

Beauty World –Middle East Webinar Series



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GLOBAL

YOU'RE IN SAFE HANDS

*Creating a Safe Environment for Beauty: Salons, Spas and
Wellness Centres.*



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Hello I am Daniella, I enjoy working as a Consulting Mentor for the promising future industry spa, salon and wellness players that include owners, general managers, spa directors and their teams.

As a founder of DRG Project Management Services, I have been given the opportunity to head up a business that enjoys developing innovative and fresh new concepts for spa and wellness brands, as well as conducting world spa judging and mystery shopping audits – and those are just a few of the wide-ranging services that our company can offer.

Having developed an effective Sanitisation guide during the challenging times of COVID-19 pandemic I believe that this seminar will help you in learning way to handle your business post pandemic.

INTRODUCTION

We have entered a new world with full of challenges ahead, with lot of uncertainties about how we are going to function and run our businesses post pandemic. It is quiet overwhelming to get our client's on board and avail the services offered. As business owners we have to ask ourselves these questions...

- ❖ Have you communicated to all your clients about your Sanitization standards and what they can expect to experience?
- ❖ Have your clients felt safe in your new environment of high touch sanitization?
- ❖ Have your clients requested more hygienic practices beyond what you are offering?
- ❖ Have you covered all the requirements from your local government guidelines and included additional Hygiene & safety measures?

Let us explore what needs to be done to achieve the above standards of quality services and how DRG will be your one stop Mentoring consultant with all the information you'll need to Re-set your business successfully once again.

Role of DRG in helping your business function better

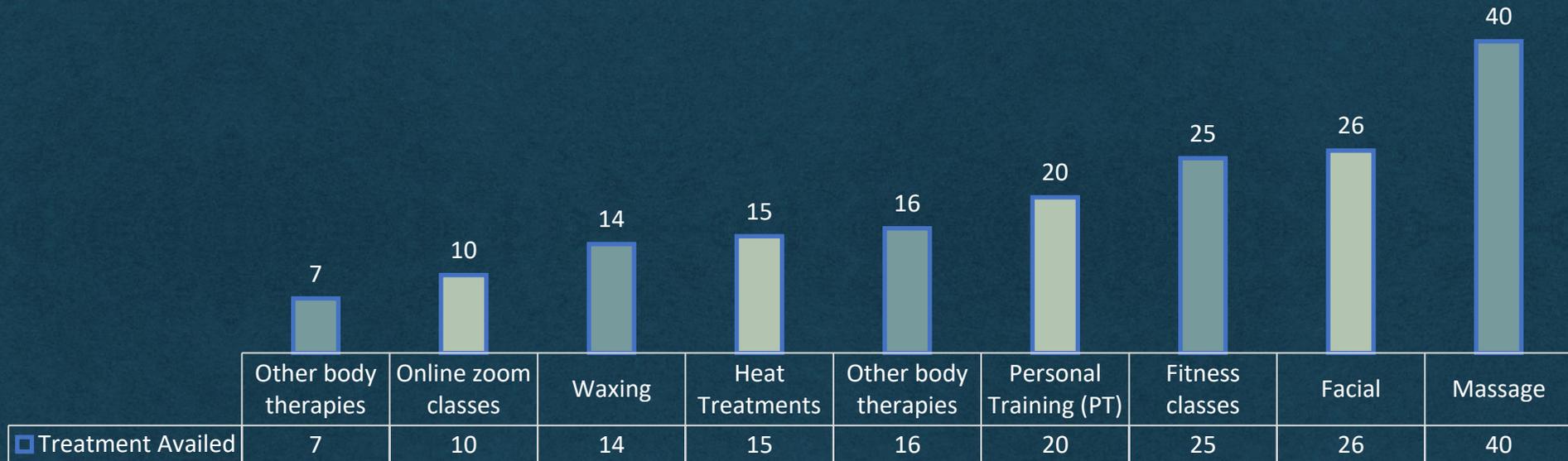
- ❖ Resources developed:
 - ❖ Sanitization Guide
 - ❖ Business operational Handbook
 - ❖ Technologies during COVID-19
- ❖ Clients Survey for COVID-19 impact
- ❖ Webinars on:
 - ❖ Professional Beauty: Keep Calm whilst Keeping Clean with Daniella and Amanda
 - ❖ TLC World of Wellness- The History of SPA's Timeline-evolution the journey so far
- ❖ Timeline of my active participation in getting the government's attention to facilitate the re-opening of the SPA mentioned in the next slide

TIMELINE OF EVENTS- How we were involved

- ❖ 13th May 2020 we ran a Survey locally to understand how everyone was feeling about returning to a new normal life and how they would feel about returning to the Spa & Wellness world, Beauty Salon's and Fitness clubs.

