

	<b>ICM INTERNATIONAL MANAGEMENT SDN BHD</b>	Document Code	CSM-ICM-002
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	<b>Annex A – Competency Matrix</b>	Version	1.0
		Page no	01

Version	Date	Prepared by	Approved by	Changes
1.0	10/08/2025	Anna (CM) 	Kelly (CEO) 	Initial release

## Aesthetic Practitioners

Definition: Professionals providing advanced skincare treatments and non-invasive aesthetic services, including skin analysis, treatment planning, and execution of specialised procedures.

### Level Descriptions:

- Level 1 – Basic: Understand basic theory and perform routine non-invasive treatments under supervision.
- Level 2 – Intermediate: Perform treatments independently, adapt procedures to client needs.
- Level 3 – Advanced: Plan, evaluate, and improve treatment plans; supervise others.
- Level 4 – Expert: Innovate techniques, train and assess practitioners, lead service development.

Assessment Methods: Written Test, Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1: 10 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

## Beauty Technicians

Definition: Practitioners offering beauty services such as makeup, brow embroidery/microblading, eyelash extensions, and basic skincare treatments.

### Level Descriptions:

- Level 1 – Basic: Perform basic beauty services under supervision.
- Level 2 – Intermediate: Work independently, maintain hygiene and customer service.
- Level 3 – Advanced: Customise services, supervise staff, and ensure quality control.
- Level 4 – Expert: Train others, develop new beauty trends and service protocols.

Assessment Methods: Written Test, Practical Demo, Portfolio Review, Interview

CPD Requirements: Level 1: 8 hrs, Level 2: 15 hrs, Level 3: 25 hrs, Level 4: 35 hrs

## Spa & Wellness Therapists

Definition: Therapists providing spa treatments, massage, aromatherapy, and holistic wellness services.

	<b>ICM INTERNATIONAL MANAGEMENT SDN BHD</b>	Document Code	CSM-ICM-002
		Effective Date	10 August 2025
	<b>Annex A – Competency Matrix</b>	Version	1.0
		Page no	02

### Level Descriptions:

- Level 1 – Basic: Perform basic spa services under guidance.
- Level 2 – Intermediate: Deliver services independently with client care.
- Level 3 – Advanced: Design and adapt wellness programmes, mentor juniors.
- Level 4 – Expert: Train staff, develop spa treatment innovations, manage spa operations.

Assessment Methods: Practical Demo, Written Test, Portfolio, Client Feedback

CPD Requirements: Level 1: 8 hrs, Level 2: 15 hrs, Level 3: 25 hrs, Level 4: 35 hrs

### Laser Treatment Operators

Definition: Professionals operating laser and IPL equipment for hair removal, skin rejuvenation, and other approved aesthetic uses.

### Level Descriptions:

- Level 1 – Basic: Operate equipment for standard treatments under supervision.
- Level 2 – Intermediate: Operate independently, ensure client safety and correct settings.
- Level 3 – Advanced: Handle complex cases, provide troubleshooting, and mentor others.
- Level 4 – Expert: Develop protocols, train operators, and ensure regulatory compliance.

Assessment Methods: Written Test, Practical Demo, Safety Assessment

CPD Requirements: Level 1: 12 hrs, Level 2: 20 hrs, Level 3: 30 hrs, Level 4: 40 hrs

### Social Media Content Creator

Definition: Professionals creating digital content for marketing, branding, and engagement purposes in beauty, wellness, and lifestyle sectors.

### Level Descriptions:

- Level 1 – Basic: Create simple content with guidance.
- Level 2 – Intermediate: Plan and produce engaging content independently.
- Level 3 – Advanced: Develop content strategies, analyse metrics, mentor others.
- Level 4 – Expert: Lead campaigns, train creators, and innovate digital strategies.

Assessment Methods: Portfolio Review, Practical Project, Interview

CPD Requirements: Level 1: 6 hrs, Level 2: 12 hrs, Level 3: 20 hrs, Level 4: 30 hrs

	<b>ICM INTERNATIONAL MANAGEMENT SDN BHD</b>	Document Code	CSM-ICM-002
		Effective Date	10 August 2025
	<b>Annex A – Competency Matrix</b>	Version	1.0
		Page no	03

## Non-Invasive Aesthetic Personal Care

Definition: Practitioners providing non-invasive aesthetic personal care services including whitening, brightening, and pigmentation treatments without surgical procedures.

### Level Descriptions:

- Level 1 – Basic: Perform basic treatments under supervision.
- Level 2 – Intermediate: Provide treatments independently with correct techniques.
- Level 3 – Advanced: Customise and optimise treatments, supervise others.
- Level 4 – Expert: Develop protocols, train practitioners, and ensure compliance.

Assessment Methods: Written Test, Practical Demo, Case Study

CPD Requirements: Level 1: 10 hrs, Level 2: 18 hrs, Level 3: 28 hrs, Level 4: 38 hrs

## Pedicure and Manicure Services

Definition: Professionals providing nail care services, including cleaning, shaping, and beautifying fingernails and toenails.

### Level Descriptions:

- Level 1 – Basic: Perform simple nail care services under supervision.
- Level 2 – Intermediate: Work independently with safe techniques.
- Level 3 – Advanced: Create customised nail designs, supervise juniors.
- Level 4 – Expert: Train others, innovate designs, manage nail service operations.

Assessment Methods: Practical Demo, Written Test, Portfolio

CPD Requirements: Level 1: 6 hrs, Level 2: 12 hrs, Level 3: 20 hrs, Level 4: 30 hrs