



Coimisiún na Scrúduithe Stáit
State Examinations Commission

LEAVING CERTIFICATE APPLIED 2011

MARKING SCHEME

HAIR AND BEAUTY

COMMON LEVEL



Coimisiún na Scrúduithe Stáit State Examinations Commission

Leaving Certificate Applied 2011

Vocational Specialism – Hair and Beauty

(240 marks)

Tuesday 14 June

Morning 11.30 to 1.00

Total Mark

Credit

Directions to Candidates

1. Write your EXAMINATION NUMBER in this space:
2. WRITE ALL ANSWERS INTO THIS ANSWER BOOK.
3. Candidates must attempt **FOUR** questions.
One question from **each** of the four sections.
4. Each question carries 60 marks.

Marking Scheme

<i>For the Superintendent only</i>	<i>For the Examiner only</i>		
Centre Stamp	1.	Total of end of page totals	
	2.	Aggregate total of all disallowed questions	
	3.	Total mark awarded (1 minus 2)	
	4.	Bonus mark for answering through Irish (if applicable)	
	5.	Total mark if Irish Bonus awarded (3 plus 4)	
Note: The mark in row 3 (or row 5 if an Irish bonus is awarded) must correspond with the mark in the Total Mark box on the flap grid and on the front of the answer book			

Introduction

- The marking scheme is a guide to awarding marks to candidates' answers. It is a concise and summarised guide and is constructed in a way to minimise its word content.
- Assistant Examiners must conform to this scheme and may not allow marks for answering outside the scheme.
- The scheme contains key words or phrases for which candidates may be awarded marks. This does not preclude synonyms or phrases which convey the same meaning as the answer in the marking scheme.
- The scheme may include the words "any valid answer" and the Assistant Examiner will use his/her professional judgement to determine the validity of the answer. If in doubt, he/she should consult with his/her Advising Examiner before awarding marks.
- Where it comes to the attention of the Assistant Examiner that a candidate has presented a valid answer and there is no provision in the scheme for accepting this answer, then he/she must first consult with his/her Advising Examiner before awarding marks.
- The detail required in any answer is determined by the context and the manner in which the question is asked and by the number of marks assigned to the answer in the marking scheme. Requirements may therefore vary from year to year.

Section 1 – Salon and Customer Care

(Attempt Question 1 or Question 2 from this section. Each question carries 60 marks)

1. (a) Identify **four** tasks / services that a beautician might carry out when working in **each** of the following sections of a department store:

Cosmetics' Counter **4 tasks / services @ 3 marks each** (12 marks)

1. _____
* Give beauty advice to customers *Give makeovers / demonstrate products

* Create retail displays *Check stock
2. _____
*Organise the sales counter *Order stock

* Keep the counter clean / hygienic
3. _____
*Sell retail products *Sell to reach targets

* Process payments / use the till
4. _____
*Issue loyalty cards

Beauty Salon **4 tasks / services @ 3 marks each** (12 marks)

1. _____
* Carry out client consultations

* Carry out beauty treatments e.g. manicures, pedicures, facials, massage etc.
2. _____
* Clean and maintain the beauty room before/after each client

* Disinfect / clean equipment
3. _____
* Sell retail products

* Answer the telephone / book appointments
4. _____
* Process payments / use the till

* Stock check *Order stock

- (b) List **eight** different types of retail items that might be sold on a cosmetics' counter. (8 marks)
8 items @ 1 mark each

1. _____ 5. _____
*Fragrances *Sun protection products

2. _____ 6. _____
*Skin care products: cleanser, toner etc. * Make-up: foundation, blusher etc.

3. _____ 7. _____
*Nail products: nail polish etc. * Gift sets

4. _____ 8. _____
*Tools: brushes etc. * Body products: creams, exfoliators etc.

(c) Give **four** reasons why a good retail display is important. (12 marks)

4 reasons @ 3 marks each

1. _____

* *Helps the shopper to locate what they are looking for*

2. _____

* *Draws the attention of customers to specific products e.g. highlights the latest trends,*

special offers etc.

