



service guidance
opening post covid-19

get planning to open

- Review your National Government guidance for regulations on social distancing, PPE and operational procedures
- Review your professional organisation guidance for operating as this may have implications for insurance.
- Review brand and supplier guidance for updated protocols on services, additional sanitation procedures or restrictions.

Practical provisions

1. Start with a risk assessment.
Evaluate the staff and customer journeys and identify activities and processes that present increased risk for spreading Covid-19
2. Establish distance restrictions in your premises
Measure your space and determine how you might facilitate the distancing restrictions both for customers and staff
3. Determine the sanitation protocols and procedures
Review all current sanitation procedures. Decide whether to implement disposable bed linen, or clarify procedures for laundry. Establish how frequently you will sanitise high touch areas and surfaces. Determine how much time you will allocate between services for room sanitation.
4. Review staff PPE requirements
You will need to invest in aprons, masks and face shields. Government guidance will dictate the type required.
5. Determine staff daily pre-screening procedures, shift patterns and contingency for staff needing to isolate.
Review whether staff fall into vulnerable groups or have exceptional personal circumstances which influences return to work, and determine how the business will adjust to accommodate.
6. Determine your appointment booking and pre-screening procedures
Formulate clear staff guidance on procedures for both positive and negative screening responses. Develop scripts to help staff communicate changes and procedures.
7. Determine your client arrivals and check out procedures.
Communicating this to your clients will be important. Consider what clients may or may not bring to an appointment, changing requirements and where each aspect of the client journey will take place including consultation and Skin Fitness Plans.



services

1. Establish whether you will have a full or limited service offering during the initial opening period.
Analyze your treatments for profitability and popularity to establish your key revenue drivers.
Develop or request updated protocols for enhanced service safety. Be clear on high risk procedures that may need to be excluded during this time.
2. Promotional or post lockdown services could be offered to maximize revenue.
3. Assess length of treatment and appointments relative to sanitation and disinfection procedures required after each client. This can help ascertain whether longer services or bundle booking is your preferred service option.
4. Consider whether virtual services that have been available during the quarantine will remain part of your service offering for vulnerable or nervous clients, or as a standard service on the treatment menu.
5. Determine whether you will offer re-booking or start a waiting list for appointments.

Cost increases and treatment pricing

Whilst it is sensitive to increase prices during this time it is equally important for a business not to operate at a loss, and to remain profitable.

Analyze costs on PPE, sanitation procedures and other distancing measures. Review current cash flow and ensure you have the same profitability as you did before you had to close. It would be advisable they speak to your accountant.

With any price increase consider improving customer loyalty programmes to offer more perceived value.

With any introduction of a price increase look to sell courses/treatment series to provide better value to the customer and improve current cash flow restrictions.

Preparing staff

1. Sanitation and infection control training: Complete Dermalogica Enhanced Service Safety Training and become Clean Touch Certified.
2. Supplier training: Updated protocols and training for supplier brands or machines. Please see Dermalogica suggested protocols for Face Mapping, ProSkin treatments and Pro Power Peel.
3. Personal Protective Equipment: Guidance on what PPE is required, how to wear it correctly and how to remove safely.
4. Business procedures and protocols: Training on the staff and customer journeys, along with updates to policy and procedure.



booking appointments, pre-screening and arrivals

Reintroduction of services by appointment will help manage client flow for effective social distancing. Measures to ensure safety include, pre-screening for vulnerability and health, taking temperatures and staggering appointments.

Booking appointments

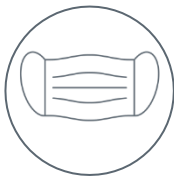
1. Clients calling to book a service will be asked the series of pre-screening questions.
2. Schedule an appointment if customer answers no to all questions. Appointment arrivals should be staggered to observe social distancing.
3. Offer a virtual appointment in the case of vulnerable customers.
4. Offer to schedule for a later date if isolation is required.
5. Provide digital consultation card to be returned via email.

