English for Cosmetics

Speaking Assessment: New Client Consultation

B1–B2

Vocational English

Pair work · 10–12 minutes

This assessment simulates a first appointment in a professional beauty salon. Students must demonstrate that they can welcome a new client, establish her needs, ask appropriate questions about skin condition and sensitivities, and recommend a suitable next step.

Assessment overview

Component	Time
Preparation	3 minutes
Role-play	4–5 minutes
Follow-up questions	2 minutes
Teacher assessment	2 minutes

Total: Approximately 10–12 minutes

Roles: Student A – Beautician; Student B – New Client.

Part 1 – Student worksheet

Name: _____

Partner: _____

Date: _____

Learning objectives

By the end of this assessment, you should be able to:

- Welcome a new client professionally.
- Introduce yourself and explain the consultation.
- Ask relevant questions about skin type and skin concerns.
- Identify allergies and product sensitivities.
- Find out about the client's skincare routine.
- Recommend an appropriate treatment or product.
- Communicate politely and confidently.

Task A – Role-play: The new client

Situation

A new client visits your beauty salon for the first time. She is interested in a facial treatment but is unsure which treatment would be suitable for her skin.

You are the beautician. Your task is to conduct a professional initial consultation.

Student A – Beautician

Your responsibilities:

1. Welcome the client and introduce yourself.
2. Ask whether she has visited the salon before.
3. Find out what she expects from the treatment.
4. Ask about her skin type and skin concerns.
5. Ask about allergies and sensitivities.
6. Find out which products she currently uses.
7. Recommend an appropriate treatment or product.
8. Explain the next steps and close the consultation politely.

Student B – Client

You are Sarah Miller, a first-time customer.

Your background information:

- You are 35 years old.
- You think you have combination skin.
- Your forehead and nose are quite oily.
- Your cheeks often feel dry.
- You occasionally experience redness.
- You are allergic to certain fragrances.
- You currently use a cleanser and moisturiser.
- You would like your skin to look fresher and healthier.
- You are interested in a gentle facial treatment.

Do not reveal all your information immediately. Wait for the beautician to ask appropriate questions.

Task B – Useful professional phrases

Students should use these expressions naturally during the conversation.

Purpose	Useful expressions
Welcoming	Good morning. Welcome to our salon.
Introducing yourself	My name is … and I'll be looking after you today.
Starting the consultation	Before we begin, I'd like to ask you a few questions.
Asking about skin	How would you describe your skin type?
Identifying concerns	Do you experience any redness, dryness or breakouts?
Asking about products	What skincare products do you currently use?
Checking allergies	Do you have any known allergies or sensitivities?
Clarifying	Could you tell me a little more about that?
Recommending	Based on what you've told me, I'd recommend …
Explaining	This treatment is designed to …
Checking understanding	Does that sound suitable for you?
Closing	Thank you for choosing our salon.

Task C – Professional Cosmetics Vocabulary

Match the eight professional terms (1–8) with the correct definitions (A–H).

A. Vocabulary

1. Combination skin
2. Breakouts
3. Fragrance-free
4. Sensitivity
5. Ingredient
6. Patch test
7. Moisturiser
8. Irritation

B. Definitions

A. A substance used to make a cosmetic product.

B. Skin that has both oily and dry areas.

C. A product that helps keep the skin hydrated.

D. A condition in which the skin reacts easily to certain products or substances.

E. A test carried out on a small area of skin to check for a possible reaction.

F. A skin reaction that may cause redness, itching or discomfort.

G. Products or formulations made without added fragrance.

H. Spots or pimples appearing on the skin.

C. Write your answers

Term	Definition
1. Combination skin	_____
2. Breakouts	_____
3. Fragrance-free	_____
4. Sensitivity	_____
5. Ingredient	_____
6. Patch test	_____
7. Moisturiser	_____
8. Irritation	_____

Key

Term	Answer
1	B
2	H
3	G
4	D
5	A
6	E
7	C
8	F

Task D – Follow-up questions

The teacher may ask these questions after the role-play.

1. Why is it important to conduct a consultation before a facial treatment?
2. What is the difference between dry and oily skin?
3. Why should a beautician ask about allergies?
4. What would you do if a client reported a fragrance allergy?
5. Why should a beautician ask about the client's current skincare routine?
6. How can you recommend a product without pressuring the customer?

Part 2 – Model dialogue

Example of a strong B2 performance

Beautician: Good morning! Welcome to our beauty salon. My name is Emma, and I'll be looking after you today. Do you have an appointment?

Client: Yes, I booked a facial treatment for 10 o'clock. My name is Sarah Miller.

Beautician: Thank you, Ms Miller. Is this your first visit to our salon?

Client: Yes, it is. I've never had a professional facial before.

Beautician: That's wonderful. Before we begin, I'd like to conduct a short skin consultation so that I can recommend a treatment suitable for your needs. Is that alright?

Client: Of course.

Beautician: First of all, what would you like to achieve with today's treatment?

Client: My skin looks a little tired, and I'd like it to look fresher and healthier.

Beautician: I understand. How would you describe your skin type? Would you say it's dry, oily, combination or sensitive?

Client: I think it's combination skin. My forehead and nose tend to get oily, but my cheeks often feel dry.

