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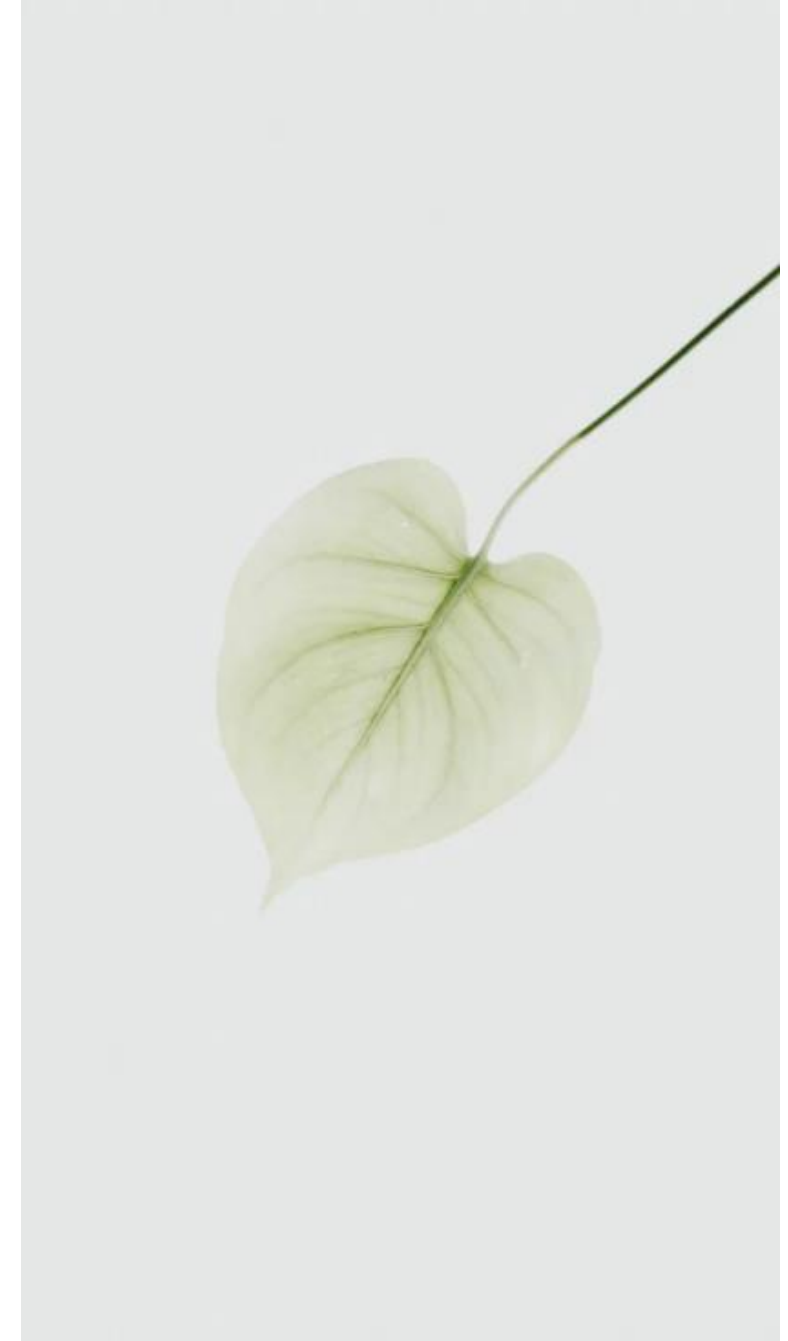
Salon Reopening Guide

This information was developed by Aveda for our owned and operated Hair Salons; and is adapted for each salon environment. It may be shared with our partners and distributors for informational purposes only. Partners and distributors should follow applicable local government and health authority requirements and recommendations. Partners and distributors agree to assume all risk associated with use of this information.



CONTRIBUTORS TO THE REOPENING GUIDE

- Estee Lauder Companies Medical Advisory Board
- Aveda Owner Advisory Board Members
- Aveda Distributor Partners
- Aveda Global Regional Partners
- Aveda Salon Partners



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At Aveda, the health and well-being of our employees, guests and partners remains our top priority.

We are continuing to monitor the COVID-19 situation daily, engaging with medical experts and regularly reviewing communications from health authorities.

It is of the utmost importance that we continue to treat our guests, partners and employees with the kindness, courtesy and respect they have always come to expect from us.

Throughout this unprecedented time, we cannot help but feel proud of the way salon owners and their teams have risen to the challenge to continue to bring the best to everyone we serve during these times.

Thank you for managing this difficult situation with grace and agility and putting our values into action with our guests.





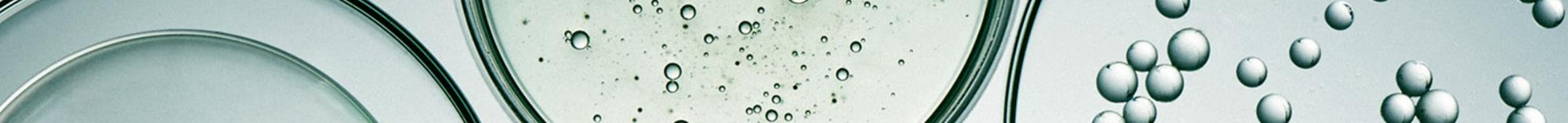
The information contained in this guide is a collection of best practices compiled to be shared with our partners and distributors for informational purposes only.

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TABLE OF CONTENTS

Pre-Opening Guide	Operational Adjustments for Opening	Safety, Sanitation and Cleansing Protocols Once Open	Social Distancing Guidelines	Modified Service Wheel	Guest Communication	Technology Best Practices	Additional Resources
7	16	19	30	32	37	45	56
Pre-Opening Timeline Checklist: Sanitation and PPE items to purchase Guidelines for Handling Display Products and Applicators from Pre-Closing Cleaning Guidelines Prepare Yourself and Your Staff Prepare the Staff with an Opening Timeline Conduct Re-Entry Interviews	Hours of Operation and Staff Scheduling Service Adjustment Considerations	Employee Self Health Check General Hygiene Protocols Hygiene Protocols for Salon Tools and Other Supplies Guideline for Immediate Salon Reopening with Not Product Trial How to Use PPE Equipment Cleaning Guidelines Cleaning Checklists	Salon Capacity	Reservation Welcome Consultation, Technical Service and Recommended Home Care Pre-Book and Goodbye For Now	Website Communication Email Announcing Opening Social Post Announcing Opening Guest Communication Scripts In-Salon Communication Guest Liability Release	Prior To Reopen Inventory and Check and Reorder Reset Goals Communication Consultations Guest Flow and Check In Supporting the Service Wheel from a Distance Check Out Contactless Experiences Additional Benefits	Resource and contact information



IMMEDIATE HAIR SALON RE-OPENING REQUIREMENTS

Requirements for Immediate Re-Opening – if any of these criteria cannot be met, Salon should remain closed

PPE as required by Local Government or ELC Business Decision	Hand Sanitizer 60+% Alcohol	For Display Products Primary Packaging (e.g. compact, tube, jar): EPA or Local Government Approved Disinfectant or 60+% Alcohol Disinfecting Solution	For Surfaces: EPA or Local Government Approved Disinfectant or 60+% Alcohol Disinfecting Solution	Employee Self Health Check	Social Distancing as required by Local Regulations
Hair salon employees providing services should wear safety glasses with side panels, face masks and gloves guests should wear face masks for the duration of the visit; have disposable masks available With or without gloves, it is essential to sanitize hands frequently, as gloves can transmit the virus as easily as bare hands	Hand sanitizer with 60+% alcohol is required Employees should sanitize hands in a visible ritual for guest's comfort level guest should be encouraged to use hand sanitizer when entering salon	Primary packaging requires an EPA or local government approved disinfectant Or 60+% alcohol spray/wipes Avoid bleach containing products	EPA or local government approved disinfectant Or 60+% alcohol spray/wipes Avoid bleach containing products (Please note: fine surfaces can be cleaned with warm soapy water, see page 11)	Employees should self-monitor for symptoms See next slide for self health check	Salon capacity for # of people who can be inside at once is defined by the space and includes employees + guests. Additional considerations for salons outlined on page 31 Distance marking at pos to separate stylist from guest during checkout; plexiglass shields at pos not necessary unless required by law

Next Steps:

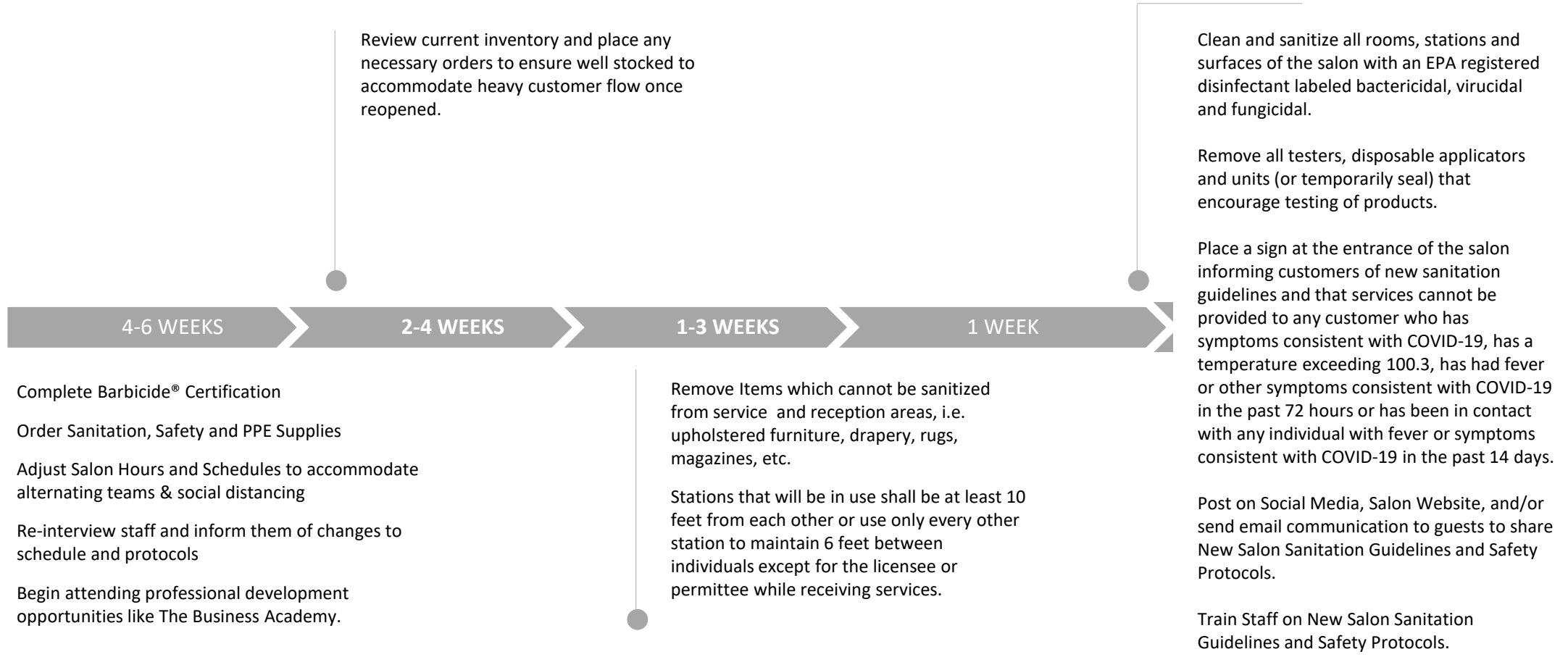
- Salon should be deep cleaned by a professional service (required for re-opening)
- Prior to opening, clean and/or replace display products as directed in guidelines for display products on page 10
- Follow ongoing maintenance cleaning process as outlined on throughout the guide
- Ensure correct signage is placed in salon to inform guests regarding temporary changes, reference signage copy recommendations on page 43

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Pre-Opening Guide



PRE-OPENING TIMELINE



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GUIDELINES FOR HANDLING DISPLAY PRODUCTS & APPLICATORS/TOOLS FROM PRE-CLOSING

