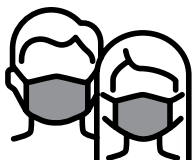




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TAKE PROTECTIVE MEASURES



Stylist and client to wear **masks** during the service

Disinfect working station, all tools, and other surfaces in-between clients



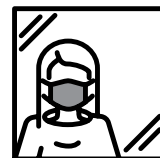
Avoid touching the client's face

Recommend a **reschedule** of client's appointment with **symptoms** such as cough or fever



Always wear disposable or washable protective **gowns**

Prioritize the conversation with the client via mirror and **avoid face-to-face** contact



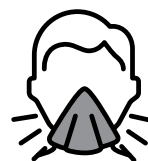
If possible, process payments by **credit card, Zelle or Venmo**

Always perform the service with **gloves**



Wash your hands frequently and carefully

Cough or sneeze on a **disposable tissue** or on the bend of the elbow



Don't shake hands

The client chooses to receive a service and **exempts the salon from liability**



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RE-OPENING CHECKLIST

SALON-CLIENT PROTOCOL

- Put safety first
- Communicate what to expect upon return for stylists & clients
- Draft letter to clients stating you're open and have updated policies
- Consider client & stylist touchless temperature checks
- Consider staggering stylists in shifts



SUPPORT & CERTIFICATIONS

- Get Barbicide certified for safe services
- Apply for Covid-19 Crisis Relief Fund through @WellaEducation
- Check with your local & national associations for more support

PRICING & PAYMENT

- Use contactless payments (Apple Pay, Venmo, PayPal & Google Pay)
- Cut costs where you can, lay out a flexible & realistic budget



SCHEDULING

- Pre-book appointments
- Consider establishing extended or flexible hours of operation

SUPPLIES ON-HAND

- Masks
- Hand Sanitizer and Disinfectants
- Gloves
- Capes/Gowns



COLOR/CARE MUST HAVES

- Offer Essential "Express" Services
- Permanent Color
- Demi- Permanent Color
- Lighteners
- Developers
- Color Vibrancy SH/CN & Post Color Treatment
- Visible Repair SH/CN & In-Salon Treatment

MARKETING

- Share all safety updates on your website and social media pages
- Offer referral discounts
- Capitalize on Instagram: post before & after images and videos, share what you are up to during this time and share updated policies and hours



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IN-SALON CHECKLIST

EDUCATION

- Download the Kadus app for the latest education
- Review Consultations: Be realistic with expectations & hair goals
- Review Express Services: Regrowth touch up, gray coverage & toning



SUPPORT & CERTIFICATIONS

- Get Barbicide certified for safe services
- Apply for Covid-19 Crisis Relief Fund through @WellaEducation
- Check with your local & national associations for additional support

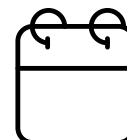
POLICIES

- Observe maximum number of clients in salon or suite
- Advise clients to arrive alone to appointments
- Do not allow walk-in appointments
- Suspend beverage amenities
- Wear masks at all times
- Set cancellation policy
- Communicate service fees
- Avoid cash tips and transactions if possible



SAFETY

- Observe State & Local distancing guidelines to avoid crowding
- Have hand sanitizers, gloves and masks readily available for clients
- Create a sanitizing kit to use before & after every client
- Remove magazines & multi-use materials from waiting area
- Consider establishing extended or flexible hours of operation
- Reschedule client's appointment when exhibiting symptoms of cough or fever



CONSULTATIONS

- Offer virtual consultations prior to scheduling appointments
- Share new guidelines with clients of what to expect & what to bring
- Re-book the first appointments that were cancelled
- Have real conversations with clients about pricing & scheduling
- Offer take-home care items for purchase after service

