

# WISCONSIN

GUIDANCE ON PREPARING WORKPLACES FOR COVID-19



PERSONAL SERVICES



Service sector businesses such as hair and nail salons, tattoo artists, body piercers, massage therapists, aestheticians and others play a critical role in Wisconsin, providing goods and experiences that enhance the quality of life for residents. Locally owned salons, spas and other personal services like photography, contribute to a unique sense of place that brings communities together and attract tourists to spend time in Wisconsin.

There are more than 25,000 personal service businesses in the state, virtually all of which have been completely closed and unable to serve their loyal customers due to COVID-19. The close personal contact required in personal service situations makes it especially challenging yet critically important to accommodate the necessary social distancing and sanitation in this time. This guide includes instructions for personal service providers including barbershops, hair salons, spas, tattoo artists and other service providers looking to take steps to allow their business to reopen during the COVID-19 pandemic.

Keeping employees and customers safe is the number-one priority for all businesses. Using personal protective equipment (PPE), physical barriers, physical distancing, appropriate cleaning and disinfection procedures, and the other steps described below can help salon and other personal service businesses minimize COVID-19 transmission in their workplace. To ensure consistency in keeping you and your employees safe, this document is intended to provide general guidelines and best practices for personal care service providers looking to take steps to open their facility when it is time to do so. In addition, please see the **“General Guidance for All Businesses”** document for guidance that applies to all industries, and please consult the other available industry guides as relevant for your specific business type.

## Recommendations for Personal Services Businesses

### Employee health and hygiene

- ▶ Employees who have a fever or other symptoms of COVID-19 should be instructed to stay home. Consider a wellness check of employees each day.
- ▶ Maintain an adequate supply of paper towels, soap and hand sanitizer to allow proper hand hygiene among employees.
- ▶ Provide tissues for proper cough/sneeze etiquette and no-touch disposal receptacles.

#### Employees should take these steps:

- ▶ Wash hands on arrival at work, after each client, after touching your mask, after using the restroom and when leaving work.
- ▶ Wear a mask at work at all times.
- ▶ If a face shield is provided, wear it when working with clients and disinfect it appropriately.
- ▶ Let your employer know if you have concerns about the PPE that is being provided.

- ▶ Carry a towel. If you get the urge to sneeze or cough, you should cover your nose, mouth and mask; attempt to delay the urge to sneeze or cough; and immediately leave the building or get as far away as possible from clients and coworkers. Wash hands and face thoroughly before returning to work.

### Clean and disinfect

- ▶ Maintain an adequate supply of cleaning and disinfection products. The U.S. Environmental Protection Agency (EPA) has developed a [list of products](#) that meet EPA criteria for use against the COVID-19 virus. Review product labels and safety data sheets and follow manufacturer specifications.



PROTECT



WASH OFTEN



DISINFECT



CAUTION



- ▶ If surfaces are dirty, they should be cleaned using a detergent or soap and water prior to disinfection.
- ▶ Consider using a checklist or audit system to track how often cleaning is conducted.
- ▶ Identify staff members who will be responsible for ensuring regular cleaning and disinfection.
- ▶ Wipe down/disinfect all cutting and other tools (e.g., combs, brushes) between clients and at the beginning and end of each shift. Alternatively, workers should have an ample supply of tools at their disposal (all implements should then be disinfected and washed at the end of the day).
- ▶ For nail tools should be disinfected between use or be single-use only. Consider allowing returning clients the option of buying their own nail tool kit for repeated use.
- ▶ Chairs, tools and implements, door handles, tables, countertops and point-of-purchase credit card payment stations should be disinfected after each client.
- ▶ Minimize the sharing of work tools and equipment such as phones, keyboards, cash registers, point-of-sale devices. If sharing is necessary, disinfect the equipment before and after each use.
- ▶ Consider covering chairs in a non-porous material for easy cleanup, or use a disposable cover as is used in dental or medical offices.
- ▶ Clean HVAC intakes and returns daily.
- ▶ Provide handwashing stations at the front of the business, or if handwashing is not feasible for all clients who enter the shop, provide hand sanitizer. Make hand sanitizer available for clients to disinfect their hands thoroughly upon entering and leaving the salon.
- ▶ For hair salons during procedures, clients should wear paper neck strips provided by the stylist to help ensure proper hygiene. Use a clean cape for each client. Ideally, have sufficient number of capes on hand for all clients per day to avoid reuse. Launder all used capes at the end of each day.
- ▶ Smocks, towels, work clothing etc., should be placed in plastic bags after each use, treated as potentially contaminated, and laundered by washing and drying on the highest temperature setting allowable for the fabric.
- ▶ Increase the cleaning frequency of restrooms, and consider design changes:
  - ▶ Doors to multi-stall restrooms should be able to be opened and closed without touching handles if feasible. Consider adding a foot pull to the door if one is not already in place. Place a trash can by the door if the door cannot be opened without touching the handle, so restroom users may use a paper towel to cover the doorknob/handle.
  - ▶ For single-occupancy restrooms, provide signage and materials (paper towels and trash cans) for users so they can avoid touching handles. Consider providing a key so usage can be better monitored and disinfection controlled.
  - ▶ If toilet lids are present, post signs indicating lids should be closed before flushing.
  - ▶ Post signs asking client and employees to wash hands before and after using the restroom.
  - ▶ Provide paper towels and disconnect or tape off hand air dryers.