PRODUCT ON DISPLAY	WHAT TO DO WITH THE PRE-CLOSING DISPLAY PRODUCTS	PROCESS FOR SANITIZATION (FOR RE-OPENING + PHASE 1)
<p>Haircare and Hair styling products <u>except</u> products in wide mouth jars or with dropper applicator (see below sections for those)</p> <p>Bullet Lipstick</p> <p>Pencils for Lip and Eyeliner</p> <p>Felt tip pens: eyeliner and brow pens</p> <p>Foundation and Concealer except dropper applicators</p> <p>Pressed Powders: Foundation, Eyeshadow, Blush, Highlighter</p> <p>Skincare <u>except</u> products in wide mouth jars or with dropper applicators (see sections below for those)</p> <p>Fragrance, Candles, Diffusers</p> <p>Ceramic Testers</p> <p>Fake Lashes</p>	<p>DISINFECT DISPLAY PRODUCT FROM PRE-CLOSING AND RETURN TO DISPLAY</p>	<p>Sanitization protocol for re-opening and ongoing:</p> <p>Wipe tester primary packaging (e.g. bottles, compacts, tubes, etc.) thoroughly with Local Government approved disinfectant spray/wipes or 60+% alcohol disinfecting spray/wipes and let dry</p> <p>For the product surface, use 60+% alcohol disinfecting <u>spray</u> and paper towels for the following processes:</p> <p>Pressed Powders: spray product surface and let dry 10-12 min, do not wipe surface until it has dried thoroughly.</p> <p>Lipstick: spray the paper towel and wipe product surface</p> <p>Pencils: sharpen with disinfected sharpener, spray paper towel and wipe entire surface</p> <p>Felt tip pens: spray paper towel and wipe product surface</p>
<p>Dropper Applicator products in Skincare, Foundation, Concealer</p> <p>Tube products with brush/doe foot applicator: Mascara, Brow Gel, Lipgloss, Liquid Lip, Liquid Eyeliner, Liquid Eyeshadow, Concealer</p> <p>Loose Powder</p> <p>Loose Pigment & Glitter</p>	<p>DESTROY AND REPLACE DISPLAY PRODUCT FROM PRE-CLOSING</p>	<p>Sanitization protocol for ongoing maintenance of new replacement display products:</p> <p>Wipe tester primary packaging (e.g. bottle, tube, jar) thoroughly with Local Government approved disinfectant spray/wipes or 60+% alcohol disinfecting spray/wipes and let dry</p> <p>Control display products to maintain cleanliness</p>
<p>Skincare or Haircare in a wide mouth jar</p>	<p>EMPTY ORIGINAL DISPLAY PRODUCT, DISINFECT JAR AND PUT BACK ON DISPLAY</p>	<p>Sanitization protocol for empty jar for re-opening and ongoing:</p> <p>Wipe tester primary packaging (e.g. jar) thoroughly with Local Government approved disinfectant spray/wipes or 60+% alcohol disinfecting spray/wipes and let dry</p>
<p>Makeup Brushes and Tools</p>	<p>CLEAN AND SANITIZE DISPLAY/TRIAL/ARTIST BRUSHES AND TOOLS FROM PRE-CLOSING, PUT AWAY FOR FUTURE USE</p>	<p>Sanitization protocol for brushes before putting them away:</p> <p>Clean brush with brush cleanser and paper towel. Sanitize brush with Local Government approved disinfectant or 60+% alcohol disinfecting spray/wipes and let dry</p>
<p>All exposed single use disposable applicators from display units, makeup stations, hygiene stations, play tables</p>	<p>THROW AWAY AND DO NOT REPLACE</p>	<p>N/A</p>

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CLEANING GUIDELINES

All salons should be thoroughly cleansed and disinfected prior to opening. Disinfect all surfaces, tools and linens, even if they were cleaned before the salon was closed.

	ITEMS TO CLEAN/ STERILIZE	RECOMMENDED GUIDELINES
MULTI-USE SUPPLIES AND TOOLS	<p>Multi Use Supplies and Tools:</p> <ul style="list-style-type: none"> • Makeup Brushes • Hair color brushes & mixing bowls • Plastic Hairbrushes, Combs, Hair Clips • Scissors • Straight razors • Electric razors • Hair Dryers • Hot Tools • Scalp Cameras – should 	<p>Clean brushes with brush cleanser and paper towel. Sanitize brush with 60+% alcohol sanitizing spray + paper towel or wipes with 60+% alcohol and let dry.</p> <p>Wash Color Brushes/Bowls with detergent. Sanitize with 60+% alcohol sanitizing spray + paper towel or wipes with 60+% alcohol.</p> <p>Soak all tools that can be submerged in 60+% alcohol sanitizing fluid (or Barbicide® for brushes and combs). Let air dry.</p> <p>Clean and disinfect all other tools thoroughly with 60+% alcohol sanitizing spray + paper towel.</p>
SURFACES TO CLEAN	<ul style="list-style-type: none"> • Floors, floorboards, walls, mirrors, shelves. • POS counter, drawers, cabinets • Counter surfaces, makeup stations, applicator and hygiene containers, private rooms, and treatment areas. • Doorknobs and door handles. • Light switches and dimmer switches. • Computer monitors, keyboards, mice, signature pad. • Tablets and laptops, digital screens, iPads. • Telephone equipment. • Work surfaces, tables and chair/stools seats. • Sinks, taps and kitchen areas. • Toilets, including all surfaces. • Front of house tester and product storage, all drawers and cabinets. • Back of house and remote stock areas, door, doorknob, frame, shelves. 	<p>Use a professional cleaning service if available. If this is not possible, deep cleaning can be done by the Store team.</p> <p>Use soap and water for dirty surfaces with either disposable cloths and/or mop heads. If mop heads are used, they should be soaked in 60+% alcohol, if not disposable.</p> <p>Sanitize surfaces 60+% alcohol sanitizing spray/wipes or local equivalent e.g. Purell Surface Disinfecting Spray, Clorox, Lysol</p> <p>Wear gloves and face masks while cleaning.</p>

CLEANING GUIDELINES

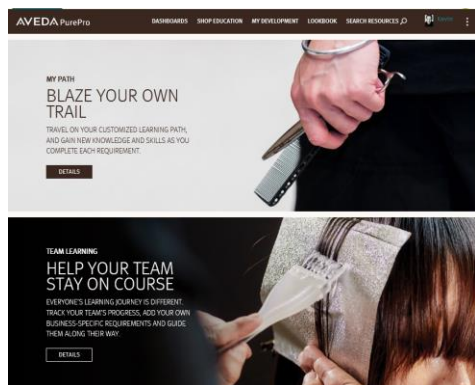
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	ITEMS TO CLEAN/ STERILIZE	RECOMMENDED GUIDELINES
TREATMENT ROOMS	<ul style="list-style-type: none">• Chairs, tables, electrical appliances and cords• Linens• Hampers• Wax Pots• Remove potentially contaminated products	<p>Clean and store all linens in a closed container or cabinet</p> <p>Clean and disinfect all hampers that hold soiled linens and be sure to use one that can be lined and closed</p> <p>Remove and discard any products that could have been contaminated by improper unsanitary use. Replace with new product.</p> <p>Empty all wax pots and disinfect before refilling them with new wax. Purchase new single use applicators that can be disposed of in an airtight trash bin. The airtight trash bin should have a lid and should be lined with a disposable plastic bag.</p>

PRE-OPENING: PREPARE YOURSELF AND YOUR SALON STAFF

PROFESSIONAL DEVELOPMENT

There are a variety of online training resources available for all team members, covering all areas of expertise from service execution to technical skill building to operational excellence. Encourage team members to make the most out of their down time by participating in programs to develop new skills and build on existing.



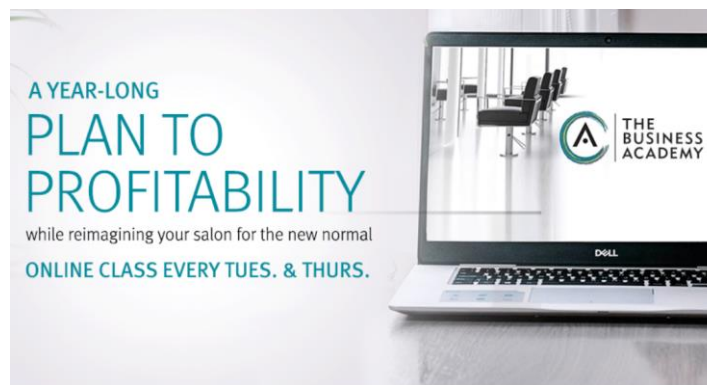
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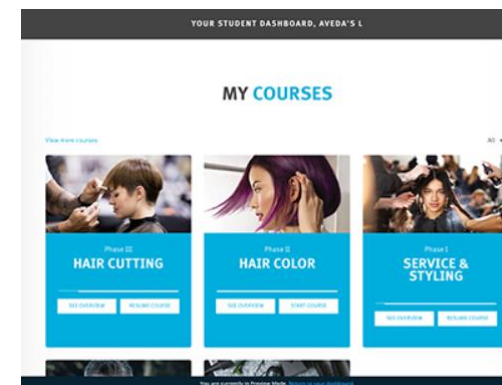
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PREPARE THE SALON STAFF WITH AN OPENING TIMELINE

CONDUCT A RE-ENTRY INTERVIEW	REVIEW NEW SALON PROTOCOLS	SHARE NEW DAILY RESPONSIBILITIES	ADDRESS FAQS
<ul style="list-style-type: none"> • Ensure Team Members are willing and able to return to work. • Cover hour availability under new Salon Scheduling Expectations. • Review Employee Self Health Check and provide guidance on screening before first day and every day after. 	<ul style="list-style-type: none"> • Cover new Sanitation and PPE guidelines as well as effective ways to share protocols with guests. • Cover Social Distancing Guidelines and any changes to individual guest scheduling, salon set up, and interactions. • Walk team member through all shared communication and practice role play communication they can and should share with guests. • Cover Service Cycle Changes. 	<ul style="list-style-type: none"> • Review Steps Taken prior to Salon Opening to adhere to new safety and sanitation guidelines. • Have team member go over daily checklist of responsibilities to adhere to these guidelines for any area they use. • Options to print, laminate, and set a schedule for checklist to be completed and signed off by each team member. • 	<ul style="list-style-type: none"> • Prepare to answer questions regarding no show fees or last minute cancellation fees under these circumstances. • Answer how to deal with a customer who is showing signs of feeling unwell. • Refer team member back to daily self-health check if they ask about feeling unwell and walk them through quarantine guidelines for safety. • Walk Employee through additional resources and reliable sources such as those found in back of manual to help them stay informed.



CONDUCT RE-ENTRY INTERVIEWS WITH ALL TEAM MEMBERS

Conduct a re-entry team interview to ensure that team members are willing and able to return to work and will comply with the new processes, schedules and expectations required.

To cover during interview process:

- ① Confirm employee is in good health and review Employee Self Health Check. Provide guidance on screening before first day and every day after.
- ② Cover hour availability under new salon scheduling expectations.
- ③ Discuss alterations to compensation.
- ④ Define new safety and sanitation guidelines and review their accountabilities to each.
- ⑤ Outline new service and booking protocols and execution
- ⑥ Inform them of social distancing guidelines and how they will be implemented
- ⑦ Share any training expectations and schedules you require prior to returning to work

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Operational Adjustments for Opening



HOURS OF OPERATION AND STAFF SCHEDULING

To accommodate for new social distancing protocols, you will most likely need to adjust salon hours of operation and alternate team schedules.

Change salon opening and closing hours in order to accommodate more guests throughout the week while maintaining capacity limits.

For example: Prior to COVID-19, hours of operation were 70 hours per week. Now, to maintain a similar level of productivity, you may need to increase hours of operation to 90 hours per week. Please note you will need to take into consideration any limitations from your location or landlord when readjusting your hours.

Consider all persons that will be in your salon each day. Front Desk, Service Providers, Owner/Manager, Guests, Vendors, and manage accordingly to the total number of people you can have in your salon based on square footage. For estimate purposes, you can use a formula of 1 person per 113 square feet, or approximately 5 people per 500 square feet. It's important to assess your space to ensure you maintain at least 6 feet between working team members at all times.

You may also consider splitting staff into alternating teams (Team A and Team B) who are always scheduled together so that if exposure happens to one team you can quarantine them for a period without closing entire salon.

