

GETTING BACK TO WORK IN NEVADA

HAIR CARE SALONS 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.

Nevada Governor Steve Sisolak announced *The Roadmap to Recovery for Nevada: Phase 1* on May 7, 2020 and *Phase 2* on May 26, 2020. Barber shops, hair salons and nail salons 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.
- Stylists, technicians, barbers and other employees must wear face coverings. Customers or clients must wear face coverings

In addition, all businesses *are encouraged* to:

- Have hand sanitizer and sanitizing products readily available for employees and customers
- Frequently perform enhanced environmental cleaning and disinfecting of commonly touched surfaces

- Designate – with signage, tape, or by other means – six feet of spacing for employees and customers to maintain appropriate social distancing
- Encourage employees to do a self-assessment each day in order to check if they have any COVID-19 type symptoms (fever, cough or shortness of breath)
- Remind employees to stay home when sick, use cough and sneeze etiquette, and practice frequent hand hygiene
- Close common areas where personnel are likely to congregate and enforce strict social distancing
- Implement separate operating hours for the elderly and vulnerable customers

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 than the state:**

- Face masks for employees (and as a courtesy for customers)
- Face shields for employees, where applicable (for example, when spraying)
- Nitrile gloves for employees
- EPA-approved COVID-19 cleaners & disinfectants (See RESOURCES for link)
- Online or digital booking software for appointments
- Additional spray bottles
- Storage containers with lids for products & tools
- Additional supply of clean towels, cloth and paper
- Disinfectant wipes
- Touchless thermometer
- Touchless hand sanitizer stations & hand sanitizer
- Touchless payment systems
- Plexiglass/clear acrylic partitions for use between chairs/workstations & checkout
- Sufficient supply of client capes – either multiple reusable capes that can be laundered and disinfected or single use plastic disposable capes
- Sufficient supply of single use items such as cotton swabs, aluminum foils, neck strips, and plastic caps
- Extra sets of tools and implements to rotate and always have clean and disinfected tools available (while one set of tools is being disinfected, have a second set ready to use)
- Duct tape to indicate 6 foot distances on the ground for outside waiting area and queue areas
- Eliminate test products
- Remove magazines and non-essential items, like children’s toys, from waiting areas
- “No Mask No Service” Signage”

RECOVER: *Expect new ways of doing business. The new hair care 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 salon before the initial reopening and then daily upon reopening
- Maintain regular housekeeping practices for high contact surfaces, including your reception desk and tables; 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
- Establish new operating hours so you can close earlier and each night an employee can thoroughly clean
- Consult the [Nevada State Board of Cosmetology](#) for disinfection information and helpful checklists; disinfection of tools and implements should be done by immersion or spraying and wiping of disinfectant
- Temporarily modify services to limit steaming, blow drying, and hood drying to minimize the spread of COVID-19; have staff wear face shields when performing these services
- Between clients, tools including combs, brushes, clippers, scissors, hair dryers and other styling tools should be cleaned and thoroughly disinfected (allowing for adequate contact time) then stored in a closed lid container
- Clean and disinfect shampoo stations, pedicure stations, bowls, and any screens according to state regulations ensuring adequate contact time (often 10 minutes) to disinfect between clients
- Launder all towels, linens, capes after each client following state regulations and completely dry items and store in closed, covered cabinets
- Throw away single use items including applicators, wax collars, cotton swabs, end papers, aluminum foils, neck strips, paper towels, plastic caps and thread
- Disinfect client service chair/workstation and partitions between each client
- Have a dedicated staff member assigned to sanitize each tool, product bottles, service and reception areas once guests have departed
- Provide touchless hand sanitizer stations for employees and guests, particularly at entry points
- Mark off six-foot distances on the floor to maintain space at the checkout payment station
- Payment:
 - Consider installing and using a touchless, non-signature payment system
 - Consider having customers pay through an app on their phones

RECOVER: *Expect new ways of doing business. The new hair care experience.*

Employees

- Assess staff daily for COVID-19 symptoms and do not allow anyone with a temperature over 100F degrees to work; consider no touch thermometers for pre-shift temperature checks. Keep a log
- Provide and require employees to wear face masks
- Provide employees with nitrile gloves to wear and/or provide instruction on proper hand hygiene to practice between interactions with each customer
- Rearrange retail so only employees can access the area and directly hand products to customers

Guests

- Require customers to wear face coverings; provide masks for customers not arriving with their own
- Provide signage and encourage clients with COVID-19 symptoms or exposures to reschedule appointments
- Keep organized client records for contact tracing
- Any food and beverage services, including water coolers, should temporarily be removed

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 are aware of the steps you are taking to prevent the spread of COVID-19 and meet new industry guidelines
- Be patient, communicate openly with staff while waiting for customers to return

Expanded Services

- Consider offering service or product sales that are an "add-on" to scheduled services to reduce 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 product discounts 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 10:00 AM to 8:00 PM operate from 10:00 AM to 6:00 PM.
- Only turn on utilities that are needed – do not use all fans, lights, or air conditioners in the salon when fewer chairs/workstations are in use

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 hair care salons 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-1vRaNqMHmNRt3ZAIsoivMUghuvuZBOsNx8d6WG-57HVjfPlsqrb5HfYXd6OCl2-9FA/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 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>

Nevada Board of Cosmetology Covid-19 Information

<https://sites.google.com/nvcosmo.com/nevada-board-of-cosmetology/home/board-of-cosmetologys-covid-19-information>

Professional Beauty Association

<https://www.probeauty.org>

International Salon Spa Business Network

<https://salonspanetwork.org/salon-closure-mandate-information>

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.