for Muslims, Halal products and Asians, natural and organic products.

- 6. Consideration of mix of ethnicities (e.g. Afro with European)

Skin

- 1. Melanocytes of coloured persons are more sensitive to irritation than that of Caucasian origin and thus different needs for skin care.
- 2. Different language (nomenclature) used for the same treatments e.g. for Asian ‘brightening’ instead of ‘whitening’
- 3. Considerations regarding the contents of products e.g. for Muslims, Halal products and Asians, natural and organic products.
- 4. Consideration of mix of ethnicities (e.g. Afro with



European)

- 5. Cultural aspects such as grooming of eyebrows using the threading method, make-up requirements, etc.

- 6. Considering different methods of treatment applications such depilation and epilation.

Conclusion

From this research, we think that our beauty therapists must have included in their curriculum some understanding of different culture regulations. Also regarding make up, as what Europeans use is not necessarily ideal for the ethnic skin.

### 3.7 SPECIFIC TREATMENTS FOR OLDER PEOPLE (CROATIA)

#### Ageing hair – treatment and hair style

Hair does change as a person ages. Not only does it turn grey, it becomes more brittle and fragile. It also gets thinner, the result of both a decrease in the number of active hair follicles and a narrowing of the diameter of each individual hair. The aging population initially posed a problem for hair-product makers. As women grow older they tend to wash their hair less often, either because they want to avoid fading chemically dyed hair or because their lifestyle has changed. Beauty and hair companies are throwing scientific research into achieving a head-to-toe glow. Ageing hair must be treated by professional hairdressers as people are active into their 70s, and 80s - retired, working or in need of care elderly are a key consumer demographic (working longer, travelling, running and living active). Anti-ageing hair care products claim to add volume to thinning hair or tame the unruly texture of greys. Typical regimens include shampoo and conditioner. Younger-looking hair isn’t all about covering greys. Hair scientists are now looking for ways to bring back youthful thickness and lustre in the same way that fillers restore plumpness to the face. And they are borrowing technology and techniques used in skincare. Anti-ageing hair care products include masks that thicken fibres and serums with growth-promoting peptides. There are also protein diets and nutritional supplements to feed follicles. Volumisers are key to the ‘thicker is younger’ approach, as hair naturally thins with age. ‘The modern, more youthful

approach is to use volumisers that give fluidity, the key to youthful hair.’

As we age, hormones zap the natural highlights and lowlights from our hair, making it look dull. Plus, with menopause, women’s hair tends to thin. The latest shades and technologies add volume and give hair a youthful glow, lifting skin tone. An in-between blonde and brown shade, chic mesh of blonde and brunette tones flatters everyone and has a lifting effect on the face.

Haircuts and colours that lift features and ‘naturally’ freshen up look.

Like skin, hair loses its pigment with age and hair colour should be altered to suit skin tone. If a complexion is looking washed out, a warmer hair colour can help. Colour light-reflecting colour with micro particles gives the hair more transparency, allowing light to pass through it. Avoid the “mumsy” bob. Movement and shine are two of the most youthful qualities to own, add subtle new tweaks such as invisible layers that sculpt facial features and soften skin-tone imperfections. The collar-skimming cut slims the face, giving the illusion of youthful longer hair but with the volumising benefits of layers. Long layers to the jaw lift cheekbones while volume at the crown gives an undone but glossy look.

Unfortunately, grey hair is an inevitable part of ageing. However, ‘grey’ isn’t actually a hair pigment in itself – it’s a colour caused by a combination of normally pigmented hairs interspersed with white ones. Hair colour turns from the appearance of ‘grey’ to completely white when all hair pigment cells stop being produced. By the age of 30 most people have a few ‘grey hairs’, and by 50 at least half of hair will

have turned grey. The cells that produce hair colour are formed at the bottom of the hair follicle, and the exact mechanism that causes the pigments to change is still not fully understood. However, genetics play a huge factor in terms of when you will turn grey – if either of your parents turned grey early, it’s probable that you will too. Nutritional and hormonal factors can also affect hair colour, as can illness and stress. One of the reasons for this is because stress, illness and an improper diet can deplete the body of vitamin B, and various studies have shown that a lack of vitamin B can turn hair white prematurely.

Contrary to popular belief, grey hair is not coarser – it is usually finer, as everyone’s hair gets finer with age. The reason why grey hair seems coarser is because oil



glands produce less sebum when you’re older, which results in drier and more roughly-textured hair. This can also be due to the fact that most people chemically process and colour their hair more as they get older.