Spa & Fitness Users

- ◆ What Treatments do you feel safe going for when your spa & fitness club re-open?



TIMELINE OF EVENTS- How we were involved

We began to ask questions to clients, friends and beauty business owners how are they managing as beauty & hair salons had re-opened and this was a lot of their findings:

- ❖ ‘How do we receive guests who have not left their homes in 12 weeks? Will guests return back slowly? When we are open will the over 60s be allowed back? The younger client has had pay cuts, so their frequency of visits has dropped compared to before, how can I help them? I do hear a lot of client saying they would love a massage. The other concerns we found from clients and we had to prepare in advance the message to send out: Clients want to know how the Salon/Spa Staff live as it is common practice in the Middle East for shared accommodation and that turned into a concern for future returning clients which was an interesting challenge.
- ❖ 25th June Ajman in UAE opened its spa’s and this gave us all hope and Ras Al Khaimah another Emirate had opened in a very low key way. But still Dubai and Abu Dhabi were still closed and spa owners were most concerned if they would open again!
- ❖ On 1st July 2020 the Cleopatra spa, Dubai opened but based on Ayurveda treatment only. We also found that Clinic’s or medical centres that had Doctors present offered Facials and other beauty treatments.

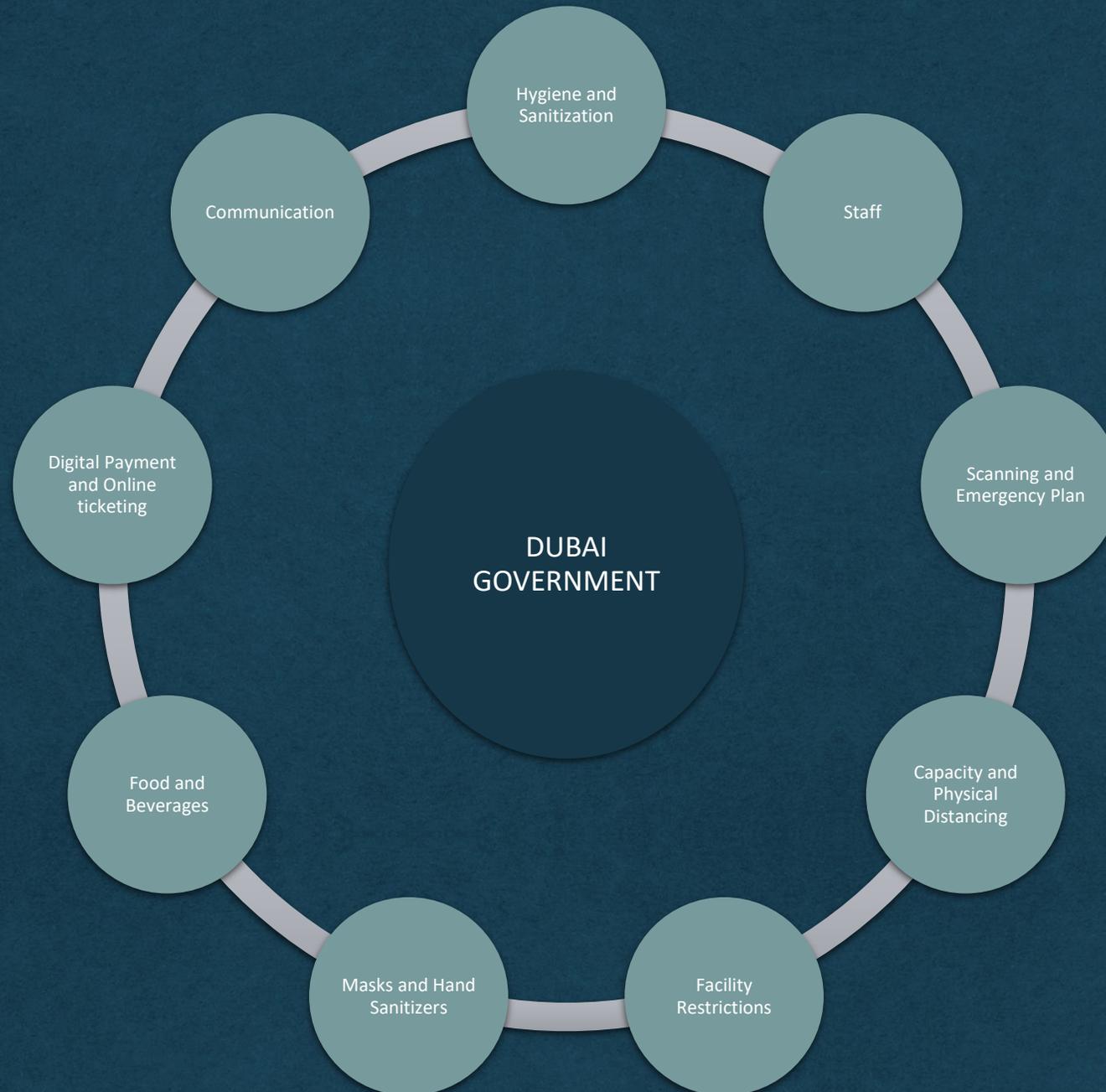
TIMELINE OF EVENTS- How we were involved (contd)

