

GETTING BACK TO WORK IN NEVADA

BARBER SHOPS TIP SHEET

Your business may look very different as it begins to recover from COVID-19 impacts. To move forward, your business will need to adapt to new safety and health guidelines and respond to new and increased expectations from staff and customers. New practices and guidelines will become commonplace in order for customers to feel safe frequenting their favorite eateries.

To help you get started we have put together this tip sheet that focuses on four important areas: **Requirements, React, Recover, Be Resilient**. We conclude the tip sheet with a list of **Resources** to help you.

REQUIREMENTS: *Nevada Phase 1 & 2 Reopening & Mandatory Masks*



On June 25, 2020 Nevada Governor Steve Sisolak [announced](#) a **mandatory face covering policy**. The [directive](#) requires that face masks or coverings must be worn by employers, employees and visitors/customers in all public spaces. Businesses are required to inform customers of the requirement and mandate the use of face coverings prior to entry into their establishments. The mandate [guidelines](#) will be enforced by Nevada OSHA.

As part of the *The Roadmap to Recovery for Nevada: Phase 1 and Phase 2* announced by Nevada Governor Steve Sisolak, barber shops were authorized to reopen under strict social distancing requirements:

- Partitions or walls between each chair/workstation are strongly encouraged.
 - Partitions or walls between each chair/workstation, then each chair/workstation can be used at any given time.
 - If there are no partitions or walls between each chair/workstation, the business must only use every other chair/workstation or arrange seating to be at least 6 feet apart to create separation and achieve social distancing.
- Services shall be provided by appointment only.
- Customers waiting for appointment must wait outside and practice social distancing.
- Customers or clients must wear face coverings
- Stylists, technicians, barbers and other employees must wear face covering

Practical Changes include:

- Stagger appointments or have clients wait in their car until you are ready for them
- Follow the 6 feet social distancing rule
- Wash hands before and after each client, discard gloves after each client

- Have clients wash hands upon entering the shop
- Before working on a client, you should ask the following questions:
 - Have you traveled outside the country or state in the last 14 day?
 - Have you experienced any COVID-19 symptoms in the last 14 days?
 - Recommend 14-day waiting period to clients answering “yes” to any question
- If any staff is experiencing COVID-19 symptoms they should not be at work for at least 14 days
- Clean chair cloth (cape) for each client - consider disposable capes, and discard after each client
- Sanitize and disinfect the chair after each client
- Sanitize and disinfect all surfaces at the start of the day and every 1-2 hours depending on traffic

REACT: *Get ready to open your doors again!*

Be Prepared – Based on the above guidelines, below is a starter checklist of what you might need or find helpful to purchase or prepare before you reopen. Always check with the state, your county, and your local health district for current operating guidelines because local jurisdictions can impose stricter requirements:

- Masks for employees and customers
- Face shields for employees, where applicable
- Gloves for employees
- EPA-approved COVID-19 cleaners & disinfectants (See RESOURCES for link)
- Sufficient supply of towels, cloth and paper
- Sufficient supply of Barbicide
- Touchless thermometers
- Touchless hand sanitizer stations
- Touchless payment systems
- Additional POS stations
- Plexiglass/clear acrylic partitions for use between chairs/workstations & checkout
- Sufficient supply of client capes – new (disposable) or freshly laundered capes are required for all clients
- Sufficient supply of tools and implements to always have clean items available
- Sufficient supply of any other single use items
- Tape for marking safe distance areas
- “No Mask No Service” signage

RECOVER: *Expect new ways of doing business. The new barber shop experience.*

Reopening requires businesses to adapt to new operating requirements that include the above social distancing and enhanced health and safety guidelines. Some best practices and tips that may help implement the new guidelines include:

Operations

- Deep clean your barber shop before the initial reopening and then daily upon reopening
- Maintain regular housekeeping practices for high contact surfaces; it is recommended to routinely clean dirty surfaces first with soap and water and then use US EPA-approved COVID-19 disinfectants to limit the spread of the virus
- Provide touchless hand sanitizer stations for employees and guests, particularly at entry points
- Frequently disinfect hard surfaces such as reception desk and tables
- Have a dedicated staff member assigned to sanitize tools and service areas once clients have departed
- Change or adequately clean all tools between clients or thoroughly disinfect tools including combs, brushes, clippers, scissors, and other styling tools
- Barbicide should be changed every day or more if it becomes contaminated - implements must stay submerged for a minimum of 10 minutes
- Clean and disinfect barber chairs and headrest and any screens according to state regulations ensuring adequate time to disinfect between clients
- Launder all towels and linens between clients and completely dry items and store in closed, covered cabinets
- Use a fresh cape for every customer – either a new disposable cape or a cape which has been freshly laundered
- Payment:
 - Consider installing and using a touchless, non-signature payment system
 - Consider having customers pay through an app on their phones

Employees

- Provide and require employees to wear face masks
- Check staff for COVID-19 symptoms and use no touch thermometers to conduct pre-shift employee temperature checks; do not allow anyone with a temperature over 100F degrees to work. Keep a log.
- Provide employees with gloves to wear and/or provide instruction on proper hand hygiene to practice between interactions with each table

