

DOWN SYNDROME IRELAND, IN CONJUNCTION WITH OUR PARTNER
ALFAPARF MILANO IRELAND, IS DELIGHTED TO LAUNCH...

Beauty IN ALL ITS Forms



ALFAPARF
MILANO



Down
Syndrome
Ireland

National Leadership Local Support

Beauty IN ALL ITS Forms



“I’ve seen his confidence and independence grow since beginning the programme, meeting people and being in the work environment. I hope this shows that with proper training people with Down syndrome can gain employment. John being offered a position at Lloyds Hair Salon has been the icing on the cake. It has been a life changing experience.”

Margaret Mulligan, parent of John Mulligan, Waterford

“The training was great. I learned lots, how to fold towels, cleaning and washing hair. Getting a job in Lloyds made me happy and confident. It makes me normal.”

John Mulligan, Graduate, Waterford

WHO ARE ALFAPARF MILANO?

ALFAPARF Milano is a leading Italian multinational manufacturer of professional, exclusive hair colour, hair care and styling products. In Ireland, ALFAPARF Milano delivers exclusive products to over 1,000 partner salons across the country.

WHAT IS BEAUTY IN ALL ITS FORMS?

- BEAUTY IN ALL ITS FORMS is a joint initiative between Down Syndrome Ireland and ALFAPARF Milano Ireland, which aims to give Irish people with Down syndrome the opportunity to train as a Hairdresser Assistant, with a view to securing long-term employment.
- The programme originally began in 2013 in São Paulo and Rio de Janeiro in Brazil, and is now active in Guatemala and Italy. Since it began, the programme has delivered training to 91 people with an intellectual disability, of which 22 are now working in salons in Brazil.
- It is our ambition to afford Irish people with Down syndrome a similar opportunity. The program was piloted in Ireland in early 2017 and had a 80% success rate of people securing employment following training.

“I want to work with people. It is important for me. I really wanted to do this project and just go for it. It is so important for people with Down syndrome to get a chance

“ALFAPARF Milano has changed the lives of people with Down syndrome, it has given the opportunity to demonstrate to other corporate businesses that people with Down syndrome can do a job and do it well. It will allow society recognise that people with Down syndrome who are well educated can do a job very well. An opportunity that actually allows people progress and become part of a working community.”

Jean Dunne, parent of Eileen Dunne, Co. Cavan

WHAT DOES THE BEAUTY IN ALL ITS FORMS PROGRAMME ENTAIL?

- The programme is comprised of 15 weeks of training and education, delivered jointly by Down Syndrome Ireland and ALFAPARF Milano Ireland.
- The first 2 weeks will take place in Down Syndrome Ireland Offices in Dublin where a pre-employment course will be run, the next 8 weeks will mainly take place in the ALFAPARF Milano Academy in Dublin, where participants will learn about hair salons, how they work, different roles within the salon and how ALFAPARF Milano hair products are used. In addition, they will learn how to greet clients, fold towels, sterilize hairbrushes, wash a client's hair, and the basic cleaning tasks normally associated with a Hairdresser Assistant's role.
- The following 4 weeks will take place in partner salons around the country, when the students will have the opportunity to put their classroom-based learning into practice. The student will be present in salons for approximately six hours, once a

week. The salon will, where possible, be located in the vicinity of where the candidate lives.

- At the end of the placement, the student will sit a practical exam to assess their level of acquired knowledge (week 15). Successful candidates will be awarded with an ALFAPARF Milano Certified Hairdressing Assistant award, a qualification which demonstrates that they have the requisite skills to be considered for a Hairdressing Assistant's role.
- ALFAPARF Milano guarantees training and certification for each participant and although our ambition is for employment upon completion, this is up to the discretion of each salon and the compatibility of the candidate to salon's needs.



like this. I love my new job in HAIR Salon and I get to work with people. They are very nice.”

Eileen Dunne, Graduate, Virginia, Co. Cavan

WHY SHOULD I TAKE PART?

- This opportunity is the first specialised programme in Ireland that allows people with Down syndrome to train to a professional standard, gain certification and work in the beauty industry.
- As families will be aware, people with Down syndrome sometimes lack the opportunity to secure employment and participate fully in society on completion of formal education.
- We believe that with the support and education provided by ALFAPARF Milano Ireland, Down Syndrome Ireland and our partner salons, coupled with the skills, abilities, aspirations and commitment of each participant, BEAUTY IN ALL ITS FORMS can help to address this lack of opportunity.
- Develop new professional competencies.
- Improve social skills & social inclusion.
- An opportunity to enter the labour market.

WHAT CAN I BRING TO THE WORKPLACE?

People with Down syndrome bring huge added value to the workplace. Salons involved in the pilot programme in Ireland reported increased staff morale in the workplace.

- You have unique talents and abilities and a willingness to learn and secure employment. This will not go unrecognised by potential employers who provide training and support.
- Research shows that employers who employ people with Down syndrome report a high level of commitment and motivation from those employees, who often just need the chance to demonstrate their capabilities.
- “People with disabilities tend to have better attendance records than non-disabled people. Companies report reduced absentee levels and increased productivity across the whole organisation following the employment of an individual with a disability”. (Business Disability Forum, UK, 2011).

WHAT SUPPORT WILL BE IN PLACE?

- Before the placement begins, Down Syndrome Ireland will provide candidates with a pre-employment course which will outline what to expect from the training and provide you with the skills required for the workplace.
- ALFAPARF Milano and Down Syndrome Ireland will provide full training and you will have an assigned representative from Down Syndrome Ireland to contact for support needed during the four week salon placement.
- Down Syndrome Ireland will, where possible, assist families to secure ongoing job coaching support where it is needed should candidates secure ongoing employment.