



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

Colour Cosmetic Product Advice in Retail

Services / Wholesale and Retail

Unit Standard 258176 · NQF Level 3 · 3 Credits · 1 Day

COURSE OVERVIEW

This course equips retail beauty advisors with the knowledge and skills to provide expert advice on colour cosmetic products, enabling them to assess customer needs, recommend suitable products, and promote sales in a retail environment. Learners will gain an understanding of colour theory, product formulations, and customer consultation techniques to enhance the shopping experience and build customer loyalty.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	258176
Accreditation	SAQA Accredited · NQF Level 3 · 3 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply colour theory principles to recommend colour cosmetic products that suit individual skin tones and customer preferences.
- Demonstrate effective consultation techniques to identify customer needs and provide personalized product advice.
- Analyze product formulations and benefits to explain features and advantages to customers.
- Evaluate customer feedback and product performance to adjust recommendations and improve service.
- Implement upselling and cross-selling strategies to promote complementary colour cosmetic products.
- Demonstrate knowledge of hygiene and safety practices in the application and demonstration of colour cosmetics.

WHO SHOULD ATTEND

- This course is designed for retail sales associates, beauty advisors, and makeup artists working in cosmetic retail stores, department stores, or specialty beauty boutiques who wish to improve their product knowledge and advisory skills.

COURSE OUTLINE

Day 1: Foundations of Colour Cosmetic Product Advice

- Introduction to colour theory: colour wheel, warm vs cool tones, undertones.
- Skin types and conditions: oily, dry, combination, sensitive, and ageing skin.
- Cosmetic product categories: foundation, concealer, blush, eyeshadow, lip products, etc.
- Consultation techniques: active listening, questioning, and assessing client needs.
- Product matching: shade selection, texture preferences, and finish choices.
- Hygiene and safety in cosmetic application and testing.
- Retail sales techniques: upselling, cross-selling, and handling objections.
- Legal and ethical considerations: SAQA standards, consumer rights, and product claims.

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 **3 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	10 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	17 Aug 2026	On-Campus	Dubai, 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 258176) 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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