

It's been months since we have seen our clients, and during this difficult time, our clients and friends have really come to understand just how important our industry is! Salons, hairdressers, beauty therapists and nail technicians not only help us look after ourselves physically, but help with a little bit of self-care to boost our mental health.

Now, your clients will be flocking to see you and that may be overwhelming for you, but don't worry! As always, we're here to help you as the time approaches to prepare for your re-opening and following guidelines, ensuring your salon or workstation is safe in the extreme changes you may need to make.

Here are the steps you can take:

Marketing:

- Discounts: remember, it's been a tough time for everyone! As much as we'd like to hope that all our clients have been saving just to spend everything with you, it's unlikely. Help them out a little by offering a discount on their first treatment or on packages.
- Send a newsletter and social media updates to let your loyal clients know that you're reopening, and more importantly: what you're doing to keep them safe.
- Make sure you have an 'About Us' section with every member of your team. This personal touch will reassure your clients and leave them less worried to visit your salon.

Before you reopen:

- Evaluate your salon and services:
 - o Remove treatment or limit treatment menu –at your discretion, where you feel it's necessary
 - o Ensure all areas can accommodate and adhere to social distancing guidelines, and potentially rearranging certain areas – both in treatment and communal areas
 - o Deep clean
 - o Brief and train staff to uphold the governmental advice for safe work
- Ensure you have sufficient PPE equipment, including a ventilator for dust.
- Update your treatment times to ensure enough time for sufficient cleaning after each treatment
- Update shifts and schedules
- Consider increasing treatment prices after a certain amount of time due to the new PPE, an increase of single use and disposable items as well as fewer services each day – but make sure to explain this to your clients.
- Consider taking a course on the new health & safety advise from The Guild. At the end of the course, you have the opportunity to download a Covid-19 policy which can be tailored to your needs.
- Update your client record cards to ensure your client is aware and understands what you and they agree to, for both their safety and your employees.
- Create new risk assessment forms & ensure they're updated to encompass the risk of infection

PPE (all PPE should be disposable):

- Gloves
- Face masks (N95/FFP2 recommended)
- Disposable aprons

When you reopen:

- Cleaning:
 - o You should be completely decontaminating all areas used after each treatment and also wiping your desk from dust during treatments
 - o PPE should be replaced after every treatment, and if a therapist leaves the room, PPE should be replaced.
 - o Ensure that you are taking extra precaution to areas that you may not have been so frequent in cleaning before, such as (but not limited to): door handles, light switches, plug sockets, plugs/cables, computers, screens, phones, Gelish wall racks, your LED light casing, taps and lids.

- Ensure you have regular toilet cleaning schedules.
- Appointments:
 - Don't permit walk-ins and ask they arrive on-time for their appointment to ensure that you can prep them. Arriving early could mean you struggle to adhere to social distancing guidelines and late-comers will reduce time allowed for cleaning afterwards.
 - Ensure they understand all your policies and have them sign your client record card that reflects this.
 - Operate a no-cash policy, many software systems allow pre-payments and contactless payments. Ensure you have hand sanitiser to use before and after credit card machine payments and disinfectant wipes/spray to wipe the machine down after each payment.
 - Operate a child-free policy
 - Try to ensure you and your client are not moving around the salon too much to lower the risk of spreading infection.
 - Ensure you only have the tools & products you will need for that treatment on your desk with a good supply of paper towels.
 - Each client should have their own set of files – all Georgie Smedley Group files are washable and sanitisable. They should be sanitised before and after each treatment along with the container they are kept in.
 - Stagger customer arrival times in order to minimise close contact.
 - Escort customers straight to the area to avoid congestion.
- Try to keep all windows open to allow for air circulation.
- Ensure your therapists take their temperature each morning and sign a declaration to say they are free from symptoms. This will give your clients and employees peace of mind and will ensure you have proof of doing all you can to minimise infection.
- Avoid having sweets, refreshments or magazines out in waiting areas.
- Keep reception desk free from clutter or products and keep papers neatly filed away.
- Spray your colour swatches after each client.

Clients:

It's really important to keep your clients in the loop, so here's some guidance we suggest for your clients. You can also access our free marketing materials [here](#).

Preparing for arrival:

- If you, or anyone in your household are feeling unwell or have a temperature, please call us to rearrange.
- Please DO NOT come to the salon if you or anyone you live with is self-isolating or displaying symptoms of Covid-19.
- Please wear a facemask. If you do not arrive in a face mask, we will require you to purchase one supplied by us.
- Please arrive at the time agreed. If you arrive a little early, please wait outside.
- Please wash your hands as soon as you arrive.
- We kindly ask that you pre-pay or pay by card or cashless means where possible.
- You may be asked questions about your health upon arrival and although we would hate to, we may have to ask you to rearrange your appointment if we feel we are putting our therapists and clients at risk.
- Please wear freshly laundered clothing to minimise the risk of infection.
- We respectfully ask that you do not bring anything other than essential items (e.g. keys, phone & wallet) which can be kept in a sterile container during your appointment.

While at the salon:

- Hand sanitiser will be available at all times, and your therapist may regularly ask you to sanitise your hands during your treatment.
- Your therapist will remain with you throughout your treatment to reduce the risk of infection and minimise the need to replace PPE.

- If you wish to purchase any retail product, please refrain from touching them. Our therapists will wipe them down and put them in a bag for you once you have purchased them.

After your visit:

- We recommend having a shower & cleaning your clothes as soon as you return home.
- Please, take care of your nails as we will struggle to fit you in for repairs due to the new arrangements.

Please note: this information is just our advice, and although we have done extensive research, always check with your insurance the procedures they suggest following.