



May 26, 2020

To Our Zona Community,

NORWELL

HINGHAM SQUARE

WEYMOUTH

www.zonaprofessional.com

While the past few months have been uniquely challenging for us, like so many others, we have been hard at work (in most cases, virtually), to be prepared for our reopening. As everyone now understands, hair salons and barbershops were given permission to open yesterday, Memorial Day, on an appointment-only basis and under mandatory operating safety standards.

Given the nature of our business, our sensitivity to the current climate, our appreciation for the demand from our clients, our team's desire to return to work and our dedication to comply with all of the new safety mandates, we made the decision to use this week as our training week for our team and **to formally reopen to service clients, by appointment-only, on Monday, June 1st.** We hope you understand that it is with the utmost respect for our team and our clients that we provide this time to educate, train, acclimate and prepare our professionals to welcome clients back into our salons as safely and as comfortably as possible.

While we all wish that we could get back to 'normal,' it has been made abundantly clear by the Commonwealth that our reopening will not resemble the 'normal' we once knew. **Therefore, much like the Commonwealth, we will also be reopening in a phased approach, beginning on June 1st.** To provide insight on what that looks like for our clients and our team, four words come to mind: **Safe. Limited. Modified. Streamlined.**

We ask for your trust, empathy, and patience as we reopen our salons. **We are committed to doing our best to maximize our three locations, expanded hours of operation, access to protective equipment and sanitization supplies and technology to deliver a safe customer experience.** With that said, I want to highlight some of the 'new normal' guidelines, requirements and expectations we have implemented in order to comply with state, local and federal mandates, as well as additional measures to provide our clients and our team with as much 'peace-of-mind' as possible:

- **We will comply with all MA Mandatory Safety Standards and will use and make available all three salon locations, 7 days per week, between the hours of 8am-9pm.**
- We will be opening in phases, which means that **not all of our stylists will be returning at once.** In the situation your preferred stylist has not yet returned to Zona, **we will provide you with the option to wait for your preferred stylist or to allow us to recommend an alternative provider as we phase through our reopening.**
- In order to accommodate all of our clients' needs as efficiently as possible, **we will be offering retouch-only appointments.**
- **In the early reopening phase, we will not be offering blow dry services** out of an abundance of caution.
- **Appointments are required and we will not have waiting areas.** Therefore, our clients will need to wait in their vehicle upon arrival and we will communicate as we are ready for each client to enter the salon for service.
- **In order to secure an appointment, clients will be required to put their credit card on file.** This will allow us to offer a contactless checkout and expedite the checkout process. Additionally, this card will be charged in the event of a client cancellation without 24-hour notice, tardiness for an appointment which results in our inability to provide services and/or for appointment no-shows. With an abundance of client demand and stringent limitations on how and how many clients we can service at any given time, every appointment scheduled has to be strategically booked and therefore, we will need to charge for the time we have reserved.
- **We will not be accepting cash or check payments and tipping will be done via peer-to-peer methods** such as Tippy, Venmo, Zelle, PayPal and the like.
- **Clients, as well as our team, will be required to wear face masks at all times.**
- **We have installed plexiglass partitions between every stylist station to provide even more protection, above and beyond the mandatory social distancing.**

As you can imagine, with our ability to simply re-enter our salons yesterday as a team, we have been working hard to prepare for our official reopening. We will be continuing our outreach for appointment scheduling tomorrow and every day afterward to ensure that we take care of you. We are deeply appreciative of your continued support, patience and trust as we navigate these uncharted territories. However, **rest assured that we have done our due diligence to ensure you continue to receive the professionalism you have come to expect from us, even in this 'new normal.'** While everything, at any moment, is subject to change, we are excited for our reopening and look forward to seeing each of you very soon.

With gratitude,

Frank Zona