

SALON SUPPORT GUIDE

REPUBLIC OF IRELAND

LAST UPDATED 14/01/2021



L'ORÉAL
PROFESSIONNEL
PARIS

KÉRASTASE
PARIS

REDKEN
5TH AVENUE NYC

MATRIX

PULPRIOT

shu uemura
art of hair

PUREOLOGY
serious colour care

BIOLAGE

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INTRODUCTION

"We are thinking of all of our hairdressing partners and your loved ones at this time.

As we embark on a New Year – and despite the challenges that we continue to face – we are confident in the bright and long-term future of our essential Industry. For thousands of years, Professional Beauty Services have played a key role within society, and this will continue for thousands of years to come. Salons are the #1 destination for experiences that consumers crave, now more than ever after continued periods of lockdown and isolation. Not only do salons offer powerful physical transformation, but they offer an experience that supports emotional wellbeing through human touch and connection – a unique service that helps clients to feel good and re-establish their identities. Hairdressing professionals possess deep expertise and skills like no other industry – skills that can never be automated, making them irrefutably essential and irreplaceable.

We will continue to bring breakthrough, 'only available in-salon' innovation to help support your business, as well as this year, investing more than ever before in consumer media campaigns that will drive clients direct to salons for professional hair services that only professionals can create and achieve. We are committed to bringing you dynamic Education to inspire and develop your teams, and we remain determined to together reinvent and shape the future of our Industry and are here and ready to listen to you. We also continue to stand shoulder to shoulder with Trade Bodies to drive as much support as possible for our sector from the Government.

On behalf of all the teams at L'Oréal Professional Products Division, we want to affirm our total solidarity. Our teams are here to help you to navigate this challenging moment at every step of the journey and we remain by your side – now and always.

We wish everyone to take care and stay safe."



Béatrice Dautzenberg

Managing Director – L'Oréal Professional Products Division UK & Ireland

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ROI KEY CONSUMER INSIGHTS

L'Oréal Professional Products Division has conducted research to show how women felt after returning to the salon post-lockdown. These statistics can be used across your Salon's social media and communications to help instil more client confidence. We have created social assets you can use, please get in touch with your Business Partner for more information.

96%

of women who returned to salon agreed they felt safe**

98%

of women who returned to salon agreed the salon was clean and hygienic*

93%

of women who returned to salon agreed measures were sufficient to reduce Covid-19 risk**

A number of women surveyed agreed that the salon environment was not only clean and Covid-secure but that they also felt safe when visiting.

Salons have always been a place of relaxation and pampering, which hasn't changed despite new measures that have been put in place. Women continue to enjoy the in-salon experience whilst feeling safe, which is a great story to share with any clients who are still yet to return.

96%

of women who returned to salon agreed they could have the services they wanted**

95%

of women who returned to salon agreed they felt the same or better than usual after**

*Post Covid Research: Salon/Professional Hair Reopening in ROI. Conducted by 2CV Research on behalf of L'Oréal UKI via online interviews with 346 women aged 16-74, who had a salon appointment after lockdown was lifted. Interviews took place between 23rd-31st October 2020 in Republic of Ireland / ROI

**Post Covid Research: Salon/Professional Hair Reopening in ROI. Conducted by 2CV Research on behalf of L'Oréal UKI via online interviews with 417 women aged 16-74, who had a hair appointment after lockdown was lifted, either in salon or with a mobile stylist. Interviews took place between 23rd-31st October 2020 in Republic of Ireland / ROI

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We have created several social assets during this time that you might like to use or edit for your salon social channels, contact your Business Partner for more information.

COMMUNICATIONS ADVICE

Communication remains key and now more than ever clients are looking to digital and social media for updates and connection. Here are some ideas on key messages that you might like to connect with your clients on.



Hygiene and Safety

We know from consumer surveys that the new safety measures being followed in salons are very important, so keep reinforcing and telling your clients about how you are caring for them and your new salon journey so they know what to expect if they haven't yet returned to the salon.



