



Consumer Wellbeing Confidence & Safety Support

Our Re-Opening Guidelines for the Spa,
Travel & Retail Industry



For 35 years, our founding philosophy to make wellbeing accessible to as many people as possible has remained our primary commitment.

Now more than ever before, our care for consumers and your mind, body & spirit will continue.

We hope that you find the following information provided as a tool by Aromatherapy Associates a helpful guide for you as we prepare as an industry to reopen.

Whilst these do not replace Government issued guidelines for your region in relation to COVID-19 safe guidelines and procedures, it may be used as helpful additional information for you to consider.



CONTENTS

SECTION 1: Context (4)

SECTION 2: Communicating with your Customers (5)

SECTION 3: New Treatments & Revenue Opportunities (9)

SECTION 4: Spa Reception & Retail (14)

SECTION 5: Training & E-Learning (17)

SECTION 6: Additional Spa Best Practice Considerations (19)

SECTION 7: Additional Resources (26)

SECTION 1: Context

We are now entering a “new normal” and what we know is that the world of spa, travel and retail will be different for the foreseeable future.

Our business will need to adapt; accelerating our digital content and experiences, finding new ways to offer treatments and creating new ways to bring wellbeing to people and revenue streams for spas.

Making necessary adaptations to safety, protocols, treatments and sanitation in the Spa business will also be paramount for the health of employees as well as the guests overall well-being and sense of security.

As a global leader in spa and wellbeing for 35 years, we’ve been working to adapt and expand how we can continue to offer first class service and treatments to guests all over the world. The guidelines and new services developed in this document have been created to provide advice & options to you during and post the Pandemic of COVID-19.

We have been working hard to understand how consumers are thinking and feeling, creating new offers, thought leadership and sharing our wellbeing knowledge. We have created new resources for you, at the end of this document you will see links to additional marketing resources, new no-touch treatments, education and safety protocols that can help you promote and prepare yourself for re-opening.

Whilst these guidelines do not replace existing procedures, laws, licensing requirements or regulations established by local governments, we hope you find it a useful resource as you prepare to re-open and navigate this new world of spa, that will open up new opportunities.