3. _____

* *Encourages the shopper to make a purchase*

* *Creates a professional look*

4. _____

* *Important in a competitive market*

(d) What does the term *stock-taking* mean? (4 marks)

1 @ 4 marks

* *The process of counting and recording the amount of each stock item held by a*

business.

(e) Discuss **four** reasons why it is necessary to carry out regular stock checks. (12 marks)

4 reasons @ 3 marks each

1. _____

* *To know how much stock is held and what its worth*

2. _____

* *To know how much of each specific item is in stock*

3. _____

* *To know what products are selling / not selling*

4. _____

* *To check the condition of stock /expiry dates etc.*

* *To learn if stock is missing*

* *To identify what orders to place for new stock*

* *To identify stock that needs to be sold quickly/put on offer*

2. (a) Suggest **four** ways that a receptionist can help to make a client feel welcome on arrival in a salon. (12 marks)

4 ways @ 3 marks each

1. _____

* *Greet client on arrival*

* *Acknowledge client immediately*

2. _____

* *Be pleasant and accommodating*

* *Use client's name*

3. _____

* *Offer to take client's coat*

* *Offer client a seat*

4. _____

* *Offer client refreshments*

* *Update client e.g. if there is going to be a delay*

- (b) Suggest **two** reasons why is it important for a receptionist to listen carefully to what a client is saying. (8 marks)

2 reasons @ 4 marks each

1. _____

* *The receptionist is usually the first person the client meets so the receptionists*

behaviour is what will remembered and perceived as representing the salon as a whole

2. _____

* *Shows client that the salon values them and appreciates their business*

* *Helps salon to meet client's needs*

- (c) Give **two** examples of verbal and non-verbal communication that a receptionist might use to show that he / she is listening to a client.

Verbal communication (8 marks)

2 examples @ 4 marks each

1. _____

* *Repeating back to the client what they have requested*

2. _____

* *Asking questions to clarify what the client has requested*

Non-verbal communication (8 marks)

2 examples @ 4 marks each

1. _____

* *Eye contact* * *Smile*

2. _____

* *Nod of the head* * *Hand gesture*

- (d) Outline **four** reasons why a beauty therapist or stylist carries out a consultation with a client. (12 marks)

4 reasons@ 3 marks each

1. _____
** To find out what the client wants*

2. _____
** To discuss important factors with the client e.g. lifestyle, medical factors*
** To explore options *To provide opportunity for client to ask questions*

3. _____
** To assess the condition / type of skin or hair*
** To build a relationship with the client*

4. _____
** To record information that can be consulted or updated later*
** To carry out allergy tests*

- (e) Give **four** reasons why confidentiality is important in a salon. (12 marks)

4 reasons@ 3 marks each

1. _____
** Its unprofessional to breach confidentiality*

2. _____
** If trust is broken the client may not feel comfortable about returning*

3. _____
** If confidentiality is broken it can get the salon a bad name and cause loss of business*

4. _____
** Its a small world and it may cause trouble for the client if information is passed on/
repeated*

Section 2 – Haircare

(Attempt Question 3 or Question 4 from this section. Each question carries 60 marks)

3. (a) Identify **two** signs / symptoms that would indicate that a child has head lice. (8 marks)
2 signs / symptoms @ 4 marks each

1. _____

* *Itching of the scalp*

* *Tiny red spots or bumps on scalp*

2. _____

* *Tiny white pinhead eggs (nits)*

- (b) What is the difference between *head lice* and *nits*?