Options to consider:

- If the salon is able to increase salon hours of operation and the members of Team A and Team B are all full-time employees of 36 to 40 hours each, you may want to double salon operation hours to 72 to 80 hours per week
- If salon in unable to increase hours of operation due to location restrictions, consider splitting shifts by team or alternating day
- Remember to consider the emotional and stress capabilities of employees when considering increasing work hours

EXAMPLE OF A SCHEDULE SUBMITTED BY AN Aveda SALON:

	PRIOR TO COVID SCHEDULE			RE-OPEN AFTER COVID SCHEDULE					
	Salon Open: 6 days a week, 10am to 7pm			Salon Open: MON – FRI 10am – 9pm; SAT – 10am – 5pm; SUN 10am – 6pm					
TEAM	1 Owner 1 Manager 2 Front Desk 10 Stylists			Team A 1 Owner 1 Front Desk 5 Stylists		Team B: 1 Manager 1 Front Desk 5 stylists			
SCHEDULE	Worked varying hours to cover salon hours of operation and accommodate guests needs while maintaining a rotating days off schedule for team members.				Week 1	Week 2		Week 1	Week 2
				MON	10am – 9pm	10am – 9pm	MON	OFF	OFF
				TUES	10am – 9pm	10am-9pm	TUES	OFF	OFF
				WED	OFF	OFF	WED	10am-9pm	10am-9pm
				THUR	OFF	OFF	THUR	10am-9pm	10am-9pm
				FRI	10am – 2pm	3pm – 9pm	FRI	3pm – 9pm	10am – 2pm
				SAT	OFF	10am – 5pm	SAT	10am – 5pm	OFF
				SUN	10am – 6pm	OFF	OFF	OFF	10am – 6pm

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SERVICE ADJUSTMENT CONSIDERATIONS

Maintaining social distancing and safety guidelines may require a change to the services you offer in the salon. Allowing for additional time to implement the new protocols while addressing the priority needs of our guest may require an adjustment to the current services being offered. Consider the following options as you plan for your reopening.

REVIEW SERVICE MENUS AND PROTOCOLS: Timing and Pricing

- Do you need to add corrective and/or express services?
- Consider if you have opportunities for double booking
- Add clean up time after each service (we suggest adding this to the finish and including in the actual service booking time)

SERVICE OPTIONS FOR CONSIDERATION

Shampooing

Request that cut guests arrive with pre washed hair to reduce time in salon

Haircutting

Focus on offering dry cuts

Hair Color

Consider what color services you will be offering when re opening. The goal is to maximize your time with the space restrictions to see as many guest as you can. Consider offering Single process, Highlights, root lifts. Suspend hair straightening and hair extension services.

Blow Dry Adjustments

Consider not offering blow dry service to save time and to allow proper time to sanitize between services

Consider Offering Guests Add-On Services

Offer cut-only guests a shine service takes only 5 additional minutes processing time

Offer Home Care Rituals

Throughout the service tell guest what you are using on their hair and if they need product replenishment or other products that have been recommended

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Safety, Sanitation and Cleaning Protocols

—
Once Open



EMPLOYEE SELF-HEALTH CHECK

We are committed to taking measures to help protect the health and safety of our employees during the current coronavirus/COVID-19 situation.

If your answer to any of the following statements is yes, please exit the building, phone your supervisor or HR representative and return home.

- You have or have had within the past 14 days any symptoms of COVID-19, including fever, cough, shortness of breath, general malaise, muscle aches, loss of sense of smell or taste, diarrhea, nausea or feel unwell or have a runny/stuffy nose, sore throat or are sneezing.
-
- Within the past 14 days you have been caring for, or living with, someone diagnosed with COVID-19 or symptoms of COVID-19.
-
- Within the past 14 days you have been advised to home quarantine because of an exposure to COVID-19.

If you are considered high-risk or vulnerable to COVID-19 in accordance with World Health Organization and Centers for Disease Control and Prevention guidelines, such as those who are currently pregnant, those with chronic diseases, those with a sensitive medical situation and those over 65, and you have concerns about being in the workplace, please speak to your HR representative.

This information should be shared with teams regularly and posted in an employee notification area



GENERAL HYGIENE PROTOCOLS

Follow existing protocols around good salon hygiene, as supplemented by this document

EMPLOYEE PROTOCOLS

- Wash hands regularly using any kind of soap (for a duration 20 seconds) or use hand sanitizer.
- Dry hands with a disposable paper towel.
- Remove and replace disposable gloves between clients
- Use disposable paper towel when turning off taps or opening doors.
- Cover mouth and nose when coughing and sneezing.
- Wash hands after coughing or sneezing.
- Do not share or use other employees' cell phones or other work tools.
- Wash hands or use hand sanitizer after handling or unpacking shipments
- Maintain social distancing in stockroom, at POS and in salon areas

SALON TOOLS PROTOCOLS

- Disinfect brushes, combs, clips, scissors and straight razors between clients
- Disinfect electric razors between clients using disinfectant wipes and immersion as recommended by the manufacturer
- Wash bowls and brushes between clients
- Wash robes and towels between clients
- Wash, disinfect or dispose of capes between clients
- Wash masks daily (or multiple times per day) if salon is providing fabric masks to employees, otherwise provide disposable masks
- Disinfect chairs, sinks (including neck rest), counter surfaces, carts between clients
- Disinfect hair dryers and other styling tools between clients
- Disinfect styling product packaging between clients
- Do not share tools between stylists

HYGIENE PROTOCOLS FOR SALON TOOLS AND OTHER SUPPLIES

Follow existing protocols around good salon hygiene, as supplemented by this document

SALON OPERATIONAL PROTOCOLS

- Where applicable, suspend community/shared/open beverage and food service (e.g. tea, coffee). Remove and store all related supplies and tools. Only pre-packaged individually wrapped servings of snacks/food (from a 3rd party) and single serving beverages in closed containers should be made available.
- Payment at checkout –cash payment is acceptable, where possible encourage guest to use cashless methods and email receipt as preferred transaction method. Note: Sanitize hands, counter, pin pad and keyboard before and after use.
- When checkout is complete, place products and receipt (if paper) into store shopping bag and place on counter for the guest to pick up. Do not pass the bag directly to the guest. If guest has their own bag and does not want a bag, place products with receipt on the counter for guest to collect. Do not pass product directly to the guest. Wipe counter with disinfectant.
- When accepting guest returns products, place a paper towel on the counter for guest to deposit returned products. When return transaction or count of products for recycling is complete, use paper towel to take products to the destruction or recycling bin and then throw away the paper towel. Wash hands or use hand sanitizer and then disinfect counter surface afterwards.
- Where applicable, product personalization can resume for engraving and embossing. Disinfect equipment and sanitize hands before touching the product and beginning the process.
- Where applicable, gift wrapping can resume. Provided the right supplies and materials are available at counter, such as sanitizers, per your counter hygiene protocol.
- Where applicable, sanitize handles of shopping carts/baskets as they are used. (Place sign asking guests to return to POS after use)
- Where applicable, remove print magazines from the salon
- Trash/rubbish bins must be lined. Bins should be emptied when almost full or at the end of the day, liner sealed and disposed of, and a new liner in bin.

GUIDELINES FOR HAIR SALON IMMEDIATE RE-OPENING WITH NO PRODUCT TRIAL



Guest	Should not touch products on display	View product display only at this time Ask for assistance to purchase items
	Should not trial products on display	
	Should not sniff products on display	
Stylist	Should not touch colleagues Should not touch guests except during technical service	Should maintain appropriate distance from guests and other employees During consultation and services, stay behind client as much as possible and leverage the mirror for conversation
	Should not use makeup brushes. For aveda, should not use scalp cameras.	Should clean and sanitize your tools and applicators (including brush belts, if applicable), and put them away.
	Product trials and tester usage is suspended Should not offer product trial to guests or apply product to guests or to yourself, even with an applicator	Should offer pre-packaged samples where available for guest trial at home Should come to work makeup ready
	Services beyond cut/color/gloss/blow dry are suspended. Should not offer makeup and skincare services: facials, rituals, massages, applications, lessons, quick demos.	Should offer expertise & advice, explain techniques, recommend helpful instruction videos

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HOW TO USE PERSONAL PROTECTION EQUIPMENT

HOW TO PROPERLY USE A MASK

- Clean your hands with soap and water or alcohol-based hand sanitizer before touching the mask.
- Remove a mask from the box and make sure there are no obvious tears or holes in either side of the mask.
- Cover mouth, nose and chin with mask and make sure there are no gaps between your face and the mask.
- Avoid touching the mask while using it; if you do, clean your hands with alcohol-based hand rub or soap and water.
- Don't hang the mask from your neck, and don't put it on your head.
- Replace the mask with a new one as soon as it is damp and do not re-use single-use masks.

When removing mask, remove it from behind (do not touch the front of mask); discard immediately into a closed bin with a plastic bag; clean hands with alcohol-based hand rub or soap and water.

HOW TO PROPERLY USE GLOVES

- Be aware that wearing gloves should not be used as a substitute for handwashing.
- Thoroughly cleanse and sanitize hands prior to putting on gloves.
- Avoid touching your mouth and eyes while wearing gloves.
- Remove gloves and immediately discard into a closed bin with a plastic bag.
- Wash and sanitize hands after removal of gloves.



SANITATION AND CLEANING ONCE OPEN: OVERVIEW

WASH – CLEAN – STERILIZE – PROTECT - REPEAT

Practice routine cleaning of frequently touched surfaces with household cleaners and EPA-registered disinfectants that are appropriate for the surface, following label instructions. Labels contain instructions for safe and effective use of the cleaning product including precautions you should take when applying the product, such as wearing gloves and making sure you have good ventilation during use of the product.

DAILY TOP LINE CHECKLIST FOR SANITATION

No Cash	Consider removing cash as an option for payment due to sanitation
Phones	Complete sanitation every 15-30 minutes throughout the day
Sanitizer Stations	Front Desk, Every /Every Other Station
Front Door Handle	Complete sanitation every 15-30 minutes throughout the day
Light Switches	Complete sanitation every 15-30 minutes throughout the day
Bathroom Door Handle	Complete sanitation every 15-30 minutes throughout the day
Toilet Handle	Complete sanitation every 15-30 minutes throughout the day
Faucet	Complete sanitation every 15-30 minutes throughout the day
Station Chairs/Counter	Sanitize in between each client
Magazines	Remove
Laundry	Use the warmest appropriate setting during the wash cycle. Dry.
Hampers/Carts	Clean and disinfect after each use with proper disinfectant
Beverages	Remove self-serve coffee, water, etc. Move to backroom to serve guests.
Keyboards	Complete sanitation every 15-30 minutes throughout the day
Credit Card Terminals	Complete sanitation after each use
Tools	Follow State Board guidelines

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FRONT DESK DAILY CHECKLIST

- ☐ All staff members and customers are wearing appropriate PPE (mask, gloves, shields) per state guidelines, where applicable
- ☐ Clean and disinfect front desk, retail shelves, and product displays
- ☐ Sanitize retail products and restock shelves
- ☐ Front Door - weather permitting leave door propped open during business hours
- ☐ Front Door – weather not permitting open door for each guest as they enter or depart the salon and immediately sanitize the door handle each time
- ☐ Check in Guests
 - ☐ Call, text or use app to let guests know they can come into the salon
 - ☐ A “no-touch” greeting is being given to guests in order to avoid shaking hands or giving hugs to guests or co-workers
 - ☐ Take guests coats and other personal items to designated area
 - ☐ Take guest to sanitation station to sanitize hands
 - ☐ Give guest disposable mask before taking guest to room/station
- ☐ Between guests clean and disinfect all surface areas including retail shelves, front desk, product displays, computers, payment devices and iPads.
- ☐ Check out Guest
 - ☐ Sanitize purchased retail products for the guest and put in bag and let guest take purchased product
 - ☐ Pre book next appointment
 - ☐ Walk guest to door and immediately sanitize the door handle each time
- ☐ Curbside retail shoppers or gift card purchasers:
 - ☐ Sanitize retail products and gift cards place in bag and take to car

SKIN, MASSAGE AND NAIL SERVICE AREA DAILY CHECKLIST

- ☐ Clean and Disinfect all non-disposable tools and implements used to perform a service cleaned with an antimicrobial wash and then sterilized or sanitized in between each use. Disinfectant must be EPA-registered and labeled as bactericidal, viricidal and fungicidal
- ☐ Clean and disinfect all high touch areas (tables, doorknobs, light switches, countertops, handles, etc.) in the treatment room following guidelines
- ☐ Clean and disinfected implements and put in closed containers that have also been disinfected (wipe or spray)
- ☐ Clean and disinfect all implements used for the full contact time on the disinfectant label before being used
- ☐ Check room/station is stocked with the following: hand sanitizer, disinfectant, tissues, soap, clean towels/paper towels, trash bags, or any PPE your spa/salon has implemented (gloves, masks, smocks, etc.).
- ☐ Prior to the guest service follow the CDC hand washing protocol, by washing hands with soap & water for 20 seconds before and after every service with a 60+% alcohol disinfectant wash, even with use of gloves.
- ☐ Capes/Smocks/Towels will be stored in a closed container prior to laundering after each guest
- ☐ Dispose of reusable capes/smocks/robes/towels in covered laundry hamper after each guest
- ☐ All items on a nail station must either be new, or if not new cleaned with disinfected (stored in a closed container until ready to use).
- ☐ Ensure all single use tools are new – such as files, hair bands, pumice and buffers.
- ☐ Clean and disinfected all pedicure bowls before EACH guest - All removable parts must be removed and thoroughly cleaned and disinfected.
- ☐ Properly disinfectant pedicure bowl and allowed to sit or run (jets) for full contact time listed on the disinfectant label.
- ☐ Dispose of gloves, disposable covers or capes after each guest in a covered container.
- ☐ Empty wax pots, completely clean and disinfect – refill with new wax
- ☐ Ensure that multi-use product containers have adequate single use applicators available to safely remove product without contaminating remaining product.

