

GETTING BACK TO WORK IN NEVADA

MASSAGE ESTABLISHMENTS 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 clients. New practices and guidelines will become commonplace in order for clients to feel safe returning to massage therapy services.

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*

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.

Massage Establishments, Massage Therapy Businesses, and Reflexologists were authorized to reopen in Phase 2 (starting May 29, 2020) with the following restrictions:

- Entry:
 - Check-in upon arrival – prior to providing service, a basic screening of the signs and symptoms for COVID-19 should be conducted along with the health history form. Required minimum questions are provided in the Roadmap to Recovery for Nevada Massage Therapy guidelines (see RESOURCES for link). Any practitioner has the right to refuse service based on client answers
 - No walk-ins are permitted, and licensees and therapists must only serve one client at a time
 - Post signs or inform clients of requirements for social distancing and wearing face coverings
 - Request that clients wash their hands or use hand sanitizer before, after and during each treatment
- Massage establishment health & sanitation guidelines:
 - Massage therapists, masseuses, and other employees must wear face coverings at all times and must be trained on the purpose of face coverings
 - All establishments must adhere to sanitation regulations for massage therapists (see RESOURCES for link) and all daily sanitation tasks must now be performed between each client

- All establishments must be cleaned and then disinfected with a product on the EPA List-N (see RESOURCES for link). Ensure adequate contact time for the chosen disinfectant is observed
- Sanitize Between Each Client:
 - Therapists hands
 - All massage equipment, fixtures, massage and reflexology tables, and massage chairs in their entirety
 - Outcall massage tables, Desk Buddies, pillows, or other outcall service items must be sanitized before and after each client
 - All furniture
 - All electrical equipment used for the care of a client
 - All hydrotherapy equipment
 - All surfaces touched by a client including floor surfaces
 - Lubricant container
 - Cash registers and card/debit card systems
 - Writing instruments and intake clipboards
- Other Areas to Disinfect At Least Daily:
 - Phones and tablets
 - Towel Warmer
 - Dispensary cabinet and sink
 - Restroom fixtures and hand washing station
 - Stocked retail items
 - Treatment room cabinetry and décor
 - Electronic remotes (for music, lighting, etc.)
 - Mini refrigerator
 - Reception area furniture, desks, computers, and decorations
- Items to be Laundered After Each Client Use (Launder on hot or sanitize setting, dry on hot or sanitize):
 - Bolster covers
 - Gowns
 - Face rest covers
 - Towels and linens
 - Blankets or top covering
 - Outcall massage linens used during the service shall be placed in a receptacle that is sealed such as a plastic bag or tote for transport to laundry facilities
- Ensure single use items including hair ties and barrettes are thrown away after one use
- Facilities must close and prohibit the use of steam rooms, saunas, portable saunas, vapor baths, salt therapy rooms, hot tubs, and any other communal facilities
- Clients:
 - Clients waiting for appointments must wait outside the facility
 - Clients must maintain 6-foot social distancing in reception area and locker rooms
 - It is required that clients wear face coverings at all times
- Employers must require employees to stay home when temperature is over 100.4° Fahrenheit
- Require frequent and thorough hand washing, providing staff and clients with a place to wash their hands following CDC hand-washing guidelines

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 and protective eyewear, where applicable
- Nitrile gloves for employees
- EPA-approved COVID-19 cleaners & disinfectants (See RESOURCES for link)
- Touchless hand sanitizer stations
- Covered sanitized labeled containers for clean towel storage (if towels are provided)
- Hand sanitizer (at least 60% alcohol content)
- Adequate supply of clean towels (if towels are provided)
- Single use or disposable towels
- Touchless payment systems
- Tape for marking social distancing
- Reminder signs for handwashing, sanitization of equipment, distancing, etc.
- Spare HVAC filters
- Disable or block off equipment that cannot be used because it is within a 6-foot radius of another piece of equipment
- Disable or block off steam rooms and saunas



Recover: *Expect new ways of doing business.*

Reopening requires massage facilities and outcall massage appointment systems 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