Head lice **1 @ 4 marks** (4 marks)

* *Head lice are tiny wingless parasitic insects that live among human hairs*

Nits **1 @ 4 marks** (4 marks)

* *Nits are white specks that look like dandruff. They are the eggs laid by head lice*

- (c) Describe **two** ways that head lice can be passed from one child to another. (8 marks)
2 ways @ 4 marks each

1. _____

* *Head to head contact*

2. _____

* *Sharing personal items e.g. brushes, hats, towels etc.*

- (d) Identify **two** places on the head where head lice are most likely to be found. (8 marks)
2 places @ 4 marks each

1. _____

* *Behind the ears*

* *Nape of the neck*

2. _____

- (e) Describe step-by-step a treatment for head lice. (12 marks)
4 steps @ 3 marks each

** Purchase a special head lice lotion in a pharmacy*

** Follow the instructions on the packaging*

** Apply the lotion and leave on for the required time*

** Rinse the hair if instructed to do so*

** Comb the hair with a normal comb*

** Follow this by using a fine tooth comb. *Start combing the hair from the roots*

right through to the end of each strand of hair

** Check the fine comb as you go for nits and lice. Remove.*

** Continue until all of the hair has been fine combed*

** Fine comb and check the hair regularly over a period of time until you are sure that*

the lice and nits are gone

- (f) Name the item of equipment shown and describe how it might be used as part of a routine in the treatment of head lice. (8 marks)
1 @ 4 marks

** Fine tooth comb*

Name _____

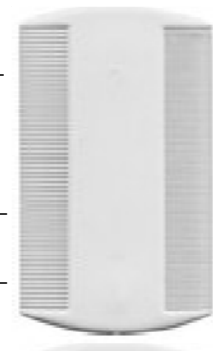
Description of how the item is used

1 @ 4 marks

** Used to comb strands of hair*

** Because the teeth are close together they help to catch lice and nits*

when combing



- (g) Describe the action that is likely to be taken in a hair salon if a client is found to have head lice. (8 marks)
2 @ 4 marks each

** The client would be discreetly told about the situation*

** The hairdresser would not proceed with the service or would terminate the service*

- (d) Describe a hair care routine that you would suggest to a friend who regularly uses a swimming pool.

Before swimming

(8 marks)

2 points @ 4 marks each

** Wet hair with tap water. This will result in hair absorbing less chlorinated water*

** Put a leave in conditioner in the hair*

** Tie hair up before going into pool*

** Wear a swimming cap if possible*

After swimming

(8 marks)

2 points @ 4 marks each

** Shampoo immediately after swimming to prevent build up of chlorine.*

** Rinse with lots of water*

** Use a shampoo specially formulated for swimmers*

- (e) Identify **two** of the effects of humidity on hair.

(8 marks)

2 points @ 4 marks each

1. _____

** Hair becomes frizzy*

** Hair becomes unruly*

2. _____

** Hair loses shine*

Section 3 – Beautycare

(Attempt Question 5 or Question 6 from this section. Each question carries 60 marks)

5. (a) Outline **four** of the main functions of mascara. (12 marks)

4 functions @ 3 marks each

1. _____

** Makes eyelashes look darker*

** Makes eyelashes look thicker*

2. _____

** Makes eyelashes look longer*

** Defines the eyelashes*

3. _____

** Can change the colour of the eyelashes*

** Enhance /gives definition to the eyes*

4. _____

(b) Describe clearly how mascara should be applied. (12 marks)

4 steps @ 3 marks each

** Sit in front of a mirror and remove the mascara wand (brush) from the mascara tube*

** Start with the top lashes. *Place the mascara wand at the root of the eyelashes and*

gently pull the wand to the tip of the lashes

** Slightly zig-zag the wand as you are pulling through to separate the lashes.*

** Repeat until all the lashes are coated*

** Coat the bottom lashes by holding the wand vertically and running it along the lashes*

** Repeat the process on both eyes*

** Use a cotton wool bud to rectify any smudges*

(c) Give **one** reason why it is best to avoid pumping a mascara wand in and out of its tube. (4 marks)

1 reason @ 4 marks

** It introduces air into the tube which causes the mascara to dry out sooner than it*

should.

- (d) State **one** reason why it is not recommended to share mascara with another person. **1 reason @ 4 marks** (4 marks)

** For hygiene reasons *There is a risk of passing on eye infections from one person to another*

- (e) Outline **two** advantages and **two** disadvantages of *false eyelashes*.