RESTROOMS, LAUNDRY ROOM AND BREAK ROOM DAILY CHECKLIST

☐ Restrooms

- ☐ Restrooms must be clean and functional
- ☐ Restrooms must contain liquid soap, bathroom tissue and disposable hand towels and/or paper towel
- ☐ Sinks, toilets and any other fixtures must be properly sanitized inside and out daily
- ☐ Door handles to wiped down every hour throughout the day
- ☐ All floors must be swept and washed daily
- ☐ Salons should consider moving to contactless dispensaries (soap, hand dryers)
- ☐ Display signage on proper methods to wash hand in restrooms

☐ Laundry Room

- ☐ Clean and disinfect all high touch areas (tables, doorknobs, light switches, countertops, handles, etc.) In the breakroom and restrooms. Cleaning should be completed after each guest.
- ☐ When doing laundry for clothing, towels, linens, and other items wash according to the manufacturer's instructions.
- ☐ Wear disposable gloves when handling dirty laundry
- ☐ Do not shake dirty laundry
- ☐ Remove gloves, and wash hands right away after laundry or before moving laundry between machines

☐ Break Room

- ☐ Refrain from touching food/break items that do not belong to you, including cups, dishes, utensils, snacks, lunches, and any other items still allowed in the salon per state guidelines and salon owner instructions.
- ☐ When taking a break wash hands upon entering room and before leaving room
- ☐ Do not bring in or remove any unnecessary items into the break room

☐ Employee Storage/Lockers:

- ☐ Make sure items brought to work are necessary before bringing and storing at work
- ☐ When bringing food into the salon use plastic containers that can be wiped down and sanitized
- ☐ Wipe down storage space before placing your items inside and again once you have removed

DAILY CHECKLIST

HAIR STATIONS

- ☐ Stations are adequately spaced per guidelines.
- ☐ Clean and disinfect chairs and headrests before opening and again after every guest.
- ☐ Clean and disinfect station, rolling carts, drawers and containers used for storage
- ☐ Clean and disinfect all non-porous implements and electrical implements as required by all states (immersion, spray, or wipe) using an EPA-registered bactericidal, viricidal, and fungicidal. Observe full contact time for on disinfectant's manufacturers label.
- ☐ Confirm station is stocked with the following: hand sanitizer, disinfectant, tissues, soap, clean towels/paper towels, trash bags, or any PPE your salon has implemented (gloves, masks, smocks, etc.) Keep a 60+% alcohol based hand sanitizer at each station.
- ☐ Clean all non-disposable tools and implements used to perform a service with an antimicrobial wash and sterilize/sanitize between each use.
- ☐ All staff members and customers are wearing appropriate PPE (mask, gloves, shields) per state guidelines, where applicable.
- ☐ All staff are washing hands between every guest. The CDC recommends washing your hands with soap and water for at least 20 seconds to prevent the spread of germs. Stylists should wash hands before and after each client, after eating, using the restroom, blowing your nose, coughing, sneezing or touching your face. Hands should always be washed prior to putting on and after removing gloves. Washing Hands & Sanitizing while in gloves is still recommended.
- ☐ A "no-touch" greeting is being given to guests in order to avoid shaking hands or giving hugs to guests or co-workers.
- ☐ Capes, smocks, and towels are stored in a closed container prior to laundering in between guests.
- ☐ Reusable capes/smocks/robes/towels are being disposed of in a covered laundry hamper after each guest.
- ☐ Gloves, disposable covers or capes are being disposed of after each guest in a covered container.
- ☐ Share with the appropriate party low supplies at your station of: hand sanitizer, disinfectant, tissues, soap, clean towels/paper towels, trash bags, or any PPE your salon has implemented (gloves, masks, smocks, etc.)

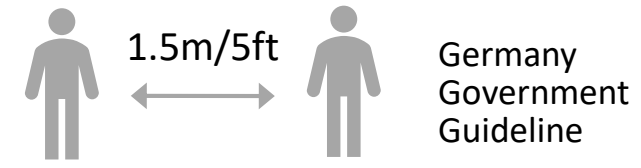
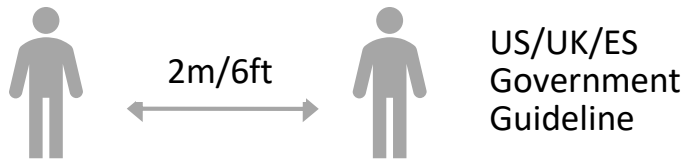
AVEDA

Social Distancing Guidelines



This information was developed by Aveda for our owned and operated Hair Salons; and is adapted for each environment. It may be shared with our partners and distributors for informational purposes only. Partners and distributors should follow applicable local government and health authority requirements and recommendations. Partners and distributors agree to assume all risk associated with use of this information.

SALON CAPACITY



Capacity based on 2m/6ft Social Distancing Guideline

Salon Size	Maximum # of People Inside Salon at Once	Employees at Peak Hours (estimate only, not a guideline)	guests
Small Salons 90 m ² to 280 m ² 1000 sf to 3000 sf	6 to 20	3 to 10	3 to 10
Medium Salons 280 m ² to 700 m ² 3000 sf to 7500 sf	20 to 50	8 to 25	9 to 25
Large Salons 700 m ² to 1000 m ² 7500 sf to 11000 sf	50 to 70	25 to 35	25 to 35

Capacity based on 1.5m/5ft Social Distancing Guideline

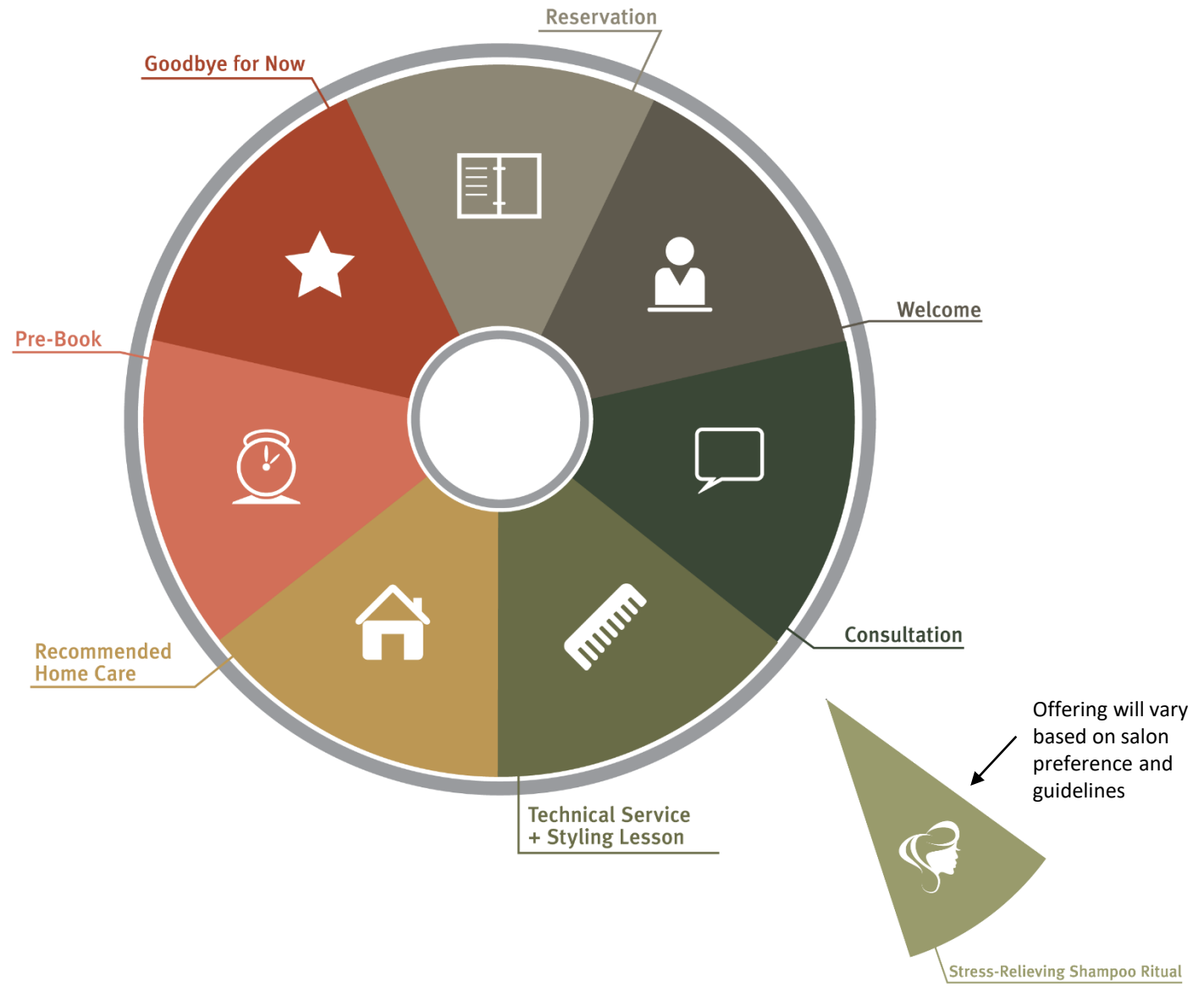
Salon Size	Maximum # of People Inside Salon at Once	Employees at Peak Hours (estimate only, not a guideline)	guests
Small Salons 90 m ² to 280 m ² 1000 sf to 3000 sf	9 to 30	4 to 15	5 to 15
Medium Salons 280 m ² to 700 m ² 3000 sf to 7500 sf	30 to 75	15 to 37	15 to 38
Large Salons 700 m ² to 1000 m ² 7500 sf to 11000 sf	75 to 100	37 to 50	38 to 50

Other Hair Salon Guidelines to maintain Social Distancing:

- Chairs in use should be 2m/6ft apart (or 1.5m apart in Germany), including color, cut, shampoo, reception and waiting areas as well as employee-only areas
- Remove or tape over chairs that should not be used
- Outline working spaces for back room functions such as mixing color with 2m/6ft distance between each employee (or 1.5m in Germany)
- Manage stylist staffing and appointment bookings to the chairs and spaces that can be used unless the above capacity guidelines for the total Salon are even lower
- Lengthen the estimated time per appointment booking to eliminate overlap with waiting clients and to support the additional work required for each client
- Check clients in outside of salon if reception area is small, and ask clients to wait outside until their Stylist is ready
- Only clients should enter the salon, ask family members and friends to meet them outside afterwards
- Only accept walk in appointments if a Stylist is genuinely available based on the restricted scheduling guidelines above; do not “squeeze someone in”

AVEDA

Modified Service Wheel



RESERVATION

CONFIRMATION CALLS - PRE-VISIT CONSULTATION

Stay at home orders have been difficult for many guests who have been used to visiting their salon on a regular basis – this has been especially difficult for hair color guests. Some guests could have made the choice to purchase over-the-counter hair color to cover regrowth or mask grey hair. It's important to know what products the guest may have used on their hair in order to plan for any color correction needs within the appointment time. Alternately, some guests chose to wait for their salon and may now have more than 1" of regrowth, which will require a different application, more product and more processing time – thus increasing the overall service time and cost.

Thus, a virtual consultation is recommended prior to confirming final service time and to accurately quote pricing. Ideally, it is great to have the colorist conduct the consultation but this information can also be requested by a front desk team member during a booking request, shared with the colorist and then confirmed via a return call to the guest.

VIRTUAL CONSULTATION

- Ask for recent photos of their current hair
- Ask them to describe their current condition of their hair - dry, breakage, out growth etc.
- Ask what products they have been currently using? OTC hair color, what shampoo conditioner and styling products
- Review photos and provide service commendation they will be receiving when come in for their appointment
- Give service estimate
- Book the appointment
- Email guest confirmation of time/date and any messaging or release forms

WELCOME

GREET GUEST AS THEY ENTER

Smile through your mask – guests can see and hear your expression.