- ❖ As a group of Spa Professionals, we decided to take it into our hands to ask the government what to do to gain their trust in us for Sanitization to allow us to re-open. They were amazing in how they directed us under the Risk & Crisis Management Division to prepare a letter with signatories of all involved stating what our situation was and how we had prepared ourselves and we also submitted the *Sanitization Guide* based on all government and international guidelines.
- ❖ 1st July the Letter was submitted to the Government officials.
- ❖ 2nd July Group Text to Municipality Government WhatsApp: Can we keep asking about spas opening ,can anyone please answer why they are still closed ?? Spas have been closed for 4 months now our people are out of work and business are suffering , a lot may not recover if they stay closed for much longer ! Help is needed
- ❖ 3rd July Reply to Above: Tomorrow Spa and Massage will be allowed but no Sauna or Hammam. Notice will come out. Attached the Re-Opening Updates.
- ❖ 6th August The Wet Areas opened.

Key focus areas of the presentation:

- ❖ Regulatory Procedures for safe opening of your business centres
- ❖ Incorporating Additional Hygiene and Safety measures in place
- ❖ Reopening of Spa and Salons- what structural and operational changes are expected
- ❖ Communication to build consumer confidence

Regulatory Procedures





*Incorporating Additional Hygiene and
Safety measures*

EFFECTIVE IMPLEMENTATION OF:

- ❖ Thermal Scanning
- ❖ Social Distancing Measures
- ❖ Masking
- ❖ Hand Hygiene practices
- ❖ PPE for staff
- ❖ Use of Visors
- ❖ Perplex face shields
- ❖ Face cradle liners
- ❖ Uniform liners
- ❖ Upgrading cleaning standards-
 - ❖ Room and corridor sanitization,
 - ❖ Single use treatment kit
 - ❖ Laundry – single use/ client
 - ❖ Disposable water or beverage cups
 - ❖ Removal of magazines and products sell points from the facility

Structural and Operational changes

Structural changes:

- ❖ Touch free interactions-
 - ❖ SMART hotel technologies- Online Check-ins, parking, F&B
 - ❖ No touch Services: Bio-Hacking
 - ❖ Inbuilding Internet of Things (IOT)- for easy control of SMART appliances from your phone
 - ❖ Occupancy Sensors
 - ❖ Touch free restroom solutions
- ❖ Cross Ventilation- Air purification, HVAC
- ❖ Water disinfection
- ❖ Laundry Disinfection
- ❖ Waste Management
- ❖ Rethinking in-house F&B

ANANTARA'S SOLUTIONS- EXAMPLE

In addition and setting the trend for clean air spaces within the hospitality sector, Anantara is working with Siam Ocean Technology to introduce the latest in Heating, Ventilation and Air Conditioning (HVAC) system technology with increased efficiency and high performance air filtration.