The hair tends to become finer as we age, so more styling aids are used to create body and volume. These can further dry out the hair if used incorrectly. However, reversing this damage can be achieved by using scalp and hair masks. They should be used on a weekly basis to start with and then twice a month. Hairdressers advise clients to knead the scalp for 30 seconds before shampooing, and then apply the mask, massaging it in for 5 minutes. It’s also advantageous to use a protective styling aid when blow-drying.

Grey hair is often finer and drier, so hair products have to be adjusted. A volumising shampoo and more moisturizing conditioner are effective. Grey hair should be handled the same way as naturally pigmented hair. If client wants to perm it, do so. Be aware that perms can cause discolouration and turn grey hair slightly yellow, as can smoking. If discolouration occurs, use a blue/purple-coloured shampoo, conditioner or rinse to camouflage it.

Dirt shows up faster on greying hair than any other hair colour. Shampoo and condition have to be applied to get the most out of the hair. Grey hair is more vulnerable to sun damage because it lacks melanin – a pigment that protects hair and skin from the sun. Use hair product containing sun protection factor. As hair ages, we produce less keratin — the protein that renders it strong and healthy — because our bodies can’t absorb essential minerals and vitamins as effectively. Moisture is key, it allows minerals to





will have an effect on hair. And there are a host of helpful supplements: Vitamin K and cysteine aid in the production of keratin and melanin (to delay the appearance of greys), while iron, zinc, biotin, and silica supplements can combat thinning. Inform your clients. Treat the scalp as an extension of the skin, use products that are focused specifically on rejuvenating the hair by rebalancing pH and rebuilding the scalp. A host of skincare-grade serums formulated with powerful nourishment action like argan and bur oil, grape-seed extract, and vitamins C and E. Keep colour soft around the face to give dimension but not be too much contrast with the skin colour. And as the shape of your changes as women age, cut should follow suit. A side-swept bang and soft layers at the sides and back of the head make a woman look more feminine and help strengthen face shape. The right cut has movement, which softens fine lines in the skin.

### Ageing skin

Healthy skin looks beautiful, no matter what your age. Taking steps to keep the skin healthy and prevent the signs of skin aging is the path to beautiful skin. Normal skin demonstrates the ideal balance of moisture and cell turnover in the topmost protective layers of skin. In normal, healthy skin, pores are barely visible; skin is moist, clear and glowing. Our skin acts as a two-way barrier protecting the internal body from damaging external elements and preventing the loss of moisture, which is needed to keep skin healthy looking. Crucial to this barrier function is a hydro lipid film composed of moisture and natural oils (including fatty acids and lipids) that protects and covers the skin's surface. This hydro lipid film is fragile and must maintain a pH between 4.5 and 5.5 to function optimally. So even

develop more readily and helps to keep free radicals away. Innovative conditioners aim to mimic the hair's missing keratin — with keravis, Keralink, and botanical keratin, respectively — thereby filling in the proverbial gaps created by age and environment. Suggest to clients to feed their hair! Since hair is a nonessential tissue, that means it's the last one to have access to any of the nutrients people ingest. Maintaining a well-balanced diet full of protein, iron, zinc, and antioxidant-rich foods, such as berries and leafy green vegetables, and eating regularly



normal, healthy looking skin needs the proper daily skincare to maintain the right balance of moisture and lipids. Environmental factors can cause imbalances in the skin's pH, increasing the risk of breakouts and dry skin. Prolonged exposure to UV rays is one of the most damaging environmental factors, and lead to wrinkles. Intrinsic factors (e.g. genetics) and extrinsic factors (e.g. ultraviolet exposure) affect the rate at which the skin ages. Excessive UV exposure produces structural changes (photo damage) in all layers of the skin: collagen and elastic fibres in the dermis become

frayed (solar elastosis); elastic tissue loses its integrity and sags or droops, clinically appearing as wrinkles; and connective tissue weakens and predisposes to traumatic solar purpura. The structure and the function of skin change with age. In ageing skin, the epidermis becomes thinner and loses its undulating pattern; the stratum corneum loses its ability to retain water, and cell replacement, barrier function, and wound healing decrease; the dermis becomes thinner and loses its elasticity, partly because of a decrease in the number of fibroblasts; the eccrine sweat glands shrink and

secrete less sweat; and Langerhans cells decrease in number, affecting immune responsiveness. All of these changes contribute to many of the skin conditions of the elderly.

The stigmata of aging skin include wrinkles (rhytides), furrows, sagging, and sunken cheekbones. Treatment is not necessary, but therapeutic options include topical retinoid (e.g. tretinoin to soften fine wrinkles); chemical peels using salicylic acid or glycolic acid for exfoliation; microdermabrasion; laser therapy (e.g., carbon dioxide for resurfacing); fillers such as botulin toxin, hyaluronic acid, and collagen, to enhance volume; and plastic surgery.

