

Salon Re-Opening Playbook

1. Pre-Opening Guide
 - a. Sanitation and cleaning items to purchase
 - b. Personal Protection Equipment (PPE) to purchase
 - c. Staff training on sanitation and cleaning
 - d. Inventory Reorder
 - e. Appointment consultations / re-booking
 - f. Prepare all communication / marketing
 - g. Owner and Staff professional development utilizing
 - i. LearnAveda.com for new staff
 - ii. Aveda Pure Pro Learning Path for team members
 - iii. Virtual Business Academy for Owners and Managers

2. Operational Adjustments
 - a. Schedules
 - b. Hours of Operations
 - c. Appointment Confirmation
 - d. Pre-Booking
 - e. Discontinued services
 - f. Staff Training on operation adjustments

3. Sanitation/ Cleaning Protocols
Wash – Clean – Sanitize - Protect - Repeat
 - a. Building / Salon Environment
 - b. Staff guidelines at work
 - c. Staff guidelines at home
 - d. Guest guidelines

4. Social Distancing Protocol
 - a. Understanding Capacity Guidelines
 - i. Number of people per Sq. Ft. = 100
 - ii. Space between services/chairs
 - b. Reduced Time in Salon
 - i. Limit use of Shampoo Services
 - ii. Limit use of blow dryers
 - c. PPE guidelines for staff
 - d. PPE guidelines for guests
 - e. Virtual consultations
 - f. Elimination of Services i.e.
 - i. Brow Waxing
 - ii. Make-up Services
 - iii. Lash Services

5. Re-Imagined Service Wheel – Guest Experience
 - a. Confirmation calls
 - b. Pre-visit consultation / diagnostic call via Face Time
 - i. Explanation of what to expect during their appointment
 - ii. Hair consultation to establish guests' needs and appointment duration
 - c. At the front door experience
 - i. Take guests temperature with forehead thermometer
 - ii. Provide gloves and mask to guest (unless they have their own)
 - iii. Obtain guests signature on health and safety form
 - iv. Guide to waiting area where seating is a minimum of 6 feet apart
 - d. Service Provider interaction
 - i. Consultation / Diagnostic Confirmation
 - ii. Review the new service protocol with the guest
 1. Shampoo
 2. Cut Service adjustments
 3. Color Service adjustments
 4. Blow Dry adjustments
 5. Add-On Services
 6. Home care rituals
 7. Product usage for products in pucks utilize wooden spatulas to remove product
 - e. Check-out interaction
 - i. Pre-booking with new timing protocol
 - ii. Care / Compassion Rituals
 - iii. Referral Card
 - iv. Re-explain how to use retail product purchased, if they aren't clear on the use
 - v. Guest Care team at register steps away as guest uses credit card machine
6. Communication Protocols
 - a. Guest Communication Scripts
 - b. Social Media Communication
 - c. E-mail Communication / Campaigns
 - d. In-Salon Communication / Posters
7. Technology Best Practices
 - a. Booking Guidelines
 - i. Scheduling Templates
 - b. Team Member Goals
 - c. Inventory Check
 - d. Service Menus
 - e. Consultation Tools

- f. Service Experience Notes
- g. Curbside Delivery / Checkout
- h. Guest Communication
 - i. Appointment Guarantee
 - ii. Online Booking
 - iii. Email Communication / Campaigns

Pre-Opening Salon

Items to Purchase

Sterilization Items to Purchase	PPE Items to Purchase
<ul style="list-style-type: none"> • 60+% alcohol sanitizing spray/wipes • Purell/ Lysol/ Clorox Surface Disinfecting Spray • Gloves and face masks • Disposable cloths • Paper towels • Disposable mop heads • Soap and water for dirty surfaces • Detergent • Trash Bags • Trash Cans with closing lids • Laundry Hampers with closing lids 	<ul style="list-style-type: none"> • 60+% alcohol sanitizing spray/wipes • Gloves and face masks for all staff • Face Shields for Service Providers • Disposable cloths • Disposable Capes/Robes or Extra Capes/Robes for single use per day • Extra Sanitizer per station/ Front Desk • Laundry Sanitizer if laundering robes and towels • Forehead Thermometer

Cleaning Guidelines

Items to Clean/ Sterilize	Recommended Guidelines
<p>Display Products & Testers:</p> <ul style="list-style-type: none"> • Skincare/ Haircare Display items • Skincare/Haircare Testers in a wide mouth jar • Fragrance/ Essential Oils • Candles/ Diffusers • Make Up Testers (Remove) 	<p>Wipe tester primary packaging (e.g. bottles, compacts, tubes, etc.) thoroughly with 60+% alcohol sanitizing spray + paper towel or wipes with 60+% alcohol and let dry.</p> <p>Destroy and Replace Display Products from Pre-Closing that have droppers or applicators.</p> <p>Empty original Display Product that come in tubs or jars, sanitize and put back on display.</p>
<p>All exposed single use disposable applicators from display units, makeup stations, hygiene stations, and play tables.</p>	<p>Throw away all single use disposable items and do not replace.</p> <p>Wipe holders thoroughly with 60+% alcohol sanitizing spray + paper towel or wipes with 60+% alcohol and let dry.</p>
<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 	<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>
<p>Surfaces to Clean:</p> <ul style="list-style-type: none"> • Floors, floorboards, walls, mirrors, shelves. • POS counter, drawers, cabinets 	<p>Use a professional cleaning service if available. If this is not possible, deep cleaning can be done by the Store team.</p>

<ul style="list-style-type: none"> • 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 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>
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Cleaning Protocol - Training Guidelines

Ensure your team understands their daily cleaning and disinfecting regimen. The suggestion is to increase in high-touch areas. This must include cleaning/disinfecting all shared objects and surfaces (e.g. testers, countertops, phones, light switches, cabinet handles, door push plates, door handles, rest rooms, workstations, keyboards, photocopiers, vending machines) a minimum of 2x a day with your daily cleaning agents.

Follow your existing cleaning processes and use existing cleaning materials, but increase the frequency as much as possible:

- For those areas you cleaned monthly, start cleaning these on a weekly basis
- For those areas you regularly cleaned weekly, increase to daily cleaning
- For those areas you cleaned daily, move to twice a day
- For high traffic areas, clean hourly (cash wrap, front door, counters, pin pads)

Note: at POS sanitize hands, clean surfaces, pin pad, keyboard and display before/after each customer.

In the back of house (breakroom, laundry room, office):

- Use disinfectant to wipe down surfaces in the canteen/pantries
- Employees should clean their own work areas (e.g. phones, light switches, work surfaces, and keyboards) once daily with a disinfectant.
- Remote storage should also be cleaned, including door handle/knob, light switch, shelf edges etc.

We recommend following the same cleaning procedures you had before the virus, but with increased frequency. These are the global recommendations.