Appointment arrivals

1. As your client arrives, warmly welcome them and kindly request that they sanitize their hands. *We recommend face masks to be worn in all common areas so if your client is not wearing a face mask, offer them a fresh mask if needed.*
2. Confirm pre-screening questions
3. Take client temperature
4. Refrain from handshaking and maintain your 2m distance at this time.
 - Explain that you have also been pre-screened for Covid-19.
 - Share the guiding principles you will uphold for the safety of your client and others.
 - Let your client know you have received training and are Clean Touch Certified.
5. Proceed directly to treatment room to conduct any additional consultation conversation verbally and use FaceMappingPRO to collect information.
6. Complete any pre-treatment preparations.
7. Complete service.
8. Complete Skin Fitness Plan



impact of social distancing and PPE



Your smile is hidden
Your voice is muffled

- ✓ Positive, open body language
- ✓ Warm and friendly tone of voice
- ✓ Clear pronunciation



You will maintain the 2m distance until your shield is put on.
Your customer must see you retrieve a clean, sanitised face shield

- ✓ Reassure your customer by explaining the measures you are taking for their safety during service.
- ✓ If you need to adjust your shield always sanitise immediately
- ✓ All sanitation actions should be visible and deliberate to emphasise your hygiene and safety standards

Read your customer's body language and tone of voice
Uneasy and nervous customers may prefer not to engage for too long.

- ✓ Adapt questioning to get to solutions more quickly
- ✓ Recommend booking virtual services such as consultation or masterclass, if applicable.

clean touch face mapping

retail floors



mask at
all times



hair up or
pinned back



apron without
analysis tools



face shield
for hands-on



PST controlled
testing

step-by-step

1. Confirm the customer is comfortable to proceed with Face Mapping.
2. Request customer sanitises their hands and explain your 'Clean Touch Certification'.
3. Wash and sanitise hands and put on a clean BT Shield. If you are not already wearing an apron be sure to put one on before starting the service. Repeat hand sanitation since it is likely you would have touched your hair, face or clothing whilst putting on the PPE. You may not store any tools in your apron or wear a tool belt for hygiene reasons.
4. Commence with discovery conversation and consultation. Only use of mirror if it is free standing and the customer does not need to touch it. Complete the necessary Treatment Authorisation on behalf of customer and record current findings on FaceMapping+PRO.

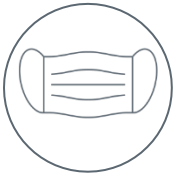
Note: iPad screen must be visible to customer at all times to confirm that any data you enter is correct and approved by the customer.

5. Wash and sanitise hands before preparing damp aesthetic wipes. Apply customer headband and cleanse customer's skin. Select **PreCleanse** and **UltraCalming Cleanser** for speed unless the customer has contraindications. It is not necessary to use cleansing tools for this short cleanse prior to Face Mapping.
6. Complete hands-on Face Mapping using a suitable magnifying tool such as a magnifying lamp or BT Zoom to facilitate accurate skin analysis. Identify skin conditions and provide education that connects what you see and feel to what you have discussed on the customer's lifestyle and skin care habits.
7. Sanitise hands and annotate findings on FaceMappingPRO.
8. If permitted by your store, you may demonstrate a product to assist product selection. Testers should never be out on display. Disinfect testers before and after every use.
 - Sanitise your hands and your selected product. Apply the product to your customer's hand. Describe the texture, weight and smell to the customer and describe to them how it is applied. Every tool that you use will need to be washed and sanitised after every use.



