



## Connecting curriculum with our Industry partners

Your presenters for this session:

Jeff Williton – Secondary Teacher/SHSM lead/Hairstylist

Diane Kozak – Canadian Cosmetic, Toiletry and Fragrance Association



Today is an opportunity for me to share with you how a connection with an industry partner has improved the quality of my instruction, and our Specialist High Skills Major Program.



# Introductions

\* Jeff Williton

\* Diane Kozak

## Who is the CCTFA?

The Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA) is the lead Canadian trade association for the personal care products industry.

Our members are at the forefront of an \$9.5 billion (retail) industry in Canada (2014) and share a strong and ongoing commitment to ensuring their products are safe and effective for consumers.

With over 150 member companies, the CCTFA serves as the principal voice of the industry by maintaining a constant dialogue with Canadian government officials to ensure effective representation of industry's position on all regulatory matters. The CCTFA also works to maintain a business environment that promotes global competitiveness through smart and fair regulation. In addition, the CCTFA provides educational tools to the industry through programs such as the Beauty Specialist Certification Program (BCSP) which arms beauty professionals with the most current scientific and safety information.

## Beauty Specialist Certification Program

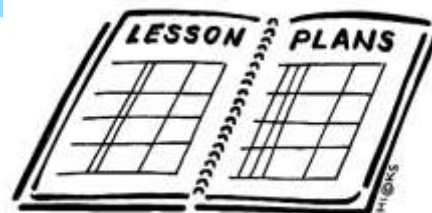
- \* The BSCP is an online certification program that ensures Beauty Specialists have the most accurate information to assist customers with confidence
- \* (Go to website)
- \* <https://www.bscpcanada.ca/default.aspx>

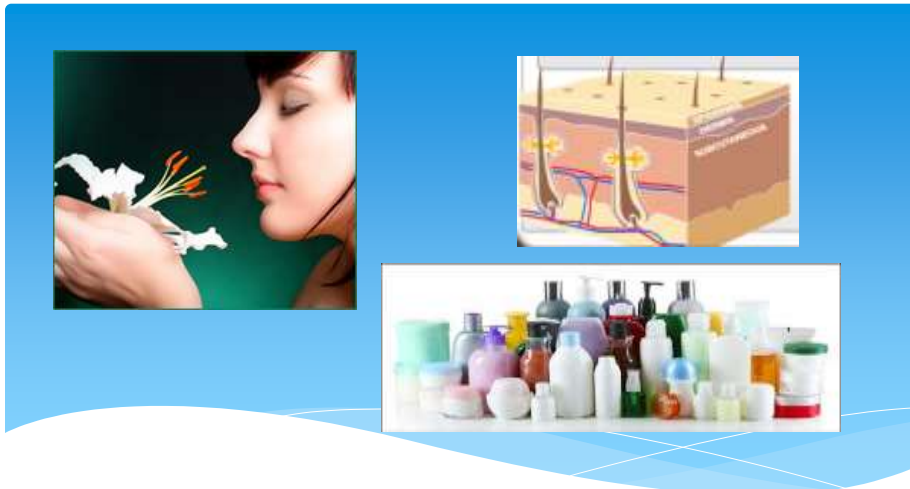
Over the past year I have worked closely with the CCTFA to put together lesson plans that introduce each of the 3 Beauty Specialist Courses.

*Lesson: An Introduction to Product Safety*

*Lesson: An Introduction to the Science of Cosmetics*

*Lesson: An introduction to Fragrance and Sensitivity*





Each document contains a fully prepared lesson plan that may be used to assist hairstyling and aesthetics teachers in meeting course expectations for Grade 10, 11, or 12 Hairstyling and Aesthetics Curriculum in an Ontario school.



The Beauty Specialist Certification Program has recently been approved by the Ontario Ministry of Education as an “*optional certification*” for use in an Arts and Culture Sector SHSM program!

## What does this mean?

For each SHSM there is an Implementation guide  
<http://www.edu.gov.on.ca/morestudentsuccess/sector/artsCulture.html>

This will be in your schools student management system as it has been added to the chart of approved elective certifications.

