



REFLECTION  
OF A WORKING GROUP  
OF PROFESSIONAL BEAUTY  
ON THE RETURN  
POST COVID-19  
IN THE PERSONAL  
CARE INDUSTRY

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1-800-268-6644

[communication@abacanada.com](mailto:communication@abacanada.com)

## Contributing ABA Working Group Members

Yves Houde	Jessica Ciccarello
Chantal Depault	MJ Deziel
Alex Hatami	Derrick Rutherford
Kellie-Ann Philbin	WENMAN Heather
Valerie Trepanier	Jane Ross
Karine Vallieres	Nancy Farrell
Lina Dupuis	Kirsten Foss
Dominique Brisebois	Jennifer Langford
Benoit Auger	Dave Basi
Anik Lalancette	Christina Bewhey
Simon Gaudreault	Francesca Gueli
Vincent Poirier	Ernie Pozzobon
Luc Vincent	Alexander MacDonald
Louise Bérubé	Emma Rose Bennett
Melita Campellone	Julia Falvo-Walters
Olivier Miotto	Anna Koolstra
Danny Lapointe	Laura Desousa
Pascal	Ian Marc Smith
Ludovic Leroy	Cathey Salerno
Sophia Iannantuono	Angela Ferro
Valerie Lafleche	Ben Barkhart
Manon Doyon	Bobie Charters
Johanne Deslisle	Hairway 2 Heaven
Karine Bélanger	Joan Novak
Kim Mc Culloch	Kendra Maclean
Emmanuelle Bolduc	Margaret Matuzich-Ormond
Mel Any Dauphinais	Michael Levine
Carole Perron	Mike Gonclaves
Angela Lucia	Paula Frags
Christine Lefrancois	Paula Whitelocke
Emilie Trudel - Poistras	Ramsey Sayah
Karine Charron	Reyn Van Dyck
Martyne Leonard	Robert Lockhart
Martine Gaudreau	Rocco Campanaro
Jonathan Bérubé	Ruby Fernandez
Noéline Bilodeau	Sarizzam Hairstylist
Joannie Bélanger	Shauna
Steph Lemay	Suzanne Martin
Johanne Gravel	Victoria Darby
Martine Martel	Violet Volovik
Julie Girard	Shelley Murphy
Chantal Laflamme	Linda Brigley
Marie-Hélène Hamel	Connie Holm
Lyne Corte Picard	Valerie Ducharme
Unik Pilon	Karine Beaudoin
Nathalie Richard	Mélissa Carrier
Doris Belanger	Marie-Josée Létourneau
Sandy Hogue	Céline Darcy
Isabelle Villeneuve	Johanne Grave
Serge Verreault	Katlyne Bouffard
	Martine Fortin



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## Starting Point

The professional beauty sector, more specifically hairdressing and aesthetics, has been forced to close all its establishments as of March 22, 2020. This sector, which employs approximately 300,000 workers across Canada, has historically operated with minimal profit margins. Despite various government support and respite programs, the debt ratio of beauty companies will increase and for some this will mean the end of their operations and permanent closure.

Professional beauty entrepreneurs come in many shapes and sizes, the most visible of which are the large salons and spas in downtown areas and shopping malls and then at the other end of the spectrum the self-employed worker who goes about his or her professional activities in a dedicated space at home or in a salon suite. A recovery plan for our industry

must consider all these stakeholders with standards and rules that are both firm and flexible to adapt to multiple business situations.

A group of 50 entrepreneurs and industry workers came together organically and under the sponsorship of Allied Beauty Association - ABA Canada (the only national association working to defend the rights of professional beauty industry) the group has put together this discussion paper on how the professional beauty industry is returning to work. The brainstorming was consultative, and thousands of people contributed their ideas and opinions that were collated. Several very detailed documents were produced; here you will find a summary of this information.

This working group, ABA Canada and its members are asking that a return to work be done in economically responsible conditions and sufficiently safe to ensure that workers and their clients do not put their lives at risk unnecessarily and only when the time is right, not necessarily as soon as possible.



## Purpose & Usefulness of this Document

The purpose of this document is to demonstrate that the relaxation (deconfinement) of current measures is possible. Eventual resumption of activities would be possible, and the overriding objective will be to avoid a second wave or an increase in cases. The professional beauty industry immediately needs a controlled, phased resumption of activities, accompanied by adequate hygiene measures in order to avoid collateral damage, in the short, medium and long term.

It is also important to note that each province and local municipality will ultimately set individual standards for each jurisdiction and that our objectives are to achieve a certain uniformity in the directives and standards of operations. The recommended framework below supports and expands beyond the governmental instructions.

## Conditions for Success

The working group, along with the ABA and its members and its board, are aiming for a reopening in compliance with the highest safety standards.