clean touch face mapping

retail floors



mask at
all times



hair up or
pinned back



apron without
analysis tools



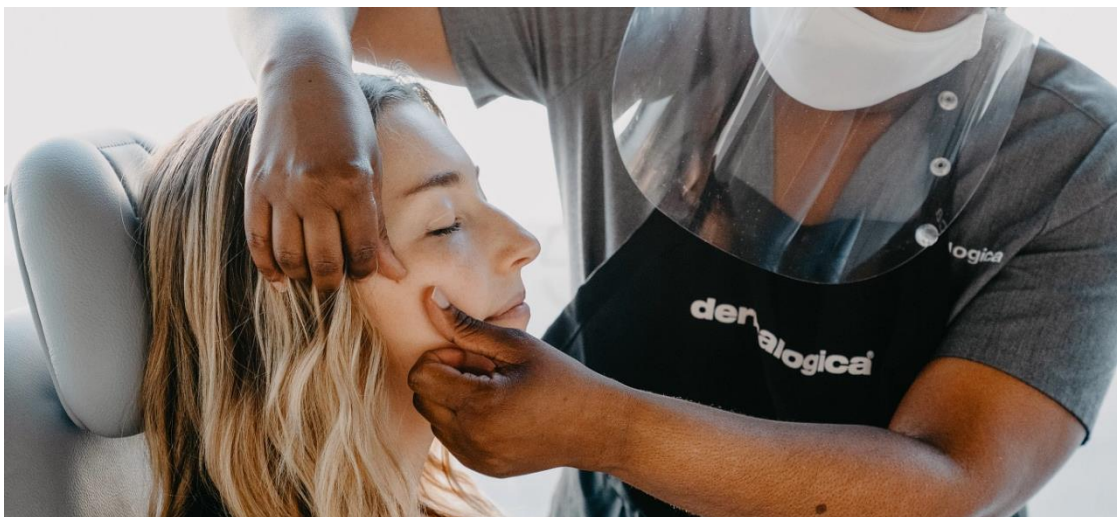
face shield
for hands-on



PST controlled
testing

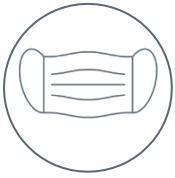
step-by-step continued

9. Confirm the customer 's product selection, sanitise hands and annotate recommended products on FaceMapping+PRO.
10. Visibly sanitise your hands before selecting a product off shelf.
 - Use hand gestures to indicate product size options without touching the stock
11. Only take a product off shelf if you think your customer will purchase to reduce unnecessary handling.
12. Recommend a digital or instore service if applicable.
13. Close the sale and proceed with checkout. Bag the product and place it on the counter for the customer to step forward and collect. Take payment.
14. Sanitise and disinfect hands and areas ready for next customer.
15. Remove additional PPE, sanitise accordingly and place back into sterile environment ready for next customer.



clean touch proskin treatments

treatment rooms



mask at
all times



hair up or
pinned back



apron without
analysis tools



face shield
for hands-on



PST controlled
testing

step-by-step

1. Proceed to the treatment area
 - Highlight the clean touch bed card
 - Explain you have sanitised the area ready for their treatment.
 - Inform the client you are going to be wearing an apron and a face shield throughout the service.
 - Explain that you will not be wearing gloves, (unless the treatment step requires it), as it is safer and more hygienic for you to thoroughly wash your hands throughout the treatment to maintain high safety levels. Apply your PPE and wash hands afterwards.
2. Hand your client a fresh robe or treatment gown and a single use disposable bag for their shoes and clothing to be stored in. They can remove their mask if they are wearing one.
3. Let your client know that once they are changed and ready on the treatment couch, you will wash your hands and begin their treatment.
4. Settle your client on the treatment bed and put on headband. Wash you hands to start the treatment.
5. Double Cleanse
 - Keep your sponges sealed and open them in front of your client at the start of their treatment. If preferred you can use disposable wipes for removals. Check your store guidance.
 - Sanitise hands before opening the hot cabinet to complete your hand cleanse. Wash your hands before introducing breathing and stretches for Pro Skin 60 treatments
 - Proceed with PreCleanse. All cleansing steps should be completed without the use of steam.
 - After you complete your first cleanse, sanitise your hands and complete your Face Mapping. If using BT Shield, you may need to use the BT Zoom or a magnifying lamp to support your skin analysis. Alternately a BT Vision with Visor accessory may be available.
 - Sanitise your hands and record your findings on FaceMappingPRO



5. Double Cleansing continued

- Once you have recorded the data, put the iPad down and wash your hands before touching your clients skin.
- Complete your second skin specific cleanse. Use BT tools if required, making sure to wash hands after use.

6. Resurfacing

- Proceed with selected professional exfoliant products. Do not use steam in any applications.
- Use product boosts or electrical modalities to boost results, remembering to wash hands after use.
- Keep used jelly cups and fan masque brushes away from products and clean items. Set aside for washing and disinfection.
- If using steam towels for removal, these should be discarded into a bowl or other receptacle for laundering, and should not be placed on trolleys, counters or the floor.

7. Extractions

- Apply Multi-Active Scaling Gel to prepare for extractions. Use BT tools as required but avoid steam.
- Prepare for performing extractions with gloves and tissues as standard.
- Complete extractions and apply Post Extraction Solution.

8. Touch Therapy

- Perform selected Touch Therapy.
- If performing breathing techniques ensure that you are positioned behind the client and out of the client's breathing zone.
- Wash your hands after performing your touch therapy.

