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Business Practices & Marketing Readiness Checklist

Communicating with Clients:

- Share an overview of your sanitation protocols with clients via your website, client eblasts, and social media posts.
- Create a client education document about spa scheduling guidelines and any new protocols clients need to follow.
- Update cancellation policies on forms, website pages, and booking platforms.
- Revise your hours as appropriate to accommodate changes to your pre- and post-treatment protocols, and to eliminate the overlap of clients in your space.
- If your tips typically come in cash, leave discrete envelopes in the treatment room or at the front desk for clients to deposit tips into.
- Revise your Health Intake form and include COVID-related questions.
- Revise your Consent to Treat form to include informed client consent language about the risk of infection.
- Establish a prescreening process either by phone or in an automated email.

Pre-Session:

- Provide disposable masks for use by clients who have forgotten to bring one to their appointment.
- Have your disposable gloves ready to wear throughout the entire esthetic service, while performing sanitation and disinfection after each client session, and when handling any client paperwork or payment.
- Have your mask ready to wear throughout your entire interaction with the client, from the initial greeting, screening, and interview until the client leaves your place of business.
- Each day, post on a readily visible white board or other sign: today's date, your name, your temperature upon arrival at work, and any relevant health conditions you are presenting with that day.
- Have ready and available a no-contact thermometer to take the client's temperature upon arrival.