Three (3) electives from the list below			
advanced training in a technique (e.g., figure drawing, conducting, sewing)	advanced training in a technology (e.g., 3D printing, laser cutting, Serato)	advanced training in an art form (e.g., mime, tapdance, improvisation)	advanced training in art therapy
audition preparation	basic electrical safety	Beauty Specialist Certification Program – three-part course	curatorial techniques
customer service	elevated work platforms	event coordination	framing and matting
game design	health and safety – basic	instructor certification	interactive art forms
leadership skills	lighting and sound equipment maintenance	makeup/cosmetology	musical instrument repair
portfolio development	proper lifting and carrying techniques	proposal/grant writing	pyrotechnics
recording equipment	software 1 (e.g., animation, graphic arts)	software 2 (e.g., photography)	stage combat
technical staging	Working at Heights	wrapping and taping for performance and injury	

- \* The lessons can be used alone or as an introduction to the online courses.
- \* If your school has an Arts and Culture SHSM with Hairstyling within the approved bundle of credits, you have the opportunity to use the BSCP as a certification.
- \* Talk to your SHSM or guidance

## Sample lesson: An Introduction to Fragrance and Sensitivity

### **Learning goals:**

- Students will demonstrate an understanding of the importance of fragrance in our society and how it can affect our emotions
- Students will demonstrate an understanding of the etiquette and responsibility involved with the use of fragrance both as a member of society, and as a professional
- Students will identify related certification and training opportunities available to a Beauty Specialist through an industry association.

## Introductory Activity

- \* This lesson begins with an **introductory activity**: “Secret Scent”.
- \* Students will be asked to smell various sample fragrances while blindfolded and will be asked to describe what they think of when they experience each smell.
- \* The goal of this activity is to see how people respond to various scents. Do they like what they smell? Does it remind them of something or someone? Does it trigger a good feeling, or are they offended by it?
- \* (Please note: It is important to predetermine if anyone has any known allergy or sensitivity to any particular scents or fragrances before commencing this activity.)

## Materials & supplies required for this activity:

- \* Salon towels, handkerchiefs or scarves for use as blindfolds (approx. 18 required).
- \* Various products with a variety of scents (recommend approximately 12 different products).
- \* List should include items such as: **deodorant, perfume, hand soap, hand cream, shampoo and/or conditioner, body gel or spray, styling product, laundry soap, sunscreen, hand-sanitizer, other?**
- \* 6 copies of “Instructions for team lead” (appendix A)

## Highlights of each lesson

### Provide a sample to each teachers

- Ready to use and user friendly
- Lists curriculum expectations
- Clearly states learning goals
- Interactive activities
- Age appropriate
- Prepared assessment component
- Each lesson also has a fully prepared PowerPoint to support your lesson.

## How to access these Introductory lessons....

How can Teachers get access to the lessons?  
(Diane)

## Overview of the Beauty Specialist Certification Program



- \* The CCTFA offers an online Beauty Specialist Certification Program that consists of 3 courses.
- \* Product Safety
- \* Science of Cosmetics
- \* Fragrance and Sensitivity

These courses have recently been approved as an “Elective Certification” for use in an Arts and Culture SHSM



## Objectives

### CCTFA developed the Beauty Specialist Certification Program to:

- \* provide accurate and current educational material on the science and safety of personal care products
- \* promote public confidence in the cosmetics industry by providing reliable and credible information, education and accreditation
- \* help build confidence and credibility for the Beauty Advisor when responding to consumer



## BSCP Online Curriculum

- \* Combination of theory, research and practical experience by a team of eight subject matter experts
- \* Available online through a customized Learning Management System (LMS)
- \* All courses are available in English & French
- \* Self-assessment activities are provided throughout the courses
- \* The courses include an introduction and glossary
- \* A printable course summary with resources is included for every course
- \* A printable certificate of completion for each course

## Prepared lessons and SHSM approved!

Each document contains a fully prepared lesson plan that may be used to assist teachers in meeting course expectations for Grade 10, 11, or 12 Hairstyling and Aesthetics Curriculum in an Ontario school. Please feel free to edit the document to meet the needs of your course. Each lesson has been prepared by an Ontario Certified Teacher in partnership with the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA).

The online BSCP courses have recently been approved by the Ontario Ministry of Education as “*optional certification courses*” for use in an Arts and Culture Sector SHSM program.



# Questions???

Feel free to contact  
Diane Kozak  
(905) 890-5161 Ext 225

[www.bscpcanada.ca](http://www.bscpcanada.ca)