

TEXTBOOK → LEVEL 1 - RAW MATERIALS

1. Introduction
2. Definitions and classifications
3. Raw materials in products and equipment: where is what
 - a. Furniture
 - b. Equipment
 - c. Cosmetic products

1. Introduction

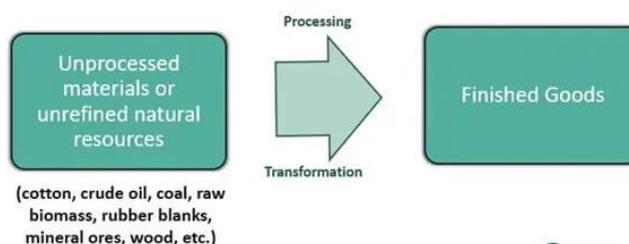
The objective of this module is to trace the perimeter within which to reflect on the use of raw materials in a beauty salon. The topic could be extremely vast and branched, but we will limit ourselves to analyzing it fundamentally within three categories: furnishings, equipment and products.

2. Definitions and classifications

Raw materials are materials or substances used in the primary production or manufacturing of goods. Raw materials are commodities that are bought and sold on commodities exchanges worldwide. Businesses buy and sell raw materials in the factor market because raw materials are factors of production.

Raw materials are used in a multitude of products and can take many different forms. Raw materials are the input goods or inventory that a company needs to manufacture its products. For example, the steel used to manufacture vehicles would be a raw material for an automobile manufacturer.

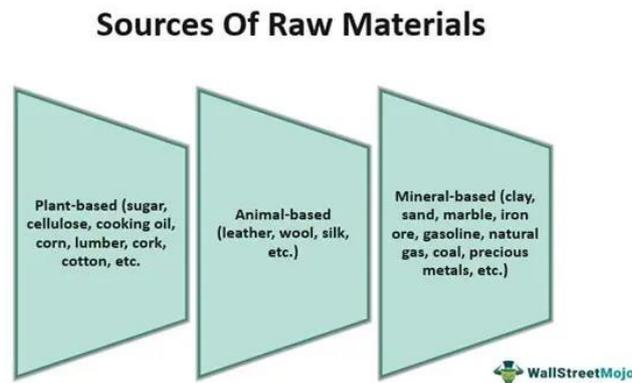
Raw Materials



Raw materials are often related to natural resources. For this reason, manufacturing companies may be at the disposal of mother nature regarding the availability to secure raw materials. In the same light, manufacturing companies may not want to directly invest in extracting the raw materials. For example, consider how a company that relies on oil or plastics often does not own the drilling rig that extracts the raw materials from the group.

Raw materials can be classified in several ways, but one common classification is the nature of how the good is extracted. These types include:

- **Mined raw materials** extracted from the earth, such as ores, stones, metals, minerals, lime, sand, soil, oil, and coal.
- **Plant-based raw materials** come from trees or plants, including fruits, nuts, flowers, vegetables, resins, wood, cotton, and latex.
- **Animal-based raw materials** are extracted from animals such as milk, meat, furs, leather, and wool.



Raw materials are often segregated into these three categories as each type often entails very different investments to procure the raw materials. For example, the operations of a farm are substantially different from an oil drilling rig; companies that require both raw materials must be mindful of how to most efficiently source the materials.

Even water can be thought of as a raw material that is used in a wide range of products and processes. Water is used for many purposes, playing a central role in all activities that make

use of it, direct or indirect. In recent decades world water consumption has increased almost tenfold: about 70% of the water consumed on Earth is used for agricultural use, 20% for industry, 10% for domestic use.



The amount of water used in industry depends on many factors, such as the type of activity and the technologies used. In general, it is possible to identify three different ways of using water: as a raw material in the production process, for the cooling of machinery, and for the washing of plants.

The industrial sector is expanding, especially in developing countries that often make use of obsolete and polluting technologies: the water used in industrial production cycles is not always returned to nature in the same conditions.

Civil uses of water include those for human nutrition, food preparation, body cleaning, and domestic and public environments. In this case it is not only the amount of water that is made available to people, but also its quality. In recent years worldwide, the consumption of water for civil use has more than doubled as a result of demographic growth but also an increase in the consumption of individuals.

3. Raw materials in products and equipment: where is what

FURNITURE

Furniture is a significant investment in the process of building a salon. While aesthetics takes centerstage when deciding on the furniture, budgets need to be factored in as well. Understanding what makes a quality piece of furniture requires a deep dive into what raw

materials can be used and what are the benefits of these materials. Raw materials like wood, cane, metal, leather, and fabrics are most commonly used for contemporary furniture though one is only limited by one's imagination while being creative.

Below we will just give some introductory information to help us get an overview of the problem. In module 2 we will go into detail also analyzing the characteristics and problems related to the use of individual raw materials.

EQUIPMENT

Almost the same goes for the equipment for which, it must be added, is necessarily still widely used one of the most discussed materials of the last decades for the great environmental impact that has and continues to have: plastic.