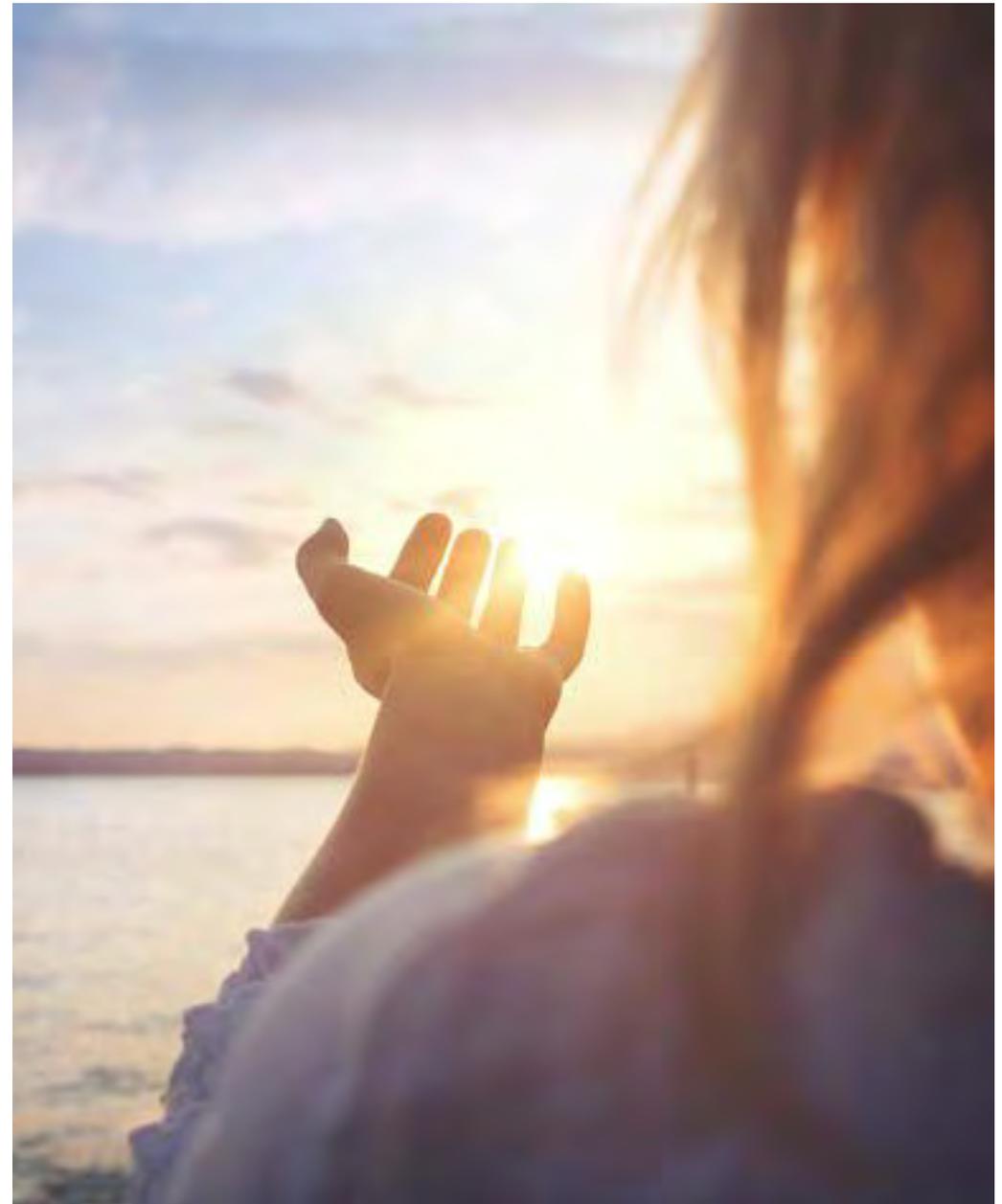


SECTION 2

Communicating with your Customers

Supporting people with their wellbeing is more important now than it ever has been.

As a wellbeing brand we have provided some tools, techniques and materials to help you maintain engagement and communications with your guests during the closure of the Spa and how to start communicating once the Spa reopens – in a way that is relevant to you and to how people may be feeling.



Continue To Communicate Frequently With Your Consumers

1. STAY CONNECTED

Use your social media, website, customer and employee database to keep open communications with employees, guests and partners to everyone updated re-opening plans and measures being put in place.

2. MAINTAIN CONSUMER ENGAGEMENT

Maintain engagement during the lockdown with positive and encouraging communications via social media channels. Interest in spa at home and wellbeing has increased since COVID-19 and offers an opportunity for you to keep your spa top of mind and relevant – some links to blogs and newsletters we have created to help you can be found at the end of this section.

3. PREPARE FOR RE-OPENING

As you prepare to re-open, provide clear re-opening statements with a positive message that shows sensitivity to what the world has endured, the vision for the Spa along with practical information on expected dates, hours and treatments and/or facilities which will be available.

Promote how therapists and employees have undertaken new certification training for sanitisation procedures to build confidence, for example by taking the Barbicide COVID 19 certification.

Content Ideas To Keep Your Consumers Engaged



Wellness

Rediscovering our Balance

How to cultivate resilience and inner strength at a time when we're experiencing such challenging and powerful emotions.

[Read More](#)



Wellness, Sleep, Aromatherapy & Exercise

Self-care: Tips to Look After Your Mental Health

Press pause and practice our wellbeing tips to feel emotionally, physically and mentally strong.

[Read More](#)



Wellness & Aromatherapy

Feel your strongest self this season

Our 3 step self-care ritual to help build you back up to your healthiest, happiest self.

[Read More](#)



Wellness, Aromatherapy & Exercise

Tips to de-stress and beat anxiety during self-isolation

Our in-house Aromatherapist tells us 3 ways to stay well during self-isolation.

