First Impressions Matter

Looking Professional and Welcoming Clients

English for Beauty Professionals · Reading, Vocabulary and Speaking

Part 1 – Reading: Why First Impressions Matter

Read the text and think about why personal appearance and a friendly welcome are important in the beauty business.

A Professional Image

In the beauty industry, first impressions are extremely important. Clients expect their beautician to look 1. _____, clean and 2. _____. Before a treatment even begins, clients form an opinion about the salon and the person providing the service.

A professional appearance starts with personal 3. _____. Hair should be clean and tidy, hands and fingernails should be well-groomed, and clothing should be clean and appropriate for the job. A 4. _____ or professional outfit creates a smart impression.

The workplace is equally important. Treatment rooms, equipment and work surfaces must be clean and 5. _____. Clients need to feel confident that hygiene and safety are taken seriously.

Welcoming Clients

The way clients are welcomed can make a big difference to their experience. A friendly 6. _____, 7. _____ and a polite greeting help clients feel welcome and relaxed.

A beautician should greet clients promptly, introduce herself to new clients and confirm their 8. _____. Good communication is essential. Beauticians should 9. _____ carefully, speak clearly and show genuine interest in their clients' needs.

Some clients enjoy chatting during a treatment, while others prefer peace and quiet. A professional beautician recognises these differences and respects individual 10. _____.

Word Bank	
Appointment	eye contact
Hygiene	listen
Organised	preferences
Professional	smile
Uniform	well-groomed

Part 2 – Right or Wrong?

Decide whether the following statements describe professional behaviour. Write R (Right) or W (Wrong).

1. A beautician should wear clean and appropriate clothing at work. _____
2. Strong perfume is a good way to make a professional impression. _____
3. Clients should be greeted with a friendly smile and eye contact. _____
4. It is acceptable to keep a client waiting without explaining why. _____
5. Clean and well-groomed fingernails are important for a beauty therapist. _____
6. A beautician should talk continuously during every treatment. _____
7. Offering a client a drink is a friendly gesture. _____
8. Personal conversations about other clients are acceptable. _____
9. A professional beautician should listen carefully to the client's wishes. _____
10. A clean and organised workplace helps clients feel confident. _____

Part 3 – What Would You Do?

Discuss the following situations in pairs. Explain what the beautician should do and what she should say.

Situation	**Your response**
A new client enters the salon.	How do you welcome her?
A regular client arrives early.	What do you say?
A client has to wait 15 minutes.	How do you apologise?
A client looks nervous.	How do you make her comfortable?
A client prefers not to talk during a treatment.	How do you react?
You notice that your uniform is dirty.	What should you do?

Part 4 – Speaking: The First Two Minutes

Work in pairs. One student is the beautician; the other is the client.

Useful expressions for the beautician

- Good morning! Welcome to our salon.
- Do you have an appointment?
- Is this your first visit?
- My name is …
- May I take your coat?
- Would you like something to drink?
- Please, take a seat.
- How would you like to be addressed?
- What treatment are you having today?
- Is there anything I can help you with?

Challenge: Continue the conversation for two minutes. The client should ask at least two questions.

Part 6 – Self-Assessment

How confident are you about your professional communication skills?

1. I can present myself professionally at work.

Very confident	Quite confident	Need practice

2. I know how to greet new and regular clients.

Very confident	Quite confident	Need practice

3. I can make clients feel welcome and comfortable.

Very confident	Quite confident	Need practice

4. I can communicate politely and confidently.

Very confident	Quite confident	Need practice

5. I can recognise and respect different client preferences.

Very confident	Quite confident	Need practice

6. I know how to apologise professionally when something goes wrong.

Very confident	Quite confident	Need practice

Answer Key

Part 3: 1 R · 2 W · 3 R · 4 W · 5 R · 6 W · 7 R · 8 W · 9 R · 10 R