Advantages (8 marks)
2 advantages @ 4 marks each

1. _____
** They are not permanent and you can change your look according to the event or occasion*

2. _____
** They increase your lash length and volume instantly*

Disadvantages (8 marks)
2 disadvantages @ 4 marks each

1. _____
** If you are not good at applying them they wont look good and they could start to come loose*

2. _____
** Can take a bit of time to get used to them – can be uncomfortable*

** Some of them are quite expensive or cost can build up over time if you wear them a lot*

- (f) List the materials and items of equipment that are needed when applying false eyelashes. (12 marks)

4 materials and items @ 3marks each

** False eyelashes * Mascara*

** False eyelash glue * Eyelash curler*

** Mirror*

** Tweezers*

** Small Scissors*

6. (a) What skin care routine should be followed before applying *foundation* to the face? (12 marks)
4 points @ 3marks each

** Cleanse the skin*

** Tone the skin*

** Moisturise the skin and leave for a few minutes to absorb into skin*

** Primer can be applied if wished to prepare skin for foundation*

** Concealer can be applied to dark areas under eyes, and to skin blemishes*

(b) Suggest **four** reasons for wearing foundation. (12 marks)
4 reasons @ 3marks each

1. _____

** Can enhance ones looks*

2. _____

** Smoothes out reddish or uneven skin tone*

3. _____

** Helps to even out skin texture*

4. _____

** Adds colour to the skin*

(c) Identify **four** factors that should be considered when selecting foundation. (12 marks)
4 factors @ 3marks each

1. _____

** Type of foundation e.g. liquid, cream etc.* **Skin type*

** Degree of coverage* **Skin blemishes needing to be concealed*

2. _____

**Colour of skin* **Night or day wear*

** Appearance / finish*

3. _____

** Cost*

** Brand*

4. _____

(d) Explain the purpose of **each** of the following:

Make-up primer

(4 marks)

1 purpose@ 4 marks

** A primer is a product that prepares the face for make-up to help it go on more smoothly and evenly*

Tinted moisturiser

(4 marks)

1 purpose@ 4 marks

** A tinted moisturiser both moisturises the skin and gives colour to the skin at the same time*

Concealer

(4 marks)

1 purpose@ 4 marks

** A concealer is used to mask dark shadows under the eyes, skin blotches etc.*

(e) Discuss the importance of removing make-up before going to bed.

(12 marks)

3 points @ 4 marks each

** Important to remove make-up at night as it can clog the pores if left on*

**Skin needs to breath*

** Can lead to skin irritations, breakouts, black heads etc.*

** Sheets, pillowcases etc. get soiled unnecessarily*

Section 4 - Bodycare

(Attempt Question 7 or Question 8 from this section. Each question carries 60 marks)

7. (a) What is *airbrush tanning*? (4 marks)
1 @ 4 marks

** An airbrush spray tool is used to apply special tanning solution to the body*

** It is a form of sunless tanning*

- (b) Identify **four** reasons why a client might choose airbrush tanning. (12 marks)
4 reasons @ 3 marks each

1. _____
** Its healthier. A tanned look can be achieved without the risk of skin cancer from sunbathing*

2. _____
** Its quick to apply*

** A fine mist is applied so there is no rubbing, streaking or patchiness*

3. _____
** A tan can be achieved all year round*

** If properly applied the tan is realistic*

4. _____
** If parts of your body are already tanned its possible to fill in the white patches to create an even tan*

- (c) Suggest **two** factors a client might consider when selecting a salon to have airbrush tanning carried out. (8 marks)
2 factors @ 4 marks each

1. _____
** Recommendation from a friend*

** Comparing tanning packages*

2. _____
** Taking a look at the tanning salon beforehand*

** Talking to the staff beforehand – asking questions*

- (d) Describe **two** ways that a client should prepare his / her skin in advance of an airbrush tanning procedure. (8 marks)
2 ways @ 4 marks each

1. _____
** Thoroughly exfoliate the skin to remove dead skin cells*

2. _____
** Do not wear lotions, sun screens, make-up, perfume or deodorant beforehand*