[Read More](#)



Wellness, Sleep & Exercise

Circadian Rhythms

Maintaining Natural Sleep Cycles to Support a Healthy Immune System, with Dr. Neil Stanley

[Read More](#)



Wellness & Aromatherapy

Self-Isolation Tips

Carving Positive Daily Routines through Aromatherapy. By Dr. Tara Swart

[Read More](#)

SECTION 3

New Treatments & Revenue Opportunities

Adapting to Consumer Expectations

We know that as we re-open guest and customer needs and expectations have changed.

There will be varying degrees of comfort regarding touch treatments as well as an increased interest in maintaining wellbeing in the home environment.

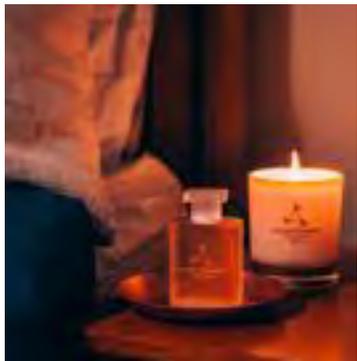
A new refreshed and expanded range of treatments have been introduced to help you support your spa and customers as well as new suggested ways in which revenue can be created by your spa.

For further information on these, please contact your regional representative found at the end of this document.



New In Spa Treatments

We are addressing the new era of treatments with a curated collection of our existing menu. These have been specifically chosen for their relevance and direct link to the current client concern; sleep concerns, stress and anxiety, emotional unrest, immune support and dry and sensitive skin. All treatments are offered as a 60 minute and 30 minute massage treatment.



Relax & Sleep

Deeply calming and grounding to induce a serious state of relaxation and ensure your best nights sleep.



Unwind & De stress

Reduce anxiety, calm scattered thoughts, improve mental health and focus.



Immune Support

Increase vigour, clear the breath, and strengthen immunity.



Inner Strength & Resilience

Soothe the nervous system, release worry, fear and uplift spirits.



Natures Reset

Encourages tranquillity, refreshes the spirit and grounds the mind.

New In-Room Wellbeing Experiences

With invaluable global industry insights, we know that many hotel spas will see guests in their properties before the spa or be reluctant to have a traditional spa experience. To support with this, we have designed a thoughtful collection of treatments to reset guest's wellbeing in the comfort of their own room.



Moment of Restful Sleep

Prepare for undisturbed restorative sleep, with the perfect bed time routine. Our award winning Deep Relax blend combines tranquil Vetivert, soothing Camomile and comforting Sandalwood.



Moment of Calm & De Stress

Calm an over anxious mind and relax tense muscles. Our destress treatment relieves tension, leaving you feeling calm, relaxed and still with essential oils of Frankincense, Camomile and Petitgrain.



Moment of Recharge & Revive

Recharge your mind and revive your skin with our total body self care experience to revitalise and purify a new you. With pure essential oil blend of invigorating and purifying Juniper Berry, Neroli & Grapefruit.