Welcome guest with a “no touch” gesture in place of a handshake or hug

TEMPERATURE CHECKS

Salons should consider use of a touchless infrared thermometer to check the temperature of employee each day and of each client who enters the salon/shop. Any employee or client who has a temperature above 99°F should be sent home immediately and not allowed to .

- **Ask** each client entering the Salon the following questions:
- Have you had a cough?
- Have you had a fever,
- Have you been around anyone exhibiting these symptoms within the past 14 days?
- Are you living with anyone who is sick or quarantined?

DURING CHECK-IN

- Have Guest Sign Release & Liability Form
- Guide guest through sanitation protocol
- Provide guest to mask, if needed
- Instruct on where to wait for service
 - No inside waiting area – call or text guest when the can come into salon for their service
 - Inside waiting area – direct guest to waiting where seating is a minimum of 6ft apart

CONSULTATION, TECHNICAL SERVICE, RECOMMENDED HOME CARE

SERVICE PROVIDER INTERACTION

- Sanitize hands and put on gloves, if required, in front of guest
- Conduct consultation and confirm pre-service diagnostic results
- Perform service as directed by salon guidelines
- Styling station products – use products for wet or damp hair and if products are in pucks use wooden spatulas to dispense products onto hand
- Home care rituals – throughout the service educate guest on products you are using and discuss home care recommendations
- Recommend timeframe for guest to schedule their next appointment
- When finished, walk guest to the front desk/retail area and point out products for front desk advisor

PRE-BOOK AND GOOD-BYE FOR NOW

CLOSING, PRE-BOOKING AND CHECK OUT

- Front desk advisor to maintain appropriate distance while guiding guest through check out
 - If technology allows, check guest out at service chair and have front desk advisor hand sanitized products to guests as they exit
- Confirm next appointment and time
- Generate digital confirmation communication (instead of handing them a paper confirmation card)
- Walk guest to the front door
- Open closed trash bin for guest to dispose of mask
- Open front door for guest

AVEDA

Guest Communication



AVEDA

WEBSITE COMMUNICATION

Dear Guests:

We want to share with you some of the adjustments that we've had to make to our salon operations. This is out of an abundance of caution for our staff, our guests and our community. We've made many internal changes to our salon procedures but we wanted to share the ones that will affect you at your visit.

Please come alone to your appointment. We will not accommodate extra family members, children or friends. If they come with you, they will need to wait outside. No handshakes or hugs for us at this time either please!

All guests will be required to wear a mask that hooks behind the ears (all staff members will be required to wear masks as well). We will do our best to apply your hair color without getting it on your mask. It would be best to use a disposable mask if you are concerned with hair color stains. If you do not have a mask, you may purchase one from us for \$3.

When you arrive to the salon, please wait outside or in your car; we will text or call you to come in. This will eliminate extra people in the salon at one time and allow us to clean the styling station. When you come in, we'll ask that you use hand sanitizer or wash your hands in the restroom.

Upon entering the salon, you'll go right to the styling chair with the stylist. **We will NOT be having you change into color robes.** Please wear an older T-shirt or something that has a lower neckline. We will be using styling capes as usual (which are always washed in between uses).

Guests will be seated at every other station and 6 feet apart in the lounge.

We will not be offering beverages at this time, please bring your own water with you.

Towards the end of your service, a member of our guest care team will begin the checkout process in the styling chair. We will total your service, add gratuity and your home care products (we will gather them for you and bag them up). We will bring the credit card machine over for you to easily insert your card. You will not need to use the signature pad or stop at the front desk. **We will NOT be accepting cash for the time being.**

We will not be booking future appointments inside the salon. This is to shorten the amount of time you're spending in the building and eliminate the number of staff we need to have working. We will note your future appointment day and time preferences and call or text you in a timely fashion to book your next service.

Please know how very important providing excellent service is to us. These new measures we are taking are temporary until we can get back to the high standards that you've come to expect from us. We hope that will be sooner than later!

We sincerely appreciate your support. This situation has certainly brought on some challenges, but we are determined to rise to the occasion with a positive attitude and high level of professionalism. As these circumstances are ever changing, they will require our constant attention and reevaluation. We ask that you please be patient with us as make the necessary adjustments.

Respectfully,

[Salon Name]

Contributed by Sage Salon - Florida

EMAIL ANNOUNCING OPENING

SUBJECT LINE: [Salon Name] Is re-opening

Dear **[name]**,

Thank you for all your support and love over the past few months. We deeply appreciate you being a part of our community.

We're reaching out to share some important updates with you. We are excited to share the news that **[Salon Name] [locations]** will reopen starting **[Date]**. Rest assured, we are following local guidelines and taking extra precautions, including deep cleaning our salons prior to opening, and following enhanced sanitization measures and social distancing standards. Additionally, we have temporarily suspended all self-serve product trials and tester usage in salon during this time.

We hope to see you in our salon soon, and as always, you can shop your favorite products on <add brand website if applicable> or by calling ahead for curbside pick-up of your items. For any questions, please reach out to us at [PHONE NUMBER/E-MAIL].

We have missed you, and we look forward to seeing you again soon.

For consideration:

- *Include any information guests will need to know about how the experience has changed*

SOCIAL POST ANNOUNCING OPENING

Thank you for all your support and love over the past few months. We deeply appreciate you being a part of our community.

We are excited to share the news that **[Salon Name]** **[locations]** will reopen starting **[Date]**. We want to assure you that we're following local guidelines and taking extra precautions including deep cleaning our salon prior to opening, and following enhanced sanitization measures and social distancing standards.

We have missed you, and we look forward to seeing you again in our salon soon.

For consideration:

- *Include any information guests will need to know about how the experience has changed*

GUEST COMMUNICATION SCRIPTS

EXISTING APPOINTMENT SCRIPT FOR CALL AND/OR LEAVING VOICE MAIL TO NOTIFY GUESTS THEIR PLACE IN THE BOOKING CALENDAR WILL BE PRESERVED:

Good morning/afternoon!

This is **[NAME]** from Salon **[xxx]**. I was calling to let you know that due to the uncertainty regarding the impact of COVID-19 , we do not yet know our re-open date, because we do follow the county and state guidelines. To be fair to all our guests with existing appointments, we will be providing our guests with the same appointment week in the booking queue as their current appointments counting the week of April 6 as week 1 after re-opening. For example, if your appointment was scheduled for the week of **[date]**, your new appointment will be the first week we are open. If it was the week of **[date]**, your new appointment would be the second week we are open, and so on. However, any appointments we can move sooner than their current spot due to openings in earlier weeks, we will. Once we know our exact re-open date, someone from our guest care team will reach out to you with your specific new appointment date and time, and adjustments will be made at that time if needed. We appreciate your patience. Stay safe and healthy and we look forward to pampering you soon!

GUEST COMMUNICATION SCRIPTS

NEW APPOINTMENT REQUEST SCRIPT

Good morning/afternoon!

This is **[NAME]** from **[xxx]** Salon. Thank you for your message referencing scheduling an appointment with us. Due to the uncertainty regarding the impact of COVID-19, we do not yet know when we will be allowed by the County or State to re-open. So, to be fair to all our guests, we are making our new appointment requests on a first call – first serve basis. We will take all the details of your appointment request now and assign you a number in the queue for scheduling the appointment, once we know our open date. We will fill our books in the order our guests called in with the first available appointment based on each request, and these will be filled around our existing appointments. We will then call you to let you know your scheduled date and time, and if it does not work for you, we will find another one that does.

(Obtain the following information from the guest)

- Name
- Mobile Number
- E-mail address
- Service Type
- Stylist Requested
- Preferred day of the week and time of day

Thank you for your patience as we navigate this journey together. Stay safe and healthy and we look forward to pampering you soon!

IN SALON COMMUNICATION

AT ENTRANCE

AMEND AS APPROPRIATE AND AS APPLICABLE FOR LOCAL REQUIREMENTS (E.G. PPE)

Your health and safety is our top priority.

- Our salon has been deep cleaned
- We have implemented enhanced sanitization measures
- Enhanced social distancing practices, limited XX clients in reception area [please wait outside until your Stylist is ready for you – where necessary]

Enjoy your salon experience, please use our hand sanitizer upon entering and ensure your mask is on for the duration of your visit

Have a question? Ask a [Stylist] As always, we are available to consult, provide guidance and answer any questions.

AT FRONT DESK

We accept contactless cards, Apple Pay, credits cards and cash. Let us know what you prefer.

(To be adjusted based on each Salon's POS capabilities and local payment types)

AT TESTER FIXTURES

Testers are temporarily suspended, please view them without touching. As always, our Service Providers are available to consult and answer any questions. (Remove all testers from the shelves until further notice.)

GUEST LIABILITY RELEASE

Please note that all documents should be routed and approved through your legal counsel if you choose to use.

RELEASE OF LIABILITY AND AGREEMENT NOT TO SUE, INDEMNIFICATION, HOLD HARMLESS, LIMITATION OF WARRANTY

We all know that these are uncertain times. The risks of COVID-19 are not well understood and there is controversy among the experts on how the virus can spread and difficulty in scientifically determining whether anyone has the virus at any moment in time.

In consideration for providing haircuts and color, by signing below you agree to accept all responsibility for the risk that you may contract COVID-19. While we are taking your safety and that of our staff very serious, by employing new safety and sanitation initiatives, we cannot guarantee that any of these measures will completely protect you from contracting COVID-19.

I agree that if I take any steps to make a claim for damages against **[Salon Name]**, its agents, employees or any other released parties arising out of my receipt of haircut and color services during my visit to **[Salon Name]**'s facilities, I shall be obligated to pay all attorneys' fees and costs incurred as a result of such claim.

I acknowledge that I can go elsewhere to have my hair cut and colored, and I acknowledge that **[Salon Name]** is not the only hair salon where I can have my hair cut and colored. By signing this Agreement, I acknowledge that I am free to go to other salons who may not require my agreement to accept responsibility for contracting COVID-19 and I chose to have haircut and color services.

.

Name

Date

.

AVEDA

Technology Best Practices

How to Re-Open During COVID 19 with a Reimagined Experience.