Skin problems are common among the elderly. Some skin conditions are considered a normal part of aging, while others may indicate an underlying health problem. The most common skin condition that affect elderly people is dry skin. Dry, flaking skin is by far the most common skin problem among the elderly, affecting 75% of people over the age of 65. The loss of oil glands (which help to keep the skin soft) is the main cause of dry skin. Dry skin gets itchy, which results in lots of scratching or picking at the skin. Dry skin can also become cracked and in severe cases, can bleed or become infected. Beautician will use treatments to moisturize, soft and smooth dry skin, improve the appearance of the skin and achieve healthier-looking skin.

**Treatment Options for Ageing Skin**

For early signs of ageing, treatments that use retinoid, vitamin C, and alpha hydroxyl acids may be enough. Chemical peels, dermabrasion (a procedure to remove layers of dead skin and stimulate the


deeper layer of skin (dermis) to rejuvenate, which will diminish the appearance of fine wrinkles), or ultrasound, IPL or laser resurfacing (a more aggressive procedure that uniformly removes a certain thickness of skin and exposes newer, fresher looking skin ) may be an option for moderate to severe skin damage. Deeper facial lines may be treated with botulin toxin or fillers, including hyaluronic acid injections, own fat, and Gore-Tex implants.



4


# THE INTEGRATION OF TRAINING BOBS’ MODULES INTO INSTITUTIONAL TRAINING PROGRAMS


## 4.1 PROPOSAL OF INTEGRATION OF NATIONAL TRAINING PROGRAMS

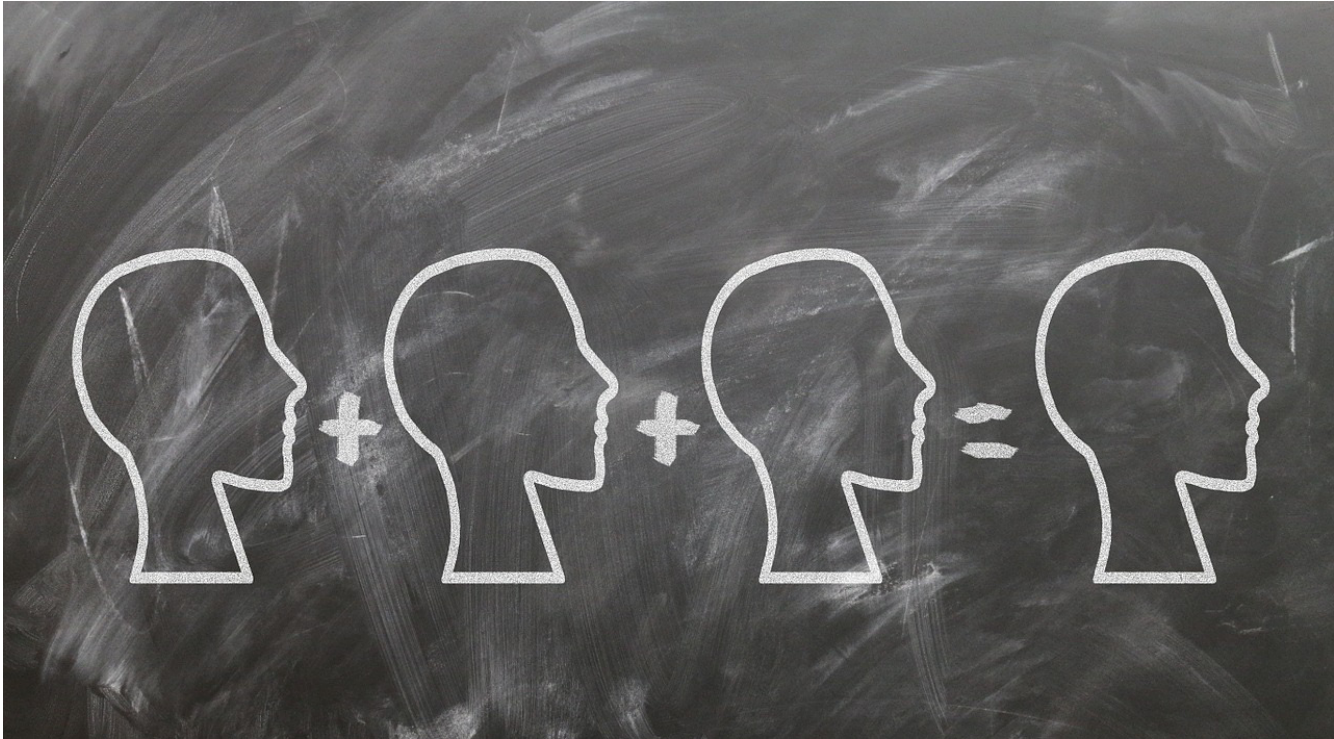
This is an exemplification of the integration of the BOBS’ proposed training modules (characterised by the symbol ) into the professional programs officially adopted by Countries.