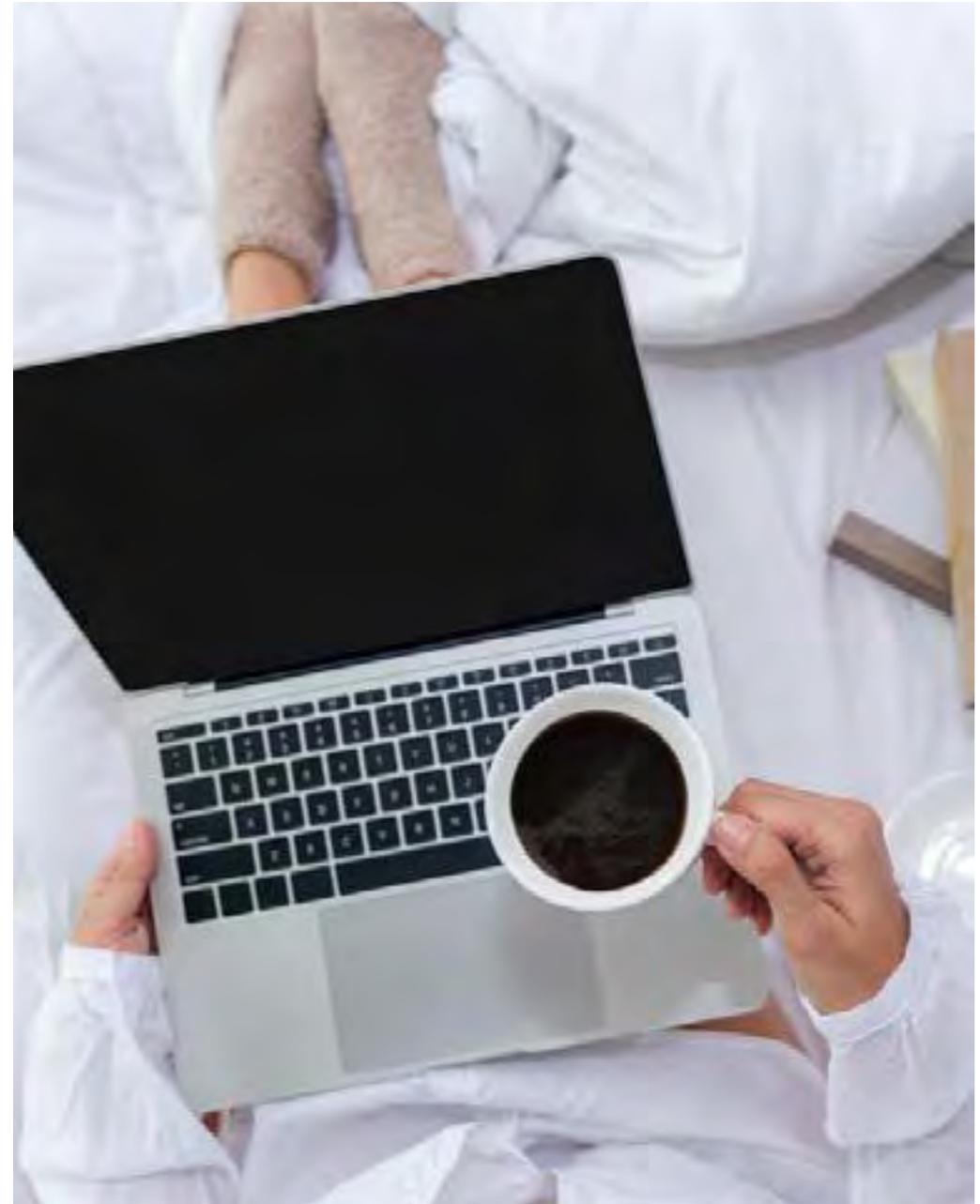
Moment to Ground & Restore

Seeking nature? If you are feeling overwhelmed by modern life the Forest Therapy grounding and restorative treatment is perfect. The anxiety easing ever green blend of 22 of nature's most caring oils will reconnect you with the sensorial healing powers of nature.

New Revenue Opportunities

Find alternative revenue streams for the Spa by creating Spa at home or Spa in guest room treatments. Create virtual consultations for those guests reluctant to visit the Spa to purchase products. A number of suggestions using our new offer are below:

- A regular wellbeing offer through your customer email database and social media channels. Our wellbeing collections in particular are proving to be very popular at this time.
- Consider including an Aromatherapy Associates *No Rinse Hand Cleanser* for each guest visiting the spa, so this can be carried with them throughout the day and used as felt necessary as part of their booking. This will assist to provide reassurance, along with additional sanitization protocols.
- Introduce new washroom and hand care packages for customers.
- Introduce free bookable 121 virtual spa in the home parties and consultations where you can promote the sale of products.
- Our new Affiliate Programme offers all our accounts the opportunity to earn 20% commission in cash or as a credit on their account by linking customers and guest to retail purchase through Aromatherapy Associates website.