AVEDA

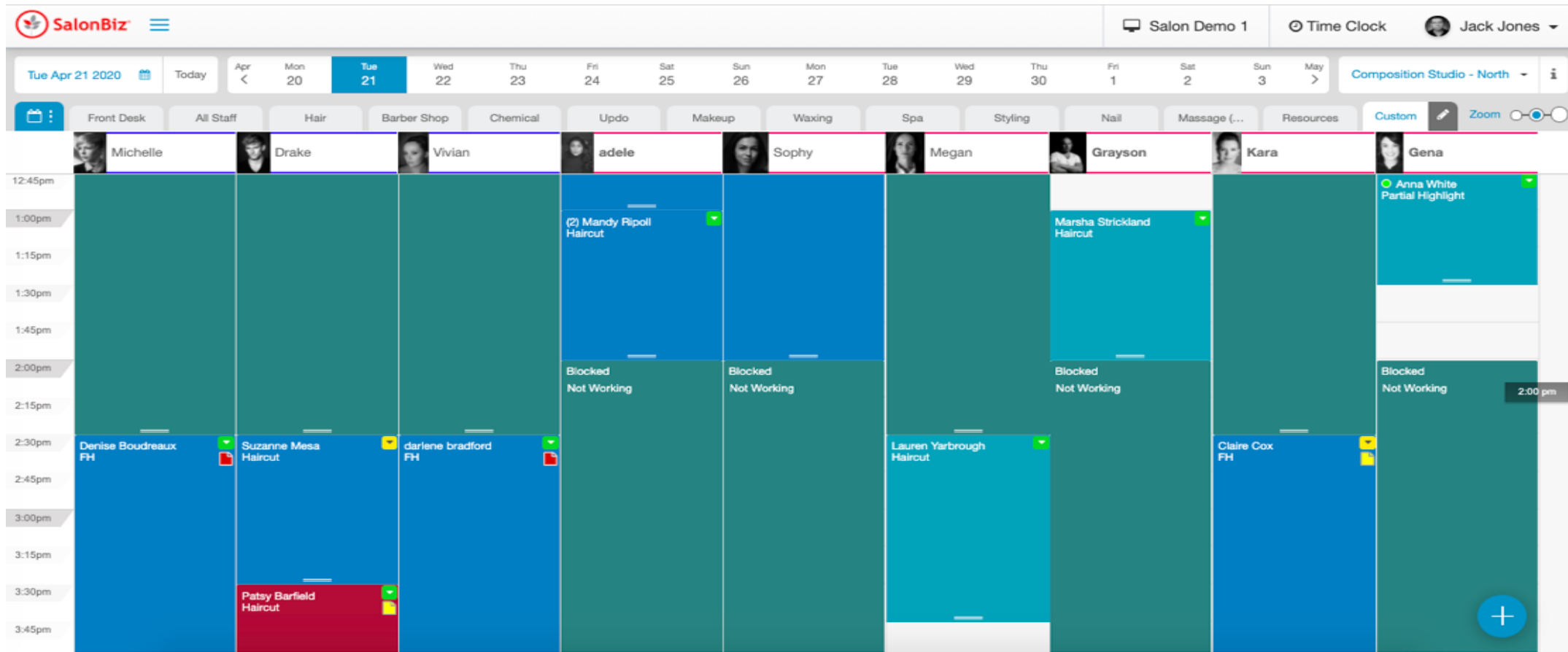
PRIOR TO RE-OPEN

SCHEDULE TEMPLATES

Consider extending hours

Determine shifts and # of staff

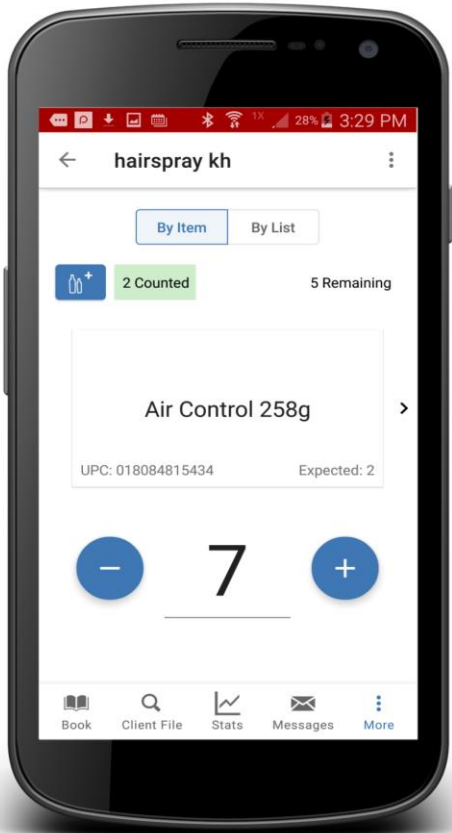
Update scheduled templates to reflect changes on the appointment book



INVENTORY CHECK AND ORDER

INVENTORY CHECK

Count ALL inventory to ensure on hand quantities are correct



SUBMIT INVENTORY ORDER

Run reports to determine what items sold best during this time last year
Order extra if feasible
Plan to submit an order a few days after opening and weekly thereafter

SalonBiz

No Station SelectedTime ClockLillie Bankston

New Purchase Order

ProductsAdd Productsor auto-create POAuto Create PO

Product Code	Product Name	Vendor Code	Qty	Rec	Type	Margin	Cost per	Total	
018084815434	Air Control Hairspray 300ml	4952	4	0	Retail	50.00%	\$15.00	\$60.00	
018084951200	Be Curly Co-Wash 250ml	15824	6	0	Retail	50.00%	\$12.50	\$75.00	
018084844632	Be Curly Conditioner 1000ml	10033	4	0	Retail	50.00%	\$48.00	\$192.00	
018084844625	Be Curly Conditioner 200ml	10031	4	0	Retail	50.00%	\$12.00	\$48.00	
018084803479	Be Curly Curl Enhancer 200ml	3467	5	0	Retail	50.00%	\$13.00	\$65.00	
018084910993	Be Curly Curl Enhancing Hairspray 200ml	14799	3	0	Retail	50.00%	\$11.50	\$34.50	
018084951231	Be Curly Detangling Masque 150ml	15828	2	0	Retail	50.00%	\$15.00	\$30.00	
018084844595	Be Curly Shampoo 1000ml	10032	2	0	Retail	50.00%	\$38.00	\$76.00	
018084844601	Be Curly Shampoo 250ml	10030	5	0	Retail	50.00%	\$12.00	\$60.00	
018084887417	Be Curly Style Prep 100ml	13237	4	0	Retail	50.00%	\$13.00	\$52.00	
018084436042	Blue Malva Conditioner 250ml	1165	4	0	Retail	50.00%	\$12.00	\$48.00	
018084813492	Blue Malva Shampoo 1000ml	104	2	0	Retail	50.00%	\$27.00	\$54.00	
018084811238	Brilliant Anti-Humectant Pomade 75ml	702	5	0	Retail	50.00%	\$13.00	\$65.00	
018084811108	Brilliant Conditioner 1000ml	3155	3	0	Retail	50.00%	\$48.00	\$144.00	
018084811092	Brilliant Conditioner 200ml	2523	2	0	Retail	50.00%	\$12.00	\$24.00	
018084811160	Brilliant Damage Control 250ml	2608	2	0	Retail	50.00%	\$11.00	\$22.00	
018084811214	Brilliant Emollient Finishing Cream 75ml	700	5	0	Retail	50.00%	\$15.00	\$75.00	

Purchase Order Details

Purchase Order # 5403Status Open

Vendor Aveda

Date 04/24/2020

Staff Dvs

Summary

Discount0%\$Tax0%\$

SubTotal\$4,638.07Total\$4,638.07

Discount\$0.00

Tax\$0.00Retail\$9,272.35

Margin49.98%

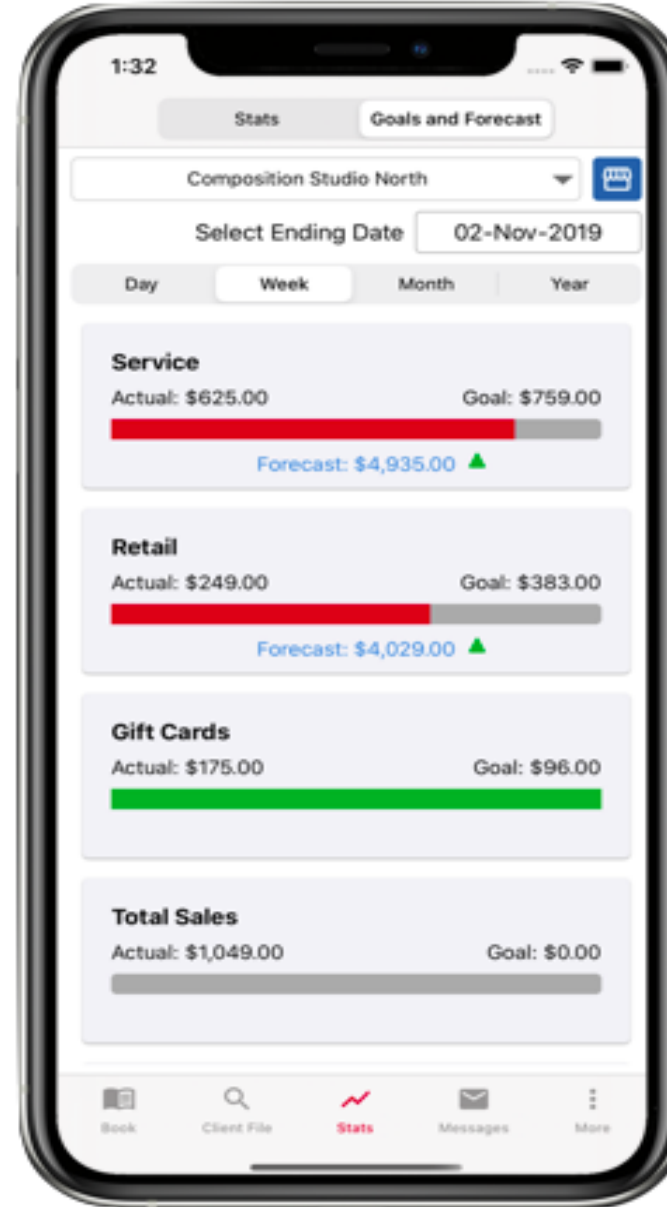
PrintVoidSaveProcess

RESET GOALS

Set individual goals based on new schedule

Make them clear, measurable, and attainable

Provide easy access to goals and performance



COMMUNICATION

Email campaigns to all clients communicating reopening date and new guidelines

Include online booking call to action

Policy updates

Protect revenue on the books by enforcing cancellation and no show policies

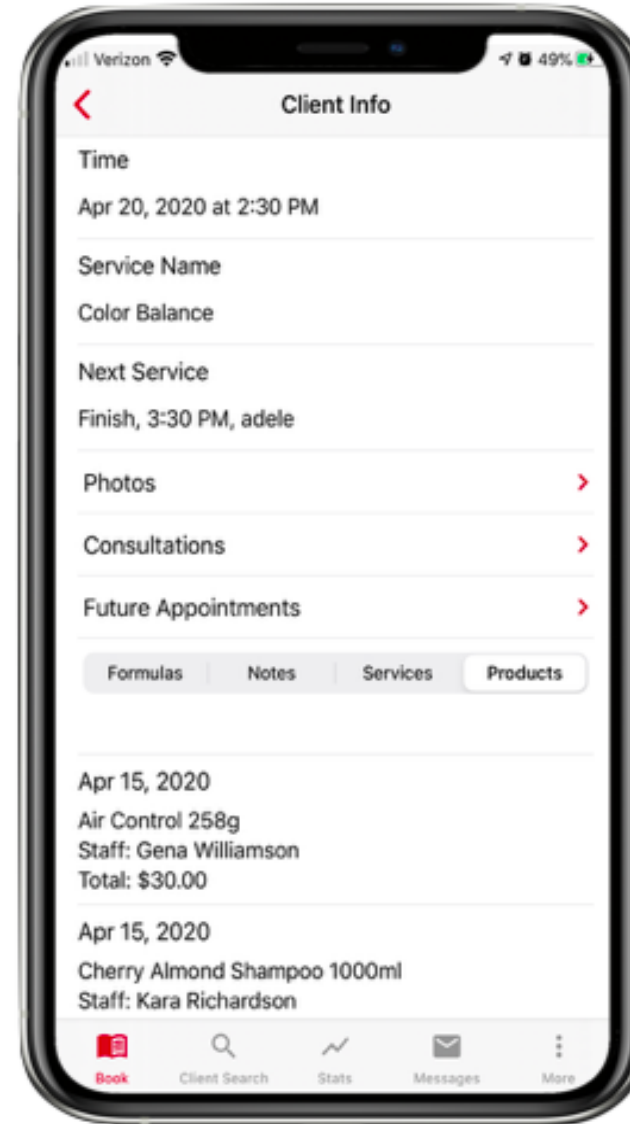
Secure Card on File

Prepayment for services booked online



CONSULTATIONS

Have effective consultations while booking the guest's appointments
 Provide easy access to history, notes and formula!
 Consider doing the consultation virtually if you have the means



GUEST FLOW AND CHECK IN

REIMAGINE YOUR GUEST FLOW

Consider the safety of the guest and the employee

Minimize areas that guests visit in the salon

Discover ways technology can eliminate the front desk

Avoid as many communal contact surfaces as you can including technology

Put yourself in your guests' shoes

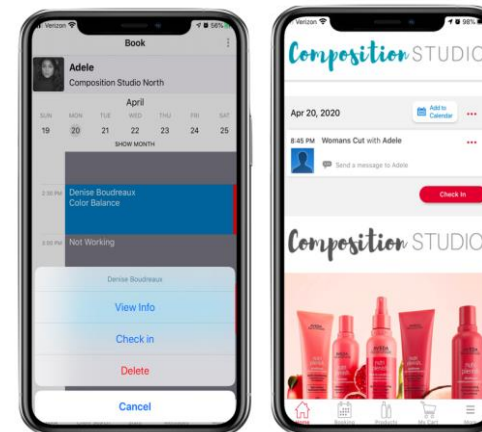
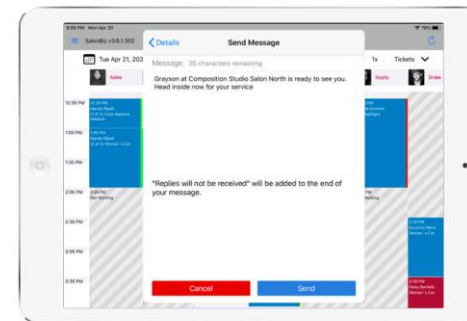
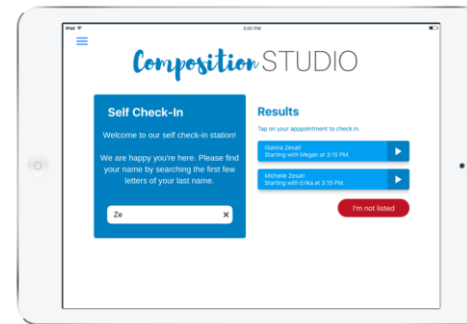
FLEXIBLE CHECK IN

Self Service Check in Kiosk . Be sure to have sanitation station next to it.