Leveraging the latest artificial intelligence and cutting-edge Internet of Things (IoT) technology for the most optimised environmental controls, Siam Ocean Technology offers state-of-the-art air filtration and temperature controls that silently and seamlessly provide outstanding air quality. Starting with Anantara Riverside Bangkok Resort in Thailand, the highly energy-efficient ventilation systems (HVAC) will be rolled out first in Anantara properties in Thailand, then in Asia and beyond, ensuring that guests breathe the healthiest quality air, along with the eco-assurance of exceptional benefits for the environment

Operational:

- ❖ Standard Operating Protocol update
 - ❖ Pre-booking
 - ❖ Client Arrival
 - ❖ Reception and retail area protocol
 - ❖ Communal areas
 - ❖ Changing/locker room
 - ❖ Restrooms
 - ❖ Hydrothermal areas
 - ❖ Treatment rooms
 - ❖ Fitness areas
 - ❖ Communal rest/relaxation areas
 - ❖ Salon and Make-up workstation
 - ❖ Salon shampoo basin
 - ❖ Pedicure and Manicure station
 - ❖ Staff break room

Operational:

- ❖ Management and HR update:
 - ❖ Action Plan- Exit Strategy
 - ❖ Staff policies update
 - ❖ Supportive Supervision
 - ❖ Logbook Maintenance
 - ❖ Staff Training
 - ❖ Stock purchasing and supplies

Client Communication

Communicating to your Staff:

- ❖ Your health and safety policy and guidelines
- ❖ Your procedures when a staff member shows one or more COVID-19 symptoms
- ❖ What is expected of your team when it comes to delivering a 5-star customer experience under these circumstances
- ❖ The changes made to your workspace and the PPE your staff will be required to wear • The removal of non-essential perks (magazines, beverages, etc.)
- ❖ What technology you'll be using going forward for staff rostering, appointment booking, stock taking, contactless payment, etc.
- ❖ Everyone's responsibilities in regards to hygiene, respiratory etiquette, ongoing cleaning schedules, etc.
- ❖ The PPE disposal or sanitisation procedures
- ❖ Staff training along with FAQ's

Communicating to your clients:

- ❖ Create a communication plan
 - ❖ Your back in business date
 - ❖ Opening days and hours
 - ❖ New safety and social distancing procedures
 - ❖ How to make an appointment
 - ❖ A price increase announcement (if you review your pricing)
 - ❖ Need for Pre-appointment/ No-Walk in Policy
- ❖ Pre-appointment messaging:
 - ❖ Temperature checks
 - ❖ Your hand sanitisation policy
 - ❖ The need to wear a mask when coming to the appointment
 - ❖ A warning to reschedule the appointment if they feel unwell or live with someone who is
 - ❖ The removal of magazines, newspapers, reading material and product testers
 - ❖ Contactless payment
 - ❖ Use of consent forms- disclaimers
 - ❖ Options to avail Pre-consultation facilities

Communicating to your clients (contd):

- ❖ Use your marketing tools effectively: Email marketing, Social media updates, contests for participation, SPA software for online bookings, scheduling, payments and membership benefits.
- ❖ Share the promotional videos across your client base with the measures taken to handle the spread of COVID-19
- ❖ Encourage client's to reach out to you with any doubts

Example:

Subject Line: A message from our CEO- Marriott International

Dear Mister,

For more than 90 years, Marriott has lived by a core value established by our founder, JW Marriott, Sr., to "take care of our guests and associates." This enduring value guides us as we face the difficult challenge of responding to the coronavirus (COVID-19), which the World Health Organization declared a pandemic on Wednesday.

Our hearts and thoughts go out to the people who have been affected by this unprecedented event and we appreciate the healthcare workers, local communities, and governments around the world who are on the front line working to contain this coronavirus. Please know that we are vigilantly monitoring the COVID-19 situation around the clock and have precautions in place to ensure a healthy stay at any of our hotels across the globe.



Communication will be more important than ever – with both your staff and your clients, be clear in your strategy and in your offering as a business, whilst adhering strictly to government sanitization protocol and safety standards.

Wellness is in more demand than ever – Holistic treatments/ Immune Building treatments and Biohacking.

Transitioning from Spa Managers to Wellness Managers – we must move with the times.

Introduction of experts – Nutrition, mindfulness, meditation, human connection without touch, mental wellbeing support; a framework needs to be evolved to fit with the spa context and its offerings.