SECTION 4

Spa Reception & Retail



Spa Reception & Retail

- Create a welcome ritual for each arriving guest that includes the Aromatherapy Associates *No Rinse Hand Cleanser* and our Pressure Point Massage found [here](#).
- Sign to be placed at the Spa Reception outlining the increased sanitisation policies, along with any new training therapists have undertaken should guests wish to review these.
- Ensure each employee maintains their own workspace, use their own pen and does not use each other's workspace materials. If unavoidable, sanitise area before/after use.
- Consider the introduction of a Prolitec Aera Commercial Diffuser which infuses Aromatherapy Associates essential oil blends into the Spa reception area.
- Place hand sanitation stations and wipes around the Spa for guest and employee use.
- Practice social distance measures by marking floors in the Spa reception and clear social distancing signage.
- Consider limiting the amount of time guests can use the reception and locker room facilities to avoid overcrowding. This can be managed through staggered treatment bookings as best as possible.
- Encourage contactless transactions.
- At least hourly: Wiping down guest's side of the desk, door handles and high contact areas.

Retail & Tester Policy

- Remove all testers from the spa retail area and store them behind the reception. A sign should be placed within the retail display advising guests that testers are available at the Spa Reception.
- Reduce the number of products you have on display to one or two of each to facilitate cleaning.
- When you are with a customer advise that you will get testers and product/s for them and that the handling of these will be carried out by you.
- All testers to be cleaned pre consultation and after consultation with disinfectant spray.
- 1x per hour: Wipe down and disinfect items touched by guests.



SECTION 5

Training & E-Learning

Training & E-Learning

We understand that direct in-person training for treatments and retail selling will be more difficult over this period of time. To support ongoing training and to maintain high standards, new digital learning modules have been created to support your ongoing learning and best practises. Over the mid-term and until social distancing measures are fully relaxed, we do not envisage in-person training to take place.

- NEW e-learning videos will be accessible online which can be viewed as and when your team can and want to. We will then host weekly live Q&As to cover any questions that may have arisen.
- Our modules cover refresh on the brand, product knowledge and retail skills ensure your team are fully knowledgeable on every product in your spa to maximise sales potential.
- The live sessions will include mindful moments of breathing technique and stretching to enrich their guests' consultations and recommendations as well as their own wellbeing.



To book contact the education team on education@aromatherapyassociates.com.

SECTION 6

Additional Spa Best Practice
Considerations

We understand that each property will follow their own developed SOP but have developed this guide to assist in your planning.

Scheduling

- Ensure sufficient turnaround time between bookings, allowing for new hygiene protocols to be conducted
- Staggering appointment times by 15 minutes to minimize contact between guests waiting for treatments
- Recommend treatments with minimal or no contact for guests that may feel nervous about re-visiting the spa
- Ensure treatment variety between therapists
- Ensure bookings are evenly booked between therapists
- Ensure regular breaks are scheduled
- Ensure you know what your booking limits are for each service type
- Cleaning time should be included before or after a lunch break to allow for sanitization
- Consider all contraindications (as below)

Booking to Arrival: Procedure Considerations

Appointment Booking; check client and household for symptoms within last 14 days, adding any necessary notes to the booking.

- Send email confirmation which should include; Booking Confirmation, COVID-19 Spa Policies and health consultation Form (*required if the guest has booked outside of 2 weeks prior to appointment and in advance of treatment).
- If applicable, 7 days prior to arrival, the guest sends back the health consultation form to the Spa to be reviewed. If no symptoms have been noted, the booking may continue as usual. If symptoms have been noted, the guest should be called to obtain further information.
- Before 24 hours of the appointment, a booking reminder should be given via an appropriate form of communication. This should include a further check regarding newly developed symptoms.
- Guest arrives at Spa for appointment and is greeted by Reception. If the guest has booked within 2 weeks and has not completed a health consultation form, the guest should be asked to complete this and the regular spa consultation card together.

Handling Contraindications

As a recommendation, any guest who has displayed the following symptoms a; Cough, Fever, Breathlessness, Sore Throat, Headaches within the last 14 days should be recommended to reschedule their appointment until they and their household members have been cleared of symptoms by 14 days, unless these symptoms are due to pre-existing medical conditions.

Countries, local authorities and individual hotel organisations may have different advisories regarding what is acceptable, in terms of, recent symptoms and safe timeframes of returning to spa's and public areas. It's important to check and understand what advice is relevant for your spa and hotel protocols.