### **The health and safety of all must take priority.**

The group and the members of the association have also expressed their concerns about the costs of the measures applied and the impact they will have on the price of services or on the profitability of businesses.

With a gradual resumption of operations, we expect to avoid financial problems leading to bankruptcies, permanent closures, permanent layoffs, career abandonment and a proliferation of undeclared work.

## Target Group For Reopening

- Hairdressers
- Barbershops / Barbers
- Beauticians
- Manicurists
- Make-up artists





## Site Preparation

- Each establishment will have to be prepared according to the new standards established by the federal and provincial governments and find accommodations to meet these standards.
- It is recommended that each establishment create direct signage explaining in detail any new rules for clients and staff, to be placed at the front door, front desk, stations and break rooms - mandated as appropriate.
- Initially, consider only letting in confirmed appointments (e.g., no walk-in clients allowed - establishments should communicate this on the website and on their social media platforms.
- Consider temporarily suspending food and beverage service to reduce contact
- Limit the capacity of the premises to respect the 2m distance between each duo consisting of a service provider and a client. Establishments can do this in one or more of the following ways:
  - Spacing the workstations apart
  - Eliminating one out of every two positions
  - Creating a physical barrier between each station
  - Creating a physical barrier between the provider and the customer.
  - Or by dividing shifts and schedules to ensure that the reduced capacity is respected.
- Clean, sanitize and disinfect all areas of the facility according to the standards established by the various public health departments.

- Minimize all non-essential items where the virus can live
- Consider how you will successfully socially distance your waiting area
- Come up with a schedule for how you will manage the workflow in the color bar, normally one of the most congested area in the salon
- If there are two bathrooms in the salon, consider having one for clients and one for staff to minimize cross-contamination
- Professionals should take care to stay on time to minimize their next clients waiting time
- Wipe down with sanitizing product all chairs after sitting down in the salon and the break room
- Remove all non-essential items from the work surfaces.
- Remove all magazines and tablets that were previously shared.
- Eliminate unnecessary clutter and storage in locker rooms, washrooms, office space, employee areas, waiting rooms and other areas.
- Do a thorough cleaning of the premises, sanitize all surfaces and tools.
- Acquire appropriate personal protective items as required by public health guidelines.
- Obtain sufficient masks, gloves, disinfectant gel, hand soap, disinfecting and cleaning materials, sterilization equipment (if necessary).
- If necessary, obtain safety glasses, protective visors, and other items that may be required.
- Obtain an adequate inventory of towels, lab coats, capes, aprons, etc., as required.
- Consider have each stylist/aesthetician to handle their own check out process at their station; by bringing the payment module to them if feasible.



## Special Cases

- The group also considered specific measures to accommodate higher risk groups and others with special conditions.
- EX: Creation of dedicated time slots or full days to persons over 65 years of age, single-parent families without childcare or essential service workers

## Sample Client Visit Path

1. Client books an appointment online or over the phone – walk-ins allowed but must proceed to step 3 on-site before being admitted for service.
2. Every client receives an email confirming their appointment and outlining new sanitation protocols
3. If it is a new client, they will receive an invite for a virtual consultation
4. 24 hours before appointment, each client receives a Consultant and Health Intake Form confirming their appointment, health status and the reason for their appointment. Any adjustment to appointments may not to be accommodated.
5. On the day of the appointment, client arrives and is placed in a socially distanced waiting area. Some salons may choose to temperature scan clients upon arrival. Clients will have to confirm that they have a mask and/or gloves or have the salon provide one.
6. Client is required to wash their hands immediately upon arrival, and confirm they have their personal protection equipment (masks and gloves)
7. If client is offered food or beverage, it should be placed in single use container
8. Any personal items the client has should be placed in either a single use bag or a bag brought by the client for easier containment of possible contamination.
9. Social distance measures are enforced as clients walks to their chair
10. Minimize movement of client throughout the salon (color processing and hair cut in the same chair)
11. While in the chair, the stylist will discuss any specific retail needs with the client so that the front desk can prepare any retail needs in advance
12. At the conclusion of the service, offer an e-transfer option so they can complete the transaction in their chair. Alternatively, have portable credit card terminals to do the same thing.
  - If portable payment options are not available, take care to wipe down all transaction related equipment and surfaces (computer monitor, iPad, credit card terminal, plexiglass (if needed), front desk, any handles
  - The use of cash should be limited



## Organization of Work

The working group has already looked at protocols for all workstations and preparation areas in a salon, barber shop, beauty center, manicure and pedicure area. If the public health department and other government authorities are interested in consulting them, we can make them available quickly.