9. Deep Treatment

- Proceed with application of appropriate IonActive Serums and masques.
- Use product boosts or electrical modalities to boost results, remembering to wash hands after using any modality. Avoid oxygen treatments during Phase 2.
- If including LED you must wear your tinted protective safety glasses under the BT Shield
- Keep used jelly cups and fan masque brushes away from products and clean items. Set aside for washing and disinfection.
- If using steam towels for removal, these should be discarded into a bowl or other receptacle for laundering, and should not be placed on trolleys, counters or the floor.

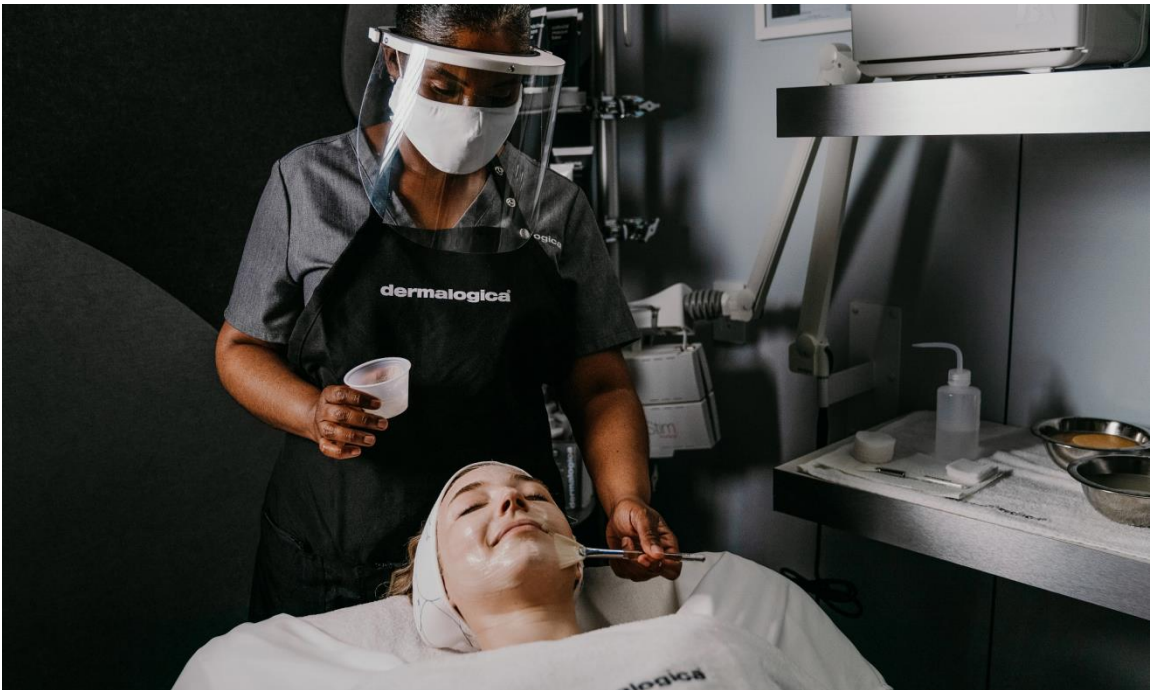


10. Dermal Layering

- Complete the treatment with relevant toner, moisturiser and SPF selection.
- If performing ProSkin 60, complete the transition out of treatment steps using steam towels. These should be discarded into a bowl or other receptacle for laundering, and should not be placed on trolleys, counters or the floor.
- Wash your hands directly on completion of the service.

11. Completing the Skin Fitness Plan

- Advise the client you will complete their Skin Fitness plan and provide some at-home advice in the treatment room. Since you will remain in the treatment room for this stage of the service, it is essential that your working areas are kept neat. You can remove any soiled laundry to a closed laundry bin.
- Leave your client to get up and change. Do not remove your PPE as you will be returning to the customer interaction.
- Return to discuss skin care advice, product and service recommendations.
- You may use testers but should not allow the client to pick up the products. You should dispense the products for the client. Sanitise your hands and your selected product. Apply for the client.
- Sanitise your hands and complete any annotations on FaceMappingPRO .
- Wash your hands before leaving the treatment room and guide client to checkout.



