

New Jersey Salon and Spa Coalition

This document is meant to provide some detailed information on the structure of the salon and beauty industry to better paint a picture of the best case scenario for us while providing information on what a salon atmosphere will look like during what we consider a “soft opening”.

Salons in New Jersey employ licensed professionals, all of whom have graduated from Cosmetology School. Licenses and regulations are issued, maintained and enforced by the Cosmetology Division of Consumer Affairs.

Cosmetology License holders take pride in their excessive knowledge of infectious diseases, blood borne pathogens, and state mandated sanitation guidelines in a normal economy. Shop license holders uphold state regulations to ensure the safety of our patrons and employees. Annually and without notice we are inspected to ensure our companies pass or we are at risk of fines and/or closures.

We are aware we will need to limit and expedite services in our company to ensure timely and minimal length of contact with our patrons.

It is estimated that with limited services and timing, companies and employees will face a 20% reduction in income. There is also the recognition that companies may not be able to reopen without funding for PPE and other protective measures within the facility.

It is a growing concern that companies are competing with “black market” stylists that have either decided to not take Governor Murphy’s orders seriously, or they have grown so desperate that they will take the risk for income to feed their families. We can agree that our community needs our types of business. License holders that take their licensure seriously are not partaking and are unable to compete. This is cause for utmost concern as these rule breakers are not only unregulated, they could be spreading infectious disease and are not contributing to taxes for our state.

It is important to note that there are many types of salon businesses. Some being sole proprietors who only service one patron at a time while others have 50+ employees and will need to stagger their staff and appointments. The fluctuation of salon demographics should absolutely be considered as a one size fits all protocol would be very difficult and impractical.

Planning time is essential as gathering proper PPE and scheduling needs to be closely examined. Salons in other states were not given enough time to prepare their companies with PPE equipment which is already in high demand, gather funds to afford mandatory PPE equipment, change their POS system to accommodate guests, communicate scheduling with guests and

prepare their staff, all while redeveloping a business plan they are unsure will work or not. Absent proper notice and time to prepare, we will also risk angry patrons who are tired of waiting and wanting to be a top priority.

We have learned by watching other states re-open this would be a hazard to our community if not handled with care. To that end, we encourage our government look to the industry to recommend practical, safe and sustainable best practices for reopening. Suggested practices include:

- Guests to be serviced by appointment only. Doors shut for walk in appointments and upon arrival will need to communicate with the company for safe entry.
- Signs stating COVID-19 Precautions upon entering the facility.
- Exclusion of congregation outside or inside the companies.
- Phased in opening to accommodate proper social distancing per CDC guidance and industry standards.
- Waiting area limited to occupancy and social distancing.
- Tools soaked sanitized and disinfectant between clients.
- Sanitation stations at entrance points and cash register and hand washing upon arrival.
- High-contact areas & bathrooms sanitized as needed.
- Partitions OPTIONAL but suggested if space allows- the state board has legal requirements for how many stations can be in a shop per sq/ft so limitations already exist per regulation.
- Face mask and gloves required for staff. Face masks required for patrons.
- Sanitized or single use capes for each patron.
- Credit cards preferred but cash may be accepted as long as the worker exchanging the cash is wearing gloves.
- Permit the allowance of PPE fees to be placed on a service fee to help salons recoup loss and afford needed equipment.
- Only one guest per service provider. Guests cannot bring friends or family to their service. Elderly or Essential Workers may have special hours.
- Guests are not permitted to bring in outside food, beverages, personal belongings, etc. unless medically necessary.
- Guest services will be spaced 15 minutes apart to allow for proper cleaning and sanitizing of area.

Further, as with many other companies, this industry will need some version of immunity to lawsuits pertaining to contracting the virus, when the licensed industry professionals are

following best practices, CDC and other industry standards. The personal service industry will carry a higher risk, especially considering the nature of the spread and we must acknowledge that there will be an uneasy time period of uncertainty, which we will be at our own risk.

The necessity to begin planning a reopening process in our industry is crucial. A timeline to reopening is needed now in order for the industry to open in a safe and sustainable manner.

Thank you for your consideration.

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