

Beauty parlors plan their reopening with extreme hygiene and safety measures

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- The main representative organizations of professional aesthetics prepare a Good Practice Guide of basic reference for the reopening of beauty parlors.
- The beautician's relationship with the client has always been carried out under the premise of individualized treatment and in conditions of extreme hygiene and personalization, which has served as a reference to dictate the set of measures that guarantee the provision of services.
- The sector has a deep-rooted culture of disinfection and is very accustomed to the use of disposable products, values that are particularly important today.
- The prior appointment by phone becomes the priority tool to ensure individual client care, under the rule 1-1-1 (1 cabin = 1 client = 1 esthetician).

After two months in which most of the businesses have remained closed, beauty parlors will return to their activity in the first phase. In order to accompany them on the way to their reopening, the Spanish Cosmetic, Toiletry & Perfumery Association (Stanpa), together with the main representative organizations of professional aesthetics, has prepared a Good Practice Guide of basic reference by which the sector is committed to maximise the security and hygiene measures in beauty parlors.

The objective of this guide is to establish security measures and action protocols to ensure the protection of employees and clients against COVID-19, based on the premises that the Government has established: personalized service, prior appointment and appropriate measures for protection of workers and clients. Likewise, its content must be adapted to the health instructions that, depending on the evolution of the pandemic, are issued later.

The professional care offered in beauty parlors can have a very relevant role in the recovery of emotional aspects related to self-esteem, well-being and social relationships after a hard confinement, especially in people with specific problems or more pronounced needs. For this reason, the responsibility, vocation and professionalism of beauticians and experts should be available in order to meet the needs of the population in their different facets of care.

The project has been agreed by the main representatives of beauty parlors in Spain: STANPA, FANAE, ANEPE, CONEPE, ASSOCIACIÓ D'ESTETICISTES TARRACONENSE, CONSUELO SILVEIRA ESTÉTICA PROFESIONAL, EL TEMPLO DE LA ESTETICISTA, CENTROS DE ESTÉTICA CARMEN NAVARRO, CENTROS DE BELLEZA FELICIDAD CARRERA, INSTITUTO DE BELLEZA Y MEDICINA ESTÉTICA MARIBEL YÉBENES, ESTÉTICA LOSTAO, BACKSTAGE, BLAUCELDONA, THE BEAUTY CONCEPT, SALON LOOK and MODUMB, among others.

This new guide follows the steps of the Health and Hygiene Recommendations Guide for Hair Salons, already presented by the sector and which has received recognition by the Ministry of Health for the service provided to citizens.

A protocol to maximize security and prevention measures

The prior appointment by phone becomes the priority tool in order to ensure individual client care, under rule 1-1-1 (1 cabin = 1 client = 1 beautician), being mandatory the use of individual masks for both professionals and clients, frequent hand washing using hydroalcoholic gel dispensers located in the bathrooms/entrance/exit areas of the establishment, as well as the use of gloves and safety glasses or face protection screen, where appropriate.

Treatments in the “new normality”

The beautician's relationship with the client has always been carried out under the premise of individualized treatment and in conditions of extreme hygiene and personalization, a value that is especially important today and which has served as a reference to dictate the set of measures that guarantee the provision of services within a framework of safety and hygiene, set out in this Good Practice Guide.

The sector recalls that, according to data published by scientific societies, the skin does not transmit COVID-19, nor is it transmitted through tears, avoiding the risk that it can be transmitted by mucous membranes and by secretions from the mouth, hence the exceptional hygiene and safety measures that will be carried out in all treatments (nail care, body treatments, etc.) and that will be used in facial services.

General recommendations for treatments:

- Before allowing the client to enter to the establishment, it is necessary to previously prepare the cabin and sanitize the products, devices and tools that will be used during the session.
- The use of disposable towels is recommended.
- The usual areas of contact with the client, such as armchairs, treatment tables, etc., must be covered with disposable protective material made of paper, plastic or cellulose.
- In the case of using textile covers, they must be sanitized after each use by washing them at more than 60 °.
- Along the same lines, the professional must carry out the treatment with a mask and disposable gloves and it is mandatory to wash his hands intensively before and after treatment or to apply hydroalcoholic solutions.
- Avoid touching the products or creams to be applied directly with your hands. The contents should be extracted with a spatula, a stick or a swab, which will be discarded later.
- The client will be provided with an individual bag or container to leave his belongings in a specific space provided for this purpose.
- For the specific case of facial treatments, the client will be asked to carefully remove his mask once he is on the treatment table and the service will begin by deeply sanitizing the face (face, neck and cleavage).
- Once the service is finished, the client is provided with gel or hydroalcoholic hand sanitizing solution.
- The individual treatment cabins, tools and materials used will be sanitized before and after each client, following the established protocol.
- Testers will be removed from the client's reach and will only be manipulated by professionals.
- All items that have been in contact with the client must be discarded in the specific containers.

International reference

The Good Practice Guide of basic reference for the reopening of beauty parlors is available in English. The experts of the sector at international level consider it a valid and adaptable reference to the measures required for the reopening of beauty parlors around the world, where our professional skin care products are highly recognized.

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Stanpa is the Spanish Cosmetic, Toiletry & Perfumery Association. Founded in 1952, it currently integrates more than 400 entity that manufacture and distribute perfumes, cosmetics and hygiene products and personal care in our country.