The main elements used to make plastics today are cellulose, coal, natural gas, salt, and crude oil, which are all found in nature. Various raw materials are used in the production of plastics, which are refined into ethane and propane. Heat is then applied to ethane and propane, resulting in a process known as "cracking," which transforms them into ethylene and propylene, respectively.

COSMETICS PRODUCTS

This is the most important topic regarding raw materials in every beauty salon. Cosmetics raw materials are based on natural, synthetic or extracted roles of raw materials, heating processes, stirring and emulsified mixed chemical substances. Cosmetic Raw Materials is based on various materials and ingredients perform in accordance to the chemicals and its key functionalities. These substances play a role in a number of cosmetic formulations, stable or given colour, aroma, and other characteristics, but they are vital. Recently, according to the trend of going back to the roots, simple components and non-invasive procedures has been popular in the cosmetics industry. It is the reason for the sudden interest in raw materials obtained directly from nature and used to produce natural cosmetics.

Natural cosmetics are products made from naturally-sourced raw materials such as mineral resources and ingredients of plant or animal origin. They are also the ones that are processed to the minimum hence are pretty much safe for the skin and are also equally

effective as chemical-based products. With the recent shift to natural products, the importance of learning the raw materials used in a cosmetic product have doubled even more because some products that claim to be natural do contain some chemicals in the form of preservatives or additives in a minor amount.

When we say “natural raw materials”, the image that you might be getting will be of some leaves and flowers ground into a fine paste or powder and packed. Well, that’s not exactly what we mean by natural cosmetics. The raw materials are selected based on certain criteria because cosmetic and personal care products are meant to be safe for use and not cause any allergy or other harmful side effects. Not all of the natural substances are safe. They can be itchy, poisonous, reactive, too, and hence the safety of the raw material is the most important factor to be looked upon while selecting it for a cosmetic product.

Looking to sustainability, the availability of the raw material is another important point of attention in the selection of raw material. There are some natural substances that are on the verge of getting extinct or are available in limited quantities in certain regions. Hence, while selecting that particular raw material, care must be taken that it doesn’t get extinct or that its usage is causing harm to the environment or is imbalancing the ecosystem in any way.

RAW MATERIALS Level 1 – Students activity 1

Using an online collaboration board like Mural (<https://www.mural.co/>) or an online mind map creator, collaborate to create two different schemes:

- a. FIRST ONE – A summary of the concepts learned in this module
- b. SECOND ONE – A brief vocabulary of most important key words you discovered during this lesson

LEVEL 1 - MANAGEMENT

4. Who is a business manager
5. Manager or owner
6. Management activities in a beauty salon

1. Introduction

The theme of the management of a hairstyle salon is certainly the element that generates and supports all the choices, strategies and activities that take place from when the entrepreneurial idea is born until the end of the business activity. As such it would require a very broad and thorough treatment even at a level that goes beyond the scope of this work. In this first module they begin to know some basic terms and then deepen, in the following modules, the knowledge of such a fundamental activity.

2. Who is a business manager

A business manager is a supervisor who controls and directs the personnel and activities of an organization or a department. By adopting operational plans, carrying out performance evaluations, and supervising all daily activities, they strive to keep the business productive, efficient and organized at all times. Business managers invest time in finding any new chances that could aid in the company's expansion and competitiveness in the market, and they also set goals and targets to get there.

They collaborate closely with staff members every day to monitor all the projects they perform and identify any potential areas for improvement. The majority of the managerial duties they carry out involve hiring, developing, and terminating staff members. They also hold frequent one-on-one meetings with staff members to provide advice and guidance on how to improve in their roles and make sure team members have the tools they need to do their jobs well.

This is valid in general for any company, but depending on the business size, the characteristics of a manager change and you need to develop skills often very specific. Let's analyze what happens in the beauty industry.

3. Manager or owner

Salon Managers

Managers oversee the day-to-day operations of a salon. They hire, interview, order supplies and schedule employees. The salon manager is responsible for running the salon. It is the manager's job to identify problems and ensure the business thrives under their management.

Salon Owners

In contrast, owners of salons plan out the business and create it from the ground up. The owner works on building their business using marketing and advertising techniques.

In some cases, an owner acts as both owner and manager. Many owners decide that they are too busy to manage the salon and have managers on duty. They may also operate multiple salons and need a manager that is responsible for each salon.

4. Management activities in a beauty salon

Every beauty salon has its own needs and peculiarities, but we can summarize the attention that must have a manager (or an owner-manager) with these list:

- Oversee daily salon operations
- Hire and train beauticians, as needed
- Organize employees' shifts, considering peak times and seasonality
- Order beauty products, like creams and essential oils and replenish stock
- Arrange for regular maintenance services for all equipment
- Apply hygiene practices across all beauty stations
- Ensure all beauty treatments meet high quality standards
- Maintain staff records, including salaries and working schedules
- Promote services, products and discounts on social media
- Receive payments from clients and track all transactions
- Keep updated records of costs and revenues
- Run online competitions and offer discount packages to attract new customers

MANAGEMENT – Student activities

1. With an App or an online tool, create a graphic concept map of manager activities in a beauty salon. Try to create something that is graphically attractive.