COVID 19

Symptoms as reported by WHO

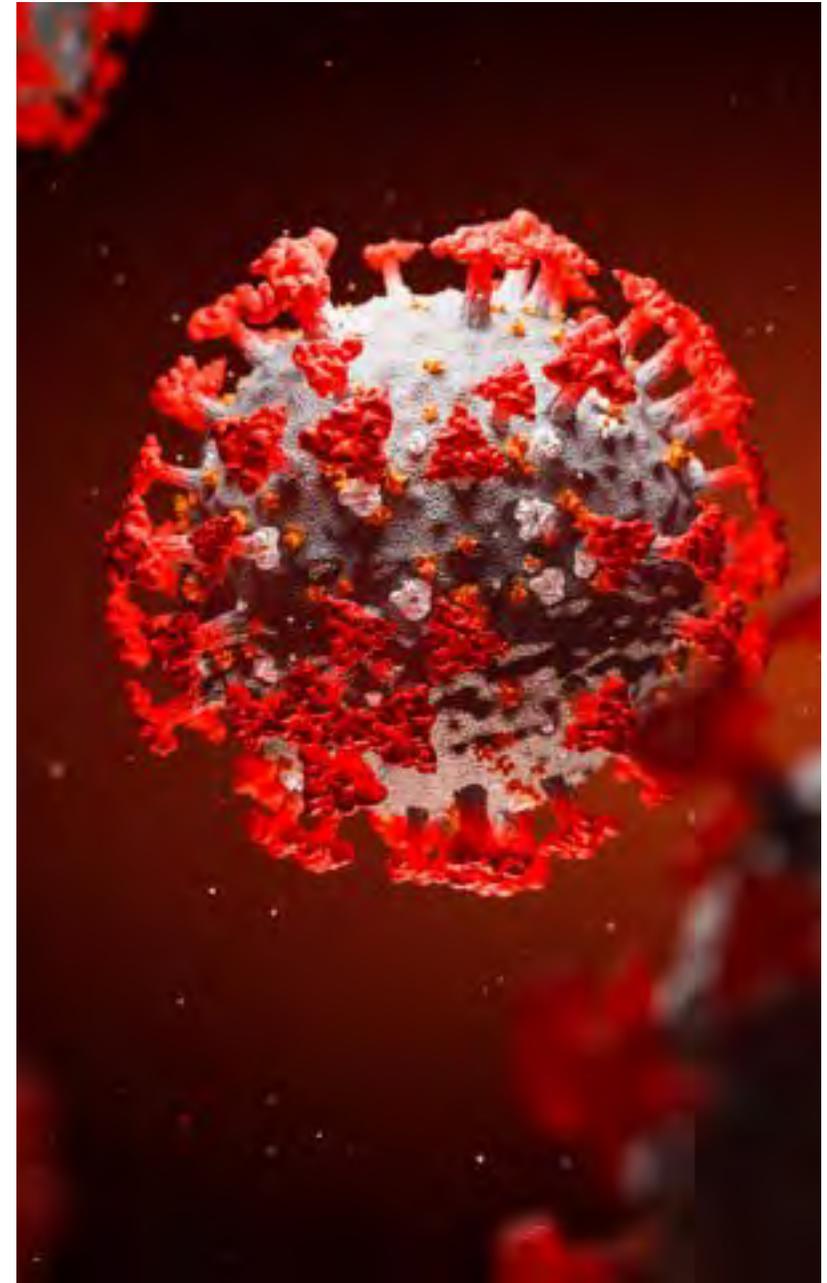
(World Health Organization)

- High temperature/fever –this means you feel hot to touch on your chest or back (you do not need to measure your temperature)
- A new, continuous dry cough –this means coughing a lot for more than an hour, or 3 or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual)

- Tiredness

Other symptoms include:

- shortness of breath
- aches and pains
- sore throat
- Very few people will report diarrhoea, nausea or a runny nose
- Loss of sense of smell and taste





As precautionary measures during the first 3 months of reopening the reservation team should adhere to the following guidelines:

WorkStations

- Where possible and in accordance with your hotel policy reservation stations should be 2 meters / 6 ft. apart.
- Where possible workstations should not be shared unless sanitized between use.
- Headsets, telephones and desks including; keyboard, mouse, laptops and stationary should be sanitized before the start of each shift and at the end of each shift.
- Hand sanitizers should be available at each workstation.
- Hands should be sanitized before coming into contact with guests/employees including handling letters of confirmation/information and before preparing mail to be posted.
- If sharing a workstation, a sanitization check list is recommended for before and after shifts. Reservation supervisor is to ensure these logs are being completed daily.

