

Julie Enea

Subject: FW: Follow Up - LunchboxWax - Support to Reopen 7 Bay Area Salons
Attachments: LunchboxWax Sanitation.pdf; Pandemic Preparedness Outline 61120.pdf; Co-Vid19 Industry Guidelines.pdf; LBW Salons Reopen Info_June 2020.pdf; Guidance Expanded Personal Services.pdf

From: Nicole Lecher

Sent: Tuesday, June 16, 2020 2:15 PM

Cc: Scott Schubiger ; Debi Lane

Subject: Follow Up - LunchboxWax - Support to Reopen 7 Bay Area Salons

Good morning,

After sending our email to you last week, Governor Newsom approved the re-opening of all personal service business statewide and issued *CoVid-19 Industry Guidance: Expanded Personal Care Services* (dated June 12, 2020) effective as of June 19th. – THANK YOU

We now face the next obstacle to reopening.

Despite the state's approval and your support of reopening, the actual opening dates are up to each individual County.

Many Counties have excluded personal services in any of their phases as it was not previously approved by the state. We request your support to work with each county that still have not included personal services in any phase or provided any opening date. We request that personal services reopening be put into the same phase as Hair Salons. It is not right to exclude certain services within the same industry – especially since the State has put them in the same group - , once it is approved at the state level and have state issued guidance to follow for reopening and ongoing operations.

The lack of communication at a county level since the state approval last week has led to many smaller businesses planning to open this week on June 19th. It is clear that already there are many small business personal service businesses opened and planning to open, and this is not being enforced at a local level. This is putting in jeopardy the opportunity for other to opening legally. Now law-abiding businesses are losing potential business to business that are opening prior to county approval.

Each day we remain closed we face growing challenges in being able to provide employment to our existing team and head closer to imminent permanent damage and potential bankruptcy.

Any response and advise would be very much appreciated.

Thank you
Nicky

Nicky Lecher | SpringBOX, LLC

LunchboxWax
Franchise Owner
www.lunchboxwax.com

From: _____
Sent: Friday, June 12, 2020 11:45 AM
Cc:
Subject: LunchboxWax - Support to Reopen 7 Bay Area Salons

Good afternoon,

In anticipation of Governor Newsom's announcement later today announcing the reopening of ALL beauty establishments (hair/skin/nails/waxing) next Friday, I hope this email will support all Bay Area counties to follow the states' allowance to reopen all beauty industry businesses next week.

Mr. Jeff Hanscom, Vice President, State Government Relations – International Franchise Association (IFA) has referred me directly to you. I am compelled to reach out to you as a proud California business owner of seven Waxing Salons in the Bay area. With safety of our team and of our guests, as the first priority, I am proud of the pre- and post-CoVid initiatives that LunchboxWax has initiated. Our brand's commitment to cleanliness and have yielded powerful, data-based results (herein attached) that demonstrate how a careful re-opening plan can be safely implemented.

Since May 3rd, 28 LunchboxWax salons have successfully opening around the country and have provided over 26,057 waxing services without any health incident.

As a result, I am asking you to please allow waxing salons to be included in the beauty industry category allowed to reopen on June 17th in Contra Costa County, and be include in Alameda County and Santa Clara County to reopen.

In a far too common story, I as a small business owner have been forced to lay off our entire staff of 52 employees and have remained closed since March 16th. I applaud the efforts and time and resources the state and each country have committed to protect the health and wellness of our communities, and commend the progress the state has achieved. Every life lost to CoVid is one too many, but it is promising to know that only hospital beds are less occupied as had been predicted. This progress has allowed CA to move to the next phase, and I strongly feel our salons should be included in the identification of business to open next week.

In an effort to provide facts, please accept this email along with the attached *Pandemic Preparedness Outline* and *Lunchbox Wax Reopening Info* and LunchboxWax Sanitation as evidence that we not only meet, but far exceed the "California Department of Health, CDPH, CoVid-19 Industry Guidance: Hair Salons and Barbershops" - published on May 24, 2020 (attached). As a result, I respectfully submit this letter on behalf of my 52 waxologists who are begging to return to work to have some sense of purpose and normalcy in their lives again. They see people amongst them out and about, working, shopping, and now dining out, but are forced to not work. I find it almost impossible to explain to our team why a chiropractic, Cryotherapy and tanning businesses can open in our communities, but we cannot. We have private 400 square foot suites for each guest, a hospital-like cleanliness environment with 1:1 service (both masked and pre-checked for symptoms), but we still are not allowed to reopen! Can you imagine if in the restaurant industry the state approved establishments who serve hamburgers to open, but forced pizza restaurants to remain closed, just because the product was different? We are 100% as clean and regulated as Chiropractors and far cleaner and more regulated than Cryotherapy, and tanning and far less risky than dentists.

We as a small business owner, along with our team of employees and our guests, are ready to reopen before there is irreparable and permanent economic damage. Indeed, reopening after Covid should be predicated on

consistent evaluation of business risks and procedures to protect guests and team. Beyond refute, the data I provide here (in the attached) fully supports this. Unfortunately, I truly believe all salons are being lumped as a group and being assumed to be less sanitary and posing a higher risk than medical offices, retail stores and restaurants, and now hair salon and barber shops. This is simply not true. Waxing salons in particular present far less interaction in number of people than restaurants and retail, full disinfection after every guest (to the same standards as medical offices as we use hospital grade cleaning and sanitation products) and have always followed the every high standards of the Board of Barbering and Cosmetology. Waxing salons are low client volume, extraordinarily clean, operate under state regulations for cleanliness, exceed all state requirements and have installed equipment and procedures to exceed most currently operating businesses. Most importantly, LunchboxWax is a **waxing only salon**. Please note that every employee working in our salon is licensed by the CA Board of Barbering & Cosmetology, has passed tests on health and hygiene, and undergo an additional 3 weeks of **Waxing Only** training focusing on sanitation and health.

In conclusion, we plead with you that we be allowed to open based on the scientific and professional standards we adhere to that exceed many, if not most other businesses and industries, that are currently operating, and meet social distancing requirements in the workplace.

If you are not the correct person, please could you forward my communication or let me know who I should reach directly. Our team appreciates the consideration to help us (and our uber-safe waxing industry) return to some sense of normalcy in the state. It will allow me the opportunity to stay in business to be able to provide for my team and their families, and not have to face the inevitable bankruptcy.

Thank you
Nicky

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