How to clean, disinfect, sanitize and plan services at the following stations (workspace, tools, equipment, products, protection during service):

- Hairdresser's station
- Colorist's station
- Washbasin for washing hair
- Barber's station / barbershop
- Manicure table
- Pedicure station
- Make-up table
- Aesthetic table (bed)
- Technical service stations
- Washing of towels, smocks, capes, aprons, masks, etc.
- How to prepare, clean, disinfect and sanitize the following common areas:
- Reception / reception desk
- Payment module / computer for making appointments and cash register
- Waiting area, refreshments
- Retail area
- Bathroom, changing room
- Laboratory of preparation for coloring / aesthetics
- Staff room

Ensuring a schedule that allows time for cleaning and preparation between each service and ensuring that capacity reduction standards are met

## Examples

- Limited number of employees per square meter (m<sup>2</sup>) (follow provincial guidelines)
- Provide guests with a wash basin or disinfecting gel to wash their hands-on arrival.

- No hugs, kisses or physical greetings with clients
- Clients should temporarily not be allowed to bring in any additional guests (including children); if it is unavoidable, the establishment should be notified so they can prepare social distancing methods
- Offer beverages to customers in single-use glasses/cups; staff to use proper PPE during the handling of the food/drink
- The client brings and returns his own magazines and newspapers.
- Let the customer hang jackets and coats in the cloakroom if not using bag method
- Wearing masks for staff and customers
- Favor discussion via the mirror if possible
- Wearing of single-use gloves for service providers by type of service
- Wearing aprons or protective clothing and wash or dispose of them after use
- Wearing of safety glasses or visors depending on the type of service - more specifically for services considered face-to-face where wearing a mask is impossible for the customer (beard shaving, upper lip waxing, make-up, etc.).
- No discussion at the hair wash station (mask must be worn)
- No stress massage at the sinks to limit the potential time of contamination
- Install sneeze guards between staff and client as needed (e.g. workstation, sinks, reception)
- Encourage your staff to take a sanitation certification class prior to reopening (such as Barbicide or PreEmpt for example)
- Bathrooms should be cleaned at faster intervals than before Coronavirus; ideally, after every use
- Take care to wipe down any high traffic areas; front desk should be wiped down after every client interaction
- Do not forget to remind each staff member to sanitize all their personal belongings and devices
- Order a touchless thermometer to test staff and client temperatures
- Ensure that staff wash their hands after every client, even if they are wearing gloves
- Consider adding a "sanitation surcharge" to cover these additional cost

## Personal Protective Equipment (PPE)

Different pieces of personal protective equipment will be required for all services and others for targeted services. It is important to consider the costs of purchasing and using these items given their impact on business profitability if a high rate of use is required. In addition, it is important to properly plan for the needs of these items given their scarcity and the priority of serving medical services first.

Wear the mask for employees and potential customers. Some prefer washable masks for comfort & aesthetics.



Wearing gloves (preferably nitrile - biodegradable or not).



Wearing gloves (preferably nitrile - biodegradable or not).



Permanent or mobile physical screens for distancing and protecting interactions



## Impact on Profitability

The Committee estimates an average of 30% loss of revenue upon the reopening of salons, considering the distance restrictions.

- Distancing of workstations limiting capacity
- Added time for deep cleaning between each customer
- Only one client at a time per service provider limits the daily income since some services require long breaks and this time was usually allocated to other clients.
- Loss mitigation measure: extending business hours beyond regular business hours and thus being able to form alternating teams.
- The cost of PPE is estimated to have tripled since the crisis, and most of these items were not part of the previous operating costs. An impact of a few percentage points on costs.
- Some professionals will not be able to report to work due to a lack of childcare resources at home. This income will not necessarily be passed on to other employees because before the crisis our industry was already short of manpower and many salons regularly had to turn away customers.
- Since service prices are not very elastic for most workers, it will be difficult to raise prices to cover new expenses; this will have an immediate impact on profitability.
- Ensuring a schedule that allows time for cleaning and preparation between each service and ensuring that capacity reduction standards are met

**See profitability study document (Annex 1)**



## Who Are We?

The working group is composed of about 100 professional beauty establishment owners, hairdressing, barber, esthetics and make-up professionals from across the country. The working groups were divided between people most comfortable communicating in English and French, representing the industry as a whole. We worked collaboratively on this project as a team and because of this we have very knowledgeable people ready to help when needed.

ABA Canada is the only pan-Canadian association that represents and defends the rights of the professional beauty industry. ABA Canada has five categories of members: manufacturers, distributors, schools, businesses (independent, and chains) and professionals.

The working group and ABA Canada are available to any provincial and federal government authorities to help, discuss, advise, analyze and disseminate the professional beauty industry's return to work plan.