MOBILE CHECK IN

Greet guests outside and check them in with mobile technology

Send a message to the guest letting them know when it's safe to come in the salon if they are having to wait outside



SUPPORTING THE SERVICE WHEEL FROM A DISTANCE

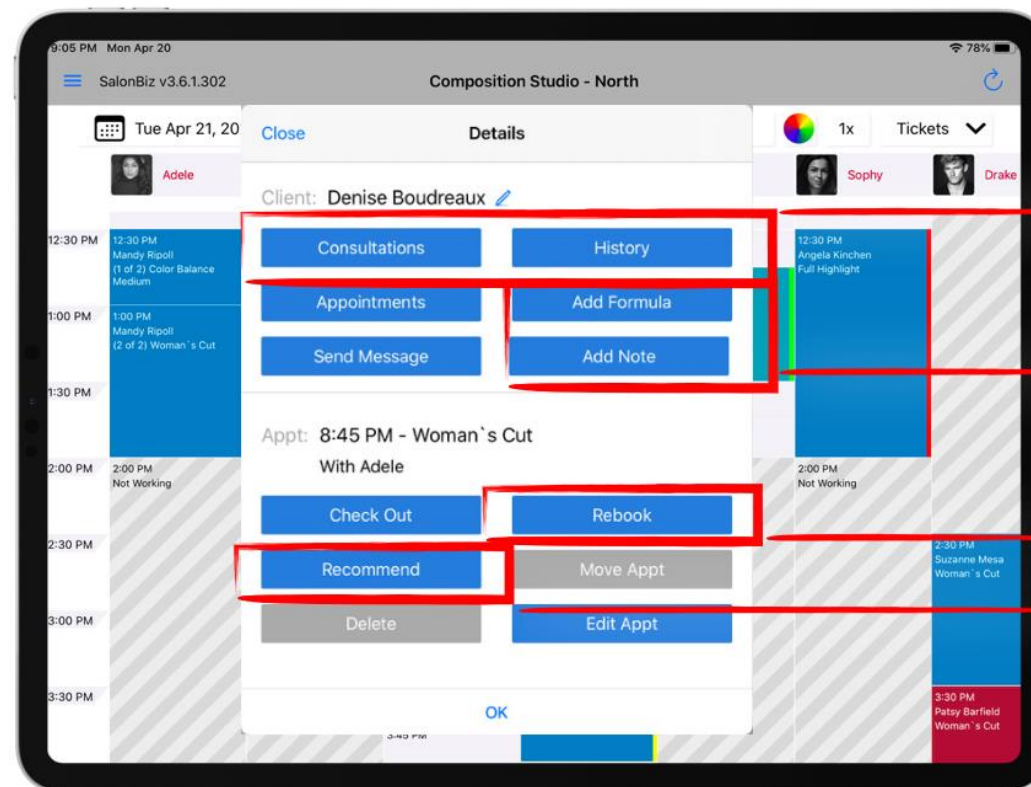
Review client info for effective consultations

Greeting/Check In

Product Review/Recommendation from service area

Rebook from service area

Update guest information from service area



**EFFECTIVE
CONSULTATIONS**

UPDATING INFO

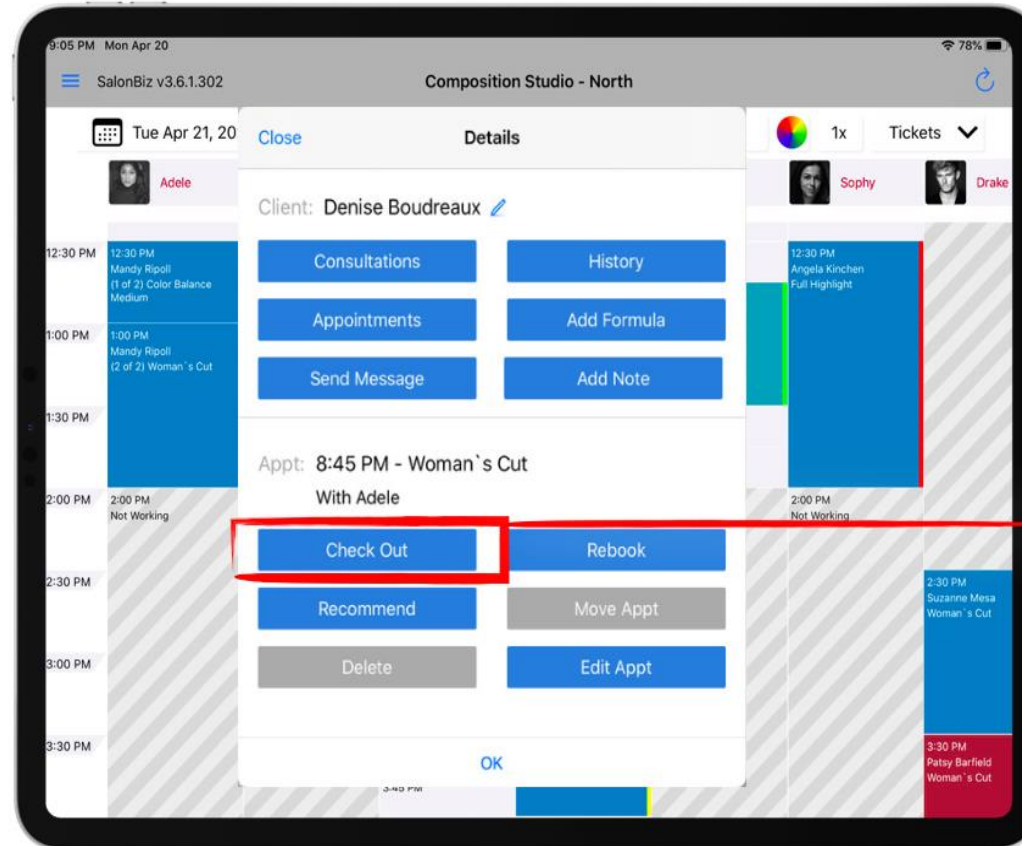
REBOOKING

**PRODUCT
RECOMMENDATIONS**

GUEST COMMUNICATION

CHECK OUT

Mobile check out from service area or kiosk
Credit card on file
Pocket Salon



CHECK OUT

CONTACTLESS EXPERIENCE VIA guest APP

Pocket Salon App

Allow customers to book, check in, purchase products and check out

Safest option as it requires no contact for payment

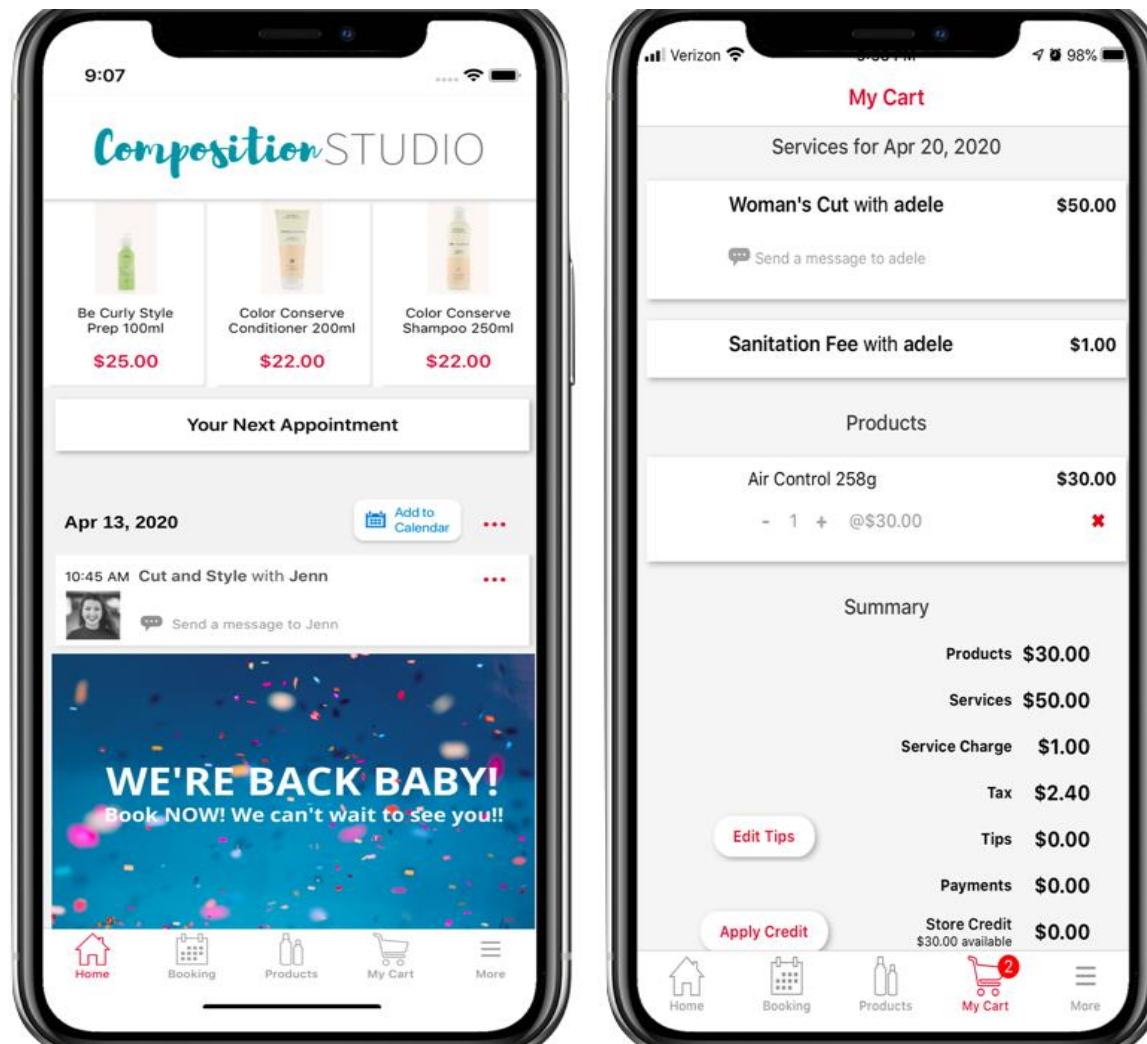
In Store Pick Up Or Curbside Delivery

Have a strategy for retail only transactions

Customer may not be able to enter the salon depending on social setting guidelines

Pocket Salon app provides in app retail purchases for in store pickup or accept retail orders over the phone

Deliver to the guests car when they arrive

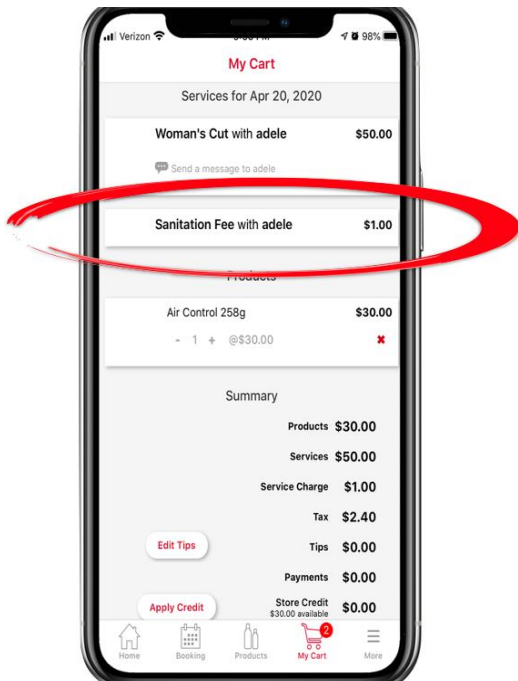


ADDITIONAL BENEFITS

SANITATION FEE

Have a fee automatically added to each ticket to cover the cost of any added cleaning / sanitation overhead