Wellbeing/Wellness in the workplace – companies will consider this much more for their employees.

Focus on your existing client base rather than seeking new clients; they need nurturing and being brought back into the fold where they already have an in-built trust.



Personal Training opportunities are set to expand.

Virtual classes will remain.

Digital revolution is key.

Digital Detoxing will be in demand.

Design will be key to streamlining the look and feel of the area, introducing much more natural and outdoor spaces where possible.

People are going to start taking responsibility for their own health with wellness to build their immunity.

Wellness with Purpose – We need to be able to distinguish the difference between Claims and Authentic Wellness Practices.

Wellness will now be taken much more seriously and those that did not previously have belief will now start to take action for themselves.

Optimism as a trend and the value that can add to your lifetime shows evidence on wellness practices and benefits to the individual. The Global Wellness Institute: www.Wellnessevidence.com

Links, Sources and Citations

- ❖ OSHA- Guidance on Preparing Workplaces for COVID 19 <https://www.osha.gov/Publications/OSHA3990.pdf>
- ❖ ESPA: Spa Guidelines COVID-19 https://globalwellnessinstitute.org/wp-content/uploads/2020/05/ESPA-Guidelines-COVID-19-Ext_.pdf
- ❖ International Spa Association (ISPA): Spa Reopening Toolkit <https://experienceispa.com/covid-19-info/2-uncategorised/400-reopening-resources>
- ❖ American Massage Therapy Association: COVID-19 Resources for Massage Therapists <https://www.amtamassage.org/about/news/covid-19-resources-for-massage-therapists/>
- ❖ American Spa: The Ultimate Guide to Spa Sanitation https://globalwellnessinstitute.org/wp-content/uploads/2020/05/American-Spa_Ultimate-Guide-to-Spa-Sanitation.pdf
- ❖ Rejuvenate Certification- Infection Prevention and Control <https://www.viroxprobeauty.com/online-learning/>
- ❖ Barbicide® : Health And Public Safety Recommendations For The Reopening Of The Professional Beauty Industry <https://Barbicide®.com/reopening-plan/>
- ❖ Design for Leisure: COVID-19: Maintaining Clean, Hygienic Hydrothermal Spa Areas <https://www.designforleisure.com/post/covid-19-maintaining-clean-hygienic-hydrothermal-spa-areas>

Links, Sources and Citations

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- ❖ Global Wellness Institute: Expert Q&A: Covid Impact <https://globalwellnessinstitute.org/global-wellness-institute-blog/category/qa/>
- ❖ MindBody Reboot Kit Spa: How to Reopen Your Salon, Spa, or Wellness Business Post COVID19 <https://www.mindbodyonline.com/education/guide/reboot-kit-how-reopen-your-salon-spa-or-wellness-business-post-covid-19>
- ❖ Modern Salon: 28 Safety Guidelines for Reopening Salons and Barbershops <https://www.modernsalon.com/624102/28-safety-guidelines-for-reopening-salons-and-barbershops>
- ❖ The Beauty Experience: 28 Safety Guidelines for Reopening Salons, Barbershops + Spas <https://www.americansalon.com/article/28-Safety-Guidelines-for-Reopening-Salons%2C-Barbershops-%2B-Spas>
- ❖ A Step by Step guide to Spas Opening Near You <https://www.popsugar.com/beauty/spas-reopening-coronavirus-47451579?fbclid=IwAR1i7RkmOO8Z7JzH7fXoo5Zr8K3G0mrf1C3COfRV39eSYmqmSGYgfNx1PKo>
- ❖ Neil Carpenter, BSc Hons Chem; DPhil, MBA. www.NMC2.co.uk
- ❖ Amanda Winwood, Founder Made for Life Organics and the Made for Life Foundation www.madeforlifeorganics.com
- ❖ Training standards written for Sue Harmsworth, SATCC

Annexure

- ❖ DRG sanitization guide: <https://drglobal.lpages.co/sanitization-guide/>
- ❖ Dubai Government- Re-opening notification: https://www.dm.gov.ae/wp-content/uploads/2020/09/59_External_Circulars_Health_Safety.pdf
- ❖ ISPA Re-opening Checklist: https://experienceispa.com/images/pdfs/ISPA_Reopening_Checklist.pdf

THANK YOU



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