- Limit the use of fans – if fans are necessary, place them to blow away from clients
- Open exterior doors when possible and if owner has access, open fresh air handlers
- Deep clean your facility before the initial reopening
- Declutter and remove items from reception area to minimize possible surface contamination
- Make tissues and no touch waste receptacles available throughout the facility
- Eliminate communal product testers
- Provide touchless hand sanitizer stations for employees and clients, particularly at entry points
- Reinforce social distancing spacing through training with employees, and reinforcement with clients
- Consider posting an employee at the entry door to greet customers and explain new protocols or text protocols to clients when appointment is scheduled
- If possible, provide foot pedals to open doors, or prop doors open to avoid contact
- Install plexiglass/clear acrylic panels or barriers between clients and staff at check-in areas
- Remove unnecessary items from waiting areas, locker rooms, restrooms, and treatment
- Cover porous surfaces with a non-porous barrier that can be sanitized between clients
- Provide disposable booties for clients to wear in the facility
- Stagger appointments between treatment professionals to maximize social distancing recommendations in locker rooms and waiting areas
- Establish new operating hours so you can close earlier to allow time to thoroughly deep clean the facility each night, including all equipment, using US EPA-approved COVID-19 disinfectants to limit the spread of the virus
- Allow time between client appointments to perform new mandatory sanitation tasks
- Use a touchless, non-signature payment system or phone app payment system to collect fees

Employees

- 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 client
- Group employees by shift to reduce exposure and make contact tracing easier between employees
- Consider no touch thermometers to conduct pre-shift employee temperature checks and do not allow anyone with a temperature over 100.4° F to work (keep a log of daily assessments)

Guests

- Encourage online client intake form completion prior to appointment
- Require clients to wear face coverings; provide masks for customers not arriving with their own
- Encourage clients to bring their hair bands, water bottles and other items when appropriate
- Accept clients by reservation only to minimize contact and client interaction
- Post information signs regarding social distancing, face coverings, and COVID-19 symptoms at entry

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 and product costs. Analyze your cash flow and breakeven to evaluate the impacts of the new guidelines and best practices on your business. 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 – we can help you assess your operations and decide on best strategies for keeping your business open
- 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 and new requirements at your facility
- Post tips and videos for clients on self-care, wellness and destressing
- Be open about the measures you are taking to meet the Phase 1 and Phase 2 reopening guidelines; add signage at your entrance so customers are aware of the steps you are taking to prevent the spread of COVID-19 and to meet new industry guidelines
- Be patient, communicate openly with staff while waiting for clients to return

Expanded Services

- Streamline your menu of services offered and focus on services that allow for ease of cleaning and disinfecting between clients
- Offer incentives for pre-paid services and multi-service packages
- Increase your retail business – consider selling massage oils, essential oils, massage tools, accessories and other equipment (if possible, consider self-branded items)
- Offer gift cards

Potential Cost-Saving Measures

- 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 facility when fewer people are occupying it

Creative Marketing

- Update or redesign your website; make sure it is mobile friendly
- Create a following on social media and keep in touch with members
- Use micro social media and focus more on the immediate neighborhood in order to bring in local members/clients
- Advertise through local homeowner associations and apartment and condo complexes
 - Supply homeowners associations, apartment complexes, and condos with special promotional codes to help drive business
- Place ads in the local visitors center

Resources

Below are additional resources to help you 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-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 | Roadmap to Recovery for Nevada

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

Nevada State Board of Massage Therapy

<http://massagetherapy.nv.gov/COVID19/covid19/>

http://massagetherapy.nv.gov/uploadedFiles/massagetherapynvgov/content/COVID19/NSBMT_SanitationGuidelinesForReopening2020-05-28.pdf

International Spa Association

<https://experienceispa.com/covid-19-info/2-uncategorised/400-reopening-resources>

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

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

Nevada Governor's Office of Economic Development

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

Southern Nevada Health District Guidance to Reopen Businesses

<https://www.southernnevadahealthdistrict.org/coronavirus/guidance-to-reopen-businesses-and-permitted-facilities/>

Small Business Federal Financial Assistance

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

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 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.