### HAIRDRESSER TRAINING PROGRAM – VENETO (ITALY)

PROFESSIONAL EDUCATION FOR HAIRDRESSER - **BASIC QUALIFICATION**  
Two years, 1900 hours (1660 hours of lesson - 240 hours of internship)

Competence n. 1	CUSTOMER CARE AND HOSPITALITY IN SALONS
160 hours	Knowing the profession hairdresser, reception and communication techniques, time planning, conversation in a foreign language
Competence n. 2	ANALYSIS OF HAIR, BEARD AND RELATED TREATMENTS
200 hours	Anatomical and physiological characteristics of the hair, recognizing abnormalities and dysfunctions, knowledge about cosmetics. <i>* Specific treatments needed for older people (Croatia)</i>
Competence n. 3	PERFORM TREATMENTS BASED ON CUSTOMER NEEDS
300 hours	Choice of suitable cosmetics, products application, coloring techniques.  <i>The study of relevant socio-demographic changes in customers profiles for the beauty sector (Italy)</i>  <i>Specific care in beauty sector for Muslim customers (Turkey)</i>

Competence n. 4	USING STANDARD EQUIPMENT FOLLOWING CORRECT PROCEDURES
30 hours	Quality procedures, best practices about safety, hygiene and sterilization, equipment maintenance
Competence n. 5	HAIR CUTTING AND DESIGNING OF HAIRSTYLES
730 hours	Shampoo techniques, haircut, hair dress styles, fold, manicure and pedicure treatments, study on morphology of body and face
Competence n. 6	SET THE WORKPLACE
30 hours	Standards of hygiene and safety, elements of ergonomics, risks and occupational diseases  <i>Physical exercises for professionals for a longlife working (Slovenia)</i>
Competence n. 7	ACCOUNTING AND FISCAL ISSUES
210 hours	Fiscal management, employment contracts, labor organization



Competence n. 1	PROMOTING THE SALON AND ACCOUNT MANAGEMENT
70 hours	Marketing and promotion, knowledge of different types of companies, beauty regulations, elements of business management, relations with banks
Competence n. 2	RELATIONSHIP WITH SUPPLIERS AND STORE MANAGEMENT
40 hours	Choice and product management, software management
Competence n. 3	SELECT AND MANAGE STAFF
30 hours	Business recruitment, employment contracts, relationships with social security institutions  <i>The role of the “master” teacher for trainees (Germany)</i>
Competence n. 4	ANALYSIS OF HAIR AND BEARD
55 hours	Elements of physiology, anatomy, dermatology, chemistry, Cosmetic and Trichology  <i>Specific treatments and products required in beautician sector for ethnic people (Malta)</i>
Competence n. 5	SET THE WORKPLACE
20 hours	Hygiene and safety regulation in beauty sector  <i>The importance of prevention and safety in salons and beauty centers (Belgium)</i>
Competence n. 6	MARKETING CONSULTING
85 hours	Survey of customer expectations, customer relationship, treatment proposals, timework management

BEAUTICIAN TRAINING PROGRAM – VENETO (ITALY)

PROFESSIONAL EDUCATION FOR BEAUTICIAN - **BASIC QUALIFICATION**  
Two years, 1900 hours (1700 hours of lesson - 200 hours of internship)

Competence n. 1	PLANNING OPERATIONS AND TREATMENTS
80 hours	Work phases in beauty treatments, knowledge of the various treatments, health and safety regulations, time planning and organization
Competence n. 2	PREPARING TOOLS AND EQUIPMENT
40 hours	Identification of tools and their characteristics, operating instructions and effects of chemical-physical-biological treatments
Competence n. 3	EQUIPMENT MAINTENANCE AND CORRECT USE
20 hours	Maintenance of tools, detecting anomalies
Competence n. 4	SET THE WORKPLACE
34 hours	Standards of hygiene and safety, elements of ergonomics, first aid, risks and occupational diseases.  <i>Physical exercises for professionals for a longlife working (Slovenia)</i>
Competence n. 5	CUSTOMER CARE AND HOSPITALITY IN BEAUTY CENTRES
320 hours	Communication skills and customer relations, psychology and professional ethics, knowledge of foreign language, basic knowledge of nutrition education  <i>The study of relevant socio-demographic changes in customers profiles for the beauty sector (Italy)</i>  <i>Specific care in beauty sector for Muslim customers (Turkey)</i>
Competence n. 6	MANAGEMENT AND PROMOTION OF THE SHOP
140 hours	Sales and marketing technics, business accounting, forms of payment, employment contracts, using management software
Competence n. 7	PERFORM TREATMENTS AND USE COSMETICS
1066 hours	Elements of anatomy, physiology and dermatology, cosmetological chemistry, professional techniques of treatment  <i>Specific treatments and products required in beautician sector for ethnic people (Malta)</i>

