



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Retail Skin Care Product Advice and Promotion

Services / Wholesale and Retail

Unit Standard 258158 · NQF Level 3 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips retail staff with the skills to provide expert advice on skin care products and promote them effectively in a retail environment. Learners will gain product knowledge, communication techniques, and sales strategies to enhance customer satisfaction and drive sales.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	258158
Accreditation	SAQA Accredited · NQF Level 3 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Demonstrate knowledge of different skin types and common skin conditions to recommend appropriate products.
- Apply product knowledge to advise customers on skin care routines and product benefits.
- Use effective communication and questioning techniques to identify customer needs and preferences.
- Implement promotional strategies to upsell and cross-sell skin care products.
- Evaluate customer feedback to improve product advice and service delivery.
- Adhere to relevant health, safety, and hygiene standards when handling and demonstrating products.

WHO SHOULD ATTEND

- Retail sales assistants, beauty advisors, and front-line staff working in cosmetic or skin care retail outlets who interact directly with customers.

COURSE OUTLINE

Day 1: Foundations of Skin Care Product Knowledge

- Skin anatomy and physiology overview
- Skin types (normal, dry, oily, combination, sensitive) and conditions
- Key ingredients: humectants, emollients, occlusives, active ingredients
- Product categories: cleansers, moisturisers, serums, sunscreens, treatments
- Reading and interpreting product labels
- Ethical selling and legal compliance (Consumer Protection Act, Cosmetics Regulations)

Day 2: Advanced Product Advice and Promotional Strategies

- Skin consultation techniques: history taking, visual analysis, skin type assessment
- Building customised product regimens for common concerns (acne, ageing, pigmentation)
- Upselling and cross-selling without pressuring clients
- Promotional strategies: in-store displays, samples, loyalty programmes
- Handling objections and client questions
- Monitoring product efficacy and managing returns
- Record keeping and follow-up

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 15,400.00	R 15,400.00
1	In-House	R 20,000.00	R 20,000.00
1	On-Campus (Pretoria)	R 23,100.00	R 23,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 258158) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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