

Title	Demonstrate knowledge of trends and evaluate opportunities to maintain currency in the beauty therapy industry		
Level	3	Credits	3

Purpose	People credited with this unit standard are able to: demonstrate knowledge of industry trends for beauty therapy services; illustrate current trends and influences in relation to beauty therapy services; and identify and evaluate opportunities to maintain currency in the beauty therapy industry.
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Classification	Beauty Services > Beauty Therapy
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Available grade	Achieved
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Explanatory notes

1 Definition

Trend means forecasting emerging developments based on past and current examples.

2 Assessment information

Evidence generated during assessment against this unit standard must be consistent with industry practice and knowledge. Such knowledge is available in reference texts, models, and other information-bearing media. No one textbook or other source of information is envisaged, as new approaches to the study of beauty therapy are published regularly.

Evidence generated during assessment against this unit standard must also be consistent with The New Zealand Association of Registered Beauty Therapists, *Code of Ethics for Members of The New Zealand Association of Registered Beauty Therapists Inc.* (9th ed, April 2009) (Auckland, NZ), and The New Zealand Association of Registered Beauty Therapists, *Health and Hygiene Guidelines* (1st ed, August 2016) (Auckland, NZ), both available from <http://www.beautynz.org.nz>.

Outcomes and evidence requirements

Outcome 1

Demonstrate knowledge of industry trends for beauty therapy services.

Evidence requirements

1.1 Sources of industry trend information are identified.

Range may include but is not limited to – internet, magazines, fashion stores, television, industry events, trade magazines, movies.

1.2 Industry trends to support the role of a beauty therapist are identified.

Range may include but is not limited to – seasonal themes, cultural influences, international, texture, colour palette.

Outcome 2

Illustrate current trends and influences in relation to beauty therapy services.

Range services may include but are not limited to – eyebrows, eye enhancements, facials, tanning, makeup, hair removal, nails (art and shapes).
a minimum of four services is required.

Evidence requirements

2.1 Current trends in relation to beauty services are illustrated using images.

2.2 Current influences are researched and illustrated.

Outcome 3

Identify and evaluate opportunities to maintain currency in the beauty therapy industry.

Evidence requirements

3.1 Opportunities for professional development are identified and described, and evaluated to determine availability, cost, relevance to own personal requirements, and timing.

Range opportunities may include but are not limited to – workshops, competitions, beauty expos, guest educators, company demonstrations, one on one coaching;
evidence is required of three opportunities over 12 months.

Planned review date	31 December 2021
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	15 September 2016	N/A

Consent and Moderation Requirements (CMR) reference	0035
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact the NZ Hair and Beauty Industry Training Organisation Inc enquiries@hito.org.nz if you wish to suggest changes to the content of this unit standard.