Services and Packages

Keep your clients updated on any new service packages, perhaps express services that reduce the amount of time they need to spend in the salon when you are open, or any special offers you have coming up. You might want to encourage clients to book a package of services such as multiple haircuts for a special price/added value or a 'Welcome Back' package.



Virtual Consultations

During this time, you might like to offer virtual consultations. Clients could even try apps like 'L'Oréal Style My Hair' where they can play and try on colour to help them to visualise what the transformation could look like. Find out more from page 7



Go Live

Take to Instagram or Facebook LIVE and stream tutorials/how-to videos for your clients, asking them what you should cover next and keeping them engaged, this is a great way to tailor your content to what client's are personally seeking advice on.



Keeping Connected

Keep updating your clients on your reopening date, how they can pre-book and reminding them of all the care measures you have in place to prioritise hygiene and safety.



Trends

Tell your clients about the latest looks for the season and the expertise of your team who create looks only available in the hands of the professionals.

5 WAYS YOUR CLIENTS CAN SUPPORT YOUR SALON

THE 5 WAYS IN WHICH YOU CAN ASK YOUR CLIENTS TO SUPPORT YOUR SALON



1. Leave a Review

Ask your clients to leave your business a review on Google or any other site that will help to promote your business. You can ask for their permission to post a quote of the review on your social media channels to encourage other clients to leave their review, as well as attract new clients.



2. Book Ahead

Encourage clients to book their next appointment early to avoid an increased rush when you reopen.



3. Gift Cards

To help with cashflow, you could offer and ask loyal clients to purchase gift cards for themselves for future appointments or as gifts. These could be digital gift cards or posted to them.



4. Share on Social

Ask clients to like, comment and share your social media posts so that your content is seen by more people and you can reach new clients.



5. Shop Local

Clients are keen to support their local businesses during this time, so continue to reinforce the 'shop local' message and let your local community know how they can support you.

SOCIAL MEDIA TIPS

Staying in touch with clients at this time is really important. Clients will look to social media for up-to-date information but also for inspiration and your expert support during this time. We've put together some advice for you to consider for your social media channels.



The Human Touch

As people turn to digital mediums to connect with one another even more than ever before, it is the perfect time to ensure your salon voice also incorporates an emotive tone on social. Clients enjoy seeing team updates and hearing news about the people behind the salon as well as authentic and meaningful content to sit alongside your usual posts. For example, you may wish to update clients on a temporary closure but let them know that you cannot wait to see them again soon or you might want to share a story about a client's experience with your salon, with their permission of course.



Community Matters

It's important to create the same community culture on social as you do in your salon with your tone of voice. Reply to all DMs (direct messages), comments - this will help to keep the community engaged. Ask questions when posting content and get your followers involved e.g. Post an Instagram Story with an 'Ask A Question' box for an expert to answer haircare or styling tips and share the answers with everyone.



Social Media Audit

Now is a great time to reflect on how your social media channels are working for you as your priorities may have shifted and responsibilities may have been adjusted too. Use Instagram Analytics to see what content has worked best this year. TIP: Keep focusing on what is already working well for you e.g. if your clients love before and afters, keep doing them and learn what is working best. You may decide to focus on one platform to free up time (e.g. Just Instagram) or you might want to venture onto another platform such as Pinterest, where you can create mood boards to inspire clients.



Content Creation

Whether or not you are able to capture new content at this time, why not get creative and have a play with some new content apps. Use content creation tools like Canva or Adobe Spark Post to help you produce new posts with existing photos or videos you already have or creating new content from scratch. You can also sync both of these apps from your desktop to your mobile phone for easy edits!



