



Dear Customer,

Currently a lot around us is changing. In how we behave, how we feel and how we connect to each other. However, there is one thing that has not changed and that is our common passion for hair and for the hairdressing industry.

In this guide we will provide you with advice and recommendations in order to support you when preparing for your salon re-opening.

We have considered:



10 GOLDEN RULES OF HYGIENE AND SAFETY



SECURING YOUR INCOME



ACTIVATION WITH A RE-OPENING CAMPAIGN



MOTIVATING YOUR EMPLOYEES



SUPPORTING WITH EDUCATION

Keep up to date with the recommendations made by the local official authorities to be compliant with the hygiene and safety regulations, as the situation is changing continuously.

Together we must be able to quickly adapt ourselves to the constantly changing new reality. That is what will clearly mark our joint success. We are all facing a situation never experienced before and we are doing this together.



10 GOLDEN RULES OF HYGIENE AND SAFETY

COMMUNICATION

- Display information about your hygiene protocol on your salon's channels
- On arrival inform your clients of the new salon protocol and thank them for their compliance

CLIENT CONTACT

- Avoid hugging or shaking hands
- Client & Hairdresser wash hands for at least 40 seconds at start of appointment
- Use separate bag for each client's belongings

CLEANLINESS

- Disinfect surfaces after each client visit (tools, stations, backbars, chairs)
- Do not share tools, products, dryers, brushes, combs or other items
- Wear gloves for each service and change them after each client
- Wear masks all day long, according to local regulation
- Laundry - Use gloves & disinfect laundry hampers regularly or use a disposable liner

For more information refer to our salon guidelines, or ask your Sales representative about new equipment offer & seminar.

These guidelines are not official government guidelines, but only informal recommendations on general safety measures. As regards the recent outbreak and spread of COVID-19 the safety measures dictated by the local governments are the only binding rules. You are advised to regularly check with the official governmental websites and directions for hairdressing salon standards and/or guidelines for Health & Safety in hairdressing.



INSPIRE AND MOTIVATE YOUR EMPLOYEES

COMMUNICATE Let your team know how much they are valued every morning in a 5-minute meeting inc. updates, training & reminders of hygiene policies - **to create a positive working environment**

ASK FOR INPUT Encourage their ideas and suggestions without judgement – **this is new for everyone**

DELEGATE Share out new hygiene protocols & cleaning tasks at all levels of seniority – **we are in this together**

TARGET Make individual & team targets that show a progressive improvement across key criteria – **we all want to feel that things are getting better**

INCENTIVISE Ensure achievements are rewarded financially and fairly – **overachievement should be overrewarded**

Tip:

Inform your clients of your Health and Safety measures

Tip:

Implement a team behaviour policy & ensure the team explains it to clients when making appointments

Tip:

Streamline the salon experience (no magazines, refreshments, clients to turn up alone, no pets)



MAXIMISE YOUR INCOME

..when re-opening

MORE ACTIVITIES WHEN SALON RE-OPENS

- Open more days, extend daily opening hours
- Focus on quick and most profitable services



INCREASE SERVICE PRICES

- Include OTC product in service prices
- Additional time and tools needed to meet increased safety requirements

LEVERAGE YOUR BUSINESS

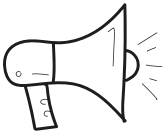
- Track your business for future profitability analysis
- Enhance retailing skills, offer trainings to your employees



..after the first boom

- Encourage next appointment
- Special promotions to encourage extra visits
- Increase communication and closeness with your clients
- Increase income through OTC
- Promote special services during the 2nd & 3rd month
- Always push for new salon clients
- Make a personalized hair and treatment plan per client covering first 6 months (and maybe ask for prepayment with a discount)

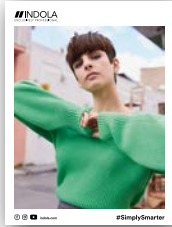




CREATE ATTENTION

Let your clients know that you are back to create beauty, with engaging support materials, to drive traffic, push colour services and OTC sales:

REDECORATE YOUR SALON:



Posters



Banner



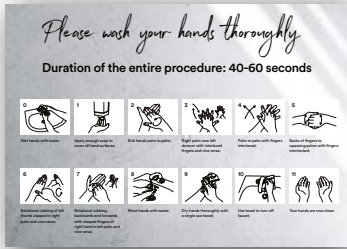
Door & Window Stickers

UPDATE YOUR DIGITAL CHANNELS:

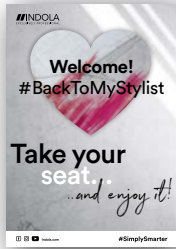


Digital

SHOW YOU CARE:



Self-explaining communication for hygiene topics: Mirror Sticker



Reassurance Card



Loyalty Card



ed(you)cation

COLOR CORRECTION TOOLBOX

A toolbox seminar style tackling salon friendly ways to correct color from simpler to complex services. Designed to provide a service menu to choose from with the use of the stars of the INDOLA portfolio.

DIGITAL UPSKILLING SEMINAR

A seminar course designed for hairdressers to approach the digital tools and learn how to utilize them in a comprehensive and business friendly way.