PROFESSIONAL EDUCATION FOR BEAUTICIAN - **GET THE LICENCE TO START A BUSINESS**  
One year, 900 hours (300 hours of lesson – 600 hours of internship)

Competence n. 1	BEAUTY CENTRE MANAGEMENT
140 hours	Business plan, relationship with suppliers and store management, the quality management system, tax compliance and administration, social security legislation, Internet tools  <i>The role of the “master” teacher for trainees (Germany)</i>
Competence n. 2	SET THE WORKPLACE
20 hours	Hygiene and safety regulation in beauty sector  <i>The importance of prevention and safety in salons and beauty centers (Belgium)</i>
Competence n. 3	SKIN CHARACTERISTICS
70 hours	Anatomy of the skin, characteristics and imperfections, skin disease  <i>Specific treatments needed for older people (Croatia)</i>
Competence n. 4	EVALUATION OF TREATMENTS
70 hours	Characteristics of cosmetic products, knowledge of electromechanical equipment, elements of dietetics.





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## CONCLUSIONS

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### RELEVANT ASPECTS TO BE UNDERLINED AFTER PROJECT BOBS' EXPERIENCE

In the light of what was described above, project BOBS aimed to offer a concrete application and stimulations to the hair and beauty sectors. One of the main outputs was first of all the identification of the need for training in relation to the subjects identified by project partners and the understanding that training activities, in order to be effective, must be targeted, both to students/ employees and to entrepreneurs/employers, according to a lifelong learning approach.

This experience was fundamental for the sector's development, thanks to the continuous exchange of information/best practices among different countries, constant innovation/update of training curricula within training centres, definition of new curricula. As this project is perfectly consistent with these key points (and with the Leonardo da Vinci programme's objectives), its implementation allowed participants and beneficiaries:

- to better address the needs of the market and clients;
- to remain competitive and to upgrade the professionals' market position;
- to benefit from training curricula in line with the strategic development of the sector and to develop a shared "curriculum of excellence" with a strategic role to reinforce the sector and to better face future challenges;
- to tighten the existing relations among training sector operators, with the aim to close the gap between the work life and the training world. Moreover, it is important to highlight that all the partners are dealing with SMEs in the respective countries (as they are mainly Chambers of Commerce or Business Associations), so they are the best possible actors to represent and anticipate the real needs of companies, also with reference to training.

The shift to a broader and more integrated strategy, aimed at sharing information and best practices on socio-demographic changes, training tools, health and hygiene requirements, was based upon the development of a stronger alliance among project partners, which was reached through the joint implementation of the wide

range of project activities, both at national and international level.

It is moreover important to highlight that the project was relevant also because it actively involved, both during the transnational meetings and in the preparatory and follow-up phases, all the key actors in the beauty sector in each Country. One of the key project's objectives was to effectively increase their awareness about the fact that effective vocational training and continuous learning and updating are strategic to increase competitiveness and to better face future challenges. From this point of view the project was needed as it allowed to properly raise awareness among sector stakeholders on these fundamental topics, through a wide range of activities to be implemented at local and international level in tight collaboration with relevant VET professionals, through the project's outputs, such as training materials, reports, surveys, "curriculum of excellence" and finally through the communication strategy which has been constantly implemented.

Finally, the study of "socio-demographic changes", and how these are determining different trends in fashion and personal care, identifies a challenge that has to be passed on effectively to the younger generations of professionals called to develop the beauty sector. Project BOBS was considered an extraordinary occasion to connect with other European counterparts and understand the trends also in other countries, sharing best practices from different European traditions. Since a large part of beauticians and hairdressers are women, it was a great opportunity to acquire new insights and experience in the crucial field of female entrepreneurship.



5.2 SOME PICTURES OF PROJECT BOBS' EXPERIENCE









**BUILDING OPPORTUNITIES IN BEAUTY SECTOR**  
EU LIFELONG LEARNING PROGRAMME

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