Hot Social Tips

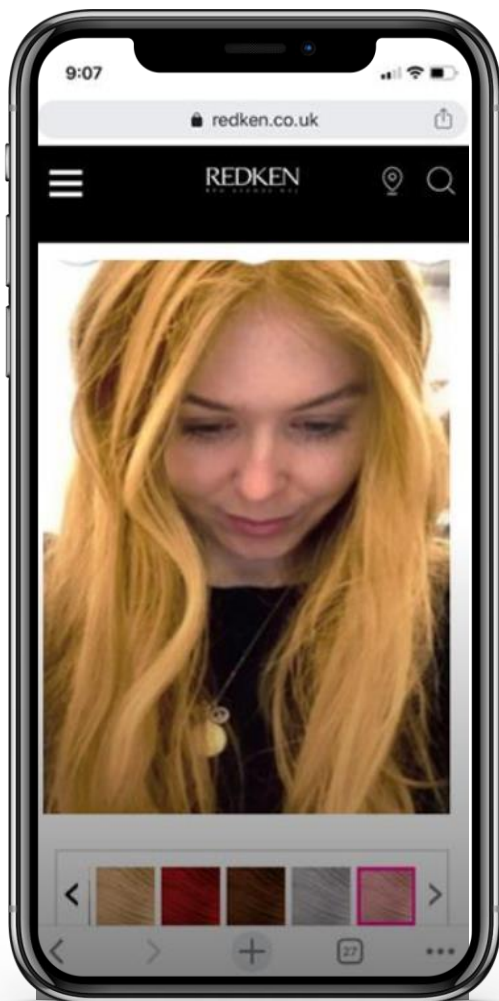
1. Make sure you have your Instagram account set up as a business account – anyone can switch to a business account following these quick and easy steps [here](#)
2. Use at least 10 hashtags in your Instagram feed posts to increase your visibility (using local hashtags will attract more local follower)
3. Try to use Instagram Stories every day or as often as you can to remain consistent and present. You will remind clients to get in touch/book in and build stronger connections
4. Write captions that give value, are emotive or informative – encourage engagement by asking questions and starting conversations

VIRTUAL CONSULTATIONS

A new age of virtual consultations has developed under the recent context, and even now your salon doors may be open again, this new method of connecting with clients can be an accessible way to modernise and make the client experience even more seamless and personalised. Here we share a how-to virtual consultation recommendation to support you and your clients.

What is a Virtual Consultation?

A virtual consultation is a video call via a digital device (mobile phone, tablet or computer) connecting the hair stylist or colourist with their client from wherever they are. This will replicate the consultation process that is usually conducted in salon from assessing the client's current hair condition, style and colour, to discussing options for their future appointment and care or styling requirements.



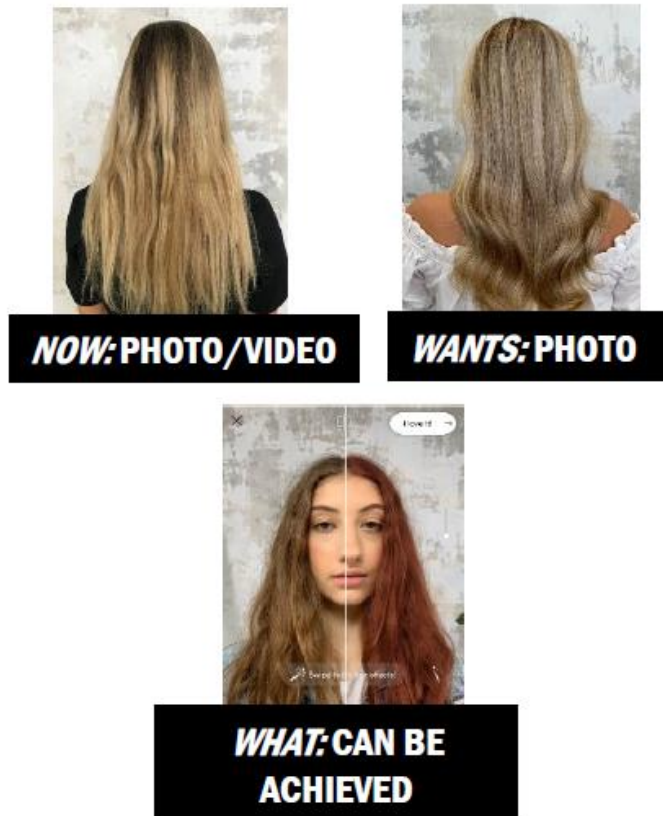
Why choose to do Virtual Consultations?

