

1. Title	Use simple English to communicate with customers
2. Code	BEZZCN205A
3. Range	Master the basic English vocabularies and general marketing terminology of the beauty industry and use simple English to communicate with customers in routine working environments at beauty-related workplaces.
4. Level	2
5. Credit	6 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Basic English vocabularies and general marketing terminology of the beauty industry</p> <ul style="list-style-type: none"> ◆ Know about the English names of beauty products and services <ul style="list-style-type: none"> • Beauty products <ul style="list-style-type: none"> ▸ Cleansing products: milk, oil, soap, toner, etc. ▸ Nourishing and moisturizing products: serum, neck cream, eye cream, lotion, cream, facial mask, etc. ▸ Medicated products: acne treatment series, etc. ▸ Exfoliating products: scrubs, exfoliating cream, etc. ▸ Beautifying products: foundation, eyeshadows, lipstick, etc. ▸ Fragrances: perfume, cologne, etc. • Beauty services <ul style="list-style-type: none"> ▸ Skin care: problematic skin care, facial massage, hand care, whitening care ▸ Beauty care: manicure, hair removal, eyelash curling, eyelash extension, mole removal, eyebrow tattoo, etc. ▸ Make-up: make-up modification of partial or whole face, make-up design, etc. ▸ Body and mind: aromatherapy, spa, ear candling, etc. ▸ Slimming and body care: bust care, slimming, etc. • General beauty equipments ◆ Know about the general marketing terminology for beauty products / services <p>6.2 Use simple English for business communication with customers</p> <ul style="list-style-type: none"> ◆ Use simple English to communicate with customers in routine working environments <ul style="list-style-type: none"> • Greet customers • Explain prices to customers • Explain discounts, promotions and gifts to customers

	<ul style="list-style-type: none"> • Introduce the availability of delivery service, return of goods, replacement of goods, warranty and maintenance services to customers • Recommend beauty products to suit customers' needs • Describe the main ingredients and usage of beauty products to customers
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to recall basic English vocabularies and general marketing terminology of the beauty industry; and (ii) Capable to use simple English to communicate with customers in routine working environments.
8. Remarks	