Beautician: Do you experience any other skin concerns, such as redness, irritation or breakouts?

Client: Yes, occasionally I get some redness around my nose.

Beautician: Thank you. Are you currently using any skincare products?

Client: I use a cleanser every morning and evening, followed by a moisturiser.

Beautician: That's good. Do you have any known allergies or sensitivities to cosmetic ingredients?

Client: Yes, I'm allergic to certain fragrances.

Beautician: Thank you for mentioning that. It's important that we take this into consideration. We'll check all product ingredients carefully and avoid anything containing the substances you're allergic to.

Client: That would be great. I don't want my skin to become irritated.

Beautician: Of course. Based on what you've told me, I'd suggest a gentle cleansing and hydrating facial. We can select suitable products for your skin and avoid potentially irritating ingredients.

Client: Would the treatment help with the dryness on my cheeks?

Beautician: Yes, the treatment is designed to cleanse the skin and support hydration. We can also discuss a suitable moisturiser for your home skincare routine.

Client: That sounds exactly like what I need.

Beautician: Excellent. Before we start, I'll explain each step of the treatment and check that you're comfortable with everything. Please let me know immediately if you experience any discomfort.

Client: Thank you. I feel much more confident now.

Beautician: You're very welcome, Ms Miller. Let's get started!

Model dialogue – comprehension

1. What is the client's main reason for visiting the salon?
2. Which areas of her face tend to be oily?
3. What allergy does she report?
4. What treatment does the beautician recommend?
5. How does the beautician address the client's concerns?
6. Why does the beautician explain the treatment before starting?

Part 3 – Teacher marking rubric

Total: 40 points · The rubric assesses both language competence and professional communication.

Assessment criterion	Points
1. Professional greeting and introduction	4
2. Appropriate consultation questions	6
3. Skin and cosmetics vocabulary	6
4. Asking about allergies and sensitivities	4
5. Recommendations and explanations	6
6. Fluency and interaction	6
7. Grammar and sentence structure	4
8. Pronunciation and intelligibility	4
Total	**40**

Detailed performance descriptors

Criterion	Excellent	Satisfactory	Needs improvement
Greeting (4)	Confident, professional, natural (4)	Appropriate but simple (2–3)	Incomplete or inappropriate (0–1)
Questions (6)	Relevant, varied, well-structured (5–6)	Basic but sufficient (3–4)	Very limited or unclear (0–2)
Vocabulary (6)	Accurate specialist terminology (5–6)	Some relevant terminology (3–4)	Limited or frequently incorrect (0–2)
Allergies (4)	Explicitly checks and responds appropriately (4)	Asks but gives limited response (2–3)	Fails to address the issue (0–1)
Recommendations (6)	Relevant, clear and well-explained (5–6)	Suitable but basic (3–4)	Unclear or inappropriate (0–2)
Fluency (6)	Natural interaction, responds spontaneously (5–6)	Some hesitation, maintains conversation (3–4)	Frequent pauses or dependence on notes (0–2)
Grammar (4)	Mostly accurate structures (4)	Some errors without loss of meaning (2–3)	Frequent errors affecting meaning (0–1)
Pronunciation (4)	Clear and easily understood (4)	Generally intelligible (2–3)	Often difficult to understand (0–1)

Grade conversion

Points	Percentage	Suggested grade	
36–40	90–100%	Excellent	1
32–35	80–89%	Very good	2
28–31	70–79%	Good	3
24–27	60–69%	Satisfactory	4
20–23	50–59%	Pass / borderline	5
0–19	Below 50%	Needs improvement	6

Part 4 – Teacher assessment sheet

Speaking assessment record

Student name

Award points for each criterion

1. Professional greeting and introduction

Maximum 4:

2. Appropriate consultation questions

Maximum 6:

3. Skin and cosmetics vocabulary

Maximum 6:

4. Allergies and sensitivities

Maximum 4:

5. Recommendations and explanations

Maximum 6:

6. Fluency and interaction

Maximum 6:

7. Grammar and sentence structure

Maximum 4:

8. Pronunciation and intelligibility

Maximum 4:

TOTAL SCORE

0 / 40

Part 5 – Suggested teacher feedback

Use these phrases when giving feedback:

Strengths

- You used appropriate professional terminology.
- You asked relevant questions about the client's skin.
- You communicated politely and confidently.
- Your recommendations were clear and appropriate.
- You handled the allergy question professionally.

Areas for improvement

- Try to use more varied question structures.
- Expand your specialist cosmetics vocabulary.
- Avoid translating directly from German.
- Explain your recommendations in greater detail.
- Practise responding spontaneously rather than relying on prepared sentences.

Suggested extension activity

After completing the assessment, ask students to repeat the consultation with a different client profile:

- Client A: Mature skin, dryness and fine lines.
- Client B: Oily skin, enlarged pores and occasional breakouts.
- Client C: Sensitive skin with a history of allergic reactions.
- Client D: Combination skin, uneven complexion and a preference for natural cosmetics.

This tests whether students can transfer their professional language skills to unfamiliar situations rather than simply memorising the model dialogue.

Teaching recommendation: Assess the beautician and client roles separately. The beautician should be assessed on questioning, explaining and recommending; the client should be assessed on listening comprehension, responding appropriately and providing relevant information.