As clients seek professional advice on how to look after their hair at home, as well as discuss upcoming appointments, a virtual consultation offers the opportunity to remain connected with clients, whilst offering them advice that only an expert can provide. Some clients may also be alone during lockdown periods and might hugely appreciate a video call.

VIRTUAL CONSULTATION HOW-TO

Step 1 Select Your Platform

Choose your video consultation platform (opt for something that you and your clients are most familiar with and comfortable using) e.g. Zoom, WhatsApp Video Call, FaceTime or Facebook Messenger etc.



Step 2 Encourage Bookings

Share with clients how they can book their Virtual Consultations, whether via an email, text message, social media or the salon window.

VIRTUAL CONSULTATION HOW-TO



Step 3

Prepare Yourself & Your Client

Run some tests and rehearse with your team so you know how long each Virtual Consultation will need.

Ask clients prep-questions before the call (e.g. current hair condition, concerns or inspiration reference images for a new cut or colour look, as well as images of their hair now) and give yourself time to evaluate beforehand. Have everything you might need to aid the consultation, such as products, price lists and apps like **'Style My Hair'** ready. Ensure the client knows how to access the call, your internet connection is strong and you host the call during day light hours if possible so you can see the client's hair in the best lighting.

Step 4

The Virtual Consultation

Join the call slightly earlier than scheduled, so when the client joins you are ready for them. Have everything you need with you for a smoother running call (pen and paper, mobile phone for **Style My Hair** app, visual references and their responses to the prep-questions).

VIRTUAL CONSULTATIONS TOP TIPS



STYLEMYHAIR PRO



1

THE INSPIRATION



2

THE 3D MAKEOVER



3

THE DIGITAL SWATCHBOOK

VIRTUAL CONSULTATION TOP TIPS

1. Ask all the necessary questions e.g. 'When did you last colour your hair?' (this might indicate an allergy test will be required), 'What are you hoping to achieve?' and 'where do you wear your parting' - ask them to show you on video.
2. Discuss their goals and give your expert feedback on if the look is achievable.
3. Use 'Style My Hair' app to show them how a new colour could look and discuss this live. Have examples ready that you had already prepared.
4. Make time to discuss retail products – what will they need to care for their hair either before or after the appointment.

IDEAS FOR VIRTUAL SHOPPING MOMENTS



IDEAS FOR CREATING VIRTUAL SHOPPING MOMENTS

Connecting virtually with clients doesn't need to stop at one-to-one consultations, you can replicate what you might usually do for in-salon events and moments, but just virtually. Here's some recommendations and ideas...

Local Business Events & Virtual Markets

Look out for local virtual markets or fairs - Or why not create your own? Team up with local businesses to run virtual events and experiences including a personal expert shopper consultation to help clients choose and purchase gifts.



Virtual Masterclass Event

Create a Virtual Masterclass event series and run it weekly, here you could share a how-to or expert advice for top client concerns such as colour care at-home or repairing damage. Send out questionnaires beforehand to the attendees so you cater the content for them and create exclusive haircare package offers of the product shown during the class for pre-order.

Virtual Friends/Family Party

Offer bespoke virtual events for a group of friends or a family to make it integrative and fun like a 'Girls Night In Hair Party'. It could be a how-to masterclass or a discussion on the top hair concerns of the group. You could charge a small cost for the event that is redeemable off of a salon service or retail products.