Treatments & Treatment Rooms

The suggestions below are in addition to existing cleaning and sanitation guidelines you may already have in place and support the use of our Aromatherapy Associates Treatments and Protocols.

The use of a personal mask may either be mandatory for your spa or requested by the therapist depending on local regulations and those of your spa. If a therapist chooses to wear a mask during a treatment the guest must be advised during the consultation. For Example: "To provide you with reassurance and confidence during your treatment, I am going to wear a face mask while I perform your service".

It is recommended that disposable masks are available at the Spa upon guest request with signage sharing that this is available. Local laws and regulations relating to personal protective equipment standards and usage must be followed.

- Recommend where possible that guests wash their hands or shower pre-treatment.
- Politely highlight that you are limiting physical contact where possible and therefore offer a no-touch greeting in keeping
- with the local customs for example a right hand to heart gesture or Thai greeting.
- Therapist visibly washes their hands before and after the treatments.

- Create a welcome ritual for each arriving guest that includes the Aromatherapy Associates *No Rinse Hand Cleanser* and our Pressure Point Massage which can be found here.
- For the Aroma Consultation, after washing hands the therapist must place 3 smelling strips in the viles of the consultation stand, step back and talk the guest through smelling each one. Once the oil is chosen the therapist should be clearly seen to be sanitising the bottle of oil before use.
- Ensure treatment rooms have 30 minutes in between each service to allow for treatment room cleaning and sanitation. The therapist must wipe down counters, bottles used, treatment trolley, jewellery box, head/face rests and treatment tables with disinfectant.
- Ensure any clean and used items are stored separately in visibly marked containers
- Remove from treatment rooms: bed skirts, duvets, pillows, runners, table warmers and mattress pads. All linen in the treatment bed must be used and washed after each guest.
- New freshly laundered linens applied to the treatment bed ahead of each new treatment.
- As a recommendation, employees should keep a spare clean uniform at work, so they can change during their shift if they feel it is required.

Personal Protective Equipment (PPE)

If masks are used by spa employee's, the below guidelines should be adhered to as recommended by the World Health Organisation. Spa Managers/Directors should organise relevant Health and Safety Training for the whole team.

How to wear a mask correctly:

Before putting on a mask, clean hands with alcohol-based hand rub or soap and water.

Cover mouth and nose with mask and make sure there are no gaps between your face and the mask.

Avoid touching the mask while using it; if you do, clean your hands with alcohol-based hand rub or soap and water. Replace the mask with a new one as soon as it is damp and do not re-use single-use masks.

To remove the mask: remove it from behind (do not touch the front of mask); discard immediately in a closed bin; clean hands with alcohol-based hand rub or soap and water.



SECTION 7

Additional Resources

Below are some additional resources from leading spa associations that we have collaborated with or articles which you may find useful:

Spa

<https://experienceispa.com/covid-19-info/2-uncategorised/400-re-opening-resources>

European Spa Magazine

<https://www.europeanspamagazine.com/>

European Spa's rapid-response Spa Crisis Management Plan, has been produced free-of-charge, to help Spa Leaders in UK, Europe and globally.

Sign up here:

<https://mailchi.mp/spapublishing/spacrisismanagementplan>

Professional Beauty UK

<https://professionalbeauty.co.uk/site/Coronavirus-Resources-Salons-Spas/>

UK Spa Association

<https://www.spa-uk.org/covid-10/co>

World Press

<https://sparevmanagement.wordpress.com/2020/04/23/strategic-re-opening-plan-post-covid-19-spa-and-wellness-industry/>

Barbicide certification

<https://barbicide.com/certification/>



We Are Here For You

Europe, Middle East & Africa
soconnell@aromatherapyassociates.com

Asia
mtong@aromatherapyassociates.com

Americas
cturick@aromatherapyassociates.com