## Physical distancing

- ▶ Limit the number of clients in the shop at one time. Only clients that are actually getting services should be inside the business. Clients should not check in at a front desk or wait in a reception area.
- ▶ Consider establishing a process for clients to remain in their cars or otherwise outside of the business until they are notified (either by text or phone call) that their appointment is open and has been properly disinfected from the previous client.

- ▶ Limit face-to-face interaction during services as much as possible.
- ▶ Since the six-foot social distance guideline is not practical in nail salons, spas, and massage therapy services to minimize facial contact by wearing a face shield or installing a plastic partition between the employee and client with ample space cut out where hands or feet can be slid underneath to conduct the manicure or pedicure.
- ▶ Establish prepay systems or self-checkout systems (e.g., portable credit card portals at each chair that are cleaned after each use). Discourage the use of cash.
- ▶ If a prepay system is not feasible, consider using a plexiglass partition between cashiers and clients.
- ▶ Clients should use their own pens to sign credit card authorizations. If a pen provided by the salon must be used, it should be disinfected after each use. The same applies for touchpad use.
- ▶ Establish an isolated area for all delivery companies to drop off materials and supplies (i.e., minimize their presence in the salon).

## Face masks and cloth face coverings

- ▶ Supply face masks or cloth face coverings for all employees.
- ▶ Instruct your employees in how to properly put on and remove a facemask or cloth face covering. The U.S. Centers for Disease Control and Prevention (CDC) provides guidance on how to properly wear a face covering and offers [tutorials for how to make one](#). If gloves are used, ensure they are changed after each client and that staff wash their hands after each client.
- ▶ To the extent possible, clients should wear face coverings when receiving services.
- ▶ Consider making face masks available to clients who do not have one for use at your salon. Considerations should be made for members who are unable or unwilling to wear a mask or cloth face cover.

## Engineering controls

- ▶ Consult an HVAC professional about increasing ventilation rates, the percentage of outdoor air that circulates into the system, maintaining the relative humidity at 40 to 60% and placing restrooms under negative pressure.
- ▶ Workplaces should review [guidance from the American Society of Heating, Refrigerating and Air-Conditioning Engineers](#) to consider when discussing ventilation changes with HVAC professionals.
- ▶ If fans such as pedestal fans or hard-mounted fans are used in the salon, take steps to minimize air from fans blowing directly from one person toward another. If fans are disabled or removed, employers should remain aware of possible heat hazards and take steps to mitigate them.
- ▶ As ventilation is being evaluated, all nail salons should consider upgrading existing ventilation to include locally exhausted nail tables. Several states already require this special ventilation for control of nail salons' toxic air



pollutants, and this ventilation may also be helpful in improving general air quality.

## Client health and safety

- ▶ Use social media and other communication to educate clients on the steps being taken for their protection and what they need to do to protect staff as well.
- ▶ Here's what to ask of clients via communications and when they visit your business:
  - ▶ If you are sick, stay home. If you have a temperature, stay home. If someone in your house is sick, stay home. If you have allergies and can't control sneezing, stay home. In any of these cases, reschedule your appointment to a later date.
  - ▶ Wear a mask, preferably the style that wraps behind the ears (certain mask styles may interfere with the performance of the haircut or color treatment).
  - ▶ Do not enter the business until your appointment to allow adequate time for disinfection.
  - ▶ Limit the items you touch in the business to items you select to purchase.
  - ▶ Wash your hands before and after you leave the salon. If handwashing is not possible, use hand sanitizer when you enter and before you leave the building.
  - ▶ As much as possible, maintain a distance of at least six feet from other clients and other employees when walking through the business.
  - ▶ If you get the urge to sneeze or cough, put on your mask (if not already wearing it) and cover your nose, mouth and mask with a napkin or handkerchief. Wash your hands and face thoroughly before returning to your activity.