clean touch pro power peel

treatment rooms



mask at
all times



hair up or
pinned back



apron without
analysis tools



face shield
for hands-on



gloves worn
during peel

step-by-step

1. Proceed to the treatment area
 - Highlight the clean touch bed card
 - Explain you have sanitised the area ready for their treatment.
 - Inform the client you are going to be wearing an apron and a face shield throughout the service.
 - Explain that you will not be wearing gloves except during the peel phase of the treatment, as it is safer and more hygienic for you to thoroughly wash your hands throughout the treatment to maintain high safety levels. Apply your PPE and wash hands afterwards.
2. Hand your client a fresh robe or treatment gown and a single use disposable bag for their shoes and clothing to be stored in.
3. Let your client know that once they are changed and ready on the treatment couch, you will then remove their face mask, wash your hands and begin their treatment.
4. Double Cleanse
 - Keep your sponges sealed and open them in front of your client at the start of their treatment. If preferred you can use disposable wipes for removals. Check your store guidance.
 - Sanitise hands before opening the hot cabinet to complete your hand cleanse. Wash your hands before introducing breathing and stretches for Pro Power Peel 60 treatments
 - After you complete your first cleanse, sanitise your hands and complete your Face Mapping. If using BT Shield, you may need to use the BT Zoom or a magnifying lamp to support your skin analysis. Alternately a BT Vision with Visor accessory may be available. Note signs of dehydration, barrier disruption, congestion, breakouts, pigmentation and fine lines to support appropriate peel selection.
 - Sanitise your hands and record your findings on FaceMappingPRO
 - Once you have recorded the data, put the iPad down and wash your hands before touching your client's skin.
 - Complete your second skin specific cleanse. Use BT tools if required, making sure to wash hands after using any tools.



5. Pro Power Peel

- Wear gloves to protect your hands
- Since you are already wearing a face shield it is not necessary to wear safety glasses.
- Barrier Repair can be applied prior to peel application to protect sensitive areas during this module. You must apply eye pads to protect the client's eyes.
- Apply One-Step Prep following the Dermalogica Application Method.
- Next apply appropriate peel(s) from the Pro Power Peel collection. Peels may be single layer application, multiple peel layers or mixed to address different skin tolerance and skin concerns.
- Apply Neutralizing Solution directly over the peel. Use tapotement or light feather movements to help further alleviate sensations. A slight rolling of the neutralizer is normal. Remove with water and damp cotton or aesthetic wipes.
- Remove and discard gloves.

6. Deep Treatment [Pro Power Peel 60 ONLY]

- Apply a skin specific IonActive Serum. Add in a professional masque for hydration such as Conductive Masque Base, Colloidal Masque Base, Multivitamin Power Recovery Masque or Clinical Oatmeal Masque.
- Keep used jelly cups and fan masque brushes away from products and clean items. Set aside for washing and disinfection.
- If including LED you must wear your tinted protective safety glasses under the BT Shield
- Perform massage techniques that do not involve areas that have been peeled. Always check in with client to gauge massage pressure and adjust if needed.
- If using cool towels for removal, these should be discarded into a bowl or other receptacle for laundering, and should not be placed on trolleys, counters or the floor.

7. Dermal Layering

- Spritz client with a skin specific Dermalogica Toner or apply Redness Relief Essence and follow with an IonActive Serum for a leave-on product boost. Follow with the appropriate Daily Skin Health moisturizer and physical SPF.
- If performing Pro Power Peel 60, complete the transition out of treatment steps using steam towels. These should be discarded into a bowl or other receptacle for laundering, and should not be placed on trolleys, counters or the floor.
- Wash your hands directly on completion of the service.



10. Provide Post Care Instructions and Skin Fitness Plan

- Advise the client you will complete their Skin Fitness plan and provide some at-home advice in the treatment room. Since you will remain in the treatment room for this stage of the service, it is essential that your working areas are kept neat. You can remove any soiled laundry to a closed laundry bin.
- Leave your client to get up and change. Do not remove your PPE as you will be returning to the customer interaction.
- Return to discuss managing the skin post peel, product and service recommendations.
- You may use testers but should not allow the client to pick up the products. You should dispense the products for the client. Sanitise your hands and your selected product. Apply for the client.
- Sanitise your hands and complete any annotations on Face MappingPRO .
- Wash your hands before leaving the treatment room and guide client to checkout.