The fee can easily be removed if needed

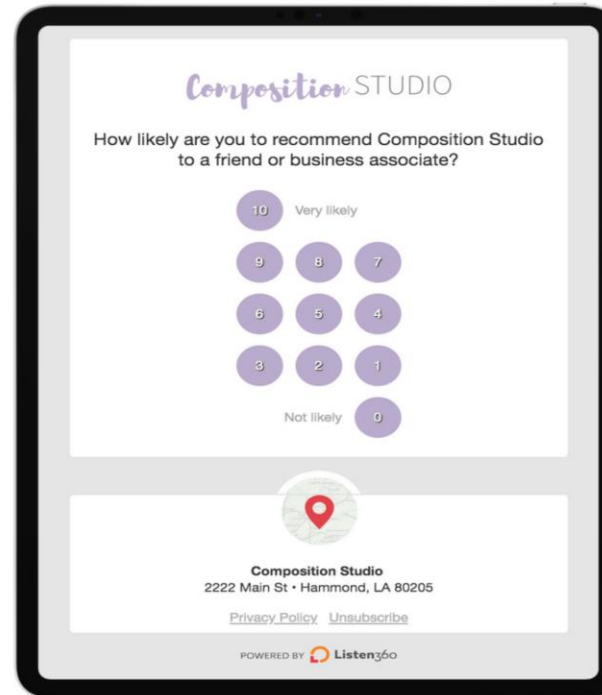


INSTANT ACTIONABLE FEEDBACK

New experience, make sure you're doing it right

Survey your customers, ask for feedback

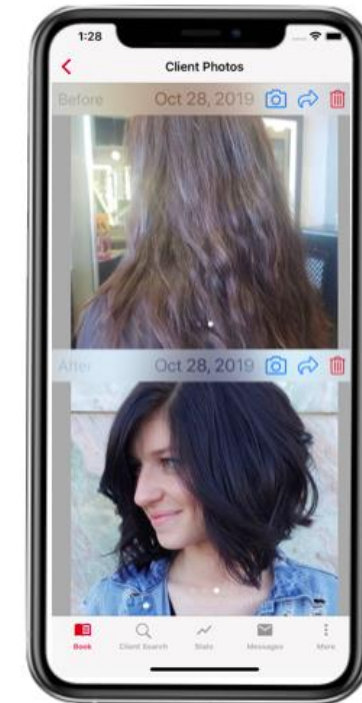
Turn positive feedback into 5 star reviews



BEFORE & AFTER PHOTOS

Capture transformations

Build the salon and stylist's portfolio





Additional Resources

NEWS

EENDERS

VIRTUAL EDUCATION THIS WEEK

See all

ambassador

marketing library

forum

our mission

social

AVEDA PurePro

DASHBOARDS

SHOP EDUCATION

MY DEVELOPMENT

LOOKBOOK

SEARCH RESOURCES

Kevin

RESOURCES

United States

ADD RESOURCE

MY FAVORITES

Find your resource by either typing in the search bar or choosing a category below.

Search for: eLearning, Videos, Quizzes, Webinars, Documents, Podcasts, Images

COVID-19 UPDATES & TOOLS

VIRTUAL LEARNING

AROMA, SKIN & SPA

HAIR

NUTRIPLENISH

MAKEUP



ADDITIONAL RESOURCES

HEALTH AND SANITATION REFERENCES

The U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) provides the latest information about COVID-19 and the global outbreak: www.cdc.gov/coronavirus/2019-ncov

Barbicide: See next page.

The OSHA COVID-19 webpage offers information specifically for workers and employers: www.osha.gov/covid-19

Disinfectant & Pesticide Information: <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

BUSINESS DEVELOPMENT RESOURCES TO UTILIZE DURING DOWN TIME

Aveda PurePro – www.avedapurepro.com

The Virtual Business Academy – <http://businessacademy.thesalonpeople.com/bundles/avedaflorida>

World Class Financial- <http://www.worldclassfinancialservices.com/team.html>

Keri Davis Beauty Backbone- <https://beautybackbone.com>

Qnity- <https://www.qnityinc.com/team/>

DOWNLOAD INFORMATION

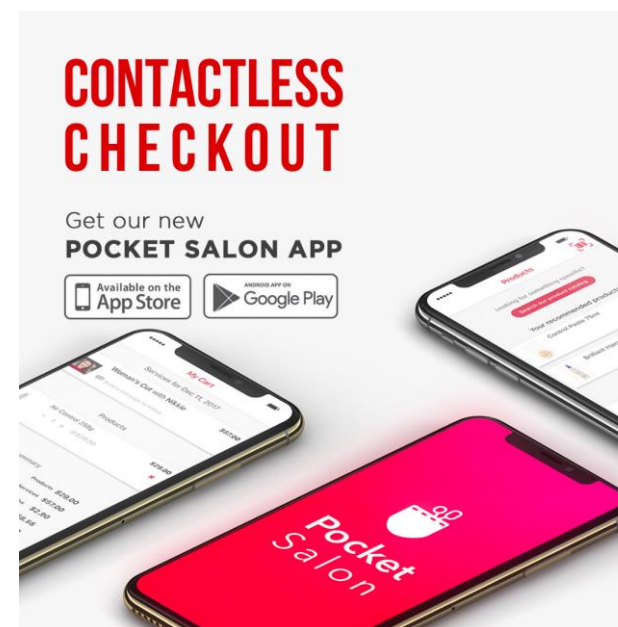
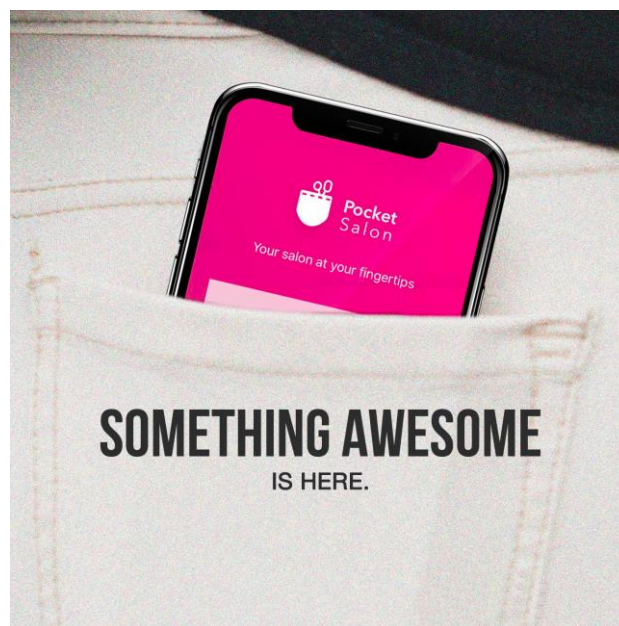
POCKET SALON APP DIRECT LINKS

<https://apps.apple.com/us/app/pocket-salon/id1323097705?mt=8>

https://play.google.com/store/apps/details?id=com.salonbiz.pocketsalon&hl=en_US

POCKET SALON DIGITAL COLLATERAL

Great for salons to promote the app in social media



BARBICIDE® CERTIFICATION

BARBICIDE, the company's largest brand and a leader in its category, was launched in 1947 in New York and has represented the industry standard for safe services in salons and barbershops for more than half a century. Professionals have used the vibrant blue BARBICIDE to protect themselves and their clients over the years. As a partner in the beauty industry, Barbicide is committed to educating beauty industry professionals to ensure they are providing a safe service. They offer free certification after completion of a free course, with a printable certificate to display in your salon space. Completing [this free course](#) takes less than an hour earning you a portfolio-ready certificate showing your dedication to infection control in salons, spas, and barbershops. After you pass the course, you will have the option to instantly print your portfolio-ready certificate with your name on it.



"BARBICIDE® kills the Human Coronavirus," explains the **President of King Research, the makers of BARBICIDE, Alan Murphy**. "Third-party independent labs have completed the test and these lab reports can be seen [here](#). We have received documentation from the EPA that BARBICIDE® is approved for efficacy against Human Coronavirus, including COVID-19. While no company has been able to receive actual COVID-19 samples and put them through the rigorous testing required, the EPA considers efficacy against Human Coronavirus to include COVID-19."

MORE INFORMATION can be found here:

<https://barbicide.com/covid-19/>

PPE RESOURCES

Below is a list of resources for purchasing various PPE items. Please note that due to demand, they may have not supplies.

Hand Sanitizers

Savage Enterprises

Irvine, CA

714-482-4878

sblackwell@savageenterprises.com

Plexiglass Dividers and Floor Stickers

NPARALLEL

13120 County Road 6

Minneapolis, MN 55441

763-231-4800

info@nparallel.com

<https://www.nparallel.com/personal-protective-environments-products>

Disposable Towels

<http://www.easydry.com/our-products/>

ESTEE LAUDER COMPANIES MEDICAL ADVISORY BOARD

ELC recently convened a Medical Advisory Board to help inform its responses to the current COVID-19 pandemic. Comprised of leading physicians and health professionals with expertise across a variety of disciplines, the Medical Advisory Board is a part of ELC's newly formed Medical Affairs Team and will work in close partnership with ELC leaders across functions to guide ELC's health and safety related efforts.

The Medical Advisory Board has been working with ELC leaders to review current health and safety policies and protocols, providing crucial insights where appropriate, including guidance for laboratories, manufacturing facilities, retail stores and counters, and corporate offices. They have been advising ELC on daily matters related to workplace-specific COVID-19 health issues, helping the company interpret the guidance issued by the CDC and other health authorities, as it applies to ELC.

State-level decision makers will determine the requirements based on individual situations experienced in their states, risk levels, & resource assessments to reopen salons and spas. See below for your State Guidelines.

Alabama

<https://www.alabamapublichealth.gov/index.html>

Alaska

<http://dhss.alaska.gov/Pages/default.aspx>

Arizona

<https://www.azdhs.gov/>

Arkansas

<https://www.healthy.arkansas.gov/arkansas-state-board-of-health>

California

<https://www.cdph.ca.gov/>

Colorado

<https://www.colorado.gov/pacific/cdphe/boh>

Connecticut

<https://portal.ct.gov/dph>

Delaware

<https://dhss.delaware.gov/dhss/dph/index.html>

Florida

<http://www.floridahealth.gov/>

Georgia

<https://dph.georgia.gov/>

Hawaii

<https://health.hawaii.gov/>

Idaho

<https://healthandwelfare.idaho.gov/>

Illinois

<https://www.dph.illinois.gov/>

Indiana

<https://www.in.gov/isdh/>

Iowa

<https://idph.iowa.gov/board-of-health>

Kansas

<https://www.kdheks.gov/>

Kentucky

<https://chfs.ky.gov/agencies/dph/Pages/default.aspx>

Louisiana

<http://ldh.la.gov/>

Maine

<https://www.maine.gov/dhhs/>

Maryland

<https://health.maryland.gov/pages/home.aspx>

Massachusetts

<https://www.mass.gov/orgs/departments-of-public-health>

Michigan

<https://www.michigan.gov/mdhhs/>

Minnesota

<https://www.health.state.mn.us/>

Mississippi

<https://msdh.ms.gov/>

Missouri

<https://health.mo.gov/>

Montana

<https://dphhs.mt.gov/>

Nebraska

<http://dhhs.ne.gov/licensure/Pages/Board-of-Health.aspx>

Nevada

[http://dpbh.nv.gov/Boards/BOH/Board_of_Health_\(BOH\)_-home/](http://dpbh.nv.gov/Boards/BOH/Board_of_Health_(BOH)_-home/)

New Hampshire

<https://www.dhhs.nh.gov/>

New Jersey

<https://www.nj.gov/health/>

New Mexico

<https://nmhealth.org/>

New York

<https://health.ny.gov/>

North Carolina

<https://www.ncdhhs.gov/>

North Dakota

<https://www.health.nd.gov/>

Ohio

<https://odh.ohio.gov/wps/portal/gov/odh/home>

Oklahoma

<https://www.ok.gov/health/>

Oregon

<https://www.oregon.gov/oha/ph/pages/index.aspx>

Pennsylvania

<https://www.health.pa.gov/Pages/default.aspx>

Rhode Island

<https://health.ri.gov/>

South Carolina

<https://www.scdhec.gov/>

South Dakota

<https://doh.sd.gov/>

Tennessee

<https://www.tn.gov/health.html>

Texas

<https://www.dshs.texas.gov/plc/>

Utah

<https://health.utah.gov/>

Vermont

<https://www.healthvermont.gov/>

Virginia

<http://www.vdh.virginia.gov/>

Washington

<https://www.doh.wa.gov/>

West Virginia

<https://dhhr.wv.gov/Pages/default.aspx>

Wisconsin

<https://www.dhs.wisconsin.gov/>

Wyoming

<https://health.wyo.gov/>