- ▶ Businesses have the right to refuse service to anyone exhibiting symptoms or not following salon guidelines.
- ▶ A questionnaire or checklist may be used to clear clients to enter the business.
- ▶ Post signage on the front door letting clients know about changes to your policies and instructing them to stay away if they are experiencing symptoms of COVID-19.
- ▶ Remove all unnecessary touchpoints, especially those that cannot be sanitized. Examples include removing paper visitor logs, discontinuing the use of pens to sign receipts (cashless and contactless transactions are recommended), and using drop boxes for hand delivery items.
- ▶ Utilize disposable instead of reusable items whenever possible. Provide adequate trash receptacles and increase trash removal frequency to accommodate additional waste.
- ▶ For nail salons, require all clients to wash their hands or use hand sanitizer before you work on their nails.
- ▶ For hair salons, as an initial step with each client, thoroughly wash and towel-dry their hair before performing any work. For some services (for example, color), this may not be feasible. Consider asking clients to wash their hair prior to arrival for these services.
- ▶ For body piercing, consider not allowing customers to handle jewelry or have customers wear gloves to handle jewelry. If jewelry is handled by a customer, immediate disinfection of that jewelry should be performed. Hand hygiene should be performed by both the practitioner and the customer after glove removal.

## Business operations

- ▶ Services should be provided by appointment only.
- ▶ No client should remain in a waiting area prior to receiving services.
- ▶ Common-use areas (such as lounge areas, courtesy food and beverage bars, and child play areas) should be closed if it is not possible to practice proper social distancing and sanitizing. Remove magazines and newspapers from these areas.
- ▶ The facility must maintain adequate records of its clients, including names, telephone numbers and visit dates, in case contact tracing becomes necessary. The facility must also maintain accurate work records of its staff to assist with contact tracing if necessary.
- ▶ Encourage clients to use touchless payment options when available. Minimize handling cash, credit cards, reward cards and mobile devices.

- ▶ When exchanging paper and coin money:
  - ▶ Do not touch your face afterward.
  - ▶ Ask clients to place cash on the counter rather than directly into your hand.
  - ▶ Place money on the counter (not in hand) when providing change back to clients.
  - ▶ Wipe counter after each client at checkout.

## Employee training, support and communication

- ▶ Communicate with workers about actions being taken to prevent COVID-19 exposure through routine meetings and emails.
- ▶ Provide instruction and training to employees, including these topics:
  - ▶ How to handle their work clothing properly at home if laundry service is not provided.
  - ▶ How to safely put on and remove gloves.
  - ▶ Cleaning and disinfecting surfaces according to product specifications.
  - ▶ Correct use and wear of face masks or coverings.
  - ▶ Physical distancing changes.
  - ▶ Employee illness reporting.
- ▶ Train employees in how to recognize areas and practices that pose a risk for spreading the virus. Define a process to quickly review concerns and provide mitigation strategies. Include a recognizing/reporting module in your COVID-19 response plan.
- ▶ Consider assigning one or more employees to monitor compliance with workplace guidance.
- ▶ Post signage to remind your employees of safe practices, such as distancing, hand hygiene and cough/sneeze etiquette.

## Additional resources

CDC Interim Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease 2019 (COVID-19): [www.cdc.gov](http://www.cdc.gov)

CDC General Business Frequently Asked Questions: [www.cdc.gov](http://www.cdc.gov)

American Industrial Hygiene Association Back to Work Safely webpage (contains guidance for hair and nail salons and other sectors): [www.backtoworksafely.org](http://www.backtoworksafely.org)

Occupational Safety and Health Administration Guidance on Preparing Workplaces for COVID-19: <https://www.osha.gov/Publications/OSHA3990.pdf>