(e) How long does airbrush tanning normally last? (4 marks)

1 @ 4 marks

** 1-2 weeks*

(f) Describe a care routine that a client should follow *after* airbrush tanning. (12 marks)

3 points @ 4 marks each

** Do not shower for 8 hours afterwards*

** Do not participate in hard physical activity for 8 hours afterwards*

** Moisturise daily – several times if possible*

** Avoid swimming in chlorinated water*

** Avoid soaking in the bath*

** Avoid clothes that chafe – wear loose clothing immediately afterwards*

(g) Why are organic tanning products becoming popular? (4 marks)

1 point @ 4 marks

** Consumers are becoming more aware of the possible dangers of synthetic ingredients in cosmetics*

** They usually contain no synthetic colours, synthetic preservatives or parabens*

(h) Suggest **two** reasons why sun beds or tanning beds are controversial. (8 marks)

2 reasons @ 4 marks each

1. _____

** Sunbeds give out UV rays that can cause skin cancer*

** The risks are greater for young people – excessive exposure to UV rays before 20*

increases the risk of melanoma in later life

2. _____

** Young children have been using sunbeds e.g. to get a tan for their first communion*

** Sunbeds are often not monitored properly*

8. (a) Outline **four** factors that can contribute to teeth becoming discoloured. (12 marks)
4 factors @ 3 marks each

1. _____
** Drinking a lot of tea/coffee* **Drinking red wine*
- _____
- * Taking of some medications*
2. _____
** Cigarette smoking*
- _____
- * Drinking cola drinks*
3. _____
**Poor dental hygiene*
- _____
- *Too much fluoride*
4. _____
**Ageing*
- _____

(b) Name the product that is being used in this photograph. (12 marks)
What are the benefits of using this product?

Name of product **1 @ 4 marks**

** Dental floss*

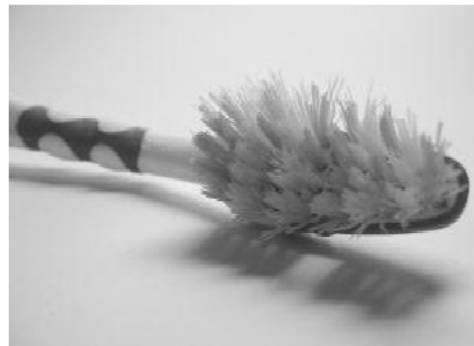
Benefits **2 @ 4 marks each**

1. _____
** Removes plaque from between the teeth*
- _____
- * Helps to prevent gum disease*
2. _____
** Helps to prevent bad breath*
- _____



(c) State **two** ill effects of using the toothbrush in the photograph. (8 marks)
2 @ 4 marks each

1. _____
** The bristles have lost their effectiveness*
- _____
- * Worn toothbrushes can damage the gums*
2. _____
** Worn bristles can be a breeding ground for*
- _____
- germs*



(d) Give **two** reasons why *teeth whitening* has become popular. (8 marks)

2 reasons @ 4 marks each

1. _____

* *Wider availability of teeth whitening services* **Home kits available*

* *Has become more affordable* **White teeth considered attractive*

2. _____

* *Strongly promoted /advertised*

(e) Suggest **four** factors that should be taken into account when considering having teeth whitened. (12 marks)

4 factors @ 3 marks each

1. _____

* *Understanding of the process involved e.g. types of teeth whitening processes and*

what they entail

2. _____

* *Knowledge of risks involved e.g. irritation of the gums*

3. _____

* *Knowledge of side effects e.g. sensitivity afterwards*

4. _____

* *Cost*

* *Where you will have the whitening carried out – recommendation, reputation etc.*

(f) Describe the role of a dental hygienist. (8 marks)

2 points @ 4 marks each

* *They work in collaboration with a dentist*

* *They carry out oral health assessment*

* *They remove plaque, tartar and deposits from patient's teeth*

* *They explain how to care for teeth, wash and floss properly*

<i>For the examiner only</i>	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
Total Mark	