## Resources, References, Links

- Back to Work - Swiss Hairdressing ENG (2).pdf
- Singapore One Month Safe Distancing Graph.jpg
- March 20th Singapore Advisory.jpg
- Official Table Summary Singapore April 7th.jpg
- guide-ipac-personal-service-settings ENG.pdf
- Safety Guidelines for reopening Barber and Cosmetology Salons - State of Georgia
- Re-Opening Checklist - Covid-10 Prince Edward Island
- Disinfection Brochure - New Brunswick Cosmetology Association
- Tattoo artists protect your clients and protect yourself against HIV and hepatitis b and c - Quebec
- <https://www.saskatchewan.ca/government/news-and-media/2020/april/23/reopen-saskatchewan-plan>
- [https://www2.gnb.ca/content/gnb/en/news/news\\_release.2020.04.0226.html](https://www2.gnb.ca/content/gnb/en/news/news_release.2020.04.0226.html)
- [https://www2.gnb.ca/content/dam/gnb/Departments/h-s/pdf/COVID19\\_recovery\\_phase-1\\_guidance\\_document-e.pdf](https://www2.gnb.ca/content/dam/gnb/Departments/h-s/pdf/COVID19_recovery_phase-1_guidance_document-e.pdf)
- Salon Safe - L'Oréal Canada
- [https://www.probeauty.org/docs/default-source/coronavirus-documents/pba-back-to-work-guidelines.pdf?sfvrsn=4afa9a9b\\_10](https://www.probeauty.org/docs/default-source/coronavirus-documents/pba-back-to-work-guidelines.pdf?sfvrsn=4afa9a9b_10)
- <https://www2.gnb.ca/content/dam/gnb/Corporate/pdf/EmergencyUrgence19.pdf>
- [https://www.skininc.com/spabusiness/trends/Esthetics-Council-Releases-COVID-19-Safety-Guidelines-568964561.html?utm\\_source=newsletter-html&utm\\_medium=email&utm\\_campaign=SI+E-Newsletter+04-24-2020&absrc=hdl](https://www.skininc.com/spabusiness/trends/Esthetics-Council-Releases-COVID-19-Safety-Guidelines-568964561.html?utm_source=newsletter-html&utm_medium=email&utm_campaign=SI+E-Newsletter+04-24-2020&absrc=hdl)

**All of the above-mentioned documents are available in a OneDrive file that we will gladly share with you.**



## About ABA Canada

The Allied Beauty Association (ABA Canada) is Canada's only national association representing the professional beauty industry and has been since 1934. ABA members include manufacturers, distributors, associated companies, salons/spa/nail salons/beauty salons, chains, multi-door operators and sole proprietorships, cosmetology schools and the various professionals in our industry such as hairdressers, barbers, estheticians, nail/laser/lash technicians, makeup artists and others

A Canada  
1424-50 O'Connor Street  
Ottawa ON  
K1P 6L2  
(905) 568-0158  
[www.abacanada.com](http://www.abacanada.com)

## Appendix 1: Profitability Calendar

SALON	Salon Type	Salon type B	A	C	D	B
EMPLOYÉS	5	6	6	1	10	8
POSTES DE TRAVAIL	8	8	14	2	12	10
FACTURES MOYENNES	60	60	60	45	92	70
HEURES/EMPLOYÉ	32	37	32	50	28	32
HEURES D'OUVERTURE	50	50	54	50	48	62
LOYER	1 800 \$	3 000 \$	1 500 \$	450 \$	5000	3 000 \$
RENTABILITÉ (LOYER+DETTES+ MULTIPLIÉ PAR 7)	33 500 \$	31 500 \$	31 500 \$	5 950 \$	47000	49 000 \$
RENTABILITÉ HEBDOMADAIRE SALON(A)	7 976 \$	7 500 \$	7 500 \$	1 416,67 \$	11 190,48 \$	11 667 \$
RENTABILITÉ HEBDOMADAIRE PAR COIFFEUR	1 595 \$	1 250 \$	1 250 \$	1 416,67 \$	1 119,05 \$	1 458 \$
RENTABILITÉ QUOTIDIENNE PAR COIFFEUR	399 \$	313 \$	313 \$	354,17 \$	279,76 \$	365 \$
RENTABILITÉ HORAIRE PAR COIFFEUR	50 \$	34 \$	39 \$	28,33 \$	39,97 \$	46 \$
POST COVID						
SOLUTION 2 EQUIPES 3 EMPLOYÉS (27)						
NOUVEAU HEURES D'OUVERTURE	56	56				
# HEURES / EMPLOYÉ	28	28	27	50	28	28
RENTABILITÉ HORAIRE	40 \$	27 \$	31 \$	23 \$	32 \$	36 \$
CHIFFRE D'AFFAIRES HESOO UN EMPLOYÉ	1 117 \$	757 \$	844 \$	1 133,33 \$	895,24 \$	1 021 \$
CHIFFRE D'AFFAIRES HESOO par EMPLOYÉS (B)	5 583 \$	4 541 \$	5 060 \$	1 133,33 \$	8 952,58 \$	8 167 \$
BLAN (A/B)	30%	39%	33%	20%	20%	30%