

1. Title	Know about the general development of beauty and health care market
2. Code	BEZZHC220A
3. Range	Know about the general development of the beauty and health care market, and provide correct information and promote beauty and health products or services to customers at beauty-related workplaces according to the in-house code of practice.
4. Level	2
5. Credit	3 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about the general development of beauty and health care market</p> <ul style="list-style-type: none"> ◆ Know about the basic concept and scope of beauty and health care ◆ Know about the types and benefits of popular beauty and health products in the market such as: <ul style="list-style-type: none"> • Beauty products • Health foods • Functional foods • Medicinal foods ◆ Know about the types and benefits of popular beauty and health treatments in the market such as: <ul style="list-style-type: none"> • Beauty treatment • Massage treatment • Aromatherapy treatment • Spa treatment • Reflexology ◆ Know about the general development and trend of the beauty and health care market, such as: <ul style="list-style-type: none"> • Consumer factor • Market and peripheral environment • Emerge and development of new products and technologies <p>6.2 Apply the knowledge of development of beauty and health care market</p> <ul style="list-style-type: none"> ◆ Provide correct, timely and relevant information and promote suitable beauty and health services or products to customers according to the in-house code of practice and the development of the beauty and health care market ◆ Refer complicated questions to a supervisor or relevant person

7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Capable to know about the general development of the beauty and health care market; and (ii) Capable to provide correct, timely and relevant information to customers according to the in-house code of practice and the development of the beauty and health care market, and promote suitable beauty and health services or products to meet customers' needs.
8. Remarks	