COVID SUPPORT INFORMATION ROI

IF YOU ARE UNSURE WHAT SUPPORT YOU ARE ELIGIBLE FOR PLEASE CHECK [HERE](#)

EMPLOYMENT WAGE SUBSIDY SCHEME (EWSS)

- ✓ Replaced the 'Temporary Wage Subsidy Scheme'
- ✓ EWSS is an economy-wide enterprise support that focuses primarily on business eligibility. The scheme provides a flat-rate subsidy to qualifying employers based on the numbers of eligible employees on the employer's payroll and gross pay to employees
- ✓ The scheme is expected to continue until **31 March 2021**
<https://www.revenue.ie/en/employing-people/ewss/index.aspx>

COVID-19 PANDEMIC UNEMPLOYMENT PAYMENT

- ✓ The COVID-19 Pandemic Unemployment Payment is available to employees and the self-employed who have lost their job on or after 13th March due to the COVID-19 pandemic. **It will be in place until April 2021**
 - ✓ The rate you receive will depend on the amount you used to get paid
- <https://www.gov.ie/en/service/be74d3-covid-19-pandemic-unemployment-payment/>

COVID-19 CREDIT GUARANTEE SCHEME

- ✓ The Scheme offers a partial Government guarantee (80%) to participating finance providers against losses on qualifying finance agreements to eligible SMEs, small Mid-Caps and primary producers.
 - ✓ The COVID-19 Credit Guarantee Scheme facilitates up to €2 billion in lending to eligible businesses
 - ✓ Your business must also have experienced an adverse impact of minimum 15% in actual or projected turnover or profit due to the impact of COVID-19
- <https://enterprise.gov.ie/en/What-We-Do/Supports-for-SMEs/Access-to-Finance/SME-Credit-Guarantee-Scheme/>

COVID-19 BUSINESS LOANS

- ✓ COVID-19 Business Loans up to €25,000 are available through Microfinance Ireland with zero repayments and zero interest for the first 6 months and the equivalent of an additional 6 months interest-free subject to certain terms and conditions
- <https://dbei.gov.ie/en/What-We-Do/Supports-for-SMEs/COVID-19-supports/>

COVID RESTRICTIONS SUPPORT SCHEME

- ✓ Offers a targeted, timely and temporary sector-specific support to businesses forced to close or trade at significantly reduced levels as a result of restrictions imposed on them in response to COVID-19. The relief will operate as a cash payment equal to 10% of the average weekly value of the 2019 business's turnover up to €20,000 and 5% thereafter
- <https://dbei.gov.ie/en/What-We-Do/Supports-for-SMEs/COVID-19-supports/>

REDUCTION OF VAT

- ✓ A reduced VAT rate for the hairdressing sector from 13.5 per cent to 9 per cent will be introduced with effect from November 1st until December 2021
- ✓ <https://dbei.gov.ie/en/What-We-Do/Supports-for-SMEs/COVID-19-supports/>

WORK SAFELY PROTOCOL

- ✓ Click here to view the full Covid-19 safety protocol for Republic Of Ireland
<https://www.gov.ie/en/publication/bb7fd-work-safely-protocol/>

USEFUL LINKS



L'ORÉAL ACCESS

24/7 Digital Education for hair professionals from creative artistry and inspiration to digital and social media upskilling <https://ie.lorealaccess.com/>

HYGIENE & SAFETY E-LEARNING

Feel confident with Salon safety protocols with the L'Oréal Access Hygiene & Safety E-learning <https://ie.lorealaccess.com/learn/course/17064/play/49215:15951/the-loreal-accesshygiene-safety-e-learning>



SALON EMOTION WEBINARS

Enrol now for the below short webinars packed with business development tips and tricks, from digital and social, customer behaviour and market insights, to new innovations.
Search 'salon emotion' on L'Oréal Access <https://ie.lorealaccess.com/>

OTHER USEFUL LINKS TO TRADE BODIES FOR GUIDANCE AND UPDATES

IRISH HAIRDRESSERS FEDERATION

<https://irishhairfed.com/>

IRISH HAIRDRESSING COUNCIL

<https://hairdressingcouncil.ie>

HABIC

<https://habic.ie/>

WE ARE
#STRONGERTOGETHER