## IN PARTNERSHIP WITH WISCONSIN'S REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS:

7 Rivers Alliance  
 Centergy  
 Madison Region  
 Economic Partnership  
 Milwaukee 7

Momentum West  
 Prosperity Southwest  
 Grow North  
 The New North  
 Visions Northwest

# CHECKLIST GUIDE FOR REOPENING

## Your Personal Service Business

(Services including hair and nail salons, tattoo artists, body piercers, massage therapists, estheticians, and others) After reading through the available guidance for your business sector at [wedc.org/reopen-guidelines](https://wedc.org/reopen-guidelines) use this checklist to ensure that you have taken the necessary steps to open your business safely, protecting the health of your employees and customers. In addition to reviewing this checklist, be sure to consult your local health department, as some communities may have additional local regulations in place.

### Policy Checklist

- Create a policy for identification and isolation of sick people, including employee self-monitoring, required reporting of illness, sick leave policies and isolating individuals that become ill at work.
- Assess leave policies for quarantined/isolated workers and those caring for sick family members.
- Create a policy on personal protective equipment (PPE). Recommend that employees wear face masks or cloth face coverings when social distancing is not feasible.
- Connect employees to employee or community assistance resources such as the Wisconsin COVID-19 hotline (211) or COVID-19 Resilient Wisconsin [dhs.wisconsin.gov/covid-19](https://dhs.wisconsin.gov/covid-19)
- Create a client service policy. To the extent possible, clients should wear face coverings when receiving services. Recommend clients bring their own face mask or covering, and also provide them for clients who don't bring their own. Considerations should be made for clients who are unable or unwilling to wear a mask or cloth face cover. Refuse service to any client who arrives with symptoms.
- Create a response plan in the event that an employee has COVID-19 symptoms or is suspected or confirmed to have COVID-19. This should include criteria for impacted employees to return to work and guidance for identifying, communicating with and accommodating potentially exposed workers.

### Communications Plan Checklist

- Develop a training plan for employees that addresses social distancing, hygiene and sanitation best practices, what to do if they feel sick, proper use of PPE, and how to educate customers about the new policies and practices.
- Develop a marketing plan for customers that addresses business signage, social media communications, new business policies and customer instructions (stay home if you are sick, limit items you touch, closure of common areas, hygiene including handwashing, social distancing reminder).
- Communicate with vendors/suppliers for contactless drop-off or to arrange deliveries during non-customer hours.

### Facility Plan Checklist

- Post signage about policy changes for customers and employees.
- Provide tissues and no-touch trash receptacles.
- Set up sanitizer or handwashing stations in convenient locations around the business.
- Remove unnecessary touchpoints or items that cannot be sanitized (such as magazines).
- Install social distancing markers or directional arrows on floors to encourage social distancing to at least six feet where possible, and to minimize contact. Consider limiting clients in the shop at one time and notifying clients by text or phone to enter the salon when ready.

- Consider adding clear plastic barrier protection at the entrance or service desk. Nail salons may install similar barriers at tables/chairs.
- Implement touchless payment systems/options.
- Close common areas (child play areas, dressing rooms, waiting areas etc.) or sanitize after each use.

## Operations Plan Checklist

- Before you reopen, sanitize; consult on HVAC and water systems, possibly increasing air flow; and ensure fans are not blowing air directly from one person toward another.
- Assign one or more staff members (ideally one per shift) to take the lead on cleaning and disinfecting.
- Purchase face masks, face shields, additional capes and other PPE for staff and customers.
- Purchase disposable tools whenever possible, or additional sets to accommodate sanitizing between uses. Body piercing jewelry should be disinfected if handled by customer.
- If gloves are used, ensure they are changed and staff washes their hands after each client.
- Use a fresh cape with each client. All laundry items (such as smocks and towels) should be placed in plastic bags after each use.
- Create a system/schedule for sanitizing equipment between customers or individually packaging sanitized equipment for each customer.
- Implement an appointment-only service system.
- Consider creating a customer intake checklist to screen for COVID-19 symptoms or exposure.
- Maintain adequate records of your clients, including names, telephone numbers and visit dates, to assist if contact tracing becomes necessary. Also maintain accurate work records of staff.

## Cleaning Schedule

### Between Customers/Frequently

- Common areas (door handles, payment machines)
- Customer touchpoints (chairs, sinks, mirrors)
- Restrooms

### Daily

- Clean HVAC intake
- Launder all used capes and other cloth goods using the highest appropriate temperature setting and dry thoroughly.