Guests

- Provide and require customers to wear masks to the extent practicable
- Provide signage and encourage clients with COVID-19 symptoms or exposures to reschedule appointments after the appropriate time period
- Use no touch thermometers to check clients for temperatures and do not allow anyone with a temperature over 100.4F degrees to enter; advise guests with a fever to seek medical treatment
- Mark off six-foot distances on the floor to maintain space at the checkout payment station

BE RESILIENT: *This is all new. Adapt as necessary. Let's stay in business together.*

Business basics will be more important than ever. Evaluate your profit and loss statement. Look for ways to reduce operating costs. Analyze your cash flow and breakeven to evaluate the impacts of the new guidelines and best practices on your operations. As Nevada reopens in phases, you may need to continually adjust your operations. Here are a few things to think about:

Get Help

- Contact a business development counselor at the Nevada SBDC by calling 800.240.7094 for help
 - Assessing your operations and deciding on best strategies for keeping your business open
 - Evaluating financial assistance options including PPP loans and maximizing loan forgiveness
- For questions about cleaning and disinfecting, strategies to control new waste streams, or other environmental questions, contact an environmental business advisor at BEP at 800.882.3233.

Communicate

- Keep communicating with your customers on social media and your website with announcements about your reopening, make sure they know you are not shut down for good
- Be open about the measures you are taking to meet the Phase 1 reopening guidelines; consider signage at your entrance so customers can be aware of the steps you are taking
- Provide signage in the shop and on your website to let your customers know what you are doing to prevent the spread of COVID-19 and to meet new industry guidelines
- Be patient, communicate openly with staff while waiting for customers to return

Expanded Services

- Consider providing an on-line reservation platform for clients
- Consider offering service or product sales that are an "add-on" to scheduled services. This allows more services and products per client reducing client visits and PPE/disinfection cycles
- Offer hours of business that are most popular or stagger days and schedules to offer services that closely match clients' schedules
- Offer gift cards
- Offer product kits and sales of product to reduce inventory and satisfy customer needs

Potential Cost-Saving Measures

- Revamp and simplify your product offerings to increase margins, minimize product expiration
- Reduce hours to minimize utility bills and increase time for cleaning, for example instead of staying open from 12:00 PM to 10:00 PM operate from 5:00 PM to 10:00 PM.
- Only turn on utilities that are needed – do not use all fans, lights, or air conditioners in the restaurant when fewer people are seated

Creative Marketing

- Update or redesign your website; make sure it is mobile friendly
- Use micro social media and focus more on the immediate neighborhood in order to bring in local clients
- Advertise through local homeowner associations
- Consider starting or expanding client referral programs

RESOURCES

Below are additional resources to help barber shops react, recover, and be resilient in the face of COVID-19.

Nevada SBDC Small Business Recovery Procurement List

<https://docs.google.com/spreadsheets/d/e/2PACX-1vRaNqMHmNRt3ZAIsivMUghuvuZBOsNx8d6WG-S7HVjfPlsqrb5HfYXd6OCl2-9FA/pubhtml>

US EPA List N: Disinfectants Approved for Use Against SARS-CoV-2

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

Center for Disease Control (CDC) Guidance for Businesses and Employers

<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>

Nevada Health Response | COVID-19 in Nevada

<https://nvhealthresponse.nv.gov/info/business/>

Nevada State Barbers' Health and Sanitation Board

<http://barber.nv.gov/uploadedFiles/barbernv.gov/Content/Board/Barber-COVID19-back-to-work-plan.pdf>

Nevada Governor's Office of Economic Development

<https://www.diversifynevada.com/covid-19-reopening-guidance-and-assistance/>

Nevada Department of Business & Industry, Occupational Safety & Health Administration

<http://dir.nv.gov/OSHA/Home/>

Small Business Federal Financial Assistance

<https://www.coronavirus.gov/smallbusiness>

Association of Small Business Development Centers | COVID-19 Small Business Resources

<https://americassbdc.org/covid19/>

U.S. Securities Exchange Commission Resources for Small Business

<https://www.sec.gov/page/covid-19-resources-small-businesses>

**This tip sheet will be updated as new information becomes available.
Stay Safe to Stay Open Nevada!**

The Nevada Small Business Development Center (SBDC) guides and assists Nevadans looking to start and grow businesses. We are available to counsel on business planning and management issues raised in this tip sheet. One-on-one counseling services are free and confidential.

The Business Environmental Program (BEP) is affiliated with the Nevada SBDC and provides free and confidential environmental compliance and management assistance and can help your business think about cleaning and waste issues. Our focus is on making Nevada's businesses stronger and more environmentally responsible.

DISCLAIMER: This guidance document is intended as general information and is not provided nor intended to act as a substitute for legal advice or other professional services. The Nevada SBDC advises the regulated business community to read all applicable regulations and to check with state and local authorities, including local health districts, for the latest in guidelines and requirements for businesses reopening during the COVID-19 pandemic. This tip sheet is funded, in part, through a Cooperative Agreement with the US Small Business Administration and funding support from the